



The **100% dedicated** agency  
to brand management  
on **Amazon**



# HOW TO LAUNCH A SUCCESSFUL INTERNATIONAL AMAZON JOURNEY ?





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**Amazon Expert**



**BIZON**

amazon **spn**

# HOW TO LAUNCH A SUCCESSFUL INTERNATIONAL AMAZON JOURNEY ?

## Introduction



### Key numbers

What are the figures for Amazon, and what are the top 4 in 2021?

## PART 2



### Amazon's Fundamentals

What are the basics ?

## PART 3



### Getting started quickly and efficiently on Amazon

Getting started quickly and efficiently on Amazon.

## PART 4



### Marketing

How to acclimate your marketing ?

## PART 5



### Q&A

Devin Booth, an Amazon expert, will answer your questions!

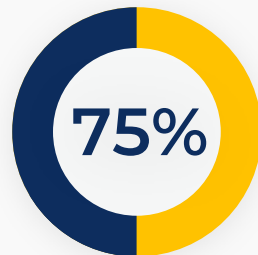
# KEY NUMBERS

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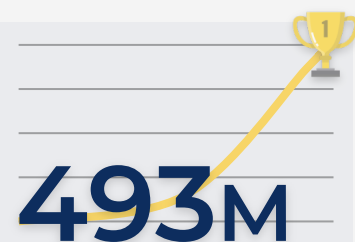




Unique visitors per month,  
since 2020

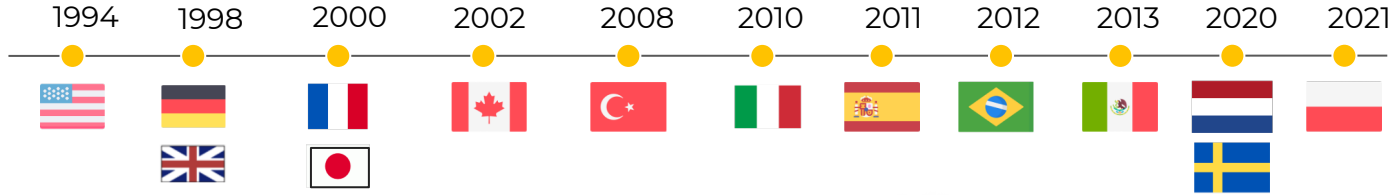


Of sellers use FBA



Million active third-party  
sellers worldwide

# KEY NUMBERS



200M

Unique visitors worldwide 01/21

386,5

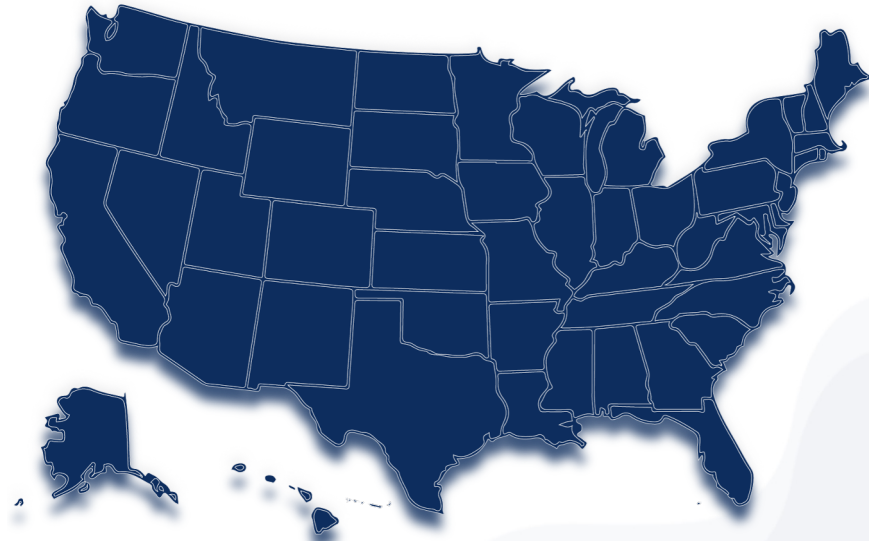
Billion in net sales

47

Warehouses EU

1300

Distribution centers near major cities



# TOP 4 AMAZON

TOP 1



263.5 B\$



TOP 2



29,6 B\$

TOP 3



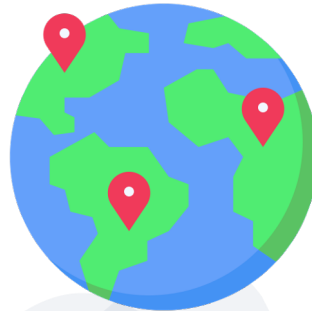
26,5 B\$

TOP 4



8 B\$

58,5B\$





## PART 2

# UNDERSTANDING THE BASICS OF AMAZON - THE ESSENTIALS

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A. Retail & Marketplace

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# AMAZON'S FUNDAMENTALS

## RETAIL (B2B)

**#1**

### **VENDOR**

Selling to Amazon (price excluding tax)

The Amazon's algorithm decides RRP

Few data are available

## MARKETPLACE (B2C)

**#2**

### **SELLER FBA**

You decide the pricing

Large amount of data

Stock in Amazon's warehouses

**#3**

### **SELLER FBM**

You decide the pricing

Large amount of data

Stock and logistics managed internally

## PART 3

# AMAZON : GETTING STARTED!

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A. Where to sell

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B. Understanding the different options

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C. Explanations

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## Where to locate yourself among Amazon marketplaces

- Do you already distribute on this market (in physical, marketplaces, as resellers...)?
- Do you know this market in concrete terms?
- What are the opportunities or threats?
- Who are your competitors?

## Have you thought about VAT?

- Each Amazon seller must verify their registered VAT numbers
- By storing goods in countries other than that of your original sales site, you will be subject to additional VAT information obligations
- VAT registration time may vary

## Counsel :

- Define your Amazon sales configuration and your delivery networks
- List your eligible products in all Amazon stores where you wish to sell
- Create global offers

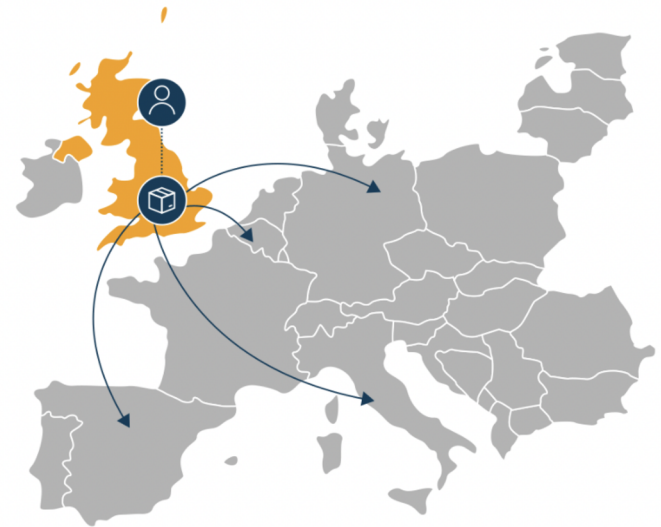


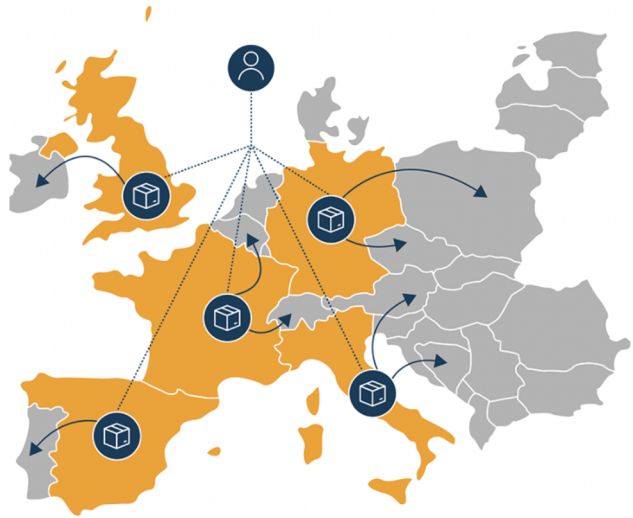
### **European distribution network**

This program is the perfect solution for small sellers or those looking to test their products on European platforms before launching their activity in other countries

## European distribution network

- 👉 **VAT registration** : you only need to register for VAT in one country
- 👉 **Eligibility bonus** : Sales can be transmitted with the speed of Prime (48h)
- 👉 **Ship directly** : Push your products to Amazon warehouses - simplifying your inventory management
- 👉 **Local delivery costs** : You Take advantage of local prices on national orders - Partnered carriers.
- 👉 **Sell using Distance Selling thresholds** : Sell to consumers in other countries using distance selling.





## Pan-European Program

The higher-level option at Amazon will make your product visible to millions of loyal Amazon customers in all **5** European markets, plus two additional countries where Amazon maintains distribution centers.

## VAT registration

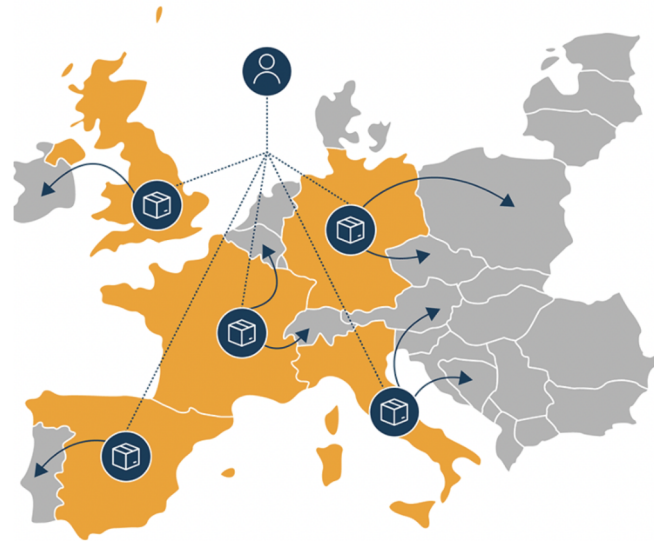
👉 **VAT registration:** Register for VAT in the 7 countries in EU.

👉 **Eligibility bonus:** Sales are submitted with Prime speed for all platforms

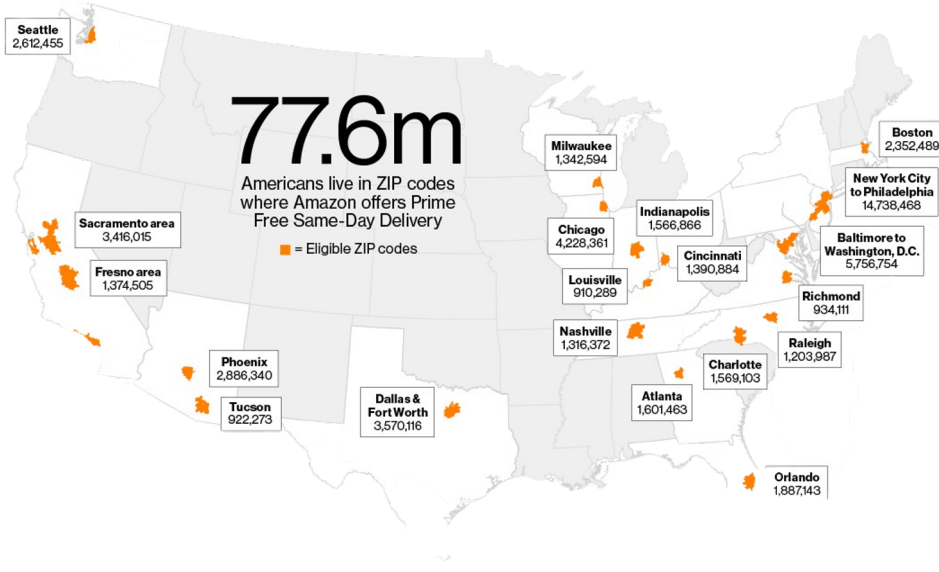
👉 **Ship directly to Amazon:** Send your products to a single Amazon warehouse - your products will then be distributed among the other warehouses at no additional cost depending on the country's demand.

👉 **Local delivery costs:** Take advantage of local prices on orders for each platform.

👉 **Product visibility:** In each marketplace, you will have better visibility for your products.





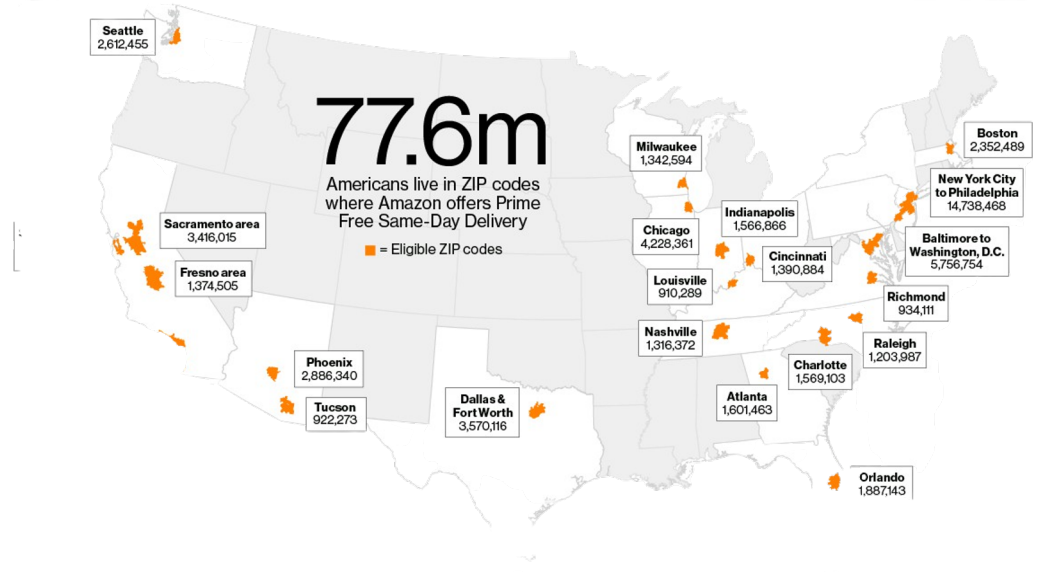


## USA Storage Service

If you launch your products on a larger scale, then this program may be the solution for your business.

## VAT registration

- 👉 **VAT registration:** Register in 2 to 5 states with a GST.
- 👉 **Eligibility bonus:** Take advantage of Prime eligibility for fast delivery to all states.
- 👉 **Choose where you store:** Select the countries where you want to store your goods.
- 👉 **Local delivery costs :** Take advantage of local prices on national orders.
- 👉 **Sell using Distance Selling thresholds :** Sell to consumers in other countries using distance selling thresholds.



👉 Determine / Study your offer based on the different products you can sell on Amazon and the sections that are restricted or require authorization

- 👉 Make sure you are licensed to sell the product
- 👉 Make sure your structure can sell Worldwide
- 👉 Take into account the unique regulations per country in terms of safety and compliance with your products.

👉 **Make sure you have all the necessary data:**

## Strategy



- 👉 Market and competitor analysis
- 👉 Know your P&L
- 👉 Desirability study (brand, category)
- 👉 Work on your catalog to adapt it to the market
- 👉 Optimize content to be visible

**Recommendation : Have a wide ASIN range for launch with a few units - control the stock flow.**

### Successful new launch

👉 Have your product sheets translated by a native speaker...

👉 Complete the sheets with image and video in several languages with good SEO and relevant keywords.

👉 Branded content is key on Amazon to convert a visitor into a customer! Without a good foundation, there are no successful activations. It's an investment that benefits the brand on and off Amazon - it's all about image!

### Media and product strategy

👉 Invest in your organic SEO : Brand Store, A+ pages, product sheet, visuals.

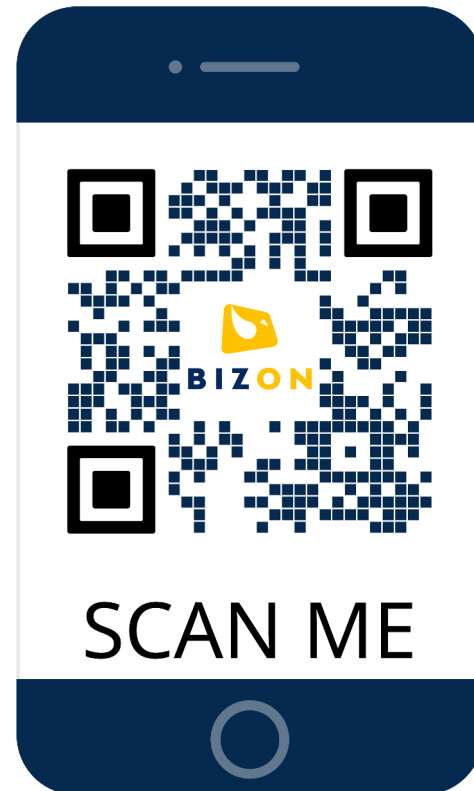
👉 Invest in media campaigns to drive traffic to your pages and increase your conversions (Sponsored Products and Brand).

👉 Focus on product quality and customer service to generate positive reviews.

### Advice

👉 **Use the “Fulfillment by Amazon” program to maximize sales and get the Prime badge with access to Sponsored Products campaigns.**

# HOW ARE YOU PERFORMING



## Q&A



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Let's answer your questions!

