

Getting Started on Amazon Italy

Vendere su amazon®

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- **Selling on Amazon Commissions**
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- **Listings Creation**
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- ❑ Amazon launched its Italian website in November 2010.
- ❑ The marketplace was open to third party sellers in July 2011.
- ❑ The monthly subscription fee for pro sellers is 39 EUR (Excl. VAT).
- ❑ The product categories currently available are:

Electronics

PC

Software

Video Games

Books, Music, Video, DVD

Toys

Watches

Coming soon: home, shoes and sporting goods

Selling on Amazon Commissions

Category		Monthly Pro Subscription (VAT Excl.)	Variable Commission Fee (VAT Excl.)
Books	Also called 'BMVD'	39 EUR	15%*
Music			
Video			
DVD			
Electronics/PC			7%
Software/Video Games			15%
Other Products			15%

For BMVD, the variable fee is on the item price, while for other categories, it is on the total charge (item price + shipping)

Shipping Rates for Buyers of BMVD Products (ie. Shipping revenue for the seller)

Domestic Standard Delivery	Domestic Expedited Delivery	Rest of Europe	Rest of the World
2.40 EUR	8.00 EUR	6.00 EUR	14.00 EUR

Fixed Closing Fees For BMVD Products (ie. 15% fee on your shipping revenue from the table above)

Domestic Standard Delivery	Domestic Expedited Delivery	Shipping in Europe	Shipping in Rest of the World
0.36 EUR	1.20 EUR	0.90 EUR	2.10 EUR

Here are 2 examples, for a BMVD and an Electronics Product:

Sales Revenue for a BMVD Product	
Item Price	100.00 EUR
Shipping Credit, Domestic Standard Delivery	2.40 EUR
Total Credit for the Sale	102.40 EUR
Amazon Fees	
Variable Commission Fee on Item Price (15%, VAT Excl.)	- 15.00 EUR
Fixed Closing Fee	- 0.36 EUR
Total Net Revenue for the Sale (VAT Excl.)	87.04 EUR

Sales Revenue for an Electronics Product	
Item Price	150.00 EUR
Shipping Credit	7.31 EUR
Total Credit for the Sale	157.31 EUR
Amazon Fees	
Variable Commission Fee on Total Credit for the Sale (7%, VAT Excl.)	- 11.01 EUR
Total Net Revenue for the Sale (VAT Excl.)	146.30 EUR

How to become a seller on the Italian marketplace?

You have several options to become a seller on Amazon.it:

1. If you have an existing seller account on another Amazon Europe marketplace (UK, Germany or France), you can access the Italian marketplace via the European Account feature.

➡ You have to adapt your account settings and upload your Italian offers.

2. You open a local Italian account by registering on the Italian Amazon [website](#).

➡ Italy will be your home marketplace for your monthly subscription, your feed processing and your FBA stock location.

Note: If you already had a local Italian account and decide to now use the European Account, you must not offer the same products on the Italian marketplace from the 2 accounts. They would be considered as duplicate listings, which is not allowed.

You decide if you want Italy to be your home marketplace or an additional marketplace to your existing account. What is best will depend on each seller's circumstances and preferences.

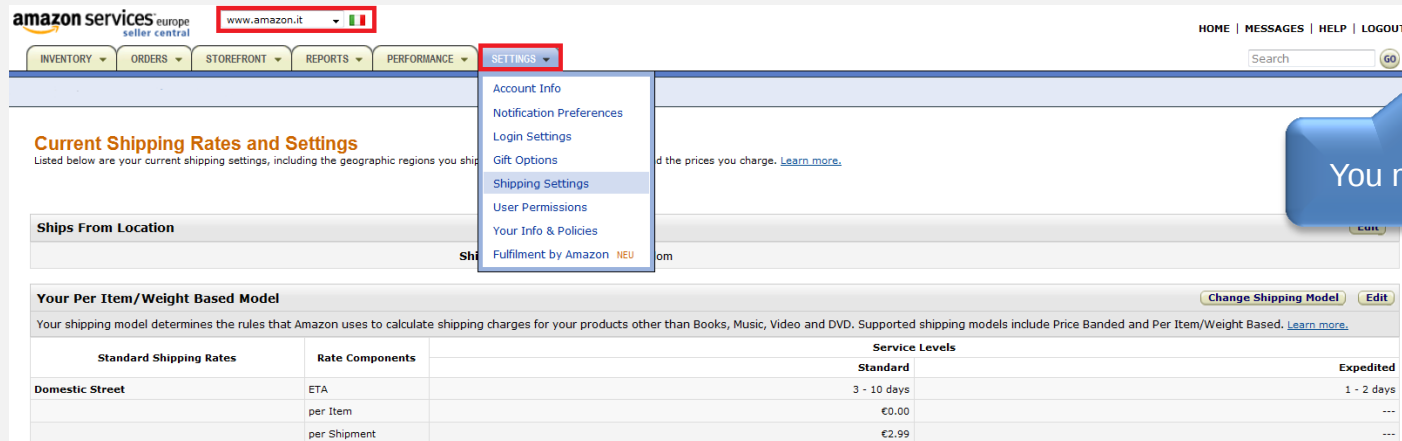
Feature	Local Italian Account	European Account
Monthly Pro Subscription Fee	39 EUR	No Italian Fee, only the fee of your home marketplace.
Order Management	You only see your Amazon.it orders	All EU Orders are visible in the same report
Inventory	Unique to this account	Quantities can be shared across EU marketplaces
FBA Stock Location	Amazon.it centres only	Your home marketplace's centres only
FBA Related Fees	Italian FBA Fees	Italian FBA + EFN Fees

The main differences are based on whether you want a totally separate, Italian-based business entity, or if you want to integrate your Italian business with your existing European activities.

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Regardless of whether you open a local account or use the European Account, you should still:

- ❑ Personalise your settings such as your shipping rates and your Info & Policies:



The screenshot shows the Amazon Seller Central interface. The 'SETTINGS' menu is open, and 'Shipping Settings' is highlighted. A blue callout bubble points to the 'Shipping Settings' option with the text: 'You must write them in Italian.'

Current Shipping Rates and Settings
Listed below are your current shipping settings, including the geographic regions you ship to and the prices you charge. [Learn more.](#)

Ships From Location

Your Per Item/Weight Based Model
Your shipping model determines the rules that Amazon uses to calculate shipping charges for your products other than Books, Music, Video and DVD. Supported shipping models include Price Banded and Per Item/Weight Based. [Learn more.](#)

Standard Shipping Rates	Rate Components	Service Levels	
		Standard	Expedited
Domestic Street	ETA	3 - 10 days	1 - 2 days
	per Item	€0.00	---
	per Shipment	€2.99	---

- ❑ Enter an **Italian** bank account in your Account Info page:



The screenshot shows the 'Bank Account Information' page. A blue callout bubble points to the page with the text: 'If you have difficulties opening an account yourself, companies such as Currencies Direct or World First can help.'

Bank Account Information
This is the bank account or accounts to which you want payments on Amazon to be disbursed. For security reasons, changes to the account information will only take effect after 14 days, during which time no disbursements can be made.

amazon.it, SI Prod IT Marketplace Deposit Method

BIC:

IBAN:

Re-Type IBAN:

Bank Account Holder Name:

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Before you start adding your offers on Amazon.it, you should first:

- ❑ Check the **legal and fiscal requirements** of selling your products in Italy (ex: VAT).
- ❑ Make sure you will be able to answer customer queries **in Italian**.
- ❑ Please note that you will not be allowed to sell **Toys** during the Christmas period (15 November – 1st January) unless they are Fulfilled by Amazon or you had passed the gating requirements as of September 19th.

When adding products to your Italian inventory:

- ☐ You can add offers against existing ASINs if the products exist in the Italian catalogue, with the same barcodes. No translation needed.
- ☐ If the product does not yet exist on the Italian catalogue, you will have to create new ASINs. In that case, you have to write product titles and descriptions **in Italian**.
- ☐ Make sure your products are suitable for the Italian market, especially for media or electrical appliances.

Examples

Re: Domanda del cliente Amazon Emanuele **relativa ad un ordine (Ordine: 171-** **)**
From: Emanuele (k3m7hj9 @marketplace.amazon.it)
Sent: Friday, 9 September 2011 19:06
To: The

Order ID: 171-
● 1 of Custodia per HTC Desire

Quanto tempo dovrò aspettare ancora?
Grazie

Il giorno 09 settembre 2011 18:40, The - Marketplace Amazon <[indirizzo e-mail eliminato]> ha scritto:

Ciao,

Grazie per la vostra e-mail, ho controllato l'ordine e il prodotto ha dimostrato di essere molto popolare e abbiamo venduto molto rapidamente.

Se si potesse avvisare se si vogliono attendere che il prodotto di tornare in magazzino o se si vogliono cancellare.

Molte scuse per il ritardo.

Cordiali saluti

Claire

From: Emanuele - Marketplace Amazon [[indirizzo e-mail eliminato]]
Sent: 09 September 2011 08:41
To: Customer Service
Subject: Domanda del cliente Amazon Emanuele relativa ad un ordine (Ordine: 171

Numero ordine 171 :
1 di Custodia per HTC Desire

----- Inizio messaggio -----

Buongiorno,
vi contatto per avere notizie sul mio ordine, a che punto si trova con la spedizione visto che è stato ordinato in data 1 Settembre 2011.
Sul marketplace di Amazon avete segnalato che il prodotto era in disponibilità immediata.
Perchè tutto questo tempo?
Quanto dovrò ancora aspettare?

If the buyer prefers to contact you in Italian, you have to be able to respond in Italian as well, especially for delivery issues

Examples

- ❑ Don't sell electrical items which will not work in Italy, Even with adapters



- ❑ Foreign versions of products should be listed separately from the Italian versions, and have a clear mention of their origin



- ❑ Do not upload product descriptions in foreign languages

Descrizione prodotto

Transformers: Dark Of The Moon the video game allows players to experience the epic battles on Earth that will shape the events of the upcoming film.

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FBA and EFN

If you do not want to fulfil the orders from Amazon.it yourself, you can use Amazon's fulfilment service.

- If you have a local Italian account, you will be able to use Fulfilment by Amazon (FBA).



- If you use a European account and have an existing FBA stock in your home country, you will be able to use the European Fulfilment Network (EFN). We will dispatch orders from your local fulfilment centre to Italian buyers.



FBA and EFN Pricing

- ❑ Whether you have a local Italian account or a European account, you will pay the [Italian](#) FBA and EFN fees.

FBA Fees for Orders on Amazon.it

		Media	Non Media	Oversize
Order Handling per Order		1.55 EUR	3.60 EUR	5.00 EUR
Pick & Pack per Unit		1.35 EUR	2.50 EUR	3.75 EUR
Weight Handling per Unit	0 – 1000 g	0.135 EUR per 100 g	0.135 EUR per 100 g	0.15 EUR per 100 g
	1001 g and above	0.18 EUR per 100 g	0.18 EUR per 100 g	0.25 EUR per 100 g

EFN Fees for items sold on Amazon.it

Country from which product is being fulfilled	Germany	France	UK
Media	1.80 EUR	2.70 EUR	1.70 EUR
Non Media	2.70 EUR	5.90 EUR	2.40 EUR
Oversize	2.50 EUR	5.60 EUR	2.10 EUR

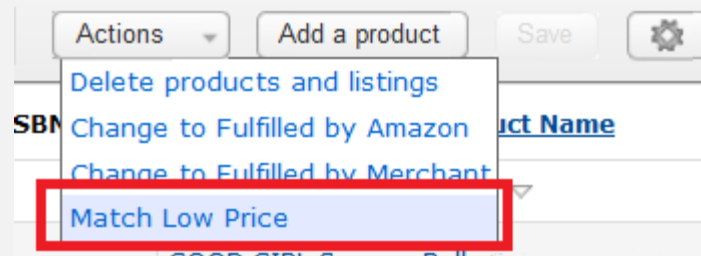
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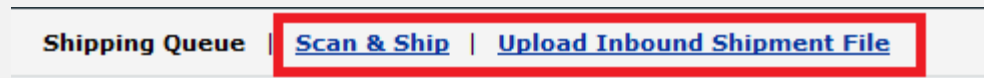
- Amazon Spain is live (for buyers)!



- New Match Lowest Price Feature in Manage Your Inventory : edit your current price to match the lowest price currently on offer for your products.



- Check out 2 new options in the Shipping Queue to create your FBA inbound shipments:



- [Amazon Italy Services Website](#)
- [European Account Information Homepage](#)
- [Italian BA and EFN pricing Information](#)
- [Webinars Invitations and Recordings Page](#)

Thank you for attending!

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