

How to sell on Amazon USA from India?

(Complete Guide)



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Introduction

This section provides an insightful glimpse into the subsequent discussion on the benefits of selling on this platform, from vast customer reach to streamlined logistics. You will also get a sneak peek into how to get your business up and running on Amazon.

1.0

Introduction

Amazon.com, a global e-commerce and technology giant, has left an indelible mark on the retail industry, technology sector, and consumer behavior. Renowned for its vast product selection, competitive pricing, and swift shipping, Amazon has redefined consumer expectations in the retail landscape.

The introduction of **Amazon Prime**, featuring expedited shipping and exclusive entertainment access, has contributed to a loyal customer base, influencing the way people shop online.

Operating globally, **Amazon serves customers across numerous countries through localized websites**, emphasizing quick and efficient shipping facilitated by a **network of fulfillment centers and distribution facilities**. Amazon's relentless pursuit of innovation continues to shape the e-commerce landscape, setting new standards and impacting the way we shop and engage with digital services worldwide.



Facts and Stats

**\$26,000 – \$810,000
annual earning**

This is the amount of money a person can earn annually by selling on Amazon. People can leverage their creativity, market insights, and dedication to not only establish a profitable business but also to continuously expand and optimize their earnings.*¹

*¹ Stats from [Investing.com](https://www.investing.com)

**4,000 items sold
every minute**

Emphasizing the fast-paced nature of e-commerce, small and medium-sized U.S. enterprises regularly achieve noteworthy sales every minute. It highlights the dynamic nature of their impact on the digital marketplace.*²

*² Stats from [Investing.com](https://www.investing.com)

**17.69% Exports from
India to USA**

This percentage represents a significant portion of India's international trade, highlighting the USA as a major trading partner for the country.*³

*³ Stats from [Amazon.in](https://www.amazon.in)

\$1.4K/year spent by Amazon Prime members

This amount is spent every year on Amazon USA. This positive spending trend not only benefits Prime members but also helps sellers sell their products. It's a win-win, where customers get what they want, and Amazon continues to provide a great shopping experience.*⁴

*⁴ Stats from [Statista](#)

\$905 Billion Sales in 2022 by Indian exporters

The robust e-commerce sales signify the effectiveness of Indian exporters in tapping into the vast market opportunities in North America, showcasing their ability to connect with and serve customers in this region through Amazon.*⁵

*⁵ Stats from [Amazon.in](#)

\$118 Billion Revenue by 3P Sellers in just 2022

This enormous amount emphasizes just how successful third party sellers were in connecting with online shoppers and offering products and services that people wanted. It's not just a big win for these sellers; it's also a testament to their important role in making online shopping diverse and exciting.*⁶

*⁶ Stats from [Amazon.com](#)

“Behind Amazon's big success in the USA, there's a golden opportunity for sellers. Selling on Amazon USA means reaching lots of customers and enjoying the benefits of a global marketplace – it's a game-changer.”

Why sell on Amazon USA?

Expansive customer base

230 million Americans use Amazon for shopping, providing new brands with an unprecedented opportunity to connect with a vast audience.*⁷

Seamless exports with Amazon FBA

Amazon FBA ensures hassle-free exports from India to the USA, streamlining logistics for new brands to efficiently reach American customers.

Leverage international sale events

Participate in Amazon USA's major events (Prime Day, Christmas, Black Friday, and Cyber Monday) for strategic sales boosts, capitalizing on increased customer traffic.

Great earning opportunities

Sellers on Amazon earn an average of **₹1 crore (\$125,000)**, showcasing significant earning potential for new brands entering the platform.*⁸

*⁷ Stats from [AmazonScout](#)

*⁸ Stats from [ZIK](#)

Prime Marketplace for Growth

Amazon, the most visited marketplace in the USA, provides a robust platform for global brand protection and growth.

American Spending Power

American users spend an average of **\$91.75 per month** on Amazon, offering businesses a lucrative opportunity to tap into significant consumer spending.*⁹

Effortless Multinational Selling

Create one account and sell seamlessly across three major marketplaces: amazon.com (USA), amazon.ca (Canada), and amazon.com.mx (Mexico), expanding market reach effortlessly.

Thriving Exporter Community

Join a vast community of **125,000 registered Indian exporters** successfully **selling over 266 million products** on Amazon's International Marketplace, providing valuable support and collaborative opportunities for your global brand.*¹⁰

*⁹ Stats from [Yaguara](#)

*¹⁰ Stats from [Amazon.in](#)

“Selling on Amazon USA will open doors to success. Your journey begins by taking that first step. Start selling, start succeeding – Amazon is your pathway to a thriving and successful business.”

How do I start selling on Amazon?

To start selling on Amazon USA, the process begins by creating a seller account, choosing between an Individual or Professional plan.

- Once registered, sellers proceed to list their products, focusing on high-quality images, detailed descriptions, and optimization for search engines. The choice between Fulfillment by Amazon (FBA) & Fulfillment by Merchant (FBM) is then made, determining how products will be handled and shipped.
- Competitive pricing.
- Then comes Inventory management.
- Promoting products through Amazon PPC advertising.
- Continuous monitoring of performance metrics

and so on...



The whole process of selling on Amazon is explained further in the guide.



HI!

Thinking about selling on Amazon but not sure where to start?

Let's just have a real conversation - no pressure, no pitch. Just two people figuring out if this path makes sense for you.

Let's Connect →

Let's get into
the process...

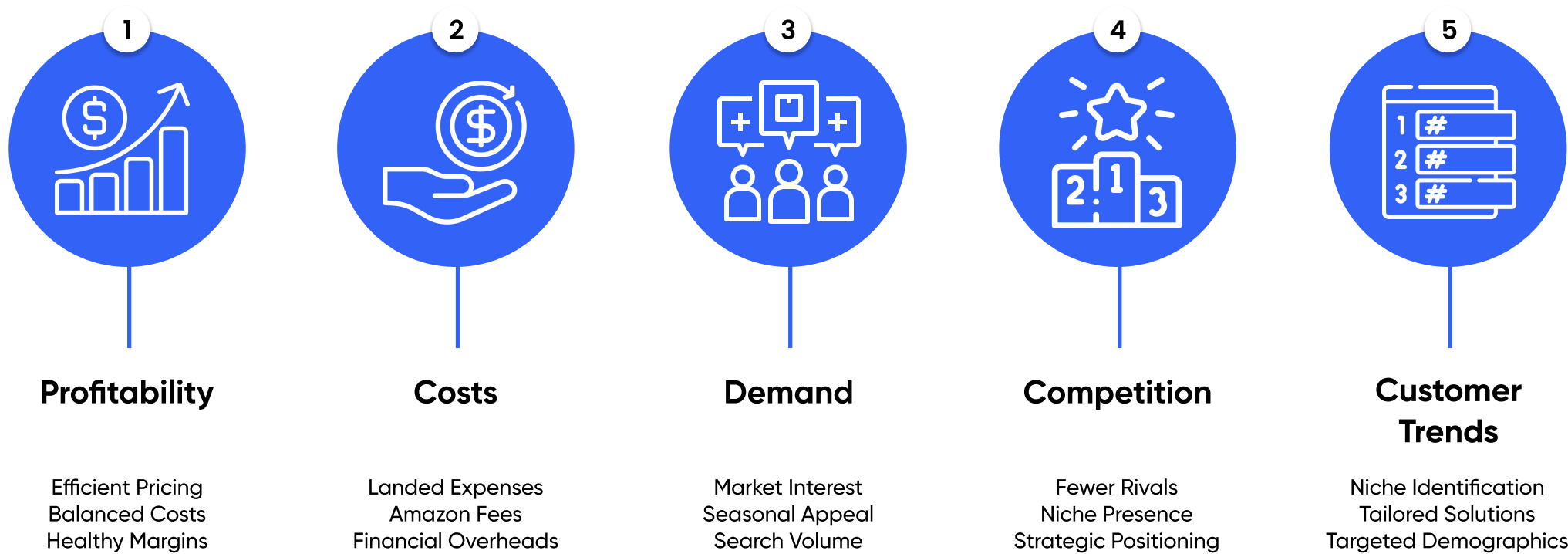
Step 1: Finding Profitable Products

This section gives an insightful look at the important factors to consider when finding profitable products to sell on Amazon. You'll learn about key product criteria and the main step of the process: Product Research. It will guide you in discovering the best products to sell on Amazon.

2.0

Factors to Consider

There are 5 factors which you should consider while finding profitable products to sell.



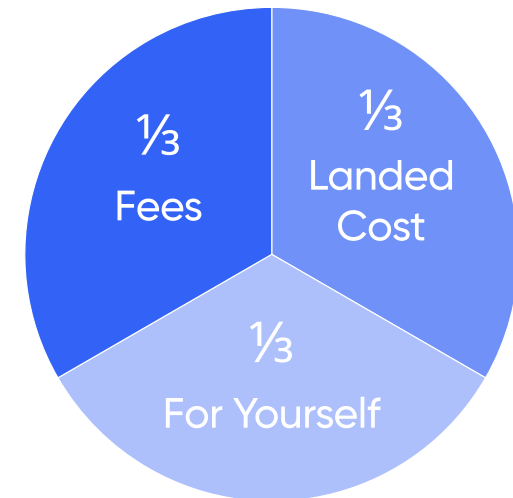


Profitability

For every product you're evaluating, think: Can I source and ship this to Amazon for substantially less than it's selling for?

Rule you can consider: "Rule of 3's" – Each product's sale is broken up into $\frac{1}{3}$ for fees, $\frac{1}{3}$ in landed costs, and $\frac{1}{3}$ for you.

Eg: So, if the product sells for \$20, you should expect to profit \$5.





With every product sold on Amazon, there are some costs associated with it for the sellers:

- Landed Cost
- Amazon Fees

1. Landed Cost:

The collective costs to produce and transport your product to Amazon's warehouses.

This includes – Inventory costs, Shipping costs, Import duty (if you're importing from other countries) and Packaging costs.

$$\text{Inventory cost} + \text{Shipping} + \text{Import Duty} + \text{Packaging} = \text{Landed Cost}$$

2. Amazon Fees:

a) Referral Fees - Typically a flat 15% of the item's sale price, acting as a commission.

Referral fees vary by product category. [Click to check here](#)

b) Selling Plan Fee -

- For Professional Sellers: \$39.99 per month.
- For Individual Sellers: \$0.99 per sales transaction (no monthly fee).

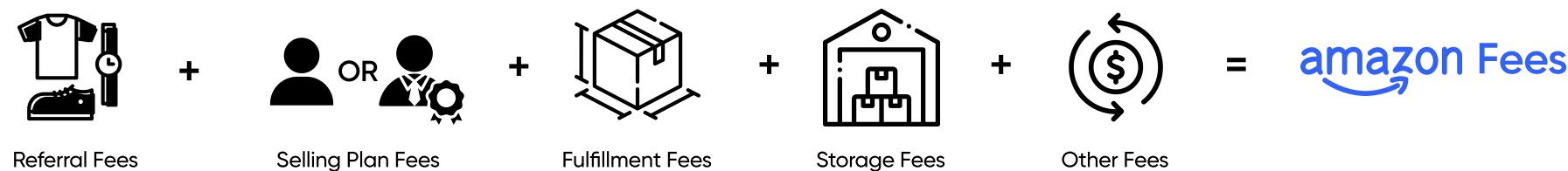
c) Fulfillment Fees - For FBA Sellers it varies based on product weight, dimensions, and the marketplace.

d) Storage Fees -

- Monthly Storage Fee: Charged for the space your products occupy in Amazon's fulfillment centers.
- Long-Term Storage Fees: Applicable if your products remain in storage for an extended period.

e) Other Fees -

- Refund Administration Fees: Charged for refunds processed.
- Removal Order Fees: Applied when you request to remove inventory from Amazon's fulfillment centers.





Demands

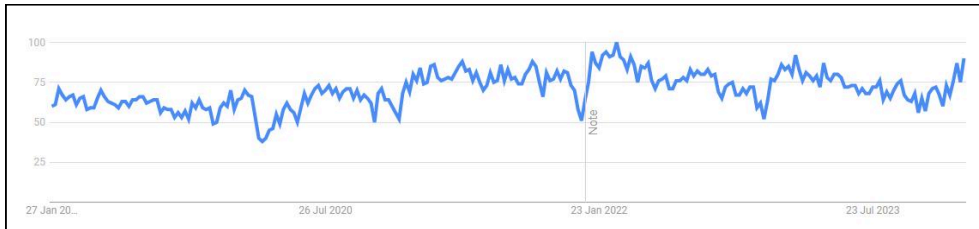
Another key component of a good product is demand. Do you find enough search volume for the product? Do customers want the product all around the year or during a particular season?

1. You can use the **SellerApp free keyword research tool** to see the search volume of the keywords.

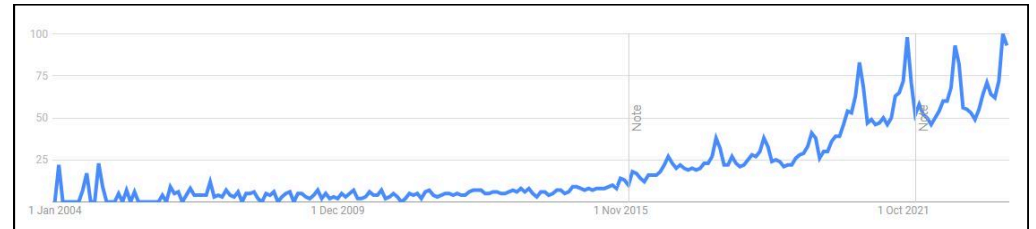
Keyword Research					
Showing 10 of 996 Keywords					
Keyword	Search volume	CPC	Est. Order / mo	No. of Products	
frying pan	163.8k	0.51 - 0.77	11.8k	-	+
pan frying	<100	0.5 - 0.75	0.00	-	+
nonstick frying pan	41.0k	0.75 - 1.35	3.5k	-	+
breakfast frying pan	<100	0.5 - 0.75	0.00	-	+
small frying pan	10.5k	0.75 - 1.35	1.0k	-	+
frying pan set	14.3k	0.75 - 1.35	1.1k	-	+
large frying pan	8.2k	0.75 - 1.35	172.00	-	+

Keyword Research					
Showing 10 of 959 Keywords					
Keyword	Search volume	CPC	Est. Order / mo	No. of Products	
candle	495.7k	0.38 - 0.56	43.1k	-	+
candle warmer	290.8k	0.12 - 0.18	22.7k	-	+
candle holder	493.9k	0.42 - 0.64	10.9k	-	+
candle jars	173.5k	0.14 - 0.2	10.4k	-	+
candle making	47.1k	0.08 - 0.12	2.8k	-	+
candle wax	132.1k	0.21 - 0.32	10.2k	-	+
candle molds	126.2k	0.39 - 0.58	9.0k	-	+

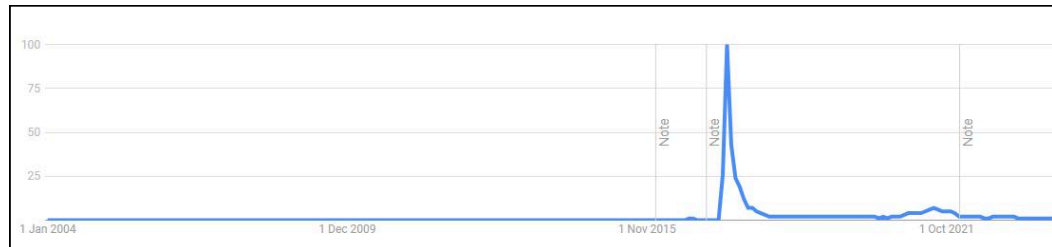
2. You can also use **Google Trends** to find out the seasonal demand for your product.



Keyword - Glass Vase



Keyword - STEM Toys



Keyword - Fidget Spinner

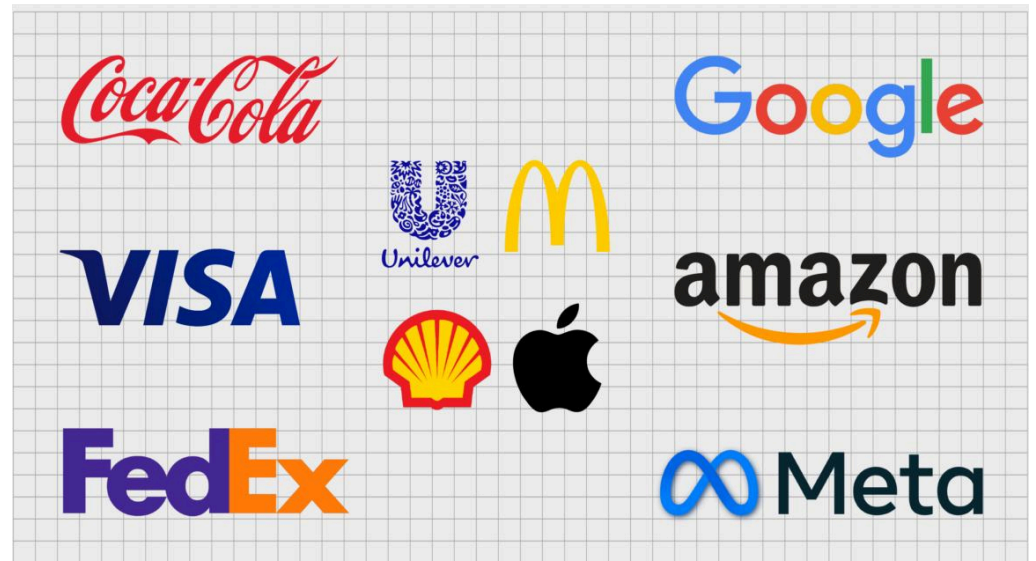


Competition

How many similar products exist in the category? Are there any big brands selling the product?

Shoppers will always choose a big brand over a new seller.

Instead of competing in a niche with famous brands, it's better to find a product with relatively fewer competitors.



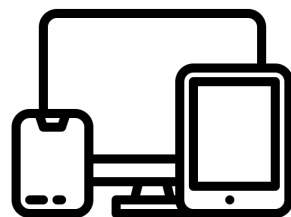


Customer Trends

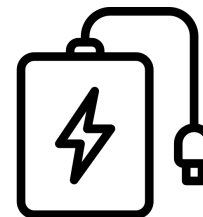
Identify your Niche: Before you start researching products, you need to identify your niche.

Niche implies a smaller part of a broad market that focuses specifically on particular demographics, common interests, locations, or problems among the consumers.

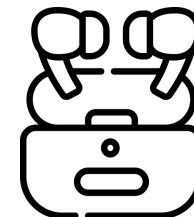
Eg- Electronics is a market, then a niche would be portable mobile chargers or wireless earphones etc.



Electronics



Power bank



Wireless Earphone

“When searching for profitable products on Amazon, think about factors like costs, demand, and competition. These are like pieces of a puzzle. Now, imagine Amazon's product criteria as the glue that holds this puzzle together, turning your ideas into successful ventures.”

Amazon Product Criteria

Must-Have

- All-year demand
- Between \$20 – \$50 price range
- Low competition
- Have improvement opportunities

Good to have

- Sustainable
- Lightweight (2-3 lbs)
- Smaller dimension

Amazon Category	Percentage of Sellers
Home & Kitchen	35%
Beauty & Personal Car	26%
Clothing, Shoes & Jewelry	20%
Toys & games	18%
Health, Household & Baby Care	17%
Baby	16%
Electronics	16%
Sports & outdoors	16%
Pet Supplies	13%
Office Supplies	13%

Fig 1 : These 10 categories are largest by quantity of FBA sellers.

What Amazon product categories do shoppers buy from the most?

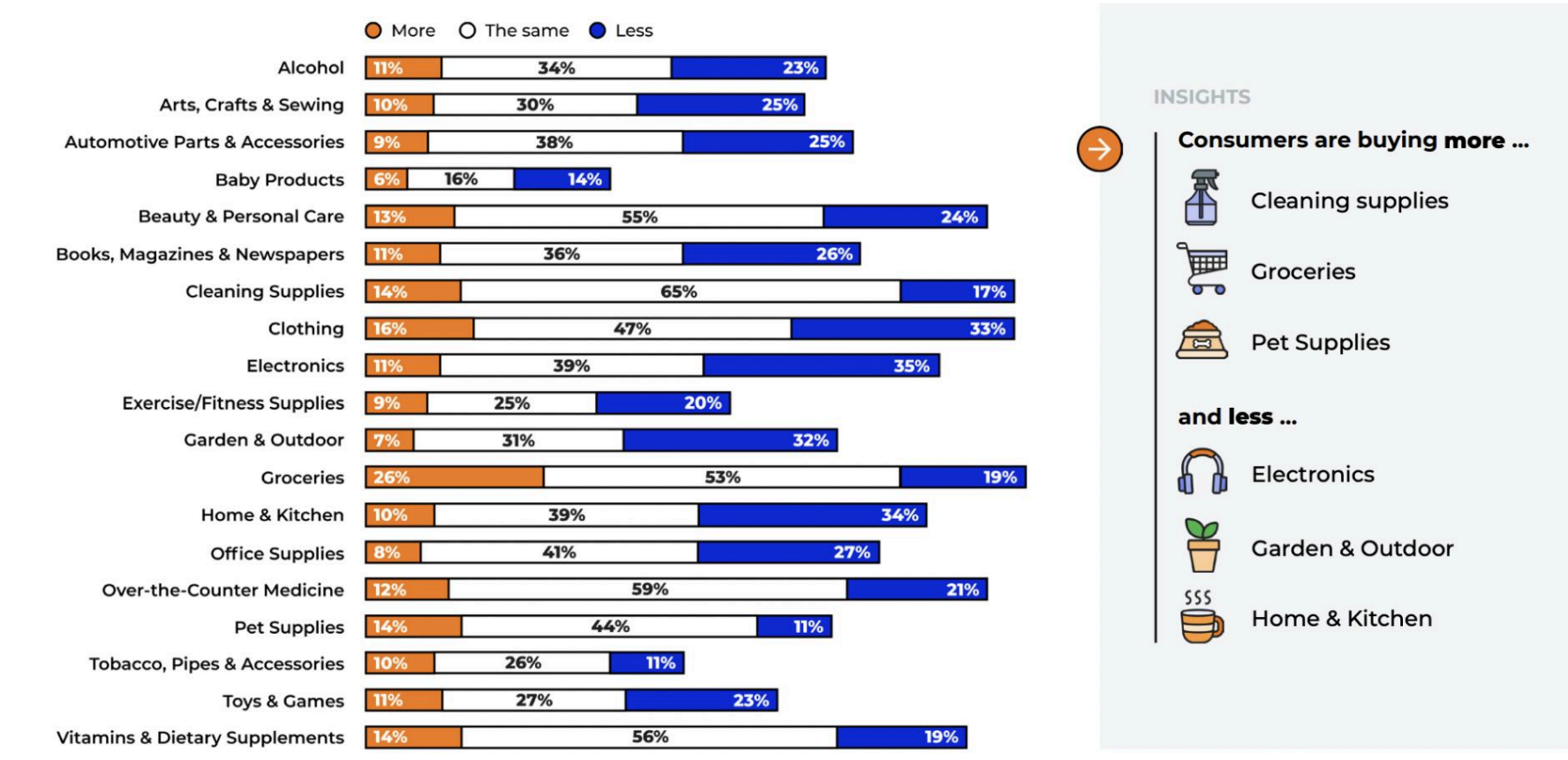


Fig 2 : The graph examines buyers' changing spending habits in multiple top Amazon categories

Join me in the 7-day challenge.
You'll be surprised what's possible.



INDIA'S FIRST E-COMMERCE FOUNDATION PROGRAM

Serious about building a real E - Commerce brand and not just chasing trends?

Learn the ABC of Ecommerce in just 7 days
with real mentor, real case studies, and a
proven roadmap.

Start Building Today →

Now comes the Main Step

PRODUCT RESEARCH

How to find the best products to sell on Amazon

You must be wondering if this is the same thing we discussed before. Yes it is the same, but this section will give you more details.

There are **10 factors** which you can consider for finding the best products to sell:

1. Search Amazon's Product Database:

Using tools to explore Amazon's catalogue will help you search products based on specific filters to narrow down your search.

Example:

STEM toys

Q

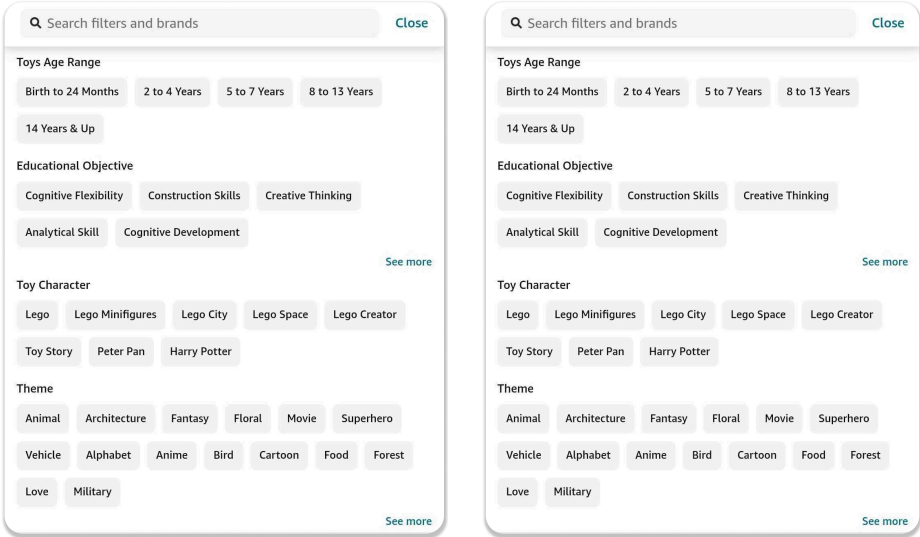


Fig 3: Shows different filters to choose from for STEM toys

2. Discover what your customers want to buy:

During the festive season, buying patterns of your customers are likely to change. Using this to your advantage is vital to increasing sales. There is scope to sell not just evergreen products, but also seasonal ones; and in much higher quantities.

3. Product that has Sales:

Ensure that the **product has at least 10- 12 sales every day**. Keep checking back for a few weeks to ensure that the demand is not seasonal. The best products are those that guarantee long-term, year-round profitability

4. Product that has the Bestseller Rank (BSR):

Just like for sales data, keep checking BSR to gauge demand. If the rank is improving, it means there is greater demand. Ideally, there should be at least two to three similar products with **BSR <100K or better**.

Product details

Color: Black

Product Dimensions: 9 x 8.1 x 6 inches ; 11.2 ounces

Shipping Weight: 1.3 pounds ([View shipping rates and policies](#))

Domestic Shipping: Item can be shipped within U.S.

International Shipping: This item can be shipped to select countries outside of the U.S. [Learn More](#)

ASIN: B01FN7X7KE

Item model number: IR97416A-B

Average Customer Review: ★★★★★ 149 customer reviews

Amazon Best Sellers Rank: #3,825 in Sports & Outdoors ([See Top 100 in Sports & Outdoors](#))

#5 in [Sports & Outdoors](#) > [Sports & Fitness](#) > [Exercise & Fitness](#) > [Yoga](#) > [Blocks](#)

Would you like to [tell us about a lower price?](#)

5. Keyword Ranking:

Track your competitor's top keywords. Make sure that the **main 3 keywords have at least 10K+ searches a month for most categories**. This is another way to gauge demand for your product.

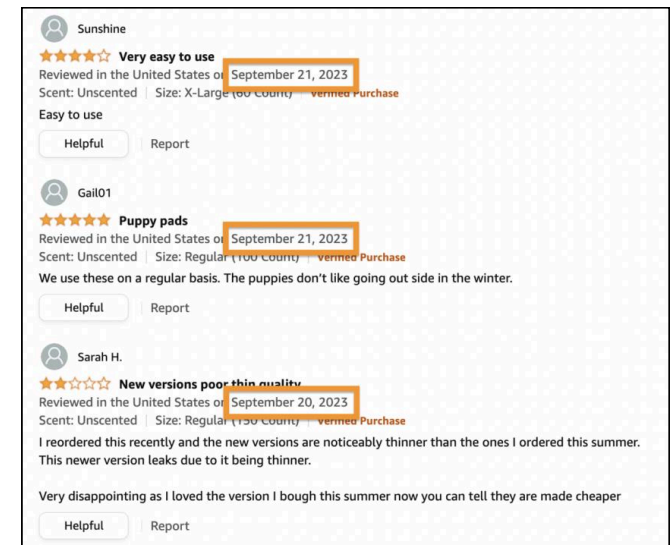
6. Google Trends:

Using Google Trends, you can get an idea of the popularity of a particular product over time by searching for its keywords (discussed previously).

7. Product Reviews:

Viewing product reviews – more specifically, **the dates and the quality of the reviews** – can give you a good idea of how often people are purchasing that type of product, and what people like and dislike about the product.

By analyzing your competitors' reviews, you can figure out what you can potentially improve with your product



8. Product Dimensions:

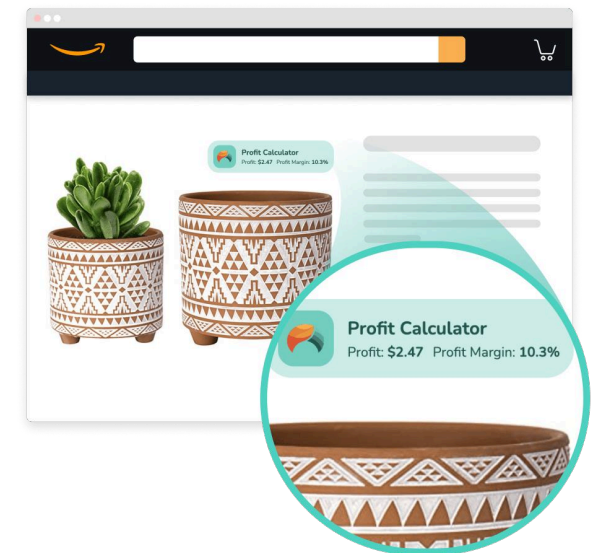
The size of your product will directly affect your margins. **The larger the product, the more you'll have to pay for storage and shipping** – even with fulfilment by Amazon (FBA). If you're a beginner seller, it is usually a good idea to avoid large products.

9. Profit Margins:

Pick a product that generally **costs between \$20 to \$60, with a profit margin of at least 40%** (after shipping and Amazon Fees).

If your product sells for less than \$20, your margins won't be great after the fees are levied by Amazon.

If your product is more expensive than \$60, customers might prefer to buy from a more established brand. Consumers are more likely to impulsively buy products priced below \$60!



10. Other Factors:

Ease of sourcing/manufacturing, uniqueness in the market etc.

Step 2: Finding Supplier

This section provides a valuable overview of how to find the right suppliers for manufacturing your product. You'll learn how to identify the best suppliers and evaluate and modify product samples received from them.

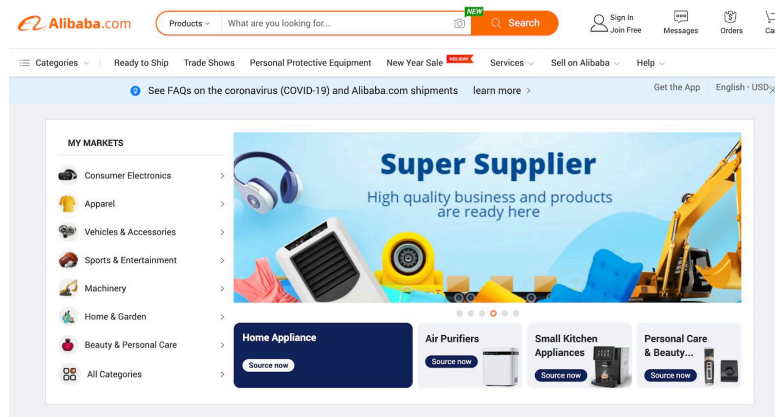
3.0

Where to find Suppliers from?

There are a number of platforms to find suppliers who can produce the highest quality of products for you at the best price.

Alibaba.com

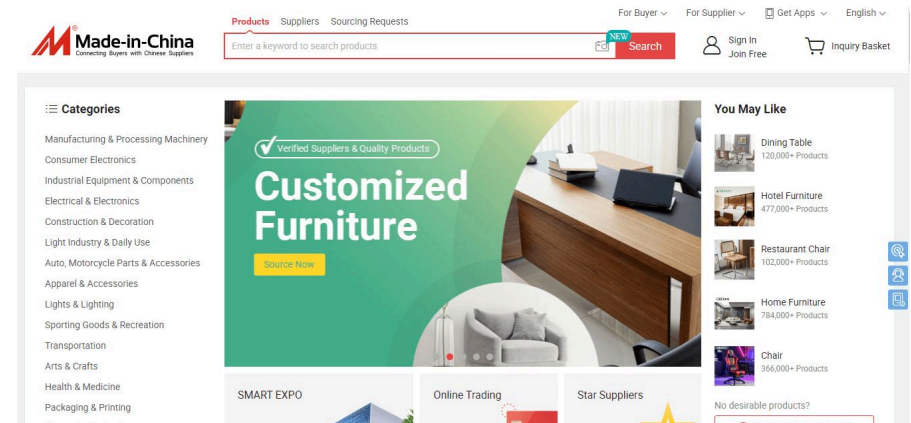
Alibaba is the **largest business-to-business platform in the world** with a search function like Amazon's to help you find relevant products and the manufacturers that make them.



Website

MadeinChina.com

Made in China is a **leading B2B platform** and e-commerce site for international trade. It's primarily for wholesale importers and allows buyers to find suppliers and business partners.



Website

Sourcing Agent

Sourcing agents can help you source products with the best quality and price. They often speak the language in the country from which you are sourcing from. You can find reputable sourcing agents online.



India

Many manufacturers and suppliers of products from India can be found on the following websites:

- Exportersindia.com
- Tradeindia.com
- Indiamart.com
- In.all.biz



Others

- Global Sources
- DHGate
- AliExpress
- eWorldTrade



When finding Suppliers, there are some things you should look for when finalizing your Supplier.

Let's look into the points —>

What to look for in a Supplier?



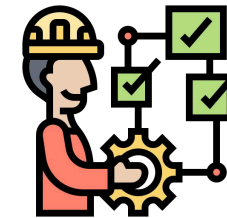
Compliance & Certifications:

Make sure the supplier follows industry rules & regulations. Look for certifications showing their dedication to quality and ethical practices. Choosing a supplier with strong compliance and certifications safeguards your supply chain's integrity. It ensures your business maintains high quality and ethical standards.



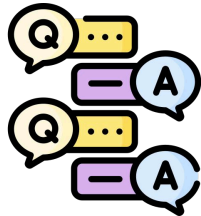
High-quality products:

Amazon shoppers care just as much about reviews as they do about price, so selling high-quality products is the best way to keep your Amazon reviews high & get continued sales.



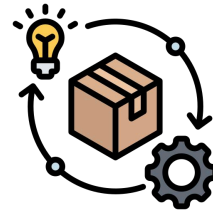
Experience:

Look for a factory that has been producing your type of product for at least 3 years. A longer experience period indicates that the supplier is likely skilled in meeting manufacturing standards, following industry requirements, and handling challenges in the production process consistently.



Communication:

Select a factory that not only is easy to communicate with but also consistently responds in a timely manner, particularly during the initial contact when seeking a quote. Effective communication at this stage is indicative of a supplier's commitment to transparency and collaboration. A supplier that prioritizes open and efficient communication contributes significantly to the overall effectiveness and success of your business collaboration.



R & D Facility:

An R&D (Research and Development) facility within a supplier's operations is a dedicated space and resource where innovative processes, products, or improvements are conceptualized, researched, and developed. This facility plays a crucial role in enhancing the capabilities and offerings of the supplier.



Price:

When selecting a supplier, it's crucial to aim for a fair price for your products. If a factory quotes a price significantly higher or lower than others, it could be a warning sign. Opting for a supplier with a reasonable and competitive price helps ensure a balanced approach, avoiding potential hidden costs and maintaining product quality.

Next step is to get Quotes →

Get Quotes from Suppliers

1. Compare suppliers to **create a list of 5-10** that you would be interested in working with, after analyzing the important points (mentioned in the last section).

2. Send a broad **request for quotation (RFQ)** out to **several suppliers** at once through Alibaba.com.

Alibaba lets you fill in your sourcing requirements along with pictures to find the best suppliers for you.

Complete Your RFQ
The more specific your information, the more accurately we can match your request to the right suppliers

wine tumbler product name

Please select a category : Home & Garden >> Kitchen, Dining & Bar >> Drinkware >> Water Bottles ▾

1000 Specify your quantity Pieces ▾

Hi, this Annie, selling on Amazon in the USA. I'm looking for stainless wine tumblers.
I'd like to place trial order for attached tumbler in two colors, white and black, the initial quantity should be around 1,000 to 3,000 pcs, based on your prices. I'd also want my brand logo on the tumbler. If quality is good, I'll double or triple the order quantity after this batch.

upload product photo

Remaining: 7216

Fig 4: Template

3. Narrow down your supplier to **top 3 options** based on the responses and communication.

More information which you can get from supplier →

Extra information from Suppliers

- 1. Can they accommodate custom orders?** Assess if the supplier or equipment manufacturer can create the product you want. Do they have the skills and resources? Do they have automation features?
- 2. What are their lead times?** How long will it take to produce and ship items? You don't want to work with manufacturers who take three months to deliver your products. If a product goes out of stock, you don't want to leave customers waiting to receive their orders.
- 3. What are their minimum order quantities (MOQs)?** You'll want to know the minimum amount of items you have to order before they start producing your product. This is often negotiable.
- 4. What is the cost per unit?** While you're negotiating MOQs, you'll also want to negotiate cost per unit. The larger the order, the lower your cost per unit can be.
- 5. Can they grant you exclusivity?** If there's tooling involved (i.e., you buying a tool for them to manufacture your product), make sure they aren't allowing others to use it. You can also ask for territorial, market, or total exclusivity. Some service providers may even offer private goods.

6. **Are there setup fees involved?** Sometimes manufacturers will charge a fee to get equipment ready to produce your goods.
7. **What's their defect policy?** Find out who pays the cost for incorrect or defective items. Who pays for the shipping and duties?
8. **Is the manufacturer sustainable and ethical?** Find out about the factory conditions, and see how they impact the environment and those who work there.
9. **Negotiate MOQ:** Before you negotiate, understand why the supplier has imposed a minimum. Is it because there's a lot of work upfront? Is it because they prefer to work with larger buyers? Understanding the reasons for the minimum will help you better understand their position and allow you to negotiate and propose the best counter offer.

After you have all the answers, you should get a sample and evaluate the product.

Evaluate and Modify product samples

1. Order Samples:

You should expect to pay **\$50-\$150 for a sample**, and expect it to be sent to you by air. Once shipped, you should **expect your samples within 1-2 weeks**.

Get 2 - 3 samples from different types, to see which is the best.



NOTE: You should ask the supplier to send you more than one sample piece. That way, you can make sure their quality is consistent. Some suppliers will credit the cost of a sample to you if you end up purchasing a bulk order from them, so ask if that is possible at the time you order the sample.

2. Examine Samples:

Once your samples arrive, check them carefully for quality, specifications (all the details & features you requested), and utility (the product works as intended).

If your product isn't exactly what you're looking for, you may request modifications to the sample (likely for an additional charge). Modifications can include adding a logo, changing the dimensions, adding or removing components, etc.

Example: You ordered a Table Lamp sample. You can check for:

- Build quality (material, structure)
- Materials used (durability, aesthetics)
- Finishes and surface
- Color Accuracy
- Functionality
- Wiring and electrical components (standards & regulations)
- Certifications
- Stability
- Packaging
- and much more...



Step 3: Brand Identity, Trademark and Packaging

4.0

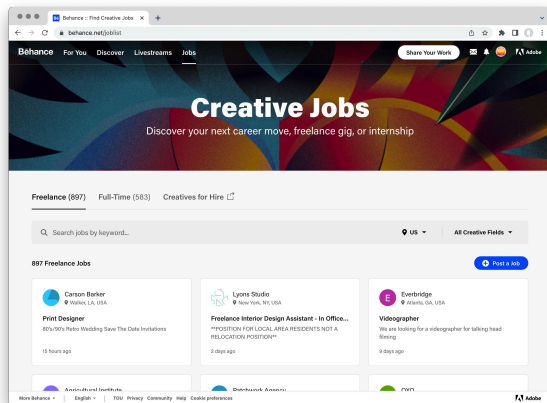
Before placing large bulk orders for your products, it's essential to consider several important factors. This section will give you the overview of those factors – Brand identity, Trademark and Packaging.

Introduction

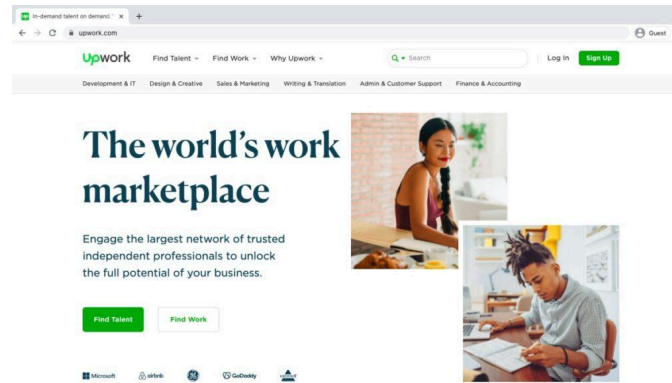
Before placing large bulk orders for your products, think about the brand identity, trademark and packaging for your product.

Your **packaging is the first impression your customer will get** and adds a level of credibility and quality to your product that customers will remember when reviewing your product.

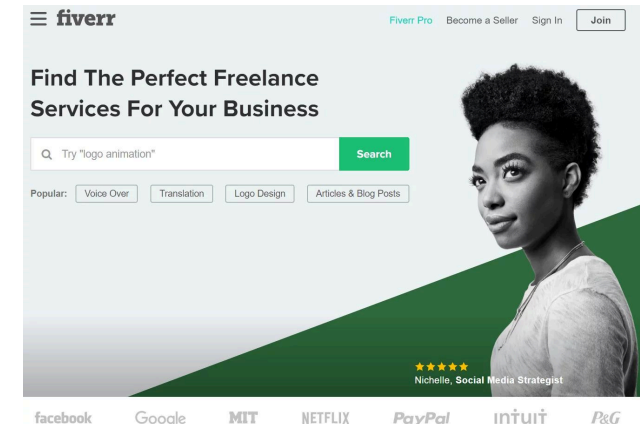
You can find graphic designers with experience in Amazon packaging design and branding on many **freelancer platforms online (Freelancer.com, Behance, Upwork, Fiverr, Freeup etc).**



Behance



Upwork



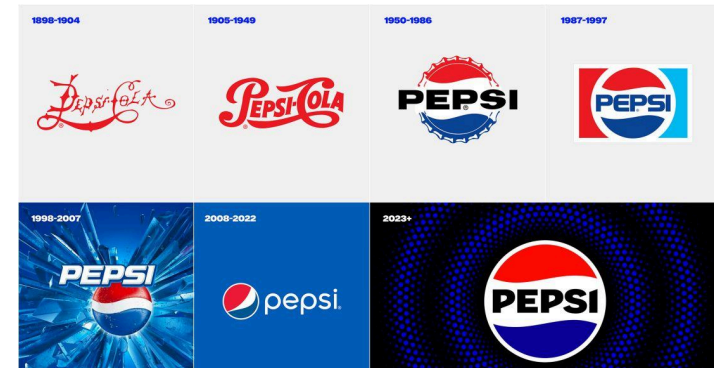
Fiverr

Brand Identity

Developing a brand identity requires more than creating a logo. Although a logo can be the symbol of a business, it is not the entirety of a brand. In fact, creating a logo is just one small step toward developing a strong brand identity.

Brand Identity is important because:

- It is the face of your business
- Builds credibility and trust
- Advertising impressions
- Give your company a mission
- Generates new customers and delights existing ones



Brand identity includes:

- Brand Name
- Logo
- Color palette and type
- Templates for emails, business cards etc.



Packaging

Considering your product you may want to explore types of packaging for it (i.e. box or a bag, which type of box/ bag, opening style, etc).

There are different types of packaging:

1. Primary Packaging:

Primary packaging is the **first layer of packaging that separates the customer from the product**. It usually carries the packaging designs and labels used to trigger interest and recall among customers. Primary packaging is also known as consumer packaging or retail packaging.

Examples of primary packaging:

- Blister packs for pharmaceutical pills
- Aluminum cans for soft drinks
- Bottles for beverages
- Tubes for toothpaste
- Vials for vaccines
- Plastic wrappers for candy and chocolate



2. Secondary Packaging:

The main purpose of secondary packaging is to **create a strong impact on the retail shelves and make it easier to handle the product from the warehouse to the store and beyond**. It is also known as grouped or display packaging as it is made to display multiple units of products.

Examples of secondary packaging:

- Plastic ring to hold a consistent number of cans together
- Cardboard box for storing primary product
- Plastic box to store the primary product
- Shrink wrap to hold products like PET bottles



3. Tertiary Packaging:

Often referred to as bulk or transit packaging, tertiary packaging is the **last layer of packaging**. It is used to transport large quantities of secondary units into a single unit, making it easier to load and unload between warehouses and retail stores.

Examples of tertiary packaging:

- Shipping crates
- Shipping boxes
- Pallets with elastic bands




Trademark

Trademark Registration is key for businesses to protect their Intellectual Property. Registering gives you Brand Protection and the sole Legal Rights to your symbol, logo, or name. Always do a Trademark Search before registering.










There are **45 trademark classes** and **all the goods and services are categorized across these classes**. You need to be very careful while picking the classes as it will determine the validity of your trademark registration for your business' products/services. If your business operates across different goods/services that fall under different classes, you have to ensure that you apply for a trademark online under all the applicable classes.






























Nice Classification of Goods and Services

Classes of Goods


-  **Class 1**
Chemical Products
-  **Class 2**
Paints & Varnishes
-  **Class 3**
Cosmetics & Cleaning Substances
-  **Class 4**
Industrial Oils and Lubricants
-  **Class 5**
Medicines
-  **Class 6**
Common Metals & Alloys
-  **Class 7**
Machine Tools
-  **Class 8**
Hand Tools
-  **Class 9**
Electric and Scientific Devices










-  **Class 10**
Medical Apparatus
-  **Class 11**
Environmental Control Apparatus
-  **Class 12**
Vehicles
-  **Class 13**
Firearms
-  **Class 14**
Jewellery
-  **Class 15**
Musical Instruments
-  **Class 16**
Stationery and Paper Goods
-  **Class 17**
Rubber Goods
-  **Class 18**
Leather Goods

-  **Class 19**
Building Materials
-  **Class 20**
Furniture and Materials not otherwise specified
-  **Class 21**
Houseware and Glass
-  **Class 22**
Ropes and Fibers
-  **Class 23**
Yarns and Thread
-  **Class 24**
Fabrics
-  **Class 25**
Clothing and Footwear
-  **Class 26**
Fancy goods such as Lace and Embroidery
-  **Class 27**
Carpets and Floor Coverings

-  **Class 28**
Toys and Sporting Goods
-  **Class 29**
Meats and Processed Foods
-  **Class 30**
Staple foods including Flour, cereals, bread etc.
-  **Class 31**
Natural Agricultural Products
-  **Class 32**
Light Beverages including Beer
-  **Class 33**
Wines and Spirits
-  **Class 34**
Tobacco Products

Classes of Services

-  **Class 35**
Advertising and Business Services

-  **Class 36**
Insurance and Financial Services
-  **Class 37**
Building Construction & Repair Services
-  **Class 38**
Telecommunication Services
-  **Class 39**
Transportation and Storage Services
-  **Class 40**
Material Treatment Services
-  **Class 41**
Education and Entertainment Services
-  **Class 42**
Computer, Scientific and Legal
-  **Class 43**
Restaurants and Food Service
-  **Class 44**
Medical and Veterinary Services
-  **Class 45**
Personal and Social Services

WIPO Nice Classification, 11th Edition, Version 2021

Fig 5: Trademark Classes

If you want to Read more about Trademark [Click HERE](#)



INDIA'S FIRST E-COMMERCE FOUNDATION PROGRAM

Feeling stuck before you even start your E-Commerce Journey?

You're not alone. That's why I built **Basecamp: a 7-day program** to help you find the right product and start with real clarity. Straightforward, real, and built to get you moving.

Start Basecamp Now →

Step 4: Registration and Incorporation

This section offers a step-by-step guide on registering as a seller on Amazon. You'll also get insights into incorporating your business and learn about UPC barcodes and how to generate them.

5.0

Part 1: Choosing a Selling plan

There are two selling plans that Amazon offers with different tools and services available:

- The Individual selling plan costs \$0.99 per sale.
- The Professional selling plan costs \$39.99 per month, no matter how many items you sell.

Most sellers **select Professional selling plan** because it provide them with a larger set of benefits that helps them manage and grow their businesses.

Individual plan allows you to sell only 40 items/month, after which you will be charged with more money if you sell more than 40 items.

	Individual Seller Account	Professional Seller Account
Cost	<ul style="list-style-type: none">• No monthly subscription fee.• \$0.99 per item sold as a transaction fee, in addition to other selling fees.	<ul style="list-style-type: none">• \$39.99 per month subscription fee.• No \$0.99 per-item fee, although other selling fees still apply.
Listing Capabilities	<ul style="list-style-type: none">• Ability to list products in more than 20 categories.• Limited to selling fewer than 40 items per month.	<ul style="list-style-type: none">• Ability to list products in more than 30 categories, plus the option to request approval for additional categories.• Unlimited volume of items sold per month.
Eligibility	<ul style="list-style-type: none">• Available to individuals or businesses.• Suitable for casual or hobby sellers.	<ul style="list-style-type: none">• Ideal for businesses and individuals who plan on selling more than 40 items per month.
Shipping	Manually manage shipping or opt for Amazon's fulfillment services	<ul style="list-style-type: none">• Option to use Amazon's fulfillment services or manage shipping yourself.• Can offer free Prime shipping for eligible products if using Amazon FBA (Fulfillment by Amazon).
Account Features	<ul style="list-style-type: none">• Cannot offer gift wrapping or special promotions.• Limited bulk listing capabilities.	<ul style="list-style-type: none">• Ability to offer promotions and gift-wrapping to customers.• Bulk listing and order management capabilities.
Tools and Analytics	<ul style="list-style-type: none">• Basic order management tools.• Limited analytics and reporting.	<ul style="list-style-type: none">• Access to advanced selling tools like Amazon Marketplace Web Service (MWS).• More robust reporting and analytics.

Fig 6: Difference between Individual & Professional Selling Account

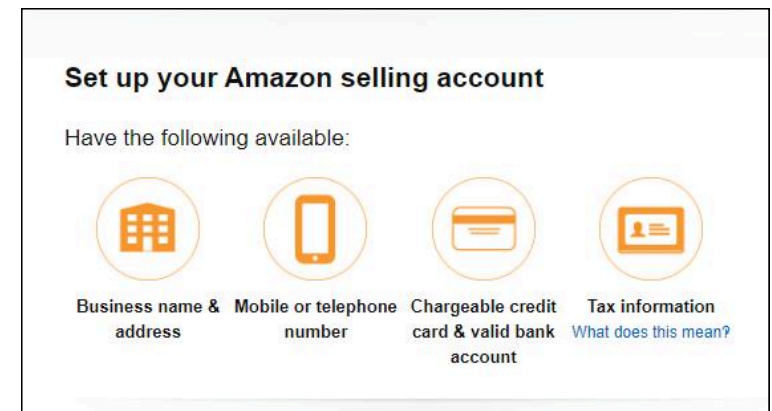
Next step is Creating Sellers Account

Part 2: Create a Seller Central Account

After choosing your selling plan, you'll register with Amazon, select your plan, and create a Seller Central account.

Before you create your Seller Central account, make sure you have the following:

- Bank account and routing number
- Internationally chargeable credit card
- Government-issued ID
- Tax information
- Phone number
- Address Proof (Utility bill: mobile, electricity)



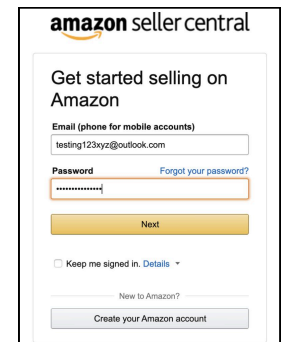
The Amazon Seller is packed with features to help you manage and grow your ecommerce business wherever you are. It gives you the freedom to take care of business details right from your phone or tablet.

Part 3: How to Register?

After Document verification, you will have to register on Sellers Central account. Follow the step by step process to start selling through Seller Central.

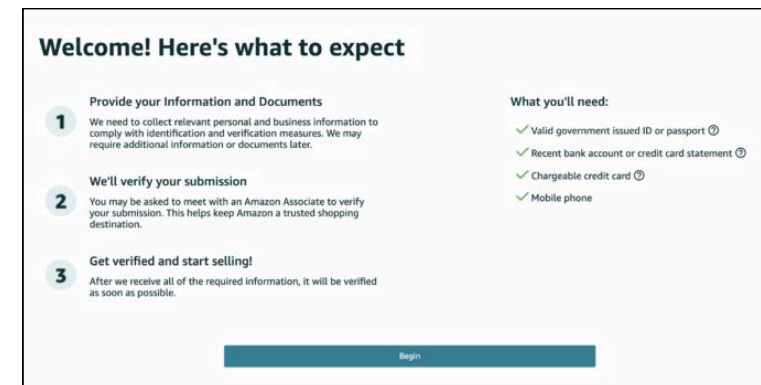
Step 1 - If you have a customer account on amazon.com, Use email and password to sign in.

Step 2 - If not, then choose 'Create your Amazon account' and enter the details required.

A screenshot of the Amazon Seller Central sign-in page. The header says "amazon seller central". Below it, the text "Get started selling on Amazon" is displayed. There are two input fields: "Email (phone for mobile accounts)" with the placeholder "testing123xyz@outlook.com" and "Password" with a masked password "*****". A "Forgot your password?" link is next to the password field. Below the fields is a yellow "Next" button. At the bottom, there is a checkbox for "Keep me signed in. Details" and a link "New to Amazon?". A "Create your Amazon account" button is at the very bottom.

Step 3 - Enter the verification code sent to your email. This is Amazon's way of verifying the email you entered.

Step 4 - Once you enter the correct code, you'll be automatically taken to this screen

A screenshot of the Amazon Seller Central "Welcome! Here's what to expect" screen. The title "Welcome! Here's what to expect" is at the top. Below it, there are three numbered steps: 1. "Provide your Information and Documents" with a description of required information and documents. 2. "We'll verify your submission" with a description of the verification process. 3. "Get verified and start selling!" with a description of the final verification step. To the right of these steps, under the heading "What you'll need:", there are four items with checkmarks: "Valid government issued ID or passport", "Recent bank account or credit card statement", "Chargeable credit card", and "Mobile phone". At the bottom, there is a blue "Begin" button.

Step 5 – Choose your ‘Business location’ and ‘Business type’.

- 1. **Your business location:** This is the country in which your business is located. It’s extremely important that this is accurate, as Amazon will be verifying it.
- 2. **Your business type:** You’ll be able to choose your business entity from different options (most fall into the ‘Privately-owned’ category).

The screenshot shows the 'Business information' form in Amazon Seller Central. It includes a dropdown for 'Business location' (set to 'United States') and a dropdown for 'Business type' (set to 'None, I am an individual'). A warning message states: 'Please ensure your business type selection is correct. An individual sells in a private context. An individual does not sell a product to a company / charity and does not operate in a business or professional context. An incorrect selection may affect the status of your account.' Below this are input fields for 'First name', 'Middle name(s)', and 'Last name'. At the bottom, there is a checkbox for 'I confirm my business location and type are correct, and I understand that this information cannot be changed later.' and a blue 'Agree and continue' button.

Step 6 – Enter your personal information.

The screenshot shows the 'Primary contact person information' form. At the top, there is a progress bar with four steps: 1. Seller information (active), 2. Billing, 3. Store, and 4. Verification. The form fields include: 'First name' (Brian), 'Middle name(s)' (Middle name(s)), 'Last name' (Connolly), 'Country of citizenship' (United States), 'Country of birth' (Select country), and 'Date of birth' (Day, Month, Year dropdowns). A note says: 'Enter your complete name, as it appears on the passport or ID'.

Step 7 – Enter your billing information

The screenshot shows the 'Payment Information' form. At the top, there is a progress bar with four steps: 1. Seller information (active), 2. Billing, 3. Store, and 4. Verification. The form includes a section for 'Payment Information' with a note: 'You would need the following information to complete the next section:'. Below this are two sections: 'Bank Account Information' with three green checkmarks and 'Credit Card Information' with one green checkmark. At the bottom, there are 'Back' and 'Continue' buttons.

Step 8 – Add the information for your product(s) and Amazon store.

✓

Seller information

✓

Billing

3

Store

4

Verification

Store and Product Information

Answer a few questions about your business so we can best assist you during onboarding. The answers you provide do not impact your ability to register for a selling account.

Store name

Enter a name for your store

Do you have Universal Product Codes (UPCs) for all your products?

Yes

No

Do you have any diversity certifications (e.g. Minority, Women, Veteran, or LGBT-owned business) that you wish to add to your account?

Yes

No

Are you the manufacturer or brand owner (or agent or representative of the brand) for any of the products you want to sell on Amazon?

Yes

No

Some of them

Previous

Next

Step 9 (Last step) – Identify Verification.

Identity Verification

Please connect with the next available Amazon associate to complete your identity verification now using a video call

Current wait time for next available associate is 1-6 mins
Standard operation hours : Sun 7:00 PM - Fri 7:45 PM Eastern Standard Time

You can also click [here](#) to schedule an appointment on a future date and time.

✓

Device & Documents

You'll need the following:
1. Laptop, desktop computer, or a cellular/mobile phone with a front-facing camera.
2. Compatible browser (Chrome/Safari) with permissions to access camera and microphone.
3. **Original** valid government-issued photo ID document.
4. **Original** bank or credit card statement issued in the last 180 days.

[More document guidelines >](#)

✓

Language for video call

The call will be held in **English**. If your preferred language of communication is not supported, please bring a translator/interpreter with you to the appointment.

✓

Recording Notice

Your video call may be recorded for quality and audit purposes. We will not share your video with any external or third parties.

ⓘ

Any personal data you provide to us will be handled in accordance with Amazon's Privacy Notice.

Amazon takes safety and security of our store seriously and we may investigate, report to law enforcement, and/or pursue legal claims against individuals who provides false information or complete identity verification on behalf of someone else to circumvent Amazon's security systems.

Join video call

Once you're verified, you're in!

Next step which you should be doing is
INCORPORATION

Incorporation

It refers to the **process of establishing a legal entity for your business**. This legal entity can take the form of a corporation, limited liability company (LLC), partnership, or another business structure.

Why is it important?

- **Liability Protection** - Forming an LLC or corporation separates personal and business finances, reducing the risk of personal asset loss in case of business issues.
- **Business Credibility** - Having a formal legal structure makes your business look more trustworthy. This can make it easier to work with suppliers, partners, and customers.
- **Tax Benefits** - Different business structures offer tax advantages; consulting a tax expert helps identify the structure that can save you money.
- **Compliance** - Operating under a legal entity ensures adherence to business rules, including accurate tax payments, compliance with regulations, and fulfilling legal obligations.



Advantages of Incorporation



INDIA'S FIRST NO-NONSENSE US INCORPORATION GUIDE

Using our Guide, you can Register your US Business - without guesswork

Built with a US CPA, it gives you clear answers, real steps, and the support to get it done confidently from India or anywhere.

Get your Guide →

*Guide includes A Video Library, E-books and Checklists

After Incorporation you are good to go for
Manufacturing and Producing your products

BUT

Before Manufacturing you should purchase
UPC Barcode for your product

UPC Barcode

Amazon requires you to have a **universal product code, or UPC barcode**, in order to create your listing in Seller Central.

Amazon UPC is nothing but **a unique code assigned to each product on the Amazon marketplace**. It is done to clearly distinguish the said item from the millions of others already existing in the online market. UPCs make it easy to identify individual products sold on Amazon across the world.

UPCs have several benefits, such as:

- They help sellers and buyers quickly identify each product and catalog it accordingly.
- UPC codes streamline inventory management and tracking.
- It becomes easy to track products/consignments when they are in transit during shipping.
- The codes make it convenient to find products in warehouses and online searches.



Next thing you may want to know is how to generate UPC Code →

How to Generate an Amazon UPC Code?

First things first, **you cannot make your own code.**

You need to purchase it from GS1 – a non-profit organization that is tasked with the job of setting up standards for business communication and identifying retail products across the globe. There are over 100 GS1 organizations, catering to different geographies. **For the United States, you need to concern yourself with GS1 US.**

Here is how you generate the UPC code:

- **GS1 Company Prefix** - Obtain a unique six-digit GS1 Company Prefix by becoming a member of GS1 US, especially if your business operates in the United States.
- **Product Identification** - Combine the GS1 Company Prefix with a five-digit number for product identification.
- **Check Digit Addition** - Add a check digit to the 11-digit combination to ensure accurate GTIN generation.
- **Unique GTIN** - The resulting 12-digit number becomes your unique GTIN, used to generate a scannable UPC code for your product.

Enter your U.P.C. Company Prefix exactly as it appears on your GS1 Company Prefix Certificate.

324533

Assign your 5-digit item reference number

Each product variation will require its own U.P.C. barcode.

34232

Sample Barcode

3 24533 34232 2

Your check digit is 2.

Your U.P.C. barcode number (GTIN-12) is 324533342322. This number was calculated based on your input and only represents identification for one unique product variation.

Step 5: Manufacturing and Production

This section outlines an 8-step process to get your product manufactured. It also covers how to continuously assess your processes, gather customer feedback and product reviews, and implement changes iteratively to achieve the best possible outcome.

6.0

Process to follow

Follow these **8 step-by-step process** to get the best results and be ready to ship your products to Amazon Facility.



Sample Approval and Agreement

Request and Assess
Communicate Changes
Thorough Inspection



Production planning & Scheduling

Set Schedule
Align with Demand
Coordinate Fulfilment



Negotiate Terms and Conditions

Price and Payment
Order Quantities
Define Expectations



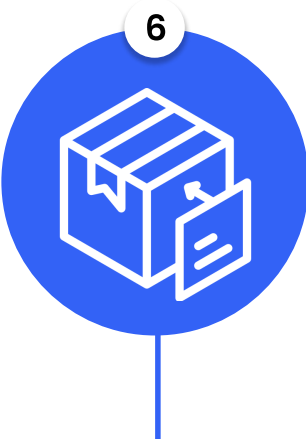
Quality Control and Inspection

Robust Process
Third-Party Checks
Early Issue Detection



Compliance and Regulations

Ensure Compliance
Follow Standards
Avoid Penalties



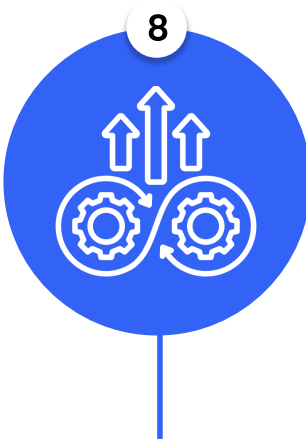
Packaging and Labelling

Collaborate on Design
Follow Amazon Rules
Optimize Storage



Communication and Relationship building

Keep Channels Open
Foster Relationship
Address Challenges



Continuous Improvement

Assess and Enhance
Gather Feedback
Monitor Reviews

Lets get more into details of each step →



Sample Approval and Agreement

Before mass production begins, request and thoroughly evaluate product samples from your suppliers. Ensure that the quality meets your standards and matches the specifications you provided. If adjustments are needed, communicate these changes to the supplier.

Make sure you are **signing NNN, Manufacturing and Production agreements**, which will help in clear expectations, non sharing of important information, quality standards, prevent unauthorized subcontracting, protecting design molds etc.

Agreement templates can be found online. But still contact a legal advisor before using the template.

<p>Non-Disclosure, Non-Use and Non-Circumvention Agreement</p> <p>禁止披露/禁止使用/禁止规避协议</p> <p>This Agreement is made as of the day of _____, between 123 LLC at 123 address (herein "Party A") and XYZ at XYZ address (herein "Party B"), their affiliates and their respective directors, officers, employees and agents.</p> <p>本协议于 _____ 年 _____ 月 _____ 日由 123 LLC 位于 123地址 (以下简称“甲方”) 和 XYZ 位于 XYZ地址 (以下简称“乙方”) 以及 (双方) 隶属部门及双方董事、官员、员工和代理方之间订立。</p> <p>WHEREAS, Party A desires to enter into preliminary discussions with Party B regarding Party B's products and business opportunities (the "Project"), with the possible result of a business relationship between parties. There will be confidential and proprietary information disclosed by Party A to Party B and by the Party B to Party A for evaluation, consideration and discussion by both the Party B and Party A in relation to and in support of the Project.</p> <p>鉴于, 在双方可能会建立的商业关系下, 甲方希望与乙方就乙方的产品和商业机会 ("项目") 进行初步讨论; 甲方将向乙方披露机密和专有信息, 乙方也将向甲方披露机密和专有信息, 以供乙 甲方就关于该项目进行评估、考虑和讨论, 并为该项目提供支持;</p> <p>WHEREAS, Party B and Party A desire to receive such Confidential and Proprietary Information for this stated purpose from each other.</p> <p>鉴于, 乙方和甲方希望为这一既定目的相互获得此类机密和专有信息;</p>

NNN Agreement

<p>Manufacturing agreement</p> <p>DATE</p> <p>[Date]</p> <p>PARTIES</p> <p>1. [INDIVIDUAL NAME] of [address] OR [COMPANY NAME], a company incorporated in [England and Wales] (registration number: [registration number]) having its registered office at [address] OR [PARTNERSHIP NAME], a partnership established under the laws of [England and Wales] having its principal place of business at [address] (the "Manufacturer"); and</p> <p>2. [INDIVIDUAL NAME] of [address] OR [COMPANY NAME], a company incorporated in [England and Wales] (registration number: [registration number]) having its registered office at [address] OR [PARTNERSHIP NAME], a partnership established under the laws of [England and Wales] having its principal place of business at [address] (the "Customer").</p> <p>BACKGROUND</p> <p>1. [Explain background from the Manufacturer's perspective.]</p> <p>2. [Explain background from the Customer's perspective.]</p> <p>3. [The Manufacturer and the Customer therefore wish to enter into a contract in accordance with the provisions of this Agreement.]</p> <p>AGREEMENT</p> <p>1. Definitions</p> <p>1.1 In this Agreement[, except to the extent expressly provided otherwise]:</p>
--

Manufacturing Agreement



Production Planning and Scheduling

Work with your suppliers to establish a **production schedule**. Coordinate with suppliers to align production timelines with your demand and Amazon's fulfillment requirements.

- **Lead Times Determination:** Understand the time needed from order placement to product receipt, including production and transit times.
- **Assessing Production Capacities:** Evaluate supplier capabilities to meet order volumes and identify any constraints.
- **Establishing Delivery Schedules:** Define delivery frequency and timing to ensure consistent product supply.
- **Aligning with Demand:** Adjust production to match customer orders and prevent stockouts or excess inventory.
- **Meeting Amazon's Requirements:** Coordinate production timelines with Amazon's fulfillment guidelines to avoid delays.



Negotiate Terms And Conditions

Discuss and negotiate terms and conditions with your chosen suppliers. This includes pricing, payment terms, order quantities, production timelines, and quality standards. Clearly define expectations to avoid misunderstandings later.

- **Pricing:** Agree on costs and discounts.
- **Payment:** Set payment terms and methods.
- **Order Quantities:** Determine minimum and maximum orders.
- **Production Timelines:** Align with demand forecasts.
- **Quality Standards:** Define product expectations.
- **Clarify Expectations:** Ensure mutual understanding to prevent misunderstandings.





Quality Control and Inspection

Implementing a robust quality control process is crucial to ensure consistent product quality. This involves:

- **Establish Procedures:** Develop clear quality control guidelines.
- **Regular Inspections:** Check products at different production stages.
- **Third-Party Involvement:** Consider external inspections.
- **Facility Visits:** Assess manufacturing processes firsthand.
- **Early Issue Detection:** Address problems promptly.
- **Continuous Improvement:** Use feedback for ongoing enhancement.





Compliance and Regulations

Ensure that your products comply with all relevant regulations and standards in the USA.

- Understand safety and labeling standards to meet regulatory requirements.
- Ensure products adhere to safety standards to safeguard consumers.
- Comply with labeling rules to provide accurate product information.
- Non-compliance may result in delays, fines, or product removal from platforms like Amazon.
- Stay updated on regulatory changes to ensure ongoing compliance and avoid legal issues.





Packaging and Labelling

Amazon mandates specific packaging and labeling standards to ensure efficient storage and shipping within their fulfillment network.

This includes requirements for durable packaging, scannable barcode labels (UPC/EAN and FNSKU), clear expiration date labeling (if applicable), and compliance with legal regulations. Sustainable packaging practices are encouraged.

Adhering to these standards is crucial for seamless integration into Amazon's marketplace, smooth fulfillment processes, and positive customer experiences."

EAN




Diagram of an EAN barcode with segments labeled: Company Prefix (0123456), Product Number (78901), and Check Digit (2).

UPC




Diagram of a UPC barcode with segments labeled: Company Prefix (123456), Product Number (78910), and Check Digit (4).

FNSKU




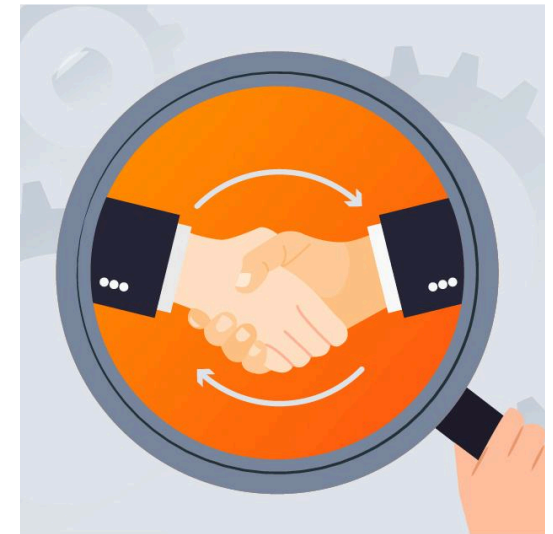
Diagram of an FNSKU barcode with segments labeled: FNSKU Barcode (W059T05R7F), FNSKU Fulfillment Network Stock Keeping Unit, Product Name (My Amazon Product Description - Size - Color), and Condition (New).

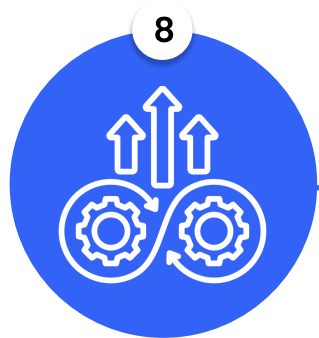


Communication & Relationship Building

Fostering open communication and positive relationships with suppliers is vital for efficient supply chain management, enabling effective problem-solving, improved production efficiency, and long-term benefits for both parties.

- **Open Communication:** Establish transparent channels for timely information exchange.
- **Collaborative Relationship:** Build trust and view suppliers as strategic partners.
- **Effective Problem-Solving:** Address challenges together to minimize disruptions.
- **Cooperation for Efficiency:** Promote alignment and flexibility to improve production.
- **Long-Term Benefits:** Invest in relationships for loyalty, stability, & innovation.





Continuous Improvement

By continuously assessing processes, gathering feedback from customers & product reviews, & implementing changes iteratively, companies can drive efficiency, quality, & customer satisfaction.

- **Process Assessment:** Regularly evaluate manufacturing processes to identify inefficiencies and areas for improvement.
- **Customer Feedback:** Gather insights from customers to understand their needs, preferences, and pain points.
- **Product Reviews:** Monitor feedback from product reviews to pinpoint strengths, weaknesses, and opportunities for enhancement.
- **Implementing Changes:** Take proactive steps to address identified areas for improvement, prioritizing initiatives based on their potential impact.
- **Iterative Approach:** Embrace a culture of continuous improvement by setting goals, implementing changes, and iterating based on results.



Next step is to understand Shipping
process and FBA

Step 6: FBA and Shipping Products

This section offers an insightful overview of Amazon FBA, explaining how it works and the various Amazon business models. You'll also get a step-by-step guide on how to start shipping your products to Amazon fulfillment centers.

7.0

Amazon FBA

Fulfilment by Amazon, or FBA, is a **service provided by Amazon that takes care of inventory storage, order fulfilment, returns, and even customer service for Amazon sellers.**

FBA allows sellers to focus on other aspects of their business while having Amazon handle storage, picking, packing, and shipping out orders.

Shipping with FBA costs 30% less per unit than standard shipping options offered by major U.S. carriers and **70% less per unit than their premium options** comparable to FBA.



How does FBA work?

Amazon handles product shipping, customer service, and returns on your behalf.



1

Seller procures products



2

Seller ships products to Amazon



3

Amazon stores products



4

Customer orders online



5

Amazon receives order



6

Customer receives an order confirmation



7

Amazon ships the order



8

Customer receives their package

After understanding FBA, you need to understand different business models provided by Amazon for your product.

Amazon Business Models

Models	Definition	Profitability
Private Label	Creating your own product label/brand	\$\$\$\$\$
Wholesale	Buying products in bulk directly from a brand or from distributors with extra stock in order to sell on Amazon.	\$
Reselling/ Arbitrage	Buying discounted products through retailers or online to resell on Amazon.	\$
Drop shipping	Buying products directly from a manufacturer who fulfils the order and ships directly to the customer.	Not Recommended
Handmade	Creating/crafting your own products to sell on Amazon.	\$

While each of the methods mentioned for selling on Amazon can be successful, **Private Label is the most common sales method and has proven to be profitable and scalable. 71% of all Amazon sellers use it.** With a private label, you find or produce bulk products to sell under your own brand or label.





YOUR GLOBAL AMAZON FBA JOURNEY BEGINS HERE!

Let Amazon Handle Storage, Shipping & Returns – While You Focus on Growth

With FBA, Amazon takes care of packing, delivery, and support – so you can scale faster and save up to 30% on shipping.

Start FBA Shipping →

Now you can start
SHIPPING YOUR PRODUCTS

Shipping

Follow these steps to Ship your products.

STEP 1: Choose a Shipping Method

Select the most suitable shipping method based on factors such as the nature of your products, shipping destination, and cost considerations. Options include air freight, sea freight, express courier services, and more. Consider lead times and the urgency of getting products to Amazon's fulfilment centers.



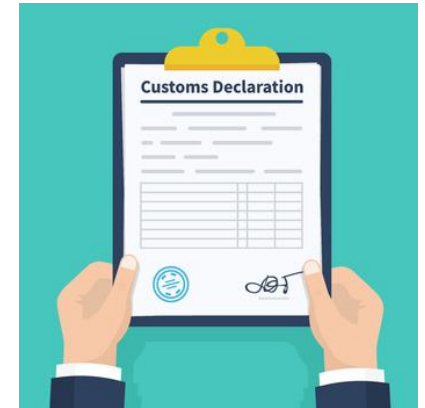
STEP 2: Shipping to Amazon Fulfilment Centers

Coordinate the shipment of your products to Amazon's fulfilment centers. Follow Amazon's guidelines for preparing and labelling shipments to ensure seamless processing and efficient storage within the Amazon network.



STEP 3: Customs Clearance and Import Duties

Navigate the customs clearance process to ensure your products smoothly enter the United States. Be aware of import duties, taxes, and customs regulations. Work with customs brokers or freight forwarders to handle the necessary documentation and compliance requirements.



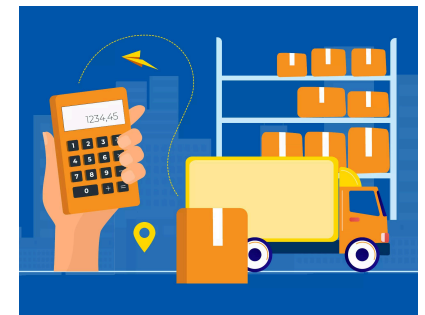
STEP 4: Track Shipment

Implement a robust tracking system to monitor the movement of your shipments from the manufacturing facility to Amazon's fulfillment centers. Use tracking numbers and logistics platforms to keep tabs on the status of each shipment and address any potential delays promptly.



STEP 5: Shipping cost and Budgeting

Factor shipping costs into your overall budget. Understand the various costs associated with shipping, including transportation, customs clearance, and any additional fees. Negotiate favorable terms with shipping providers to optimize costs.



STEP 6: Optimize Packaging for Shipping

Ensure that your products are packed securely and in accordance with Amazon's packaging requirements. Efficient packaging not only protects the products but also reduces shipping costs and minimises the environmental impact.



STEP 7: Inventory Management

Implement an effective inventory management system to avoid stockouts or overstock situations. Regularly communicate with suppliers to adjust production quantities based on sales performance and demand forecasts.



STEP 8: Launch 🚀

Will discuss this step in details in the next few slides

Step 7: Launch

This section will give you an overview of successfully launching your product on Amazon. Additionally, it will offer insights into improving your Amazon conversion rate for your product to stand out more on Amazon.

8.0

Launch

List your Product on Amazon by following the mentioned steps:

STEP 1: Research keywords to include in your listing

If you have the right data to tell you which keywords to include in your listing, you'll get your product in front of relevant, ready-to-buy customers. Tools like Amazon Keyword Tool, Google Keyword Planner, SEMrush, Ahrefs, KeywordTool.io, etc, can help you to discover relevant keywords and gauge your search volume and competitiveness.

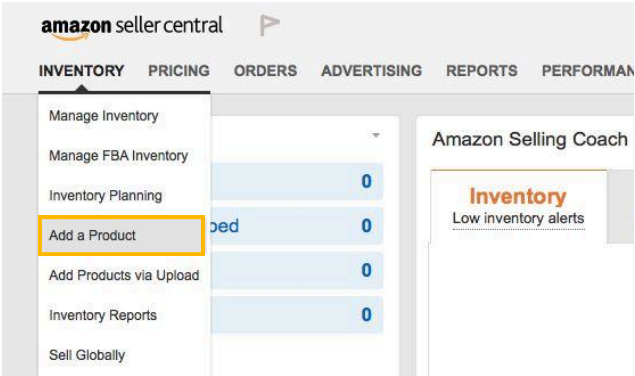
From keywords to clicks

summer jacket Amazon Keyword

Keyword (117)	Volume	Clicks	Organic vs. Paid	Top Country
summer jacket men	1,179	3,033	<div></div>	United States
womens summer jacket	676	3,140	<div></div>	United States
mens summer jacket	668	932	<div></div>	United Kingdom
light summer jacket	563	1,580	<div></div>	United States
summer jacket for men	478	1,066	<div></div>	United States

STEP 2: Create Listing on Seller Central

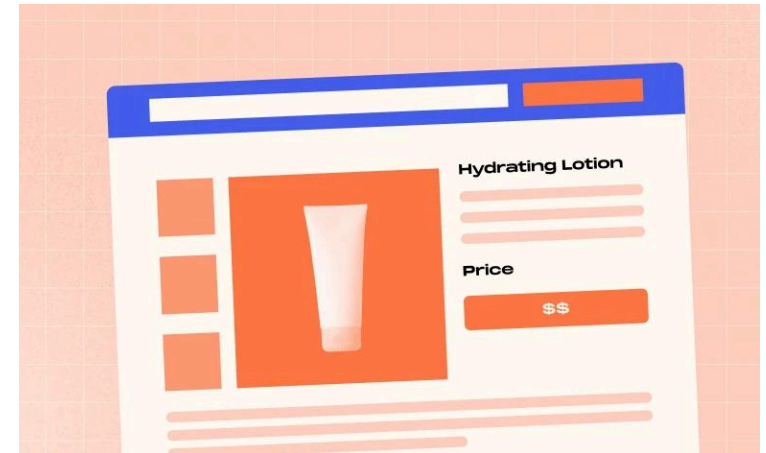
- Add your product and select the category to list your product in. Choose a category that's most appropriate for your product, & select as specific a subcategory as possible.
- Under product ID, add your UPC code.
- Add your product title and brand name.



STEP 3: Write and Optimize your product listing

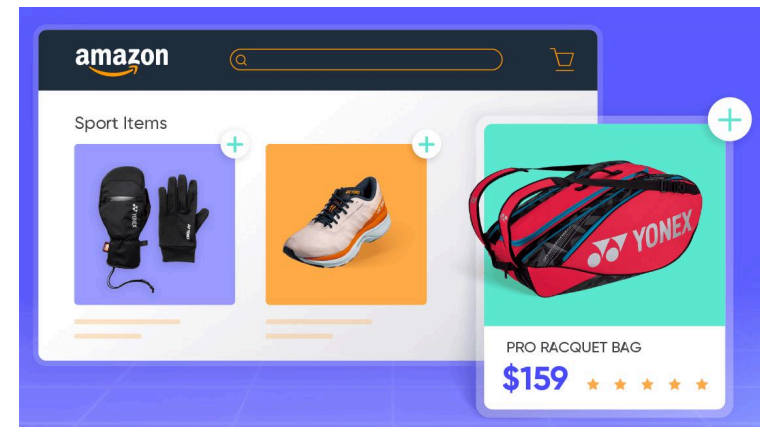
Now you then need to write and optimize your listing with the keywords found using Keyword Scout. Your listing includes the title, bullet points (named key Product Features in Seller Central), description, and back end search terms.

[Click to read more](#)



STEP 4: Get quality images and video for your listing

Photos, infographics, and video are incredibly important for marketing your product as customers tend to look at your images first (especially on mobile) before looking at your description. So make sure they are high-quality and informative.



Learn what are Amazon's photography requirements →

Amazon's photography requirements

- Images must accurately represent the product that is for sale.
- Your main product image needs to feature your product against a plain white background, without any props or watermarks.
- 85% of the main image has to be taken up by your product.
- Your image should be at least 1000px by 500px in order to be zoomable. Amazon recommends your image files to be 1600px or larger on the longest side.
- You are allowed to include up to 9 pictures.
- Images must not include any Amazon logos or trademarks, or variations, modifications or anything confusingly similar to Amazon's logos and trademarks. This includes, but is not limited to, any words or logos with the terms AMAZON, PRIME, ALEXA, or the Amazon Smile design.
- Images must not include any badges used on Amazon, or variations, modifications or anything confusingly similar to such badges. This includes, but is not limited to, "Amazon's Choice," "Premium Choice," "Amazon Alexa," "Works with Amazon Alexa," "Best seller," or "Top seller".

Your Product is ready to LAUNCH !

After you Launch, there are some more things you can do to for your product to stand out more on Amazon

Let's get into it →

How to improve your Amazon conversion rate?

1. Ensure your listing is optimized with keywords, images, etc.
2. **Offer a discount.** This is a temporarily adjusted price that will be shown on your Amazon listing as a bright orange coupon under the price, helping get new customers' attention.
3. Get as **many reviews** as possible.
4. If you are enrolled in the Amazon Brand Registry program, you have the ability to add **A+ Content** to your brand's listings. This allows you to add more photos, infographics, and text to your product description. This is a great way to increase conversions as it looks more professional, more informative, and easier to read than a normal product description.

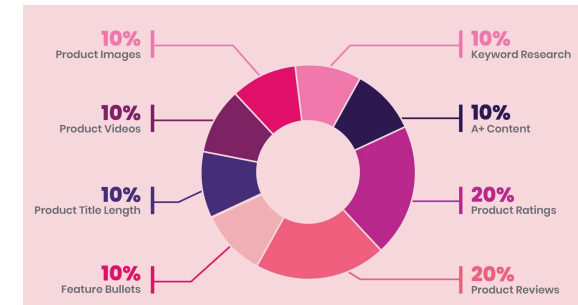
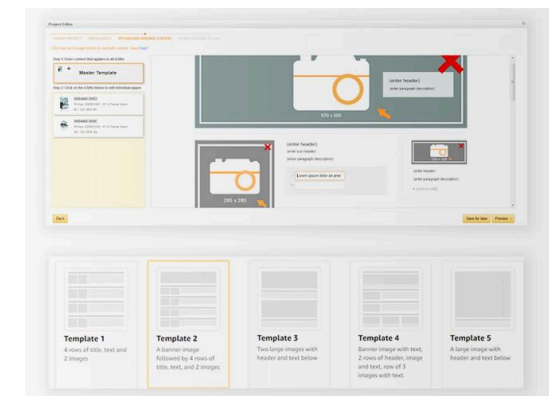


Fig 7: Distribution of Amazon Conversion rates depending on the factor



PPC (Pay Per Click)

Another method to promote your product is using PPC. **“Pay Per Click” or PPC is a method of internet marketing in which you pay for consumers to click to your product listing.** This advertising is a way of driving traffic to your product (in addition to the organic clicks, which you don’t pay for and are based on algorithms that help a consumer find the most relevant product for their search).



PPC is a more effective method of paid advertising on Amazon than other advertising like Google or Facebook because you’re targeting shoppers who are already on Amazon for the purpose of buying.

There are 3 types of PPC ads on Amazon:

- Sponsored Products
- Sponsored Brands
- Sponsored Display



66% use PPC ads -
Sponsored Products



34% use PPC ads -
Sponsored Brands

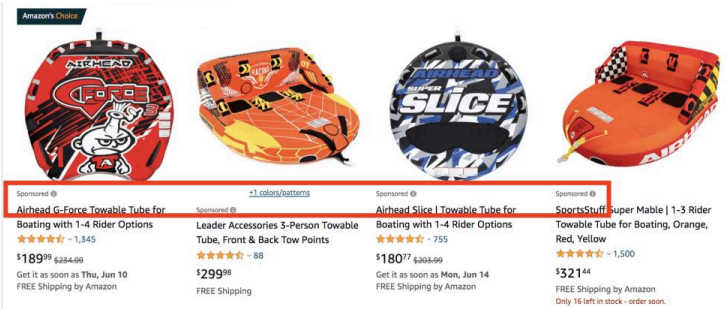


25% use PPC ads -
Sponsored Display

Fig 8: Sponsored Products are the most popular amongst Amazon sellers

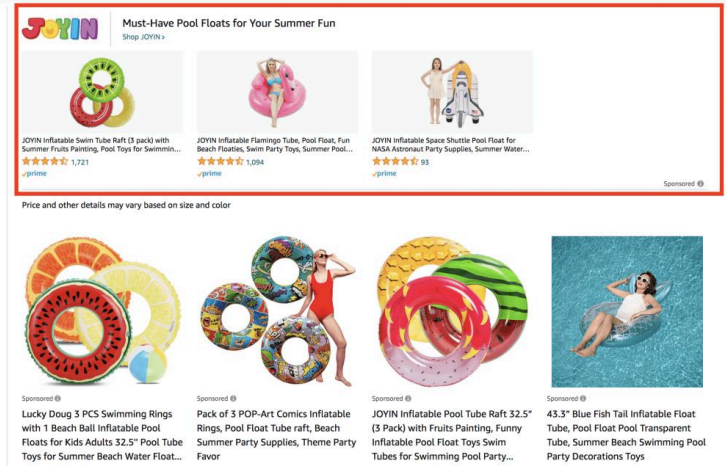
Sponsored Products

These **appear at the top and bottom of Amazon’s search results page**, as well as in the product carousel on a competitor’s product listing. They appear on desktop, mobile, and the app. A consumer can click on your ad and be taken to your product’s listing. As with all types of PPC, you are charged every time someone clicks on your ad (not when your ad is displayed or if someone buys your product).



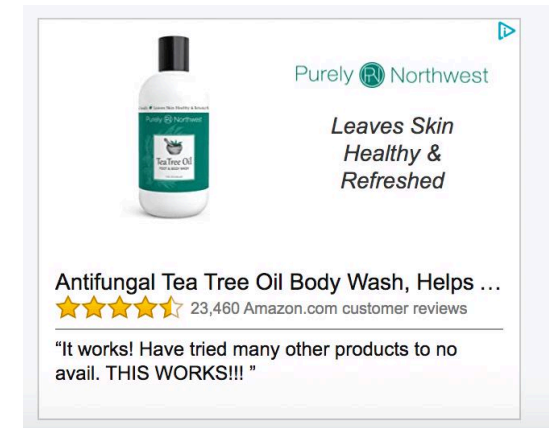
Sponsored Brands

You have to be brand registered to use Sponsored Brand PPC ads. These ads appear on the top and bottom of Amazon’s search results, and will show for both Amazon’s desktop and mobile site. Sponsored Brand ads **display your logo, a headline, and up to three of your products**. When a customer clicks on your logo, they are taken to your Amazon Store or a dedicated landing page that only shows your brand’s products. When they click on a product, they are taken to the product listing.



Sponsored Display

You have to be brand registered to use Sponsored Display PPC ads. Sponsored Display ads help **expose consumers to your product outside of Amazon.com and help bring more people to the site.** Amazon displays an ad for your product on external websites and targets customers who have looked at either your listing (to bring them back) or a similar product within the last 30 days.



Micro-Influencer (Another way to promote product)

Influencer marketing is one of the key elements of a successful product launch. Micro-influencers provide a great level of relatability & engagement with the audience that brands can't.

You can select 2-3 micro-influencers in your niche with 1000-2000 followers and send them a free sample of your product after launch in exchange for some posts of them with the product.

You can share those posts on your social media and cross-promote as well. This doesn't require a lot of effort for both parties, but you can get good engagement on your products with this activity.



And that is how you start selling
on Amazon USA

Final Thoughts

Launching your Amazon business offers immense growth opportunities, but success requires a strong and strategic approach. Some tips to remember:

- Find a product to sell that has a good search volume & the price lies between the \$20-\$50 price range.
- Source high-quality products at a reasonable price from experienced suppliers.
- Perform detailed product and keyword research beforehand for your product.
- Optimize your listing title, description, bullet points, and backend with relevant high - volume, high - converting keywords.
- If you are a brand registered, make full use of Amazon A+ content.
- Create a launch strategy to get sales from day one.
- Use PPC, micro-influencers, and social media marketing to get initial traction.
- Keep a healthy inventory level at all times.
- Encourage customers to leave a review after buying your product.
- Track your Amazon Seller KPIs to understand your products' performance.

Links

- [How to find a Manufacturer?](#)
- [Developing Brand Identity](#)
- [Types of Packaging](#)
- [How to create an account on Seller Central?](#)
- [How to rank higher on Amazon?](#)
- [How to sell on Amazon \(1\)](#)
- [How to sell on Amazon \(2\)](#)
- [How to sell on Amazon \(3\)](#)
- [How to sell on Amazon \(4\)](#)
- [How to sell on Amazon \(5\)](#)
- [Why Export to the USA?](#)
- [How to create Amazon A+ Content?](#)
- [Amazon SEO Guide](#)
- [How to be an Amazon Seller?](#)
- [UPC Code](#)
- [Amazon ad types](#)



Now that you've know the basics - what's stopping you?

You don't have to figure this out alone.
Let's jump on a quick call, talk about
where you are, and see how I can help you
move forward - clearly, confidently.

Book a Call →

Follow Us

on Social Media



Instagram

65K+ Followers



Google

4.8+ Ratings



YouTube

105K+ Subscribers

[Connect on Social](#)