

Selling on Amazon.co.jp

Professional Selling Plan

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How about “Global selling with Amazon”

You will find great business opportunities in Japan

E-commerce has revolutionized the world of retail, opening new channels and opportunities for retailers of all sizes. In the past, opportunities for many small to medium businesses ended at the borders of their own counties. Today, the global marketplace provides opportunities for companies of all sizes.

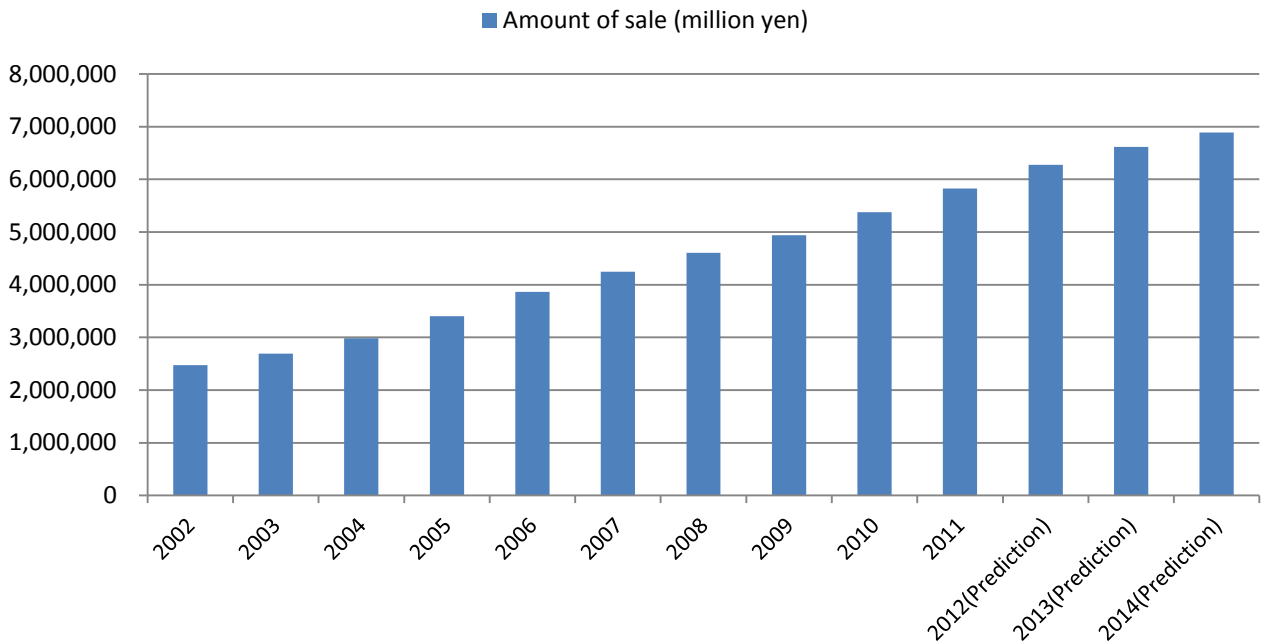
You can take advantage of the phenomenal growth in Internet sales by expanding globally with Amazon. Today's consumers are all over the world, technologically savvy, and they enjoy shopping online to purchase a wide variety of products. We have marketplaces around the world and the services and tools to help guide you through the global selling process. People are waiting for your products in Japan.

The prospect of selling internationally can be intimidating, especially with the presumed time and monetary investment needed to expand. International expansion can begin with testing your products in new marketplaces through exports or getting your products in front of new international customers by selling on Amazon in a new marketplace. The opportunity for international success is in Japan, and Amazon can work with you to help you succeed.



Why sell on Amazon.co.jp?

1. E-commerce market segment in Japan



Source : FUJI KEIZAI CO.,LTD. (2012).
The current and future situation of e-commerce market in Japan 2012-13

2. Why sell on Amazon.co.jp?

2-1. New Sales Channel

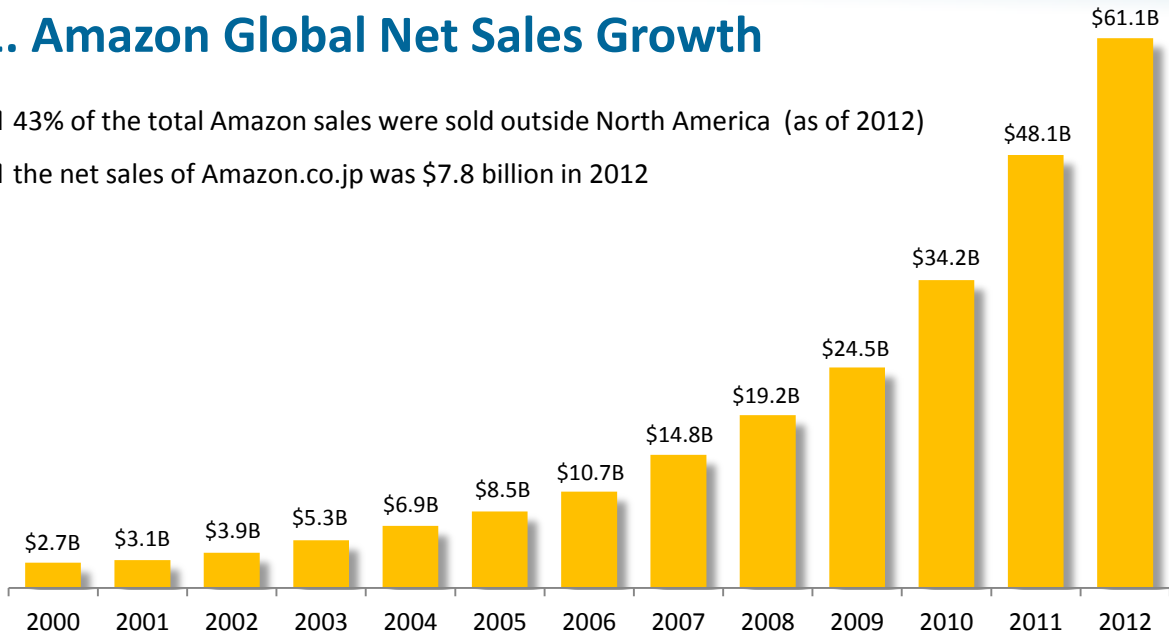
- E-commerce market in Japan is approximately 6.6 trillion yen per year (= \$66 billion, 1 US\$ = 100 yen)
- Amazon.co.jp is a popular E-commerce site in Japan; it has unique 48 million visitors per month
(Source : comScore July 2012)

2-2. Easy Operation

- Similar selling method with Amazon.com or other Amazon sites
- You simply pack and ship your items to the customer when an order is placed
- Amazon transfers payments to you

1. Amazon Global Net Sales Growth

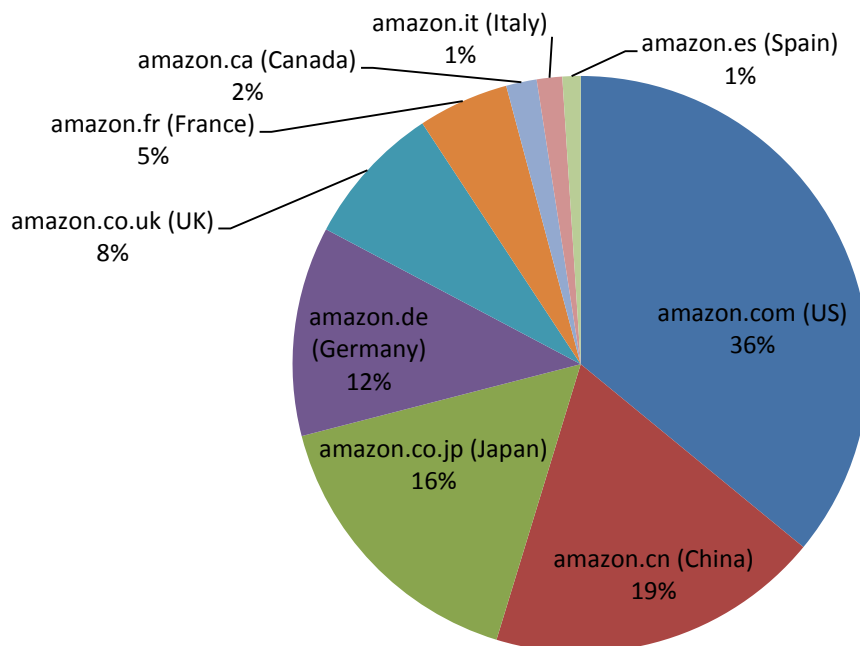
- 43% of the total Amazon sales were sold outside North America (as of 2012)
- the net sales of Amazon.co.jp was \$7.8 billion in 2012



2. Where are Amazon's Customers?

Proportion of Global Amazon Unique Users by Country

Amazon operates 10 websites around the world, and amazon.co.jp accounts for 16% of total global unique visitors to amazon, which places the website 3rd in rank in terms of unique use.

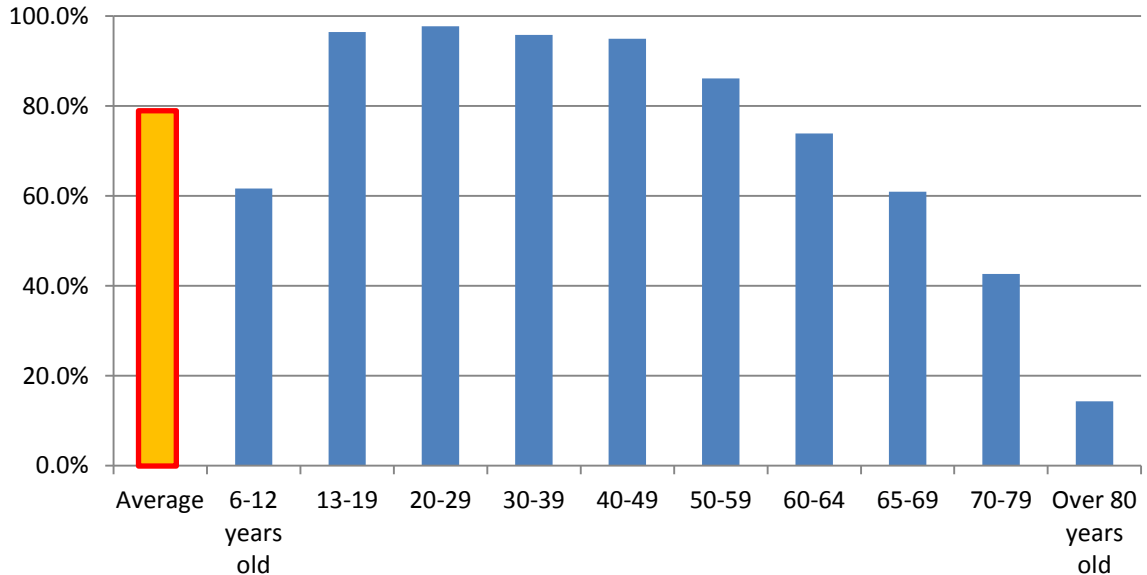


Source: comScore, April 2013. Data does not include amazon.com.br (Brazil).

(Reference) Ratio of Internet users in Japan

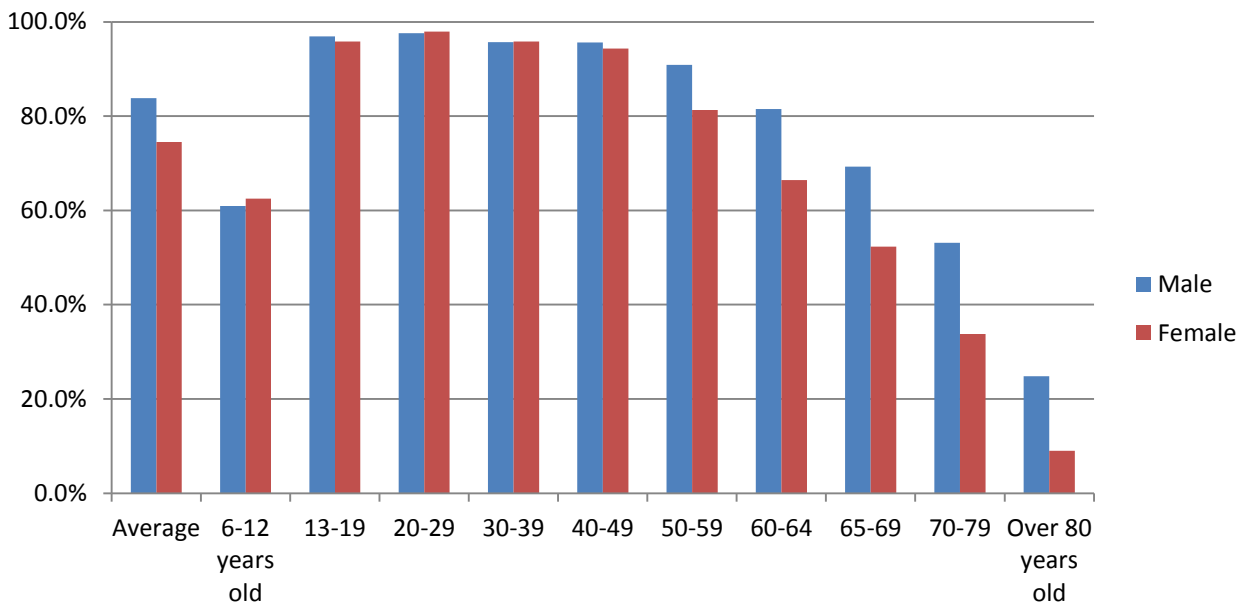
1. Internet users in Japan by age

The number of Internet users in Japan accounts for 79.1 % of the total population of Japan.
More than 90 % of 13 to 49 years old people use Internet.



2. Internet users in Japan by gender

83.8 % of the male population are Internet users. So are 74.5 % of the female population.



Source : Ministry of Internal Affairs and Communications. (May 2012).
The examination for the utilization ratio of the Internet in Japan

How it Works



Step 1: Sign up for the Professional Selling Plan.

Register for Selling on Amazon.co.jp

- All Sellers can create new products and add them to the Amazon catalog. .
- Professional Sellers can also customize shipping rates (for Non-media categories)

Step 2: Upload your product inventory.

There are several ways to add your products to Amazon.co.jp.

- Create one product at a time via Seller Central's Add a Product .
- Use the Listings Loader in Seller Central if you are listing many products that are already in the Amazon Catalog (not available for Individual Sellers) .
- Use Inventory File in Seller Central if you are listing many products that are not yet in the Amazon catalog (not available for Individual Sellers) .
- Work with the easy-to-use Amazon Seller Desktop application to list single or bulk products (not available for Individual Sellers) .

Step 3: Ship the products that have been purchased.

Amazon.co.jp makes it possible for your products to be seen by tens of millions of shoppers.

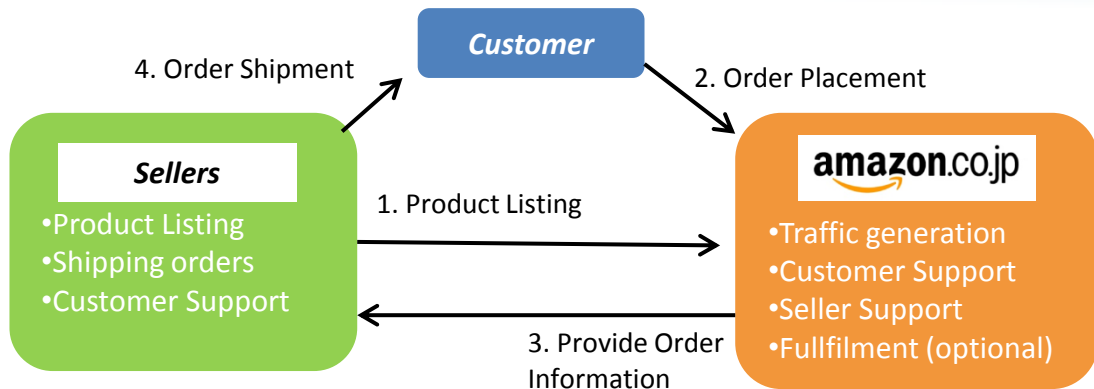
- When a customer places an order, Amazon will notify you by email .
- Simply package and ship your product or use Fulfillment by Amazon.

Step 4: Receive your payment.

Amazon settles your account every 14 days.

- It usually takes about 6 business days for the funds to appear in your bank account.
- Make sure you have entered valid information in Seller Central for a bank account in one of the following countries; U.S. U.K. or any country in the Eurozone (Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, and Spain), Australia, New Zealand, India, Hong Kong, Canada or Japan.

Features and Benefits



- Ability to create new products and add them to the Amazon catalog.
- Use Fulfillment by Amazon for customer service and fulfillment.
- Use of Amazon Marketplace Web Service to perform bulk uploads and receive bulk reports (free of charge).
- Seller customized shipping rates (for products other than Books, Music, Video, DVDs, Software, and Video Games)
- Promotions, Gift Services, and other special listing features (does not apply to Books, Music, Video, DVDs, Software, Video Games)
- The Language Switcher allows sellers to view Seller Central, your seller account, in English. All you need to do is to select 'English' from the drop down menu at the bottom of your Seller Central home page (see image below).



Important Reminder: Please remember that you will need to communicate with Japanese customers in Japanese. Seller Central being available in English does not mean you do not need to know Japanese in order to sell on Amazon.co.jp

Pricing

【Monthly Subscription Fee】 4900 JPY

【For Media Products】 For books, music, video, and DVD

Referral Fees :

For media products (For products books, music, video, and DVD), Amazon collects a referral fee of 15% from the item price.

Variable Closing Fees for Media Products:

Variable Closing Fees differ depending on the product category and *shipping destination* regardless of which country you are shipping from. Please refer to the chart below by identifying the shipping destination amongst the four different international areas.

Example:

When shipping a book from Europe (or any other country) to Japan, we will charge 60JPY/item.

Or when shipping a book from Europe (or any other country) to North America (International area 2), we will charge 300JPY/item.

Shipping destination	Japan	International area 1: (Asian / Guam / Marshall Islands / Midway / others)	International area 2: (North America / Central America / Oceania / Near and Middle East / Europe)	International area 3 : (African / South America)
Books	¥60	¥120	¥300	¥350
Music	¥140	¥250	¥400	¥450
DVDs	¥140	¥250	¥400	¥450
VHS	¥30	¥300	¥500	¥600

【For Non-media Products】 For products other than books, music, video, and DVD

Referral Fees :

Sellers pay a referral fee on each non-media item sold. For non-media products, Amazon deducts as a referral fee a percentage of the total sales price (the total amount paid by the buyer including the item price and any shipping or gift wrap charges), excluding any taxes collected through Amazon tax collection services (though there is no tax collection on Amazon Japan).

Product Category (Non-media)	Rate of Referral Fee
Electronics, PC/PC Accessories, Musical Instruments	8%
(Electronics and Computer) Accessories, Toys & Hobby, Sports & Outdoor, Automotive, Food & Beverage, Health & Beauty, Home Appliance	10%
Apparel, Shoes & Bags, Jewelry, Watches*1, Home & Kitchen*2, Office Supplies*3, Video Games*4, DIY & Tools*5, Baby & Maternity, Pet, Software	15%
Cosmetics (only applies to specific brands)	20%

*1 For foreign brands, Watches of parallel import are charged 6%.

For domestic brands: Japanese brands, Watches of reimport are charged 6%.

*2 Water filters and home electrical appliances are charged 10%.

Refrigerators, professional refrigerated devices, wine cellars, washing machines, dryers and air conditioners are charged 8%.

*3 Electronic dictionary and peripheral equipment are charged 8%.

*4 Hardware for games are charged 8%.

*5 Built-in kitchen electrical appliances are charged 8%.

IMPORTANT: All listed info can change at any time without prior notice. Please refer to services.amazon.co.jp for up-to-date information.

Comparison of Media/Non-Media Category

	Media (Books/CD/DVD/Video)	Non-Media Products
Shipping rate	Amazon.co.jp fixed shipping cost will be charged to the customer. Shipping cost will be charged per product *	Seller may set their own shipping rate
Overwriting shipping cost	No	Yes
Ship outside of Japan (FBA)	Seller can choose to ship out of Japan	No
FBA	Yes	Yes
Selling Fees	15% selling fee will be charged to the price of the item (including tax). In addition closing fee will be charged per item	Selling fee will be charged to product price and shipping cost
Ability to create new products	Only products already listed on Amazon.co.jp can be listed with the exception of CDs.	Yes
Pre-order sale	No	Pre-order sale is allowed as long as the product will be shipped within 30 days
Gift wrap service	No	Yes
Use of seller logo	No	Yes

*Shipping rates for Media Products (paid per item)

Amazon sets the shipping rates for Books, Music, Video, and DVD (BMVD) to provide a consistent buying experience from all sellers in these categories. All BMVD sellers must offer Standard Domestic shipping.

Example: Seller shipping a book from Europe to Japan – 250JPY/item.

Seller shipping a book from Europe to North America (International area 2) – 1200JPY/item.

Shipping destination	Japan	International area 1: (Asian / Guam / Marshall Islands / Midway / others)	International area 2: (North America / Central America / Oceania / Near and Middle East / Europe)	International area 3: (African / South America)
Books	¥257	¥823	¥1,234	¥1,440
Music	¥350	¥617	¥823	¥926
DVDs	¥350	¥617	¥823	¥926
VHS	¥391	¥823	¥1,234	¥1,440

Requirements

Below are important requirements international sellers must meet to sell on Amazon.co.jp:

1. You currently have, or will open a bank account in one of the following countries; U.S. U.K. or any country in the Eurozone (Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, and Spain), Australia, New Zealand, India, Hong Kong, Canada or Japan.
2. You will provide appropriate customer service in fluent Japanese.
3. You will provide customers with a local return address within the country of the Amazon marketplace website or offer them free shipment for returns.
4. Your system needs to recognize Japanese characters in order to list your products and view your orders (customer information, etc) correctly.
5. For items in the Books, DVD, and VHS categories, you agree to only list items for sale that are pre-existing in the Amazon.co.jp website, and you are prohibited from creating new items in the Amazon.co.jp catalog.
6. You agree not to sell any products containing pornographic or obscene content which violates the applicable guidelines and is prohibited to sell on Amazon.co.jp.
7. You agree to list yourself as importer/consignee and will not mention Amazon as the importer/consignee.
8. You agree to pay, if applicable, any and all taxes (including but not limited to consumption tax, and custom duties), imposed on each order and shipment, and that no customer shall be responsible for paying such tax for orders placed on Amazon.co.jp upon delivery.
9. You confirm and understand that by having goods and making sales in Japan, you may be liable to tax obligations and that you are solely obligated to comply with all such obligations and Amazon can not provide any assistance with your compliance obligations.
10. Items prohibited by Japanese law may not be sold on Amazon.co.jp.
11. According to the `Act on Specified Commercial Transaction` (Japanese law), sellers must list their business information on seller profile page.

If you find these subjects obstacles to start business in Japan, you may use an agent to assist you. If it is hard for you to find an agent yourself, please consult with us.

Contract Overview

Contract Period of our Business Solution Agreement and Termination:

The terms of Agreement will start on the date of your completed registration for your seller account and continue until terminated by Amazon or you. Amazon may terminate or suspend your seller account immediately by notice to you for any reason at any time. You may terminate your seller account for any reason at any time.

Note: Your Monthly Pro-Merchant fee will not be reimbursed on a daily rate even if you decide to terminate your account before the full month is over.

Payments :

Generally, Amazon Services first settles your account 14 days after you register with Seller Central. Subsequently, the settlement process repeats every 14 days. It usually takes 6 business days from the time that we settle your account before the funds arrive in your bank account.

How to Sign up:

The entire account opening process will be online and should take approximately 15 minutes to complete. You will need the following information to register:

- Name (The name of the representative or person responsible for the indication of information)
- Business Name
 - Corporation: registered Corporate Name
 - Individual Sellers: trade name or store name
(only if the trade name is different from the registered Corporate Name)
- Address of the responsible business office (including building name and number)
- Phone number
- E-mail Address
- Credit Card information

Number of Items you can list:

Unlimited

We do not have a tax collection system like Amazon EU

If you are incurring import/export duty, you need to incorporate it into your listing price.

Customer return Policy:

The contents of your return policy must be equivalent to Amazon.co.jp return policy.

You can view the Amazon.co.jp return policy from the link below. This page is available in English. To view this page in English, please select "In English" from the top navigation menu on the Amazon.co.jp homepage.

Amazon.co.jp Customer return policy:

http://www.amazon.co.jp/gp/help/customer/display.html/ref=orc_hp_s_retpol?ie=UTF8&nodeId=1039614#

Contract Overview

Refund Holdbacks:

When reimbursing you for a buyer refund, Amazon determines the amount of the order-related fees that are credited back to you and the amount of such fees that Amazon retains, based on the item's product line and the order amount.

Orders for Books, Music, Videos, and DVDs (BMVD):

When you issue a full refund for a BMVD product, Amazon will refund all of the original order-related fees. When you issue a partial refund for a BMVD product, Amazon retains the variable closing fee and credits you a proportional amount of the referral fee originally charged for the order, based on the percentage of the item price you refunded to the buyer.

Orders for Non-BMVD Products :

When you issue a full refund for a non-BMVD product, Amazon retains a certain amount of the original order-related-fees, up to a maximum of 500 JPY, for each line item in the refund. This amount is retained as a refund administration fee. We will credit you the amount of the order-related fees originally charged for the item you refunded, minus the refund administration fee.

When you issue a partial refund for a non-BMVD product, Amazon retains a certain amount of the original order-related fees, up to a maximum of 500 JPY, for each line item in the refund. Amazon credits you a proportional amount of the referral fee originally charged for the order, based on the percentage of the item price you refunded to the buyer. For partial refunds of Software and Video Games orders, Amazon also retains the variable closing fee. (This fee is waived for Pro Merchants.)

If you refund a single item in an order, Amazon retains no more than 500 JPY as a refund administration fee. If you refund two different items in an order, Amazon retains up to 500 JPY for each item, for a maximum of 1000 JPY as a refund administration fee. Because the formula is applied to each individual line item in a refund, when you refund multiple quantities of a single item, Amazon retains no more than 500 JPY for that line item as a refund administration fee.

IMPORTANT: What is mentioned on this page could change at any time without prior notice. Please make sure to thoroughly review the official contract when you register.