The beginner's guide to Selling on Amazon.sg

Update on Mar 11, 2022

Welcome to Selling on Amazon

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.

This guide contains high-level information that will help you start your journey selling on Amazon. If you want to dive in deeper on any subject, visit <u>sell.amazon.com.sg</u> or <u>seller</u> <u>university in Seller Central</u> (Seller Central log-in required) or more information about all the topics covered here.





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Introduction to selling on Amazon

The Amazon Edge

When you start selling on Amazon, you become part of a retail destination that's home to sellers of all kinds, from Fortune 500 organizations to local startups with unique selection. They all sell here for a reason: to reach the hundreds of millions of customers who visit Amazon to shop.

 Since third-party sellers joined Amazon in 1999, they've grown to account for 58%¹ of Amazon sales globally



More than 300 million active customers in more than 180 countries



Is Amazon right for your business?

The short answer is: yes. The largest household brands sell on Amazon, as well as emerging brands. Small and medium-sized businesses thrive here, and they account for more than half the units sold in our stores worldwide. Whatever your business is—and whatever size it is—we're excited for you to grow with us. Find your fit and start selling today.

¹ Source: Statista during Q3'2021



Before you start selling

Check if you have registered for the suitable selling plan, and are applicable to apply for the brand registry (if you are an owner)?

How to register

With two selling plans ("Individual" and "Professional", you can think of them as standard and premium), Amazon offers you the flexibility to sell one item or sell thousands. Before you begin registration, decide which plan is a better fit for your business.

The Individual plan costs S\$1 (exc. GST) per unit sale, while sellers using the Professionalplan pay S\$29.95 (exc. GST) per month, no matter how many items you sell. If you sell more than 30 items a month, the Professional option is probably right for you. Whichever plan you select, don't worry about making the wrong choice—you can change plans at any time.

Note that Selling fees for both Individual and Professional plans are waived till December 31, 2022 (T&C here). If you are selling on other Amazon store(s) and wish to register on the Singapore Store, you can link the store accounts by paying just one Professional plan in one store.

What selling plan is right for me?

Seller account feature	Professional	Individual
Monthly subscription fee (Pay SGD29.95 (w/GST) monthly equates to selling 30 units / month)	Yes	No
Per-item fee when an item sells (SGD1.00 w/GST)	No	Yes
Manage inventory and order using feeds, spreadsheets, reports and order related feeds	Yes	No
Use Amazon Marketplace Web Service to upload feeds, receive reports and perform other API functions	Yes	No
Promotions, gift services and other special listing features	Yes	No
Eligibility for listing placement in the Feature Offer	Yes	No
Access user permissions/grant access rights to other users	Yes	No



Tools for brand owners

If you own a brand, you can enroll in <u>Brand Registry</u>. It can help you personalise your brand and product pages, protect your trademarks and intellectual property, and improve the brand experience for customers —along with unlocking additional advertising options and recommendations on improving traffic and conversion.



What you'll need to get started

In order to complete your registration, make sure you have access to:

- Bank account number
- Chargeable credit card
- Government issued national ID
- Tax information
- Phone number

You may refer to <u>Account Registration Guide</u> and <u>Account Review Guide</u>.

How much does it cost to sell on Amazon?

There are different types of selling fees, depending on your selling plan and the types of products you sell. See the types of selling fees below.

Subscription Fees	On the Professional selling plan there's a flat fee of S\$29.95* + GST per month and no per- item fee. The Individual selling plan has S\$1.00* + GST fee for each item sold. *Both Professional and Individual selling plans are waived till December 31, 2022.	
Referral Fees (or Commission Fees)	Referral fees is a percentage of the selling price, which varies depending on the product's category. You can check the referral fee by category <u>here</u> .	
Fulfilment Fees		
Merchant Fulfilment (Self Fulfilment) Fees	When you fulfil orders yourself, you determine your shipping fees and type.	
FBA (Fulfillment by Amazon) Fees	For products that Amazon fulfils for you (known as Fulfilment by Amazon, or FBA), there are fees for order fulfilment, storage, and optional services. More information about FBA can be found on page 13.	

To review the fees that may be associated with your account, visit the Selling on <u>Amazon Fee Schedule</u>



Get to know Amazon Seller Central



From this page onwards, you need to have Seller Central Account Log-in to access the resources

What is Amazon Seller Central?

Once you register as an Amazon seller, you'll have access to your Seller Central account. Think of Seller Central as your go-to resource for selling on Amazon. It's a portal to your Amazon business and a one-stop shop for managing your selling account, adding product information, making inventory updates, managing payments, and finding helpful content to help you navigate your Amazon business. It's also where you list all your products.

🔊 The Amazon Seller App

Did you know you can keep track of your Amazon business even while you're on the go? The Amazon Seller app lets you analyze your sales, fulfil orders, find products to sell, manage offers and inventory, respond to customer questions, capture and edit professional-quality product photos, and create listings—right from your mobile device. Never be more than a swipe away from your Amazon business. Download it for <u>iPhone</u> or <u>Android</u> to get started.

What you can do with Seller Central

- (1) Keep track of your inventory and update your listings from the Inventory tab
- (2) Download custom business reports and bookmark templates you use often
- (3) Use customer metrics tools to monitor your seller performance
- (4) Contact Selling Partner Support and open help tickets using the Case Log
- (5) Keep track of your daily sales for all the products you sell on Amazon





How to list products

From this page onwards, you need to have Seller Central Account Log-in to access the resources

Listing your first product

To sell a product on Amazon, you must first create a product listing. Either match an existing listing (if somebody else is already selling the same product on Amazon), or create a new listing (if you are the first or only seller). When matching to an existing product listing, always review the product detail page to ensure that it accurately describes your product. For the same product, Amazon will provide ASIN (Amazon Standard Identification Number) for that particular SKU once you list the item. To ensure customers can make informed purchasing decisions, make sure that an international version of a product is not listed on the same ASIN as the local version of the same product.

There are different ways to list products on Amazon. Sellers using a Professional seller account have the option of 1) listing their products in large batches using bulk uploading, 2) inventory management withthird-party systems, or 3) list one product at a time. Individual sellers can only list one product at a time.





Click the below links for video and PDF instructions to make your first listings on Amazon Seller University:

- <u>Add a product that is not available on</u> <u>Amazon Catalogue</u>
- <u>Match to an existing listing</u>
- <u>Resolve Error 5665</u>
- <u>Resolve Error 5461</u>
- List products without barcode via GTIN
 <u>Exemption</u>
- All Listing error guide (PDF)

What you need to start listing products

In most cases, products must have a Global Trade Item Number (GTIN), such as a UPC, an ISBN, or an EAN. Amazon uses these product IDs to identify the exact item you're selling. If you match a listing, you won't need to provide a product ID since it already exists. If you're adding a product that's new to Amazon, you may need to purchase a UPC code or <u>request an exemption</u>. You can watch step by step guide on GTIN exemption <u>here</u>. In addition to a product ID, here's some of the important information that goes into each product listing:

- SKU
- Product title
- Product description and bullet points
- Product images
- Search terms and relevant keywords

Successful listing = successful launch

Following best practices for adding listings can have a big impact on their success. Make it easy for shoppers to find your offers by adding descriptive titles, clear images, and concise feature bullets to your items. Download the best practice guide to improve your listings <u>here</u>.



How to launch successfully

Avoid these things that could negatively impact your launch:

- **Variation issues:** Products that vary only by colour, scent, or size might be a good candidate for listing as variations. Ask yourself if the customer would expect to find the products together on the same page. If not, list them separately. Check out video on how to <u>create variation</u>.
- **Image compliance:** Your images must be at least 500x 500 pixels (increase the size to 1,000 x 1,000 for high-quality listings) and set against a plain white background. The product should fill at least 80% of the image area.
- **Product IDs:** Make sure you're meeting the requirements for product UPCs and GTINs (Global Trade Item Number). Consistency in these codes helps promote confidence in the range of products shown in the Amazon catalogue. (Video to understand about <u>Product IDs</u>)

What are restricted product categories?

It's important that customers are able to shop with confidence on Amazon, which is why some product categories (like certain supplements or personal care products) are known as <u>"restricted product categories"</u>. Amazon might require performance checks and other qualifications in order for you to sell certain brands or list items within restricted categories.You'll be able to request approval from within Seller Central.



From this page onwards, you need to have Seller Central Account Log-in to access the resources

If you do not have an existing file

If you do not have a file, you can download <u>our</u> <u>inventory file</u> and add your product information to it oryou can create your own catalogue file. We recommendthat you add as much product information as possible to make your products easier to find for customers.

You can learn more about the process <u>here</u>.





What are listing suppressions?

Our research shows that listings with complete product information, including images, category (item-type), and titles (parent titles) with less than 80 characters improve the shopping experience by making it easier for customers to find, evaluate, and purchase products. As a result, we will hide (or suppress) from search and browse non-media listings that do not meet certain standards. This basically means that a customer will not be able to find your listing in search if your listing is suppressed. Click <u>here</u> to view the reasons for listing suppression and how to fix it.





The product detail page: What's what?

A product detail page is where customers view a product sold on Amazon. If you've shopped on Amazon, you'll recognise the product detail page. It's where customers can find all the relevant information about a particular item.

When multiple sellers offer the same product, Amazon combines data from all the offers into one product detail page (so we can present customers with the best experience). You can propose product information on a product detail page, along with other sellers and manufacturers, and request detail page reviews if you think the information is not correct.

As you're building your product detail pages, think about what will best help customers find your products, discover answers to their questions, and make a purchasing decision. Aim for the ultimate customer experience by making your listings concise, accurate, and easy to understand.

Amazon Brand Registry

If you are a brand owner, enroll in <u>Amazon Brand Registry</u> to get more control over product detail pages that use your brand name, and lets you add more rich media (like videos and enhanced text information) to your detail pages. Tools such as A+ Content, Sponsored Brands, Amazon Stores and Amazon Brand Analytics allow brand owners to create accurate listings and promote their brand.





Elements to include on the product detail page

- (1) **Images** of the product (make sure they're at least 500 x500, and boost that size to 1,000 x 1,000 to increase the quality of your listings). All images should not have brand name or watermark. For Apparels and Shoes, all images should be in white background. For other categories, only main image must be in white background.
- (2) **Product title** (use 50 characters, maximum, and capitalise the first letter of every word).
- (3) Any variations of your product you have available, which may include things likedifferent colours or sizes.
- (4) The **description**, which can be optimised for search engines using keywords to improve the reach of your product listings.
- (5) The <u>Featured Offer</u>, which is the section of the product page where customers can add items to their cart or "Buy Now." If you're one of multiple sellers advertising the same product, research strategies for "winning" the Featured Offer to improve your overall sales.
- (6) The **bullet point** information, which should be short, descriptive sentenceshighlighting the products key features and differentiating characteristics.

You can find the detail guides on Listing <u>here</u>.





How to deliver products

From this page onwards, you need to have Seller Central Account Log-in to access the resources

Selecting the right fulfillment option

Amazon sellers have two fulfillment options: You can do it yourself, maintaining yourown inventory and shipping products to customers (merchant-fulfilment or MFN), or have Amazon take responsibility for packaging, labelling, and shipping products through Fulfillment by Amazon (FBA). Each method has its own set of benefits—you just haveto decide which one is right for your business.



If you're fulfilling your own orders

Merchant-fulfilled means you store and ship products directly to customers yourself. You can either 1) provide fee shipping to customer, or 2) charge shipping fee by price bands or per weight under <u>Shipping Settings</u> in Seller Central.

Set shipping rates apply to all products sold with an Individual plan, so it's important to determine if you can still price items profitably. All packages must use a trackable ship method that provides at least one physical scan by the carrier. The carrier must be integrated with Amazon. We recommend you to work with integrated carriers listed <u>here</u> as they can provide Valid Tracking Rate so that Amazon customers can find out where their orders are and when they can expect to receive them. Learn more about VTR <u>here</u>.

If you have warehouse available in Singapore, you could opt-in and leverage <u>Amazon Easy Ship</u>, a delivery service in which Amazon Logistic Delivery Partner will pick up product from your location and send to end customer directly.





If you're using **Fulfillment by Amazon (FBA)**

You sell it, we ship it. Amazon has one of the most advanced fulfillment networks in the world. With Fulfillment by Amazon (FBA), you store your products in Amazon's fulfillment centres, and we pick, pack, ship, and provide customer service for these products.

Benefits of FBA

FBA provides automatic Prime eligibility which can help you scale your business and reach more customers. Learn other FBA benefits <u>here</u>.

How Fulfilment by Amazon works



Over the past years, FBA sellers in Singapore sell 1.7 times the number of units than sellers not on FBA.

- 1. Prepare your products to be "e-commerce ready," so they can be safely and securely transported all the way to the customer's hands.
- 2. Ship your inventory to Amazon. It will be scanned and made available for sale.
- 3. With each order, Amazon packages and ships the product directly to the customer.
- 4. Amazon's customer service team handles questions, returns, and refunds.

Check out The Beginner's Guide to FBA for detailed information.





There are two types of FBA fees: fulfilment fees (which are charged per unit sold and include picking and packing your orders, shipping and handling, customer service, and product returns), and inventory storage fees (which are charged monthly, and are based on the volume of inventory being held in an Amazon fulfilment center). For more information, refer to the <u>FBA</u> <u>fees or FBA Revenue Calculator</u>.



You've made your first sale: What's next?

From this page onwards, you need to have Seller Central Account Log-in to access the resources

Managing your Amazon business

Your first sale is a big milestone—but it's just the beginning of your growth opportunities selling on Amazon. Once your store is up and running, there are a few important things to keep in mind.

Performance metrics (and why they matter)*

(applies only to merchant-fulfilled orders)

Amazon sellers operate at a high standard so we can provide a seamless, delightful shopping experience. We call it being customer-obsessed, and as an Amazon seller it means keeping an eye on these key metrics:

Order defect rate (a measure of a seller's customer service standards)	< 1%
Pre-fulfilment cancel rate (initiated by the seller before shipment)	< 2.5%
Late Dispatch rate (a ship confirmation completed after the expected ship date)	< 4%

You can keep tabs on your performance and make sure you're meeting your targets in Seller Central.

Customer reviews

Customer product reviews are an integral part of the shopping experience on Amazon, and they benefit both customers and sellers. Make sure you're familiar with the right way and wrong way to get more product reviews and avoid policy violations.



Seller University

Seller University is an online resource from Amazon, with videos featuring step-by-step guides, tutorials, and training to help entrepreneurs start (and grow) their Amazon business.

Visit the <u>Seller University</u> and start learning today.

Live Webinar

We are hosting live webinars for you to learn directly from Amazon Experts. You can sign up <u>here</u>.

Other Help Resources for Sellers

Utilizing Help Page and contacting our Selling Partner support team directly by following the guides <u>here</u>.



What makes a great seller?

A checklist for growth

With any new project, things take time to ramp up. Opportunities for growth are all around you—but here are a few things to tryin your first 90 days as an Amazon seller.

Your first 90 days

The first three months after you launch your Amazon business are an important time for establishing practices that will boost your performance from there on out. Different approaches will work for different businesses, but the more you put in, the more you will get out.

- Keep an eye on your account health in Seller Central (Tips on how to maintain your account health)
- Use Fulfilment by Amazon or offer great delivery options for self-fulfilled products
- Advertise your listings or offer deals and vouchers
- Enroll in Brand Registry and create enhanced brand content
- Expand your selection by listing more products
- Use the Automate Pricing Tool in Seller
 Central if your offers are in FBA to ensure your prices are competitive.

Need some extra help?

Check out videos and articles on:

- Seller University
- Help Pages





Opportunities for business growth

From this page onwards, you need to have Seller Central Account Log-in to access the resources

This is only the beginning

The moment you're selling on Amazon is the moment you can start growing your Amazon business. Once you've launched your business, Amazon has tools in place to help you take your business to the next level by utilizing Advertising and Promotions.

1. Advertising

Amazon's paid-per-click advertising solutions create new ways for you to reach and engage shoppers, regardless of whether they're just starting to compare products, or ready to make a purchase. Ads show up right where customers will see them (like the first page of search results or product detail pages).

Amazon offers three advertising solutions, which are accessible through Seller Central.

1.1 Sponsored Products

Sponsored Products are ads for individual product listings on Amazon, so they help drive product visibility (and product sales). They appear on search results pages and product detail pages.

1.2 Sponsored Brands

Sponsored Brands showcase your brand and product portfolio. They're search-result ads that feature your brand logo, a custom headline, and up to three of your products.

1.3 Stores

Stores are custom multipage shopping destinations for individual brands that let you share your brand story and product offerings. (And you don't need any website experience to use them.)





Sponsored Advertising

Sponsored Products are applicable for all sellers. The model is Pay-per-click (PPC Model).

Sponsored Brands and Stores are only applicable for sellers with <u>Brand Registry</u> approved.

Access <u>Sponsored Advertising</u> in Seller Central and apply for <u>Brand Registry</u>.



2. Promotions

Promotions can help your products stand out from the competition and stimulate sales. It is the most flexible tool for you to utilize in boosting up sales as it is applicable for both Merchant-Fulfillment and Fulfillment by Amazon. You can create a claim code to promote your offers outside of Amazon to drive your sales as well. There are 2 types of promotions on Amazon.sg

2.1 Percentage Off/Money-off

Offer a percentage or money discount on your entire catalogue or a subset of your catalogue.

2.2 Buy X, Get Y Free

Provide flexibility for you to upsell or increase your basket size.

Check out Promotions mechanics and how to set up here.

3. Vouchers

Apart from promotions, you can consider using Digital Vouchers as a mechanic in providing more discounts for customers. Vouchers give you flexibility to schedule your promotions in advance. Vouchers will be triggered only when you receive Featured Offer on Amazon. Learn how to create Vouchers in Seller Central.

4. Deals

Feature your products on <u>Amazon Deals Page</u> – one of the most visited pages on Amazon. Due to exclusivity of this pages, you may submit Deals for products that a) have good product page quality, b) have good ratings and reviews, and c) are fulfilled by Amazon (FBA).

You can learn about different type of deals <u>here</u>. To submit deals, visit Seller Central <u>Deals page</u>. Seller Central has recommended products that meet our criteria you can submit deals available automatically.

Check out <u>The Beginner's Guide to Grow Your</u> <u>Business on Amazon</u> for detailed information.



Promotions, Vouchers and Deals



Customers want to save, and promotions are incentives that trigger them to make a purchase now.

Tips: To start with, you can focus on creating Promotions and Sponsored Ads in driving sales. If your offer receive <u>Featured Offer</u>, you can consider using Vouchers to gain visibility on Amazon page. Lastly, if you are using Fulfillment by Amazon (FBA), you should utilize Deals to drive both traffic and sales for your products.





Grow Globally

Global expansion

Selling globally is a huge milestone for any business. It means hundreds of millions of new customers and the potential for a big boost in sales. Global expansion has a lot of moving parts, but with Amazon Global Selling, you get to use Amazon's global infrastructure to get your products in front of a worldwide audience.

Where you can expand to

When it's time to take your business to the next level, use Amazon Seller Central toolsto list and sell your products on any of our online stores listed below.

North America	US, Canada and Mexico
South America	Brazil
Europe	Germany, UK, France, Italy, Spain, the Netherlands, Turkey, Sweden, Poland
Asia-Pacific	Japan, Australia, India, Singapore
Middle East and Africa	United Arab Emirates, Saudi Arabia, Egypt





Access over 150 million paid Prime members globally and hundreds of millions of active customer accounts worldwide

What are the benefits?

Amazon operates more than 20 online stores worldwide, allowing you to grow your business internationally independent of where your business is physically established. You can also grow and diversify your sales by taking advantage of peak seasons in other countries.

When you register to sell in one of these Amazon stores, you gain immediate access to customers who know and trust the Amazon buying experience. Expanding yoursales to one or more Amazon stores means you can benefit from the Amazon brand without shouldering the upfront costsof building business name recognition on your own in a new sales environment.



What is Global Registration?

When you register for an Amazon selling account, we automatically createmerged accounts that give you access to North American stores (United States, Canada, and Mexico), European stores (United Kingdom, Germany, France, Italy, Netherlands, Poland, Sweden, and Spain), Japan, Singapore, Australia, UAE, and Saudi Arabia. Once you have created selling account, you can start creating product listings in each store unless thatstore requires additional information.

If you expand to sell in other worldwide Amazon Stores using merged accounts, you will pay the equivalent of \$39.99 USDper month, split proportionately across each country or region in which you havean active listing and charged separately ineach local currency. You can downgrade at any time. For more information, see <u>Monthly</u> <u>subscription fee FAQs</u> and <u>Linking Accounts</u> for more details.

What you will have access to

By using single sign-on, you will have access to a single view of sales, orders, and buyer messages from all of the stores you sell in.

You can also access tools previously restricted to specific countries, and benefit from a discounted monthly fee for the Professional selling plan.

Using Global Registration, you will have merged accounts in North American stores (United States, Canada, and Mexico), European stores (United Kingdom, Germany, France, Italy, Netherlands, Poland, Sweden, and Spain), the Japan store, the Singapore store, the Australiastore, UAE store and Saudi Arabia store; and you can switch between stores in Seller Central.



4 steps to succeed at selling globally

1. Decide where and what to sell

Decide on products you would like to sell and understand taxes and regulations and strategic considerations for entering a new store.

2. Register and list your products

Leverage Amazon tools such as Global Registration to manage seller accounts globally and translate your listings if necessary.

3. Ship & fulfill

Understand what's involved in shipping and fulfilling in different countries, including costs, times, and requirements. Learn about Fulfillmentby Amazon (FBA) international solutions, or handle it yourself.

4. Manage your business

Provide customer support and local country returns, either yourself or through Amazon. Getpaid in your preferred currency. Use Amazon's tools and recommendations to grow your international sales and scale your business globally.



