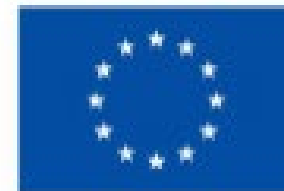




Amazon Business

Online Seminar

Part 2/2



Funded by
the European Union

İki seminerde işlemeyi düşündüğüm konu başlıkları bunlar:

1. Amazon'da Başarısız Olmanın Nedenleri Neler?
2. Satacağımız Ürünün Özellikleri nasıl olmalı?
3. Yeni Ürün Fikirleri Bulma Yöntemi
4. Amazon Hesabı Açılışında Nelere Dikkat Edilmeli
5. Amazon için İdeal Şirket Formu
6. Avrupa Amazon ile alakalı vergi meseleleri
7. Amazon Satıcıları için Gerekli Sigortalar
8. Amazon'da Herkesin Durumuna Göre Farklı Satış Yöntemleri
9. Print-on-Demand Sistemi
10. En faydalı Tool'ler
11. Amazon Satışlarında Nelere Dikkat Edilmeli
12. FBA Deposundan Farklı Platformlardaki Müşterilere Sevkiyat
13. Eğer Listing'inize Başka Satıcılar Yapışırlarsa
14. Amazon'a Başlamaya Hazır Olanlara Tavsiyeler

Seminar Topics:

1. What are the Reasons for Failure on Amazon?
2. How should the features of the product we will sell be?
3. How to find new product ideas
4. **What to Consider When Opening an Amazon Account**
5. **Ideal Company Form for Amazon**
6. **Tax issues related to the European Amazon**
7. **Required Insurances for Amazon Sellers**
8. **Different Sales Methods According to Everyone's Situation on Amazon**
9. **Print-on-Demand System**
10. **The most useful tools**
11. **What to Consider in Amazon Sales**
12. **Shipment from FBA Warehouse to Customers on Different Platforms**
13. **If Other Sellers Stick to Your Listing**
14. **Advice for Those Ready to Start Amazon**

Create Amazon account

Start now without problems



Outline

- Amazon Account - what to consider
- What are the requirements
- Required documents
- Tips for registration
- Common mistakes when creating an account
- Fear of account blocking
- Prohibited actions
- Product guidelines
- Registering a business
- Taxes (Sales tax / Value added tax)

The Amazon Seller Account

You may only have one seller account!

(Exception: multiple companies in different product groups or FSK18 products)

You may have multiple Amazon buyer accounts (private, business, etc)

What are the requirements are there?

- You are allowed to operate a business in Germany
- You have not become conspicuous with your private Amazon account. (Blocked Amazon account or open invoices)
- You have not already tried to register as a seller, but have not completed it.
- No one in your household has become conspicuous with his Amazon account
- (Your Schufa is not "red") -> currently not known if this will be queried today.

Documents required

- Business registration not older than 90 days (get new copy in case of emergency)
- UST ID
- Bank account
- Credit card (no prepaid)
- Photo of ID
- Copy of "proof of life": phone/electricity/water bill

Registration tips

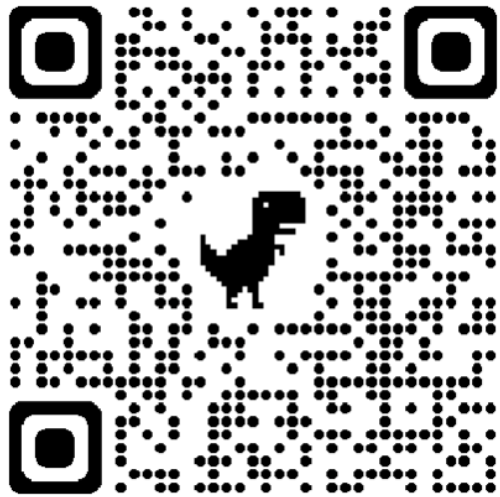
- Make sure that you register at "sell.amazon.de"!
- Take an extra e-mail address. It is best to create a new one for amzlogin@meindomain.de.
- Register as "sole proprietor" (Einzelunternehmer) or "privately held company" (Gesellschaft in Privatbesitz). The latter only if you are a registered company (eingetragene Firma) or GBR.
- Company name for sole trader (Einzelanbieter) is "First name last name". This must be the same name as on the submitted documents and your bank details.

Registration Tips - Part 2

- The **store name** should not be a name protected by someone else. It can also be changed later.
- Please scan all documents straight. If you don't have a scanner, use a scanner app. (<https://apps.apple.com/de/app/docutain-pdf-scanner-ocr-scan/id1416707024>)
- Please make sure that double-sided documents are scanned on both sides.
- If your name contains special characters, get a bank confirmation with the correct names.
- Enter yourself as the primary contact. This will make the activation easier.

Common account login errors

- You are using an email that is already registered with Amazon
- You are not using sell.amazon.com for registration
- You select the wrong company type.
- You have not prepared all documents
- You enter an imaginary name as company name at Amazon
- You do not have a valid credit card
- You have / are not allowed to register a business in Germany
- You come from a country not recognized by the USA



Fear of account suspension

Amazon blocks your account if you violate the TOS.

TOS: Terms of Service. Program guidelines

<https://sellercentral.amazon.de/gp/help/external/help.html?itmID=521>

Stick to the rules! An account suspension can be permanent!



Prohibited actions

- Everything that influences the product rank, including fake reviews.
- Contact with the customer via e-mail and telephone - if it does not relate to a current order. This includes asking for a review.
- Repeatedly violating the TOS or style guides.
- Threatening/insulting Amazon employees and unlawful use of the support function.

<https://sellercentral.amazon.de/gp/help/external/G200386250>



Product guidelines - Style guides

There are specific style guides for each category

- What the title should look like
- How the images are to be designed
- What other attributes must be specified
- What is forbidden

Here you can find an overview:

<https://sellercentral.amazon.de/gp/help/help.html?itemID=G200270100>



Register business

- Please **do not** enter a fantasy name if you are a sole proprietorship (Einzelunternehmen).
- The business purpose must be precise. Not "I sell all sorts of things and more".
- But: **"Online trade with products without permission from the category: Household, hardware store, pet supplies"**.
- If you want to do other activities, they can also be mentioned. "IT consulting over the Internet" or "Import / export of goods from the category: Household".
- But: Every federal state sees this a little differently: In case of emergency just ask at the trade office!
- For example, mine says:
Import von Waren aus der EU und Drittländern und der Verkauf über das Internet, insbesondere Lebensmittel, Geschenkartikel, Kosmetikartikel, Haushaltswaren, Saisonartikel, Online-Service und Beratung, insbesondere bei Verkauf und Brand Building über Amazon, eBay, Facebook, Instagram, Youtube und Onlineshop, Online-Marketing – Bereitstellung von Internetseiten, Affiliate-Marketing – Herstellung und Vertrieb von digitalin Produkten, Export von Waren in EU und Drittländer, Logistikservice bei nationalen und internationalen Ein- und Verkäufen

Taxes

As a self-employed person you have to pay the following taxes:

- Trade tax - Gewerbesteuer (from 24.500 Euro Profit)
- Income tax - Einkommenssteuer (from 9.744 Euro Profit)
- Sales tax - Umsatzsteuer (is not yours, you must pass it on)

As a company (UG / GmbH), the corporate income tax (Körperschaftsteuer) is also added
(15% from profit)

Sales tax / value added tax (Umsatzsteuer/Mehrwertsteuer)

Sales tax or value added tax must be paid to the tax office.

Example:

Turnover in the month 11.900 Euro -> of it 19% = 1.900 Euro are to be paid to the tax office! But: expense will be deducted from it.

Example :

New computer bought for 1.190 Euro -> of it 19% = 190 Euro you get back from the tax office!

Important: The state doesn't take a joke when it comes to sales tax!

Required Insurances for Amazon Sellers

- Product liability insurance (Produkthaftpflichtversicherung)
 - Normal may be enough if you are just starting out (ohne Rückrufaktion)
- Company liability insurance (Betriebshaftpflichtversicherung)
 - Related to person and property
 - Warehouse
- Legal expenses insurance (Rechtsschutzversicherung)



What to Consider in Amazon Sales

**Choose a sales model
that fits your situation**



Different Sales Methods According to Everyone's Situation on Amazon

- If you have no capital:

Amazon Agency Model

Amazon Dropship (<https://www.youtube.com/watch?v=Ck2Z9Mbljn4>)

Amazon KPD (https://kdp.amazon.com/en_US/)

- If you have very little capital:

Print on Demand – (Merch by Amazon)

- If you have little capital:

Online / Offline Arbitrage

- 4.000 - 5.000 € If you have capital:

Private Label (FBA / FBM)

Print-on-Demand

- ✓ printful.com
- ✓ printify.com
- ✓ redbubble.com
- ✓ teespring.com

The most useful tools

- ✓ **Helium10**
- ✓ junglescout.com/de/estimator/
- ✓ **Keepa**
- ✓ **(Amalyze)**

Shipment from FBA Warehouse to Customers on Different Platforms



Shipment from FBA Warehouse to Customers on Different Platforms

Listing tools: All Inventory | Search suppressed and inactive listings (50) | Listing quality dashboard (294) | Potential duplicates | Manage Pricing

FBA inventory tools: FBA Dashboard | FBA inventory | Shipments | FBA Opportunities | FBA Analytics

Manage Inventory [Learn more](#)

Add a Variation | Add a product

Action on 0 selected | 5 product(s)

Filters:
Listing Status: All Active Inactive Incomplete Listing removed Search Suppressed
Fulfilment Type: All Amazon Merchant
Search: Title/Keyword SKU

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created Status Changed Date	Available	Estimated fee per unit sold	Price + Shipping Pricing status ⓘ
<input type="checkbox"/>								
<input type="checkbox"/>								
<input type="checkbox"/>								

- Edit
- Manage Images
- Copy listing
- Add another condition
- Change to Fulfilled by Merchant
- Send/Replenish inventory
- Set Replenishment Alerts
- Match Low Price
- Create removal order
- Create fulfilment order
- Print item labels
- Close Listing
- Delete product and listing
- Advertise listing



[View more](#)

Shipment from FBA Warehouse to Customers on Different Platforms

Angebotstools: [Gesamter Lagerbestand](#) | [Nach ausgeblendeten und inaktiven Angeboten suchen \(50\)](#) | [Übersichtsseite für Angebotsqualität \(294\)](#) | [Potenzielle Duplikate](#) | [Preisgestaltung verwalten](#)

Lagerbestandstools für FBA: [Dashboard für Versand durch Amazon](#) | [„Versand durch Amazon“-Lagerbestand](#) | [Sendungen](#) | [Nutzen Sie Versand durch Amazon für Ihre beliebtesten Produkte](#) | [Analysen für Versand durch Amazon](#)

Lagerbestand verwalten [Weitere Informationen](#)

Aktion für 0 ausgewählt

hawloo

Suchen

5 Produkte

Filter:

Angebotsstatus: Alle Aktiv Inaktiv Unvollständig Angebot entfernt Suche ausgeblendet

Art des Versands: Alle Amazon Verkäufer

Suchen: Titel/Schlüsselwort SKU ASIN UPC, EAN FNSKU

Zusätzliche Filter

<input type="checkbox"/>	Status	Bild	SKU Artikelzustand	Produktname/Titel ASIN	Erstellt am Datum der Statusänderung	Verfügbar	Geschätzte Gebühr pro verkaufter Einheit	Preis + Versand Preisstatus
--------------------------	--------	------	-----------------------	---------------------------	--	-----------	---	--------------------------------

2.

- Bearbeiten
- Bilder verwalten
- Zu einem neuen Produkt kopieren
- Weiteren Zustand hinzufügen
- Zu "Versand durch Händler" ändern
- Artikel an Amazon senden/ergänzen
- Alarm für Bestandsgrenzwerte definieren
- Preishit übernehmen
- Remissionsauftrag erstellen
- Versandauftrag erstellen
- Artikeletiketten drucken
- Angebot schließen
- Produkt und Angebot löschen
- Produkt bewerben

1.

Bearbeiten

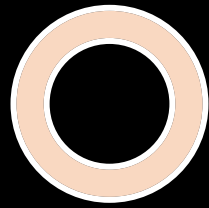
If Other Sellers Stick to Your Listing

- ✓ Create an eBook
- ✓ Register your brand

Advice for Those Ready to Start Amazon

1) Get an education

2) Start without delay with small quantities



Where Can I Find Products in Europe?



- Google
- www.lieferanten.de
- www.zentrada.de
- www.industrystock.de
- www.address-base.de
- www.merkandi.de

Thanks
a lot

Follow me on Youtube:

<https://www.youtube.com/@saltuakademi>

Join my webinar:

<https://saltu.eu/avrupaamazon>

