



# **How to Register and Set up a New Selling Account on Amazon.sg**

Nov 2021

# Benefits of Selling on Amazon Singapore



Reach out to millions of customers easily without creating a website.



Leverage our brand awareness and the trust of our customers.



**FREE Professional Selling Account (till 31<sup>st</sup> Dec 2022).**



**Use our fulfilment network (FBA).** Save time and Offer Free 1 Day Shipping for domestic orders.  
Learn about FBA New Selection Program [here](#).



Maximize your potential with Amazon free analysis tools.



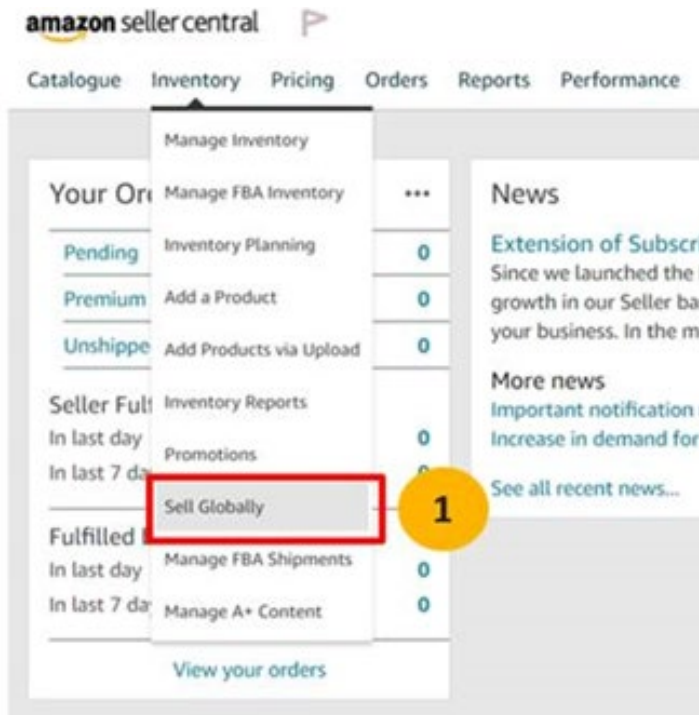
# Create Amazon Singapore Selling Account



If you are selling in Amazon stores outside of Singapore, please follow the steps in **this page** to create a selling account on Singapore store. If you are new to Amazon, proceed from the next page.

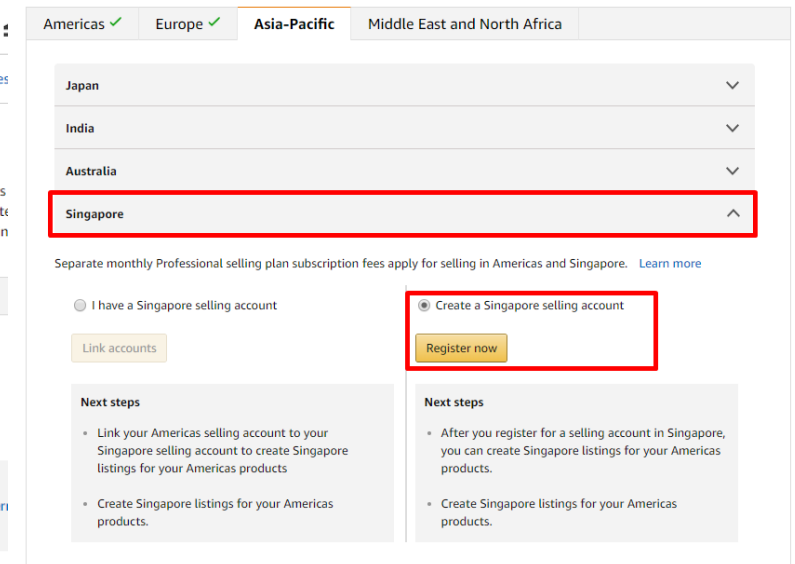
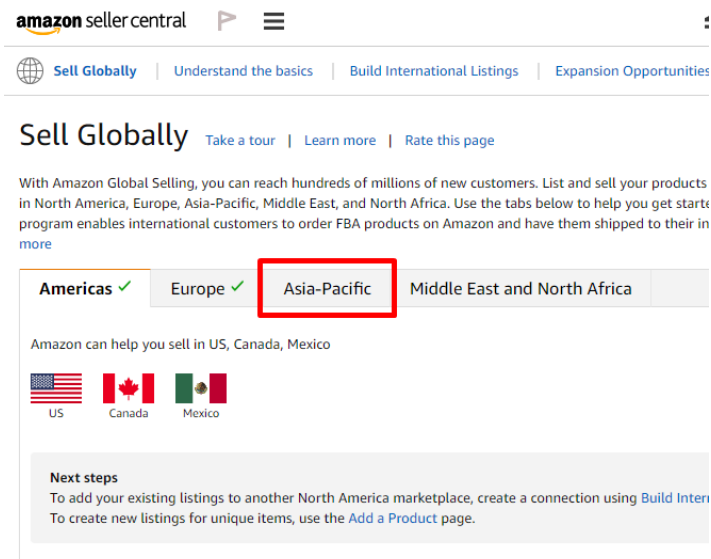
## Step 1:

Log in to your existing Amazon Store's Seller Central account. Select "Sell Globally" under the "Inventory" drop down menu from the top bar



## Step 2:

Select "Singapore" under "Asia-Pacific", and click "Register Now". You will be brought to the Amazon Singapore registration page to complete your registration. [Complete your registration by following rest of the steps here.](#)



If you are new to Amazon, start by creating an account with Amazon Singapore.

## Create Account

To begin the process of creating a seller account on Amazon you need to:

- Go to <https://sell.amazon.com.sg/>
- Click on "Sign Up"

**Tip:**

\*The <https://sell.amazon.com.sg/> can give you access to lots of information that will help you to have better understanding of Amazon.sg

Look through the website and remember to visit [FAQ](#) to learn more about Frequently Asked Questions.

# Become an Amazon seller

Already selling on Amazon.sg?

Expand internationally

New to Amazon.sg?

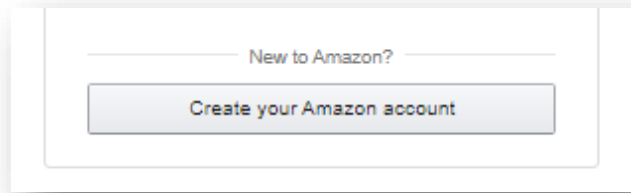
Sign up

Fee waiver till 31 December 2021\*



# Create Account

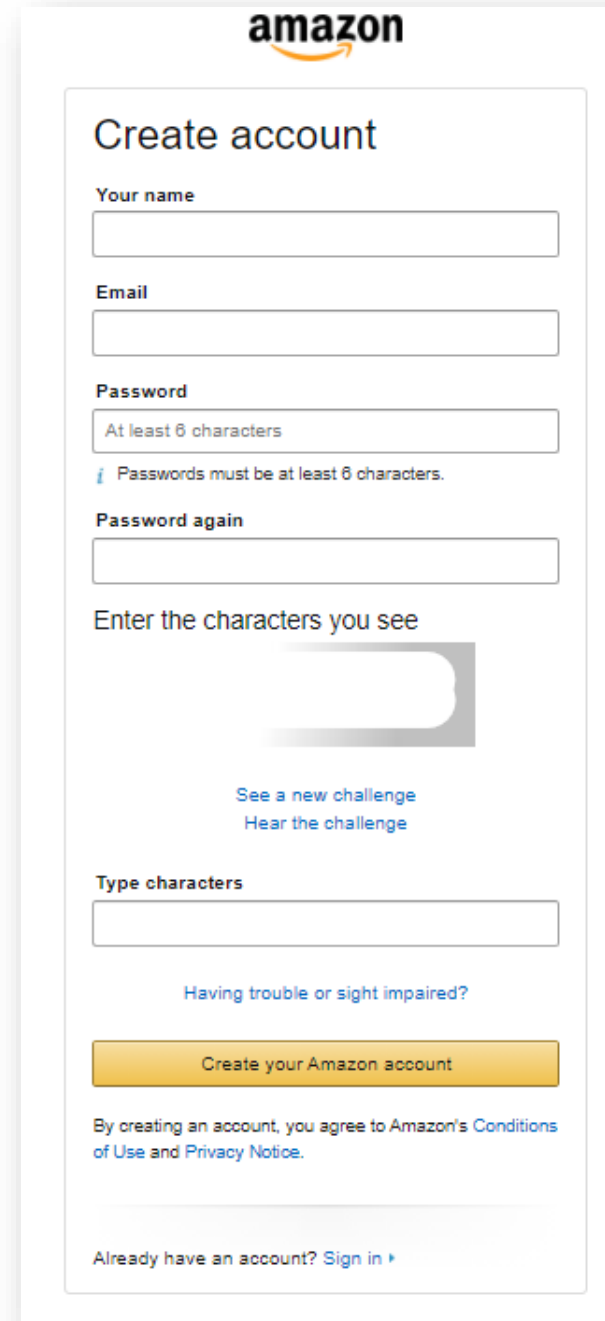
Select "Create your Amazon account"



When you're creating a new seller account on Amazon, you need to add the following information:

1. Enter your name on the website.
2. Enter the email address that you want to use to register or if you have a customer account you can use it to create a seller account.
3. Fill in the rest of the fields

Finally click on "Create your Amazon account" to complete your login information and move to the next step.

A screenshot of the Amazon 'Create account' form. At the top is the Amazon logo. Below it is the title 'Create account'. The form contains several input fields: 'Your name', 'Email', 'Password' (with a hint 'At least 6 characters'), and 'Password again'. Below the password fields is a CAPTCHA section titled 'Enter the characters you see' with a distorted image of the number '5'. There are links for 'See a new challenge' and 'Hear the challenge'. Below the CAPTCHA is a 'Type characters' input field. At the bottom is a large orange button labeled 'Create your Amazon account'. Below the button is a line of text: 'By creating an account, you agree to Amazon's Conditions of Use and Privacy Notice.' At the very bottom, there is a link: 'Already have an account? Sign in >'.

amazon

## Create account

Your name

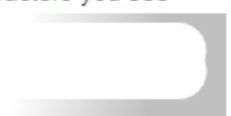
Email

Password

*i* Passwords must be at least 6 characters.

Password again

Enter the characters you see



[See a new challenge](#)  
[Hear the challenge](#)

Type characters

[Having trouble or sight impaired?](#)

Create your Amazon account

By creating an account, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).

Already have an account? [Sign in >](#)

**Tell us about your  
business**



# Step 1: Seller Agreement

Fill in your Legal Name

Read the Amazon Services

Business Solutions Agreement

Click on "I have read and  
accepted the terms and  
conditions" to accept it

2


Seller information

3


Billing / Deposit

## Set up your Amazon selling account


Have the following available:



**Business name & address**



**Mobile or telephone number**



**Chargeable credit card & valid bank account**

**Legal name**  
[What is a legal name? ▸](#)

**Seller agreement**

☐ I have read and accepted the terms and conditions of the [Amazon Services Business Solutions Agreement](#)

If you are an international seller, read [this important information](#)

Next



## Step 2: Seller Information

Enter all required information about the business

- Country, city, area and address line.
- Store name (It refers to the Display name that will appear on the website and will be seen by the customers).
- Phone number  
When entering the phone number, make sure to choose the country of your cellular company, and based on the verification option of your choice you will either receive a phone call or an SMS to verify your phone number.

Click "Next".

2

Seller information

3

Billing / Deposit

### Tell us about your business.

**Street address**

**City / Town** **State / Region / Province**

**Country/Region** **ZIP / Postal Code**

Singapore


**Choose your unique business display name**  
[What is a business display name? ›](#)

**If you sell your products online, enter your website URL (optional)**  
[Why do we ask for this? ›](#)

**Select an option to receive a PIN to verify your phone number**

☐ Call ☒ SMS

**Mobile number**

 +65 8123 4567

E.g. +1 206 266 1000

**SMS Verification Language**

English

Text me now

## Step 3: Billing / Deposit

Please add your credit card information

The credit card will be required as a charging method that will be used to charge you for any services you ask for

*\*Note: Professional selling plan's monthly subscription fees have been waived till 31<sup>st</sup> December 2021. If you wish to register an Individual selling plan, you can switch plans after successful account registration*

Click "Next"

✓

3

Seller information

Billing / Deposit

### Set up your billing method

Your selling plan:  
**Professional selling plan** [view plan details](#)

Your credit card information  
Your first monthly subscription fee will be charged upon account creation. You'll be able to list products after we perform payment validation, which typically takes an hour (but could take up to 24 hours).

Card Number

Valid through

1 / 2020

Cardholder's Name

☐

☐

Add a new address


Back


Next

## Step 4: Product Information

Fill up all required information

Click "Next"

  
Seller information

  
Billing / Deposit

### Tell us about your products

[Skip for now](#)

**Do you have Universal Product Codes (UPCs) for all your products?**  
[What is UPC? ▸](#)

☐ Yes  
☐ No

**Do you own a brand? Or do you serve as an agent or representative or manufacturer of a brand for any of the products you want to sell on Amazon?**  
[What does this mean? ▸](#)

☐ Yes  
☐ No  
☐ Some of them

**How many different products do you plan to list?**

☐ 1-10  
☐ 11-100  
☐ 101-500  
☐ More than 500

Back

Next

# Seller Identity Verification

It's no secret: At Amazon, we obsess over customers. And our customers want a trusted destination where they can purchase a wide variety of goods—which is what makes sellers like you so important. We're always looking for ways to add value for our customers and be Earth's most customer-centric company. As an Amazon seller, you take part in offering those customers better selection, better prices, and a top-notch customer experience



# Prepare these Documents

Seller Identity Verification process is done on individual level which means that the supporting documents submitted must be tagged to the individual registering for a selling account OR the individual registering for a selling account on behalf of the company.

## Documents and Information Needed

- ✓ Passport **OR** Driving License (Valid, not expired).
- ✓ Personal Bank/ Credit Card Statement **OR** Company Bank/Credit Card Statement

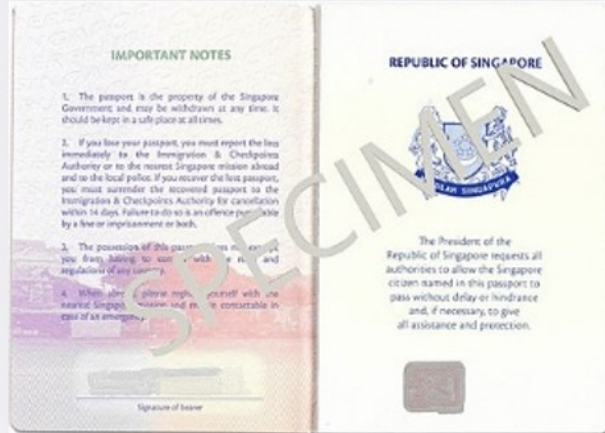
## **IMPT:** Document Requirements

- ✓ **Acceptable file types:**
  - gif, png, jpg, pdf, and docx
  - Do not include special characters in the file name (examples: \$, &, or #)
- ✓ **Less than 10MB in size**
- ✓ **No screenshots allowed. Provide authentic and unaltered documents only**
- ✓ **Supported Languages:**
  - Arabic, Chinese, Dutch, English, French, German, Italian, Japanese, Polish, Portuguese, Spanish, Swedish, and Turkish
  - Otherwise, provide notarized translations in a supported language with stamp and signature on document
- ✓ **Colored document**
- ✓ **Clear and Readable**
- ✓ **Not cropped (all edges of the document must be clearly seen)**

# Passport Requirements

Signature  
page

Information  
page

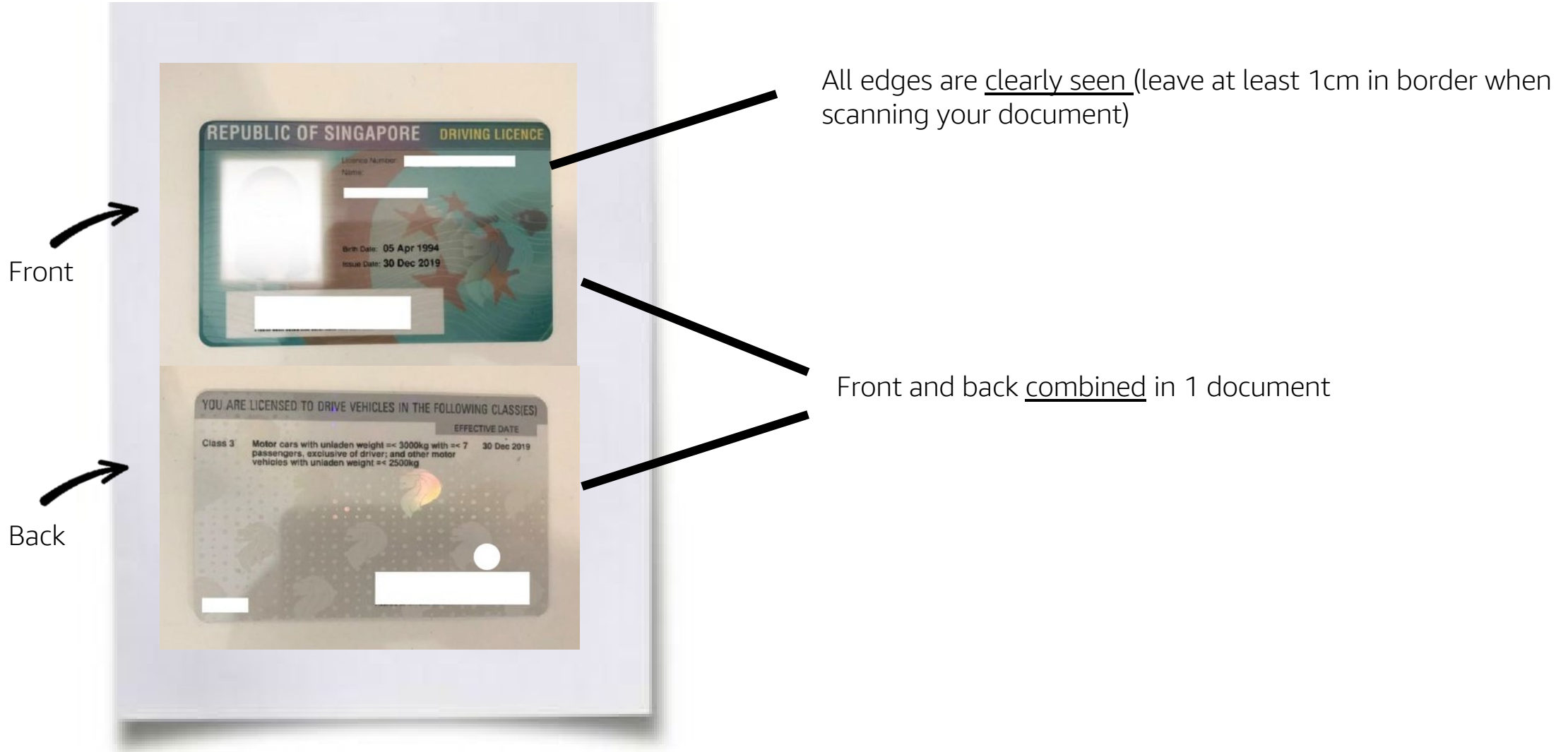


All edges are clearly seen (leave at least 1cm in border when scanning your document)

Signature page and information page combined in one document. All passports have a signature; if you can't find the signature page within the information page, we recommend you to search in other pages of your passport

If your passport of your Nationality has signature and information within the same page, you can submit that page only

# Driver's License Requirements



# Personal Bank / Credit Card Statement

Visible  
address

HOWARD BANK

Statement Ending 09/21/2018  
Page 1 of 4

RETURN SERVICE REQUESTED

John Doe  
123 Main Street  
Baltimore, MD 21224

**Managing Your Accounts**

- Primary Branch: Canton
- Phone Number: 443-573-4800
- Online Banking: HowardBank.com
- Telephone Banking: 1-877-527-2703
- Mailing Address: 3301 Boston Street, Baltimore, MD 21224

**Summary of Accounts**

Account Type	Account Number	Ending Balance
HOWARD RELATIONSHIP CHECKING	XXXXXXX4101	\$5,684.22

**HOWARD RELATIONSHIP CHECKING-XXXXXXX4101**

**Primary Checking**

**Account Summary**

Date	Description	Amount
09/01/2018	Beginning Balance	\$18,806.47
	3 Credit(s) This Period	\$4,293.20
	20 Debit(s) This Period	\$17,414.45
09/21/2018	Ending Balance	\$5,684.22

**Account Activity**

Post Date	Description	Debits	Credits	Balance
09/01/2018	Beginning Balance			\$18,806.47
09/04/2018	Signature POS Debit 09/02 MD BALTIMORE GIANT FOOD	\$57.48		\$18,747.99
	INV SEC# 071562			
09/04/2018	Nationstar d/b/a Mr Cooper XXXXXX6179	\$1,989.60		\$16,758.39
09/05/2018	HMS WARRANTY 8002473680 5829389	\$42.99		\$16,715.40
09/05/2018	SAMS CLUB MC ONLINE PMT CKF426104254POS	\$4,671.42		\$12,043.98
09/05/2018	DISCOVER BANK ET TRANSFER	\$8,212.00		\$3,831.98
09/06/2018	BALTIMORE GAS ELEC ONLINE PMT	\$160.75		\$3,671.23
09/06/2018	AMAZON	\$170.00		\$3,501.23
09/06/2018	DEVONSHIRE II CO CONS CP BC05198	\$195.00		\$3,306.23
09/07/2018	DEPOSIT		\$693.25	\$3,999.48
09/07/2018	TARGET ONLINE PMT	\$68.59		\$3,930.89
09/10/2018	ATM Withdrawal 09/07 MD BALTIMORE 10101	\$180.00		\$3,750.89
	PHILADELPHIA RD SEC# 00838			
09/10/2018	Signature POS Debit 09/08 MD BALTIMORE GIANT FOOD	\$70.11		\$3,680.78
	L A FITNESS	\$12.98		\$3,667.80
09/11/2018	AT&T MOBILITY ONLINE PMT	\$116.22		\$3,551.58
09/14/2018	DEPOSIT		\$606.62	\$4,158.20
09/14/2018	DIRECT DEP		\$3,035.33	\$7,193.53
09/14/2018	Signature POS Debit 09/13 MD BALTIMORE GIANT	\$19.86		\$7,173.67
09/17/2018	ATM Withdrawal 09/15 WV INWOOD	\$400.00		\$6,773.67
	MARTINSBURG INWOOD			
09/17/2018	Signature POS Debit 09/16 MD BALTIMORE GIANT	\$14.06		\$6,759.61

Member FDIC

Page 1/3

Name must match exactly with the name in your Passport/Driver's License

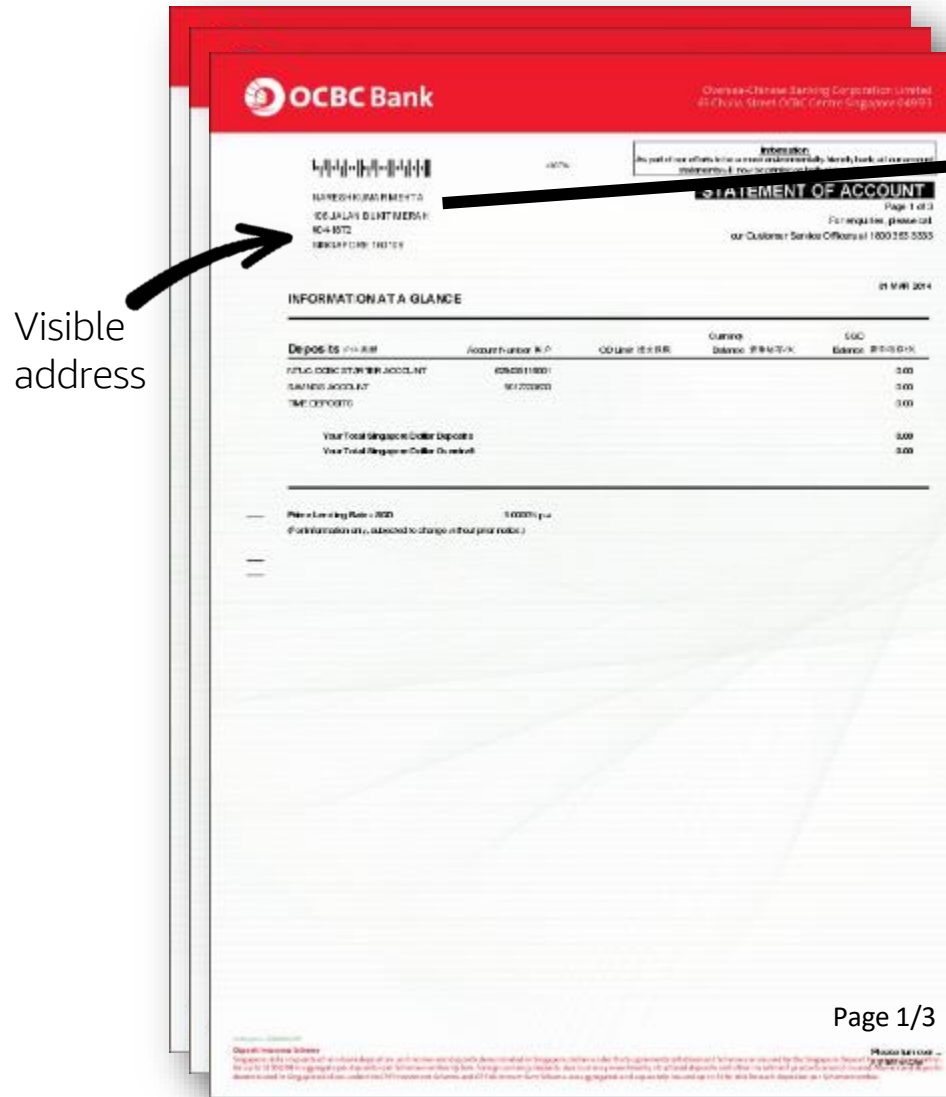
Issued within the last 90 days

Transaction titles can be clearly seen.  
You may blank out numerical values if needed

All pages are included in your document (Multi-pages)



# Company Bank / Credit Card Statement



Name does not need to match exactly with the name in your Passport/Driver's License. However there needs to be presence of a company name or a company bank account holder name.

Issued within the last 90 days

Transaction titles can be clearly seen.  
You may blank out numerical values if needed

All pages are included in your document (Multi-pages)

# Step 1: Select Country

Select the country where your business is located.  
Make sure to choose the correct option as this  
can't be changed once submitted.



**IMPORTANT: If you have selected e.g. Singapore, you will need to ensure at least one of the documents below is issued from this country:**

- **Passport / Driver's License**
- **Personal / Company Bank or Credit Card Statement**

The screenshot shows a web interface for 'Identity Verification'. At the top, the title 'Identity Verification' is centered. Below it, a message states: 'Before we activate your seller account, please help us verify your identity.' A horizontal line separates this from the next section. On the right side of this section is a blue 'Help' link. The main instruction is 'Select country in which your business is located'. Below this is a dropdown menu with 'Singapore' selected and a downward arrow icon. Another horizontal line is below the dropdown. At the bottom center is a yellow 'Next' button.

## Step 2: Identity Document

Fill up required information based on the document you intend to upload (Passport or Driver's License)

After confirming all the information, click "Submit".



### IMPORTANT:

1. All information keyed in must be **an exact match** to the information displayed on your passport/driver's license. Please check your entry carefully before submission

### Identity Verification

[Help](#)

I am the sole owner or point of contact for this account

**Identity document** ?

Driver's license

#

**Expiration date** ?

**Country of issue**

Select country

**First name** ?

First name

**Middle name** ?

Middle name (optional)

**Last name** ?

Last name

**Date of birth (DD/MM/YYYY)** ?

☒

☐ Add a new address

Submit

\*Note: If you are using Driver's license, you may input any future date as expiry date.  
Note: All information entered here are only required for verification purposes.

## Step 3: Upload Document


Upload your two documents and click "Submit".

### IMPORTANT:



- 1. Ensure your documents met all criteria as outlined in the [previous slides](#) before submission. You may also use our [checklist](#)**
- 2. Failure to comply with criteria will result in failing Seller Identity Verification, upon which you will need to re-submit your seller application information and documents (limited to 3 submissions)**
- 3. Provide only 1 ID type throughout your application. Please do not upload multiple types of ID document - only upload the ID document that you have selected in this step.**

### Identity Verification

 **Thank you for your request**  
We have received your information and may reach out to you for further clarification within 2 business days.

[Help](#)

You have submitted the following information for verification.

Name	<div></div> Point of contact
Date of birth (DD/MM/YYYY)	<div></div>
Identity Data	<b>Driver's license#</b> <div></div> Expiration date <div></div> Country of issue : SG
Identity document	<b>Uploaded file :</b> DRIVER LICENSE.pdf
Additional document	<b>Credit card statement</b> <b>Uploaded file :</b> credit card statement.pdf
Business Address	<div></div> Singapore, <div></div> SG

## What to expect next

- Amazon's Seller Identity Verification team is going to review all of the information and documents and this process usually takes between 2-3 business days.
- There will only be email updates if your application is unsuccessful. Please log in to [Seller Central](#) 2-3 business days later if you did not receive any email updates about your application to check if you are approved and can start selling.



# Useful Checklist and FAQs



# Checklist

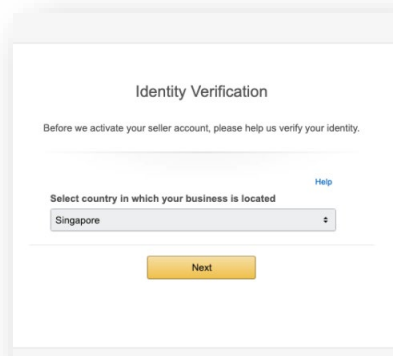
Please check that your documents have met all the criteria below before submission:

- ☐ Are all your submitted documents **not a screenshot**? (Screenshots are rejected)
- ☐ If you submit a copy of your **passport**, does your file have **both the picture page** and the **bearer's signature page**, and **merged into one file**? (You can paste images of both pages onto a word doc and save as PDF for submission)
- ☐ If you are using Passport or Driver's License, did you provide **both sides** of your ID in **colour**? (Document in black and white will be **Rejected**.)
- ☐ Did you provide **both sides** of your Bank Statement/ Credit Card Statement in **colour**? (Document in black and white will be **Rejected**.)
- ☐ Did you submit **ALL pages** of your Bank Statement/ Credit Card Statement?
- ☐ For multi-page files (e.g. ID card or Bank statement), are the images combined into one file of **less than 10 MB in size** and **uploaded in acceptable file types (png, jpg, pdf, and docx)**? (Ensure it does not include special characters in the file name (examples: \$, &, or #))
- ☐ Does the full name on your ID document **match the full name** entered in Seller Central for your seller account?
- ☐ If you are using Personal Bank Statement/ Personal Credit Card Statement, does the full name on your statement **match the full name** on your ID documents?
- ☐ Is your Bank Statement/ Credit Card Statement **issued within the past 90 days**?
- ☐ Does your Bank Statement/ Credit Card Statement show **transaction titles** (you can blank out value of transactions)?

# Checklist

Please check that your documents have met all the criteria below before submission:

- ☐ Does the **country on either** your ID document **or** Bank Statement/ Credit Card Statement **match the country** you have selected below?

A screenshot of a web form titled "Identity Verification". Below the title is a sub-header: "Before we activate your seller account, please help us verify your identity." There is a "Help" link in blue text. Below that is a label "Select country in which your business is located" followed by a dropdown menu showing "Singapore". At the bottom is a yellow "Next" button.

- ☐ Are all your submitted documents **not cropped** (all edges can be seen)?
- ☐ Is your ID Document valid (**not expired, revoked or closed**) and its expiration date matches your input in the field "Expiration date" in Seller Central?
- ☐ Are all your submitted documents in **high-quality, in color and unobstructed (not angled, blur or cropped)**?
- ☐ Are all your submitted documents **authentic and unaltered**?
- ☐ Are all your submitted documents **supported in Arabic, Chinese, Dutch, English, French, German, Italian, Japanese, Polish, Portuguese, Spanish, Swedish, and Turkish language**? If not, did you submit **notarized translations in a supported language**?



# FAQ

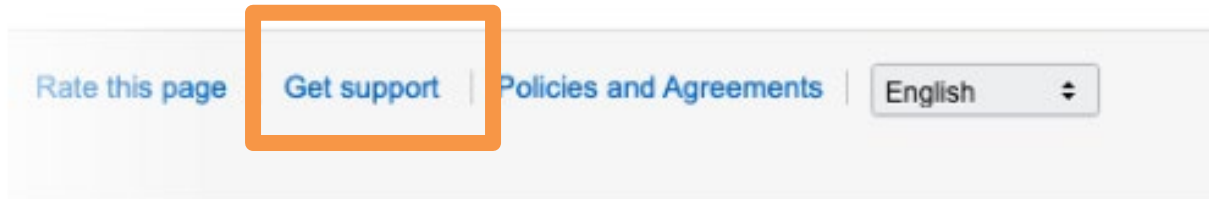
## 1) My documents were declined, what should I do?

Step 1: Ensure all document criteria are met by using this checklist

Step 2: Resubmit your documents that meet the requirements on [Seller Central](#) for successful verification.

If you are unable to resubmit your documents, this could be because you have exceeded 3 submission tries.

Please appeal by resubmitting your documents via '[Get Support](#)'. Our Selling Partner Support team will raise your appeal request to an internal Review team who will respond to you via email.



## 2) How can I resubmit my documents?

Please log in to [Seller Central](#) to resubmit your documents. For security reasons, we only accept documents uploaded to this page. It has been designed to help protect the information we need for verification.

If you are unable to resubmit your documents, this could be because you have exceeded 3 submission tries.

Please appeal by resubmitting your documents via '[Get Support](#)'. Our Selling Partner Support team will raise your appeal request to an internal Review team who will respond to you via email.

# FAQ

## **3) Why can't I resubmit my documents in Seller Central?**

If you are unable to resubmit your documents, this could be because you have exceeded 3 submission tries.

Please appeal by resubmitting your documents via '[Get Support](#)'. Our Selling Partner Support team will raise your appeal request to an internal Review team who will respond to you via email.

## **4) Why can't I log on to [Seller Central](#) to resubmit my documents? I am redirected to another site and I cannot proceed.**

This could be a technical error. Please send an email to [amazonsellersg@amazon.sg](mailto:amazonsellersg@amazon.sg) with the email account used for your Amazon Singapore seller account, provide a description and screenshots capturing the time of the log in issue. We will get back to you at the earliest to assist you.

## **5) If the full name on my ID document and registered seller name is not an exact match with my bank statement because it is missing my middle name, is it acceptable?**

Yes, this is acceptable.

## **6) Can I submit National ID instead of Driver's License or Passport for ID document type?**

Yes, this is acceptable. If you do not see National ID in the drop-down selection, choose Driver's License and upload your National ID information

# FAQ

## **7) Can I submit my Business bank statement instead of Personal bank statement?**

Yes, you can submit either your Personal bank statement or Business bank statement.

If you are using Personal bank/ credit card statement

- Ensure that the name matches with your ID documents and registered seller's name.
- Ensure that your statement contains transactional activity for us to verify it as a valid account.
- The country stated on your Personal bank statement must match with your ID documents and the 'Business Address' field in registration steps.

If you are using Business bank/ credit card statement

- The company name on your Business bank statement does not need to match with your ID documents, or 'Legal name', or 'Business Display Name'.
- Ensure that your statement contains transactional activity for us to verify it as a valid account.
- The country stated on your Business bank statement must match with the 'Business Address' field in registration steps.

# FAQ

## **8) Must the name on my business bank statement match the name on my ID document or any of these registration fields: 'Legal name' or 'Business Display Name'?**

No, the name on your business bank statement does not need to match name on your ID or any of these registration fields: 'Legal name' or 'Business Display Name'.

## **9) My 'business address' field is different from the address on my ID document and bank statement. Will it be approved?**

The address on your ID document or your Bank statement does not need to be an exact match with the field 'Business Address'. However, the country on either your ID document OR your Bank Statement must match the country stated in the 'Business Address' field.

For example, **either of the following** is acceptable:

- Country on Personal bank statement/ Business bank statement = Country on 'Business Address' field
- or
- Country on Personal ID documents = Country on 'Business Address' field

# FAQ

## **10) Can I upload more than 1 type of ID document (Passport, Driver's License) in a single file?**

Please only upload the ID document that you have selected as your choice of ID document type in Seller Central Registration steps to avoid confusion and rejection from the Review team. The Review team will only review the relevant ID document that corresponds to your last submitted choice of ID document type in Seller Central Registration steps.

## **10) My passport has no signature, can it be accepted?**

No, it is not acceptable. All passports across the world has a signature section. For some countries it is on a different page (e.g. behind cover page of Singapore passports) – please check carefully.

## **11) What are all the acceptable identity document languages?**

Acceptable document languages: Arabic, Chinese, Dutch, English, French, German, Italian, Japanese, Polish, Portuguese, Spanish, Swedish, and Turkish.

## **12) What can I do if my documents are not supported within the list of acceptable languages?**

Please submit notarized translations (must be accompanied with stamp and signature on document).

**End of Document**

