

Hello,
Let's talk about
internationalization!



Today's topics

01 Why internationalize?

02 International content creation

03 Developing a global advertising strategy

04 Taxes, regulations and VAT service

05 Cross-border sourcing

06 Logistics & Shipping

07 Brexit

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01

Why
internationalize?



18

Online stores worldwide

300m

Active customers
worldwide

150m

Paid Prime members

39%

Product sales increase

18 Amazon Stores Worldwide

Europe

- UK, DE, FR, IT, ES, NL, PL, SE

Asia-Pacific

- JP, IN, AU, SG

Middle East

- AE, TR

Americas

- US, CA, MX, BR

176m

Visitors per month

45,000+

Sales Partners

100,000

USD in Sales

3,400+

Product sales increase

Amazon Global Listing

Amazon Build International Listings Tool

Source Store- tool will sync your settings to eligible listings

Manage offers in one marketplace & the tool will update offers

Free of charge & self-service

Benefits: increased sales, better catalogue quality data, less effort, selection across EU8

Keep in mind

Packaging & Labeling: Do not need universal packaging and labeling languages, but is HIGHLY recommended

Safety warnings: Must be available in multiple languages

Supply Chain: Global listing does not affect your current supply chain setup

Prices: You can recommend retail price for each MP

Brand Registry: Not necessary, but strongly recommended

02

Creating International Content



Content across marketplaces

Language proficiency is required

Considerations:

- Product modifications
- Different copy
- Marketing
- Keywords

Content Relevance Analysis

Nach Funktion

Komfort	★★★★★ 4.8
Leicht zu reinigen	★★★★☆ 4.5
Preis-Leistungsverhältnis	★★★★☆ 4.5
Für unterwegs	★★★★☆ 4.3
Saugleistung	★★★★☆ 4.2
Geräuschpegel	★★★★☆ 4.1

Lesen Sie Rezensionen, die folgende Stichworte enthalten

swing flex

milchpumpe swing

swing maxi

maxi flex

kaputt gegangen

elektrische milchpumpe

brüste gleichzeitig abpumpen

kurzer zeit

weichen rand

jederzeit wieder kaufen

schnelle lieferung

VS.

By feature

Easy to use	★★★★☆ 4.4
Easy to clean	★★★★☆ 4.2
Suction power	★★★★☆ 4.0

Read reviews that mention

easy to use

easy to clean

breast pump

hands free

swing maxi

double pump

middle of the night

amount of milk

suction power

every 3 hours

works well

breasts at the same time

highly recommend



POWERED BY THE APPLE W1 CHIP

COMPATIBLE WITH IOS AND ANDROID



AUDIO CONTROLS

USE THE **BT** BUTTON ON THE LEFT EAR CUP TO CONTROL YOUR MUSIC



ALL DAY PLAY

BEATS SOLO3 WIRELESS HAS 40 HOURS OF PERFECT EVERY-DAY PLAYTIME

40

HOURS OF
PERFECT EVERY-DAY
PLAYTIME



WHAT'S IN THE BOX



Beats Solo3 Wireless Headphones
Carrying Case
USB-C to USB-A Cable
USB-C to Lightning Cable
Quick Start Guide
Warranty Card



CON EL CHIP APPLE W1

COMPATIBLE CON IOS Y ANDROID



CONTROLES DE AUDIO

UTILIZA EL BOTÓN **BT** EN LA CAPA EXTERIOR PARA CONTROLAR LA MÚSICA



MÚSICA PARA TODO EL DÍA

LOS BEATS SOLO3 WIRELESS SON SUS APLICACIONES PERFECTAS PARA EL USO DIARIO

40

HOURS OF
PERFECT EVERY-DAY
PLAYTIME



CONTENIDO DE LA CAJA



Beats Solo3 Wireless Headphones
Carrying Case
USB-C to USB-A Cable
USB-C to Lightning Cable
Quick Start Guide
Warranty Card

03

Global Advertising Strategy



01

Increase sales &
expand market share

02

Help customers easily
find relevant products

03

Control costs & Easily
measure ROAs

Sponsored Advertising Strategy

Keyword research

Competitors

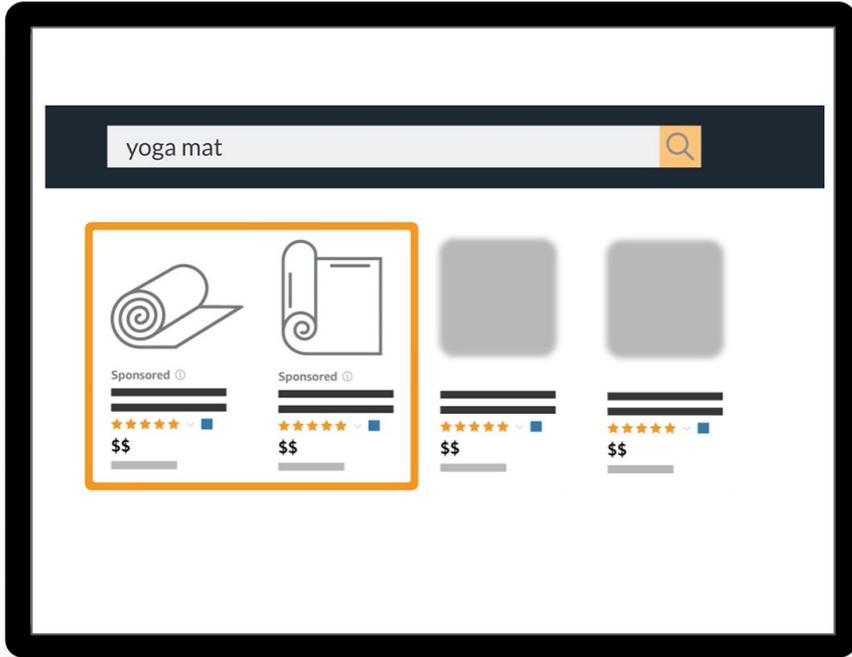
Market

Push organic ranking

Campaigns and targeting

When entering into a new market - the goal is to enter aggressively. Focus on generic keyword targeting (with a broad match type and high bids to cover relevant search terms and reach new-to-brand customers).

Take advantage of all ad types.



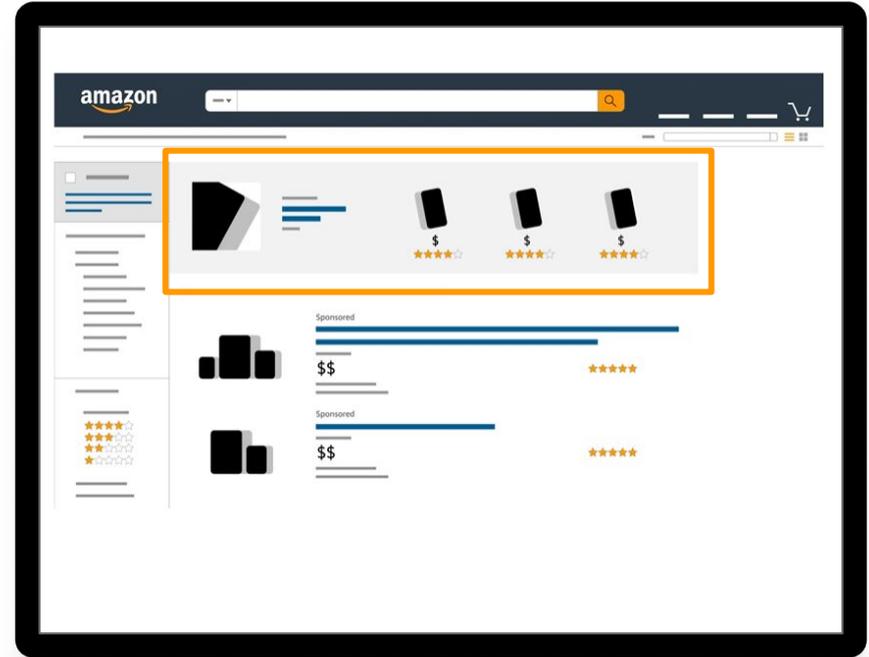
Source: screenshot Advertising.Amazon.com

Sponsored Products

- Organic ranking increase, drive product discovery, visibility and sales
- CPC
- Easily measurable
- Auto-campaigns

Sponsored Brands

- Increase brand and product awareness & visibility
- Drive traffic to your Brand Store & Product Detail Pages
- CPC
- Easily accessible metrics



04

Taxes, Regulations
& VAT Service



Taxes and Regulations

Eligible products / product categories

Some products are not allowed to be sold in certain regions. It is YOUR responsibility to ensure that your product complies with local laws and Amazon policies.

VAT

You will likely be required to register for VAT in whatever country you sell or store goods in.

Import & export regulations

Easiest to use a 3rd party provider to ship into Europe. There are two major requirements: Importer of Record and Delivery Duty Paid.

05

Cross-border
sourcing on Amazon



What is cross-border sourcing?

As soon as a product becomes unavailable, Amazon may obtain the same product from another source.

01

Purchase prices

02

Operational
performance/
compliance

03

Availability

Contract and Model Types

Global listing

- Same conditions apply to all participating marketplaces
- Cost advantage for manufacturers with larger flow of goods

Individual national contracts

- Maintaining separate control increases risk of cross-border sourcing

Take measures against cross-border sourcing

Unification of conditions and prices

Harmonizing conditions across all countries and finding a balance between purchase prices and downstream conditions for each country can make cross-border sourcing unattractive for Amazon.

Country-specific offers

Universally usable products favor cross-border sourcing. Establish exclusive features.

Tracking serial numbers

Makes sales more transparent and creates a reliable database.

A transnational sales strategy can protect you from cross-border sourcing.

Managing cross-border sales

Pan-European FBA

European Fulfillment Network

Multi-Country Inventory

FBA Export

06

Logistics & shipping



Fulfillment by Amazon (FBA)

This fulfillment method allows sellers to send inventory to one of the EU fulfillment centers and Amazon picks up and ships the products, handles customer service in the correct language and processes any refund or return requests.

- Prime availability
- 24/7 customer service
- Seller can conserve focus

Fulfillment by Merchant (FBM)

Merchant is responsible for the entire customer experience from shipping to returns.

- Save money in fees
- Manage shipping
- Consider customer support
- Returns

07

Brexit



Considering selling in the UK from the EU or vice versa?

Make sure it is worth the costs and effort.

Helpful hints for
Brexit

Should I sell in the UK / EU?

Implications for FBA

Seller Central information

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