



Selling your FBA Products Across Europe with the European Fulfilment Network (EFN)

fba.amazon.co.uk

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The European Seller Account

- ❑ The European Marketplace Account allows Amazon Sellers to list their offers on multiple European Amazon Marketplaces (DE, FR, UK, IT & ES) from a single Seller Central Account.



The European Fulfilment Network (EFN)

- With the European Fulfilment Network, FBA sellers can:
 - store their inventory in their home marketplace's fulfilment centres
 - and fulfil orders coming from **other Amazon EU marketplaces**



EFN for FBA Sellers

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



Hot Wheels 20: Geschenkset mit 20 Hot Wheels (Unterschiedliche Sets, Bild ist nur ein Beispiel)

von [Mattel](#)

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Angebot: **EUR 26,99** **Kostenlose Lieferung.** [Details](#)

Alle Preisangaben inkl. MwSt.

2 neu ab EUR 26,99

Auf Lager. Zustellung kann bis zu 2 zusätzliche Tage in Anspruch nehmen.

Verkauft durch [Lovely Stuff](#) und [Versand durch Amazon.de](#). Für weitere Informationen klicken Sie bitte auf den Verkäufersnamen.

- ❑ You can only store your FBA inventory in your **home marketplace**.
- ❑ You still **need to create offers in the local language and currency** for each marketplace or your FBA stock will not be offered for sale on the other marketplaces.

EFN Fees (from the UK to...)

| | Germany | France | Italy |
|---------------------------|---------|--------|--------|
| Local Amazon Referral Fee | | | |
| Local Amazon FBA Fees | | | |
| Media | € 2.00 | € 1.70 | € 1.70 |
| Non-Media | € 2.60 | € 2.40 | € 2.40 |
| Oversize | € 3.30 | € 2.10 | € 2.10 |

Example:



- Category Toys
- Sale on Amazon DE
- Stored in UK FC

€ 2.20

- Weight: 499g
- Size: 35x20x10cm

€ 2.60

- Non-Media product

=

€ 4.80

Total FBA + EFN Fees

Country Specific Requirements



- ❑ All externally powered products should have a UK plug or an adapter attached to plug
- ❑ No imprint or T&C's necessary



- ❑ Sellers need an imprint and T&C's
- ❑ Some clients could ask for an invoice
- ❑ Please insert your right of withdrawal
- ❑ Books have a fixed price



- ❑ UK sellers please be aware of different plugs
- ❑ Pictures must be on a white background
- ❑ Instruction manuals must be in French

Country Specific Requirements



- ❑ Categories currently available: Media, Sports, Shoes, Home, Watches, Toys, Electronics
- ❑ Italian bank account currently required to sell in Italy – plan to support other countries soon
- ❑ Small catalogue – sellers need to create listings
- ❑ Shipping credits for media: 2.40 € standard shipping, 8.00 € express shipping
- ❑ When selecting a shipping country different than Italy, the delivery time automatically displays from 3 till 10 days.

Country Specific Requirements



- ❑ **Currently only merchant fulfilled**
- ❑ BMVD, CE, Toys and Watches categories currently available
- ❑ Spanish bank account currently required to sell in Spain – plan to support other countries soon
- ❑ Small catalogue – sellers need to create listings
- ❑ Media shipping fees differ
- ❑ Delivery times automatically adjust to 4-18 days
- ❑ Books have fixed prices

Advantages of EFN



For ...

You as a seller

Advantages:

- Only one local inventory
- Reduced inbound costs
- Easier removals
- Access to millions of new shoppers
- Local customer service done by Amazon

Things to bear in mind:

- Translation work
- Tax and legal requirements
- Upload your inventory on the other marketplaces
- EFN offers are not eligible for next day delivery
- Price with the EFN fee in mind

Your buyers

- Extended selection of products
- Amazon Prime advantages
- Amazon Online Returns Centre
- Slightly longer delivery

FBA EU Export Option

- ❑ FBA products listed on any Amazon EU Market can now be purchased by customers outside of the Country
- ❑ Extend your market reach to cover 27 countries in Western Europe and millions of potential new customers at currently no extra cost
- ❑ Let Amazon take care of customer returns and provide top class customer service.
- ❑ To get started, simply add FBA Export to your FBA account for each marketplace where you want to offer this option.
- ❑ Global Export is now available for Media products.



Current Export Option

None

FBA can export your products to other European countries and media items to the world.

[Learn more](#)

[Enable FBA Export Now](#)

Things you need to be aware of

- Open a new seller account – can use US bank account
- You are always seller of record
- Make sure that you meet all Tax obligations
- You must be eligible to sell your products into the EU - provide CE marks where applicable
- Comply with all applicable rules and regulations in the country you sell to
- Warranties must be valid in the country you sell to
- Provide UK address for FBA returns

<http://www.hmrc.gov.uk>

Merchant Service Products

Accelerate your growth with Amazon

Team up with one of the world's leading internet retailers and grow your business at home and internationally.

Sell on amazon

- › Open a new sales channel
- › Reach tens of millions of Amazon shoppers in the UK, Germany, France, Italy and Spain
- › No listing fees
- › Sell on over 20 categories

FULFILMENT by amazon

- › Extend your market reach throughout the EU
- › Benefit from Amazon's cost effective, world-class fulfilment service for both on and off Amazon orders
- › Includes customer service and returns handling

amazon webstore

- › Build your brand with your own customisable webstore in the UK
- › Use Amazon's scalable and secure eCommerce platform
- › No startup cost

amazon payments

- › Put Amazon's 1-Click® secure checkout to work for you and your customers
- › Enable millions of Amazon customers to check out without leaving your site, using their Amazon account credentials

Learn more at www.amazon.co.uk/services

Questions...?



References

- ❑ [European Account Information Homepage](#)
- ❑ [European Account and EFN FAQ](#)
- ❑ [Settings Tutorial](#)
- ❑ [Manage your Inventory Tutorial](#)
- ❑ [Manage Orders Tutorial](#)
- ❑ [EFN Help Page](#)
- ❑ [EU Marketplaces Referral Fees](#)
- ❑ [FBA and EFN pricing Information](#)
- ❑ [German FBA Rate Card](#)
- ❑ [French FBA Rate Card](#)
- ❑ [Italian FBA Rate Card](#)
- ❑ [MWS Website](#)
- ❑ [Webinars Invitations and Recordings Page](#)

How to contact us



- ❑ Please send an E-Mail to:
 - ❑ Bizdev-uk@amazon.co.uk
 - ❑ Re: EFN Webinar

**Thank you very much for your
attention.**