

Getting Started on Amazon.es

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 local 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/>

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- **News about Amazon.es**
- **Overview of Amazon.es**
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- **Amazon Spain is live for the following categories: media (books, music, video and DVD), software, videogames, consumer electronics and PC.**
- **Coming soon!**
 - **New category launches: Watches and Toys**
 - **EUR bank account functionality**
- **Throughout 2012**
 - **Other category launches: Home, Shoes, ...**
 - **Fulfilment by Amazon and European Fulfilment Network**

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- ❑ Amazon launched its Spanish website in September 2011.
- ❑ The marketplace was open to third party sellers at the same date.
- ❑ 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

Coming soon: Toys, Watches, Home, Shoes, ...

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Selling on Amazon.es 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
2.99 EUR	5.99 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
0.45 EUR	0.90 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	2.99 EUR
Total Credit for the Sale	102.99 EUR
Amazon Fees	
Variable Commission Fee on Item Price (15%, VAT Excl.)	- 15.00 EUR
Fixed Closing Fee	- 0.45 EUR
Total Net Revenue for the Sale (VAT Excl.)	87.54 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

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How to become a seller on the Spanish marketplace?

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

1. If you have an existing and unified Seller Account on another Amazon Europe marketplace (UK, Germany, France or Italy), you can access the Spanish marketplace via the European Account feature.

➔ You have to adapt your account settings and upload your Spanish offers.

2. You can open a local Spanish Seller Central account by contacting the Spanish Direct Sales team through the following link: <http://services.amazon.es/standards/contactanos/>

➔ Spain will be your home marketplace for your monthly subscription.

You decide if you want Spain 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 Spanish Account	European Account
Monthly Pro Subscription Fee	39 EUR	No Spanish Fee, only the fee of your home marketplace.
Order Management	You only see your Amazon.es orders	All EU Orders are visible in the same report
Inventory	Unique to this account	Quantities can be shared across EU marketplaces

The main differences are based on whether you want a totally separate, Spanish-based business entity, or if you want to integrate your Spanish 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:

amazon services europe seller central [www.amazon.es](#) INICIO | MENSAJES | AYUDA | CERRAR SESIÓN

INVENTARIO | PEDIDOS | TIENDA | INFORMES | PERFORMANCE | **CONFIGURACIÓN**

- Información de cuenta
- Preferencias para notificaciones
- Configuración de acceso a cuenta
- Opciones de regalo
- Configuración de envíos
- Permisos de usuario
- Tu información y políticas de venta
- Logística de Amazon

Tarifas y configuración de envío actuales
A continuación se muestra tu configuración de envío actual, que incluye desde...

País desde el que se envía

Tu configuración de envío por producto/peso
Tu configuración de envío determina las normas que Amazon utiliza para calcular los gastos de envío para productos que no son Libros, Música, Vídeo y DVD. Las opciones disponibles son tarifas por franja y por producto/peso. [Más información](#)

Tarifas de envío estándar	Componentes de la tarifa	Niveles de servicio	
		Estándar	Urgente
Nacional estándar	Tiempo estimado de llegada	3 - 18 días	1 - 2 días
	por producto	0,00 €	...

You must write them in Spanish.

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

amazon services europe seller central INICIO | MENSAJES | AYUDA | CERRAR SESIÓN

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Información sobre cuenta bancaria
Haremos un desembolso de los ingresos que hayas obtenido en Amazon en esta cuenta bancaria. Por razones de seguridad, cambios en tu información de cuenta se reflejarán únicamente tras un periodo de 14 días, y durante ese periodo de tiempo, no será posible realizar desembolsos. Tu cuenta bancaria puede pertenecer a tu empresa o ser personal. [Más información](#)

Amazon.es Método de depósito

Cuenta bancaria

BIC:

IBAN:

Vuelve a introducir el IBAN:

Titular de la cuenta:

If you have difficulties opening an account yourself, Currencies Direct can help

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

- Check the **legal and fiscal requirements** of selling your products in Spain (ex: VAT).
- Make sure you will be able to answer customer queries **in Spanish**.

- For future categories launches:
 - If you intend to sell Watches, please send us an email (<http://services.amazon.es/standards/contactanos/>) and we will manually approve your listings on Amazon.es.
 - 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 mid September.

When adding products to your Spanish inventory:

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

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



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

Screenshot of an Amazon.es product listing for U2- 3 Live Tracks (UK Import) [Importación]. The listing includes the artist name, format, and a price of EUR 12,95. A green checkmark is visible in the bottom right corner.

amazon.es Hola Nuriasecondtest. Tenemos [recomendaciones](#) para ti. ([¿No eres Nuriase...?](#))

Amazon.es de Nuriase... | [Esta semana...](#) | [Cheques regalo](#)

Todos los departamentos Música

Música Todos los gé

U2- 3 Live Tracks (UK Import) [Importación]

U2 (Artista) | Formato: CD de audio

[Sé el primero en escribir una opinión sobre este producto](#) [Me Gusta](#) (0)

Disponible a través de [estos vendedores](#).

De 2ª mano: **1** desde EUR 12,95

- ❑ Do not upload product descriptions in foreign languages

- ❑ **1x1 GUI:** https://sellercentral-europe.amazon.com/gp/help/help.html/ref=ag_51_cont_help?ie=UTF8&itemID=51&language=en_GB
- ❑ **Cross listing:** <http://services.amazon.es/standards/contactanos>
- ❑ **Flat files:** https://sellercentral-europe.amazon.com/gp/help/help.html/ref=ag_13461_cont_help?ie=UTF8&itemID=13461&language=en_GB
- ❑ **AMTU:** https://sellercentral-europe.amazon.com/gp/help/help.html/ref=ag_16481_cont_help?ie=UTF8&itemID=16481&language=en_GB
- ❑ **XML:** https://sellercentral-europe.amazon.com/gp/help/help.html/ref=ag_200374090_cont_help?ie=UTF8&itemID=200374090&language=en_GB

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- Amazon Spain Services Website:
<http://services.amazon.es>
- Spanish SOA pricing Information:
<http://services.amazon.es/servicios/vender-en-amazon/planes-y-precios/>
- European Account Information Homepage:
<http://services.amazon.es/servicios/vender-en-amazon/una-cuenta-europea/>

Thank you for attending!

<http://services.amazon.es/standards/contactanos/>