

# Getting Started with the European Fulfilment Network ('EFN')

## AUDIO:

You can listen via your computer speakers or via telephone, by using the numbers indicated in the 'Audio' section of your control panel. Telephone might provide you with a better sound quality (click 'additional numbers' to get a UK-based number).

## ASKING QUESTIONS:

All attendees are muted but you can send us questions by writing them in the 'Questions' section of your control panel.

## SLIDES/RECORDING:

They will be made available to you in a few days by email.

Recordings and future webinars are also published here:

<http://services.amazon.co.uk/resources/events-webinars/>

- **Reminder about what EFN is**
- **Practical Requirements and Restrictions**
- **Pricing**
- **Live Demo of How to Get Started**
- **Conclusion**
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As part of the European Account, FBA sellers can:

- store their inventory in their home marketplace's fulfilment centres
- and fulfil orders coming from **other Amazon EU marketplaces**.



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Check if:

- You understand the [legal and tax requirements](#) of selling in other countries.
- Your product category is **available** on the other marketplaces where you want to sell. (e.g. grocery is not available on Amazon.fr).
- Your product category requires prior **approval** in the other marketplaces
- Your products are **suitable** for local buyers' usage (e.g. plugs)
- You can **translate** products' titles and descriptions **if** they don't exist in the local catalogues yet
- You will need a **local EURO bank account** for Amazon Italy and Spain

## Need to know

- ❑ Buyers in other marketplaces have **Prime** advantages but shipping may require an additional 2 days.

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von [Mattel](#)  
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**Auf Lager. Zustellung kann bis zu 2 zusätzliche Tage in Anspruch nehmen.**  
Verkauf durch [Lovely Stuff](#) und [Versand durch Amazon.de](#). Für weitere Informationen klicken Sie bitte auf den Verkäufnernamen.

- ❑ For sellers with existing FBA inventory in multiple marketplaces, we **cannot migrate inventory** to a different account/country.
- ❑ You can only store your FBA inventory in your **home marketplace**.
- ❑ You still **need to create offers** for each marketplace or your FBA stock will not be offered for sale on the other marketplaces.

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## Overall Pricing Structure

Germany

France

Italy

1. Local Amazon Sales Commission



2. Local Amazon FBA Fees



3. Local EFN Fees, fulfilled from the UK:

Fees of the marketplace where you want to sell, NOT the marketplace where your FBA stock is

EFN Fees are on page 5 of the FBA rate card of the country where you want to sell:



EFN Fee:  
Media

€ 2.00

€ 1.70

€ 1.70



EFN Fee:  
Non-Media

€ 2.60

€ 2.40

€ 2.40



EFN Fee:  
Oversize

€ 3.30

€ 2.10

€ 2.10

**FBA AND EFN PROGRAMME FEES**

Download for sales on Amazon in  
[> UK](#) [> Germany](#) [> France](#) [> Italy](#)

## FBA Fees Overview



Media	Amazon.de	Amazon.fr	Amazon.it
Order Handling	0.35 EUR	0.50 EUR	1.55 EUR
Pick and Pack	0.55 EUR	0.60 EUR	1.35 EUR
Weight <500g	0.00 EUR	0.50 – 1.00 EUR	0.135 EUR/100g
Weight 500-1,000g	0.25 EUR	1.00 + 1.25/kg above 500g	0.135 EUR/100g



Non Media	Amazon.de	Amazon.fr	Amazon.it
Order Handling	1.00 EUR	1.00 EUR	3.60 EUR
Pick and Pack	0.70 EUR	0.75 EUR	2.50 EUR
Weight <500g	0.00 – 0.50 EUR	0.50 – 1.00 EUR	0.135 EUR/100g
Weight 500-1,000g	0.60 EUR	1.00 + 1.25/kg above 500g	0.135EUR/100g

This is a partial overview, please check the rate cards for full details about applicable fees.

## Example of a non-media product sold on Amazon.de



## Camera sold for 71.90 EUR. Weight: 800g

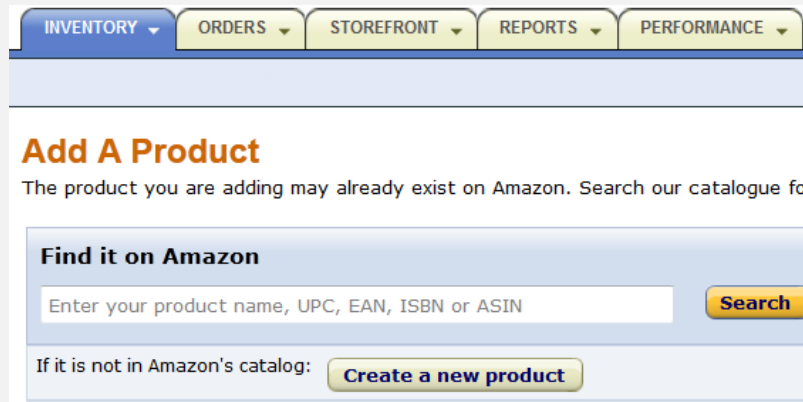
1. Amazon.de 7% Sales Commission	-5.03 EUR
2. Amazon.de FBA Order handling	-1.00 EUR
Amazon.de FBA Pick and Pack	-0.70 EUR
Amazon.de FBA Weight Handling	-0.60 EUR
3. Amazon.de EFN Fee, fulfilled from the UK	-2.60 EUR
<b>Total Fees</b>	<b>-9.93 EUR</b>

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- ❑ Select the target marketplace in which you want to sell



- ❑ Go into [Account Info](#) to enter your bank account and legal business information
- ❑ Go into [Info & Policies](#) to enter your shop info and terms & conditions
- ❑ Create offers for the products you have in FBA stock and that you want to sell



- ❑ If you already have the same product in stock in your home marketplace, you will be offered to share the inventory

Vital Info	* Offer	Images	Description	Keywords	More Details
<b>Share your available inventory</b>					
Let's make this even easier. You already have listing(s) for this product in other markets. Would you like to use same SKU and share your inventory levels across marketplaces? <a href="#">Learn More</a>					
<b>Unique Offer:</b>		<input type="radio"/> No, I want this to be separate.			
<b>Existing Offer:</b>		<input checked="" type="radio"/> <b>Condition:</b> New <b>SKU:</b> 000006617318 <b>Marketplace(s):</b> Amazon.co.uk			
		<input type="radio"/> <b>Condition:</b> Used - Good <b>SKU:</b> mon0000171325 <b>Marketplace(s):</b> Amazon.it Amazon.es			
<b>Seller SKU:</b>		<input type="text" value="000006617318"/>			
<small>(Unique Identifier. If you don't enter a SKU we'll create one for you.)</small>					
* <b>Condition:</b>		<input type="text" value="New"/>			

- ❑ For FBA items, just enter your local price and that's it, your stock is live for sale!

Merchant SKU	Title	Condition	Price
<a href="#">000006617318</a>	Gold EAN: 0602498192979 <b>No listing exists for this inventory item.</b> <a href="#">Learn More</a>	New	€ <input type="text"/>

The error message should disappear once the new local offer has synchronised with your FBA physical inventory

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	Advantages	Things to bear in mind
For you as a seller	<ul style="list-style-type: none"><li>Only one local FBA inventory</li><li>Reduced (national) inbound costs</li><li>Easier removals</li><li>Access to millions of new shoppers</li><li>Local customer service done by Amazon</li></ul>	<ul style="list-style-type: none"><li>Translation work</li><li>Tax and legal requirements</li><li>Upload your inventory on the other marketplaces</li><li>EFN offers are not eligible for next day delivery</li><li>Price your products with the EFN fee in mind</li><li>Pick products that foreign buyers will like</li></ul>
For buyers	<ul style="list-style-type: none"><li>Extended selection of products</li><li>Amazon Prime advantages</li><li>Amazon Customer Service and Returns Centre</li></ul>	<ul style="list-style-type: none"><li>Slightly longer delivery</li></ul>



- [European Account Information Homepage](#)
- [European Account FAQ](#)
- [Settings Tutorial](#)
- [Manage your Inventory Tutorial](#)
- [Manage Orders Tutorial](#)
- [EFN Help Page](#)
- [FBA and EFN pricing Information](#)
- [MWS Website](#)
- [Webinars Invitations and Recordings Page](#)

**Thank you for attending!**

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