

## How to Sell a Product on Amazon

There are many benefits to selling your products on large online marketplaces such as Amazon, Etsy and Ebay. It not only helps customers to locate products more easily, but also help the sellers expose their products to a much larger market. As of 2016, Amazon was the largest internet-based retailer in the world by total sales.

There are only few steps required before you can start selling on Amazon. Below is a list information that you will need to have in order to create an account with Amazon and begin selling products online:

- 1. Credit Card**

You will need a credit card for the payment methods.

- 2. Tax Information**

Whether you are U.S. tax payer or not, you will still need to complete the tax information. For U.S. taxpayers, you can use your social security number (SSN) or your business Taxpayer Identification Number (TIN). If you are a foreign seller, you will have to complete tax interview and submit Form W-8BEN to be exempt from U.S. tax reporting requirements.

- 3. An eligible product with a proper packaging**

Remember that your potential customers can be anywhere in this world. Therefore, make sure that your products are designed to be shipped and have a proper packaging to ensure that it will arrive to your customers as expected. There are some packaging guidelines you have to follow especially when you ship your product to Amazon warehouse.

*Complete Packaging Requirements:*

<https://www.amazon.com/gp/help/customer/display.html?nodeId=200243250>

Also, refer to Amazon regulation to find out what products are prohibited and what products will require an approval before you can begin offering for sale.

*Product Categories:*

<https://www.amazon.com/gp/help/customer/display.html?nodeId=14113001>

<https://www.amazon.com/gp/help/customer/display.html/?ie=UTF8&nodeId=201567280>

#### **4. A barcode**

Each item must have a UPC (Universal Product Code) or EAN (European Article Number) which is a barcode symbol for tracking trade items. A UPC consists of 12 numerical digits while a EAN consists of 13 numerical digits, that are uniquely assigned to each trade item. If you do not have one, you can buy one online from organizations such as [www.speedybarodes.com](http://www.speedybarodes.com) or [www.barcodestalk.com](http://www.barcodestalk.com) which usually cost from \$5 - \$7 each and less when you buy in larger quantities.

#### **5. High resolution product image**

Amazon requires a high resolution image for the product listing and states that listing with missing a main image will not appear in search results until you add the image.

The requirements include:

- Products must fill at least 85% of the image. Images must show only the product that is for sale, with few or no props and with no logos, watermarks, or inset image. Images may only contain text that is a part of the product.
- Main images must have a pure white background, must be a photo (not a drawing), and must not contain excluded accessories.
- Images must be at least 1000 pixels on the longest side and at least 500 pixels on the shortest side to be zoom-able.
- Images must not exceed 10000 pixels on the longest side.
- JPEG is the preferred image format, but you also may use TIFF and GIF files.

You might need to consider hiring a professional photographer for the best possible image results that fulfill the above requirements.

### **How to set-up a seller central account on Amazon**

Signing up is easy, you can choose either a professional account or individual account. There is no monthly cost for an individual account, but there are more limitations on what product categories you can sell through, and you only able to sell up to 40 items per month. Therefore, even though it has a monthly fee, it is recommended to get a professional account which will give you more options and benefits.

Once you create the account, you will have the option to choose which market to sell through. Make sure you choose [www.amazon.com](http://www.amazon.com) as the initial selection because it has the largest market and you will have the option to sell your product directly to your customer. Once your sales expand enough you may want to try to add additional markets such as Canada, United Kingdom, or India.

To begin selling, first you need to add a new product in your inventory. You can select your product category and also the sub-category that best defines your product. For some categories that require approval, send the required information such as your supplier, logo, or image and the process of approval will usually take a few days. Next step, you have to complete the five categories which describe the new product just added. The five categories are:

## 1. Vital Info

This vital info includes some required fields that you have to complete in order to continue to the next step.

- **Product Name** (*required field*) – it will be one of your product keywords
- **Manufacturer** (*required field*) – your company name
- **Brand Name** - your product brand name
- **Manufacturer Part Number** - this will be identical to the model number; however, some manufacturers distinguish part number from model number
- **Package Quantity**
- **Material Type** - what material is the product made of
- **Color** - the color of the item
- **Shape** - the shape of the item
- **Lens Colors** - the color of the lens in the item
- **Size** - the numeric or text version of the item's size
- **Hand Orientation** - is the item built for lefties or righties
- **Tension Supported** - the tension that can be supported by this item
- **GTIN Exemption Reason** - reason for getting an exemption from having a unique identifier for an item
- **Related Product ID** - identifies the product related to the listing
- **Item Display Length** – it will be a required if the item sold by length
- **Width** – it will be a required field if the item is sold by width
- **Item Display Weight** - it will be a required field if the item is sold by weight
- **Weight Supported** - rated weight capacity for the item
- **Display Maximum Weight Recommendation**
- **Shaft Length**
- **Variation Theme** - how your product vary
- **UPC or EAN** (*required field*) – 12 numerical digits for UPC or 13 numerical digits for EAN

## 2. Offer

- **Seller SKU Unique identifier** - if you do not have one, Amazon will create one automatically

- **Condition** (*required field*) - describe the item condition such as new, refurbished, used (Like new, Very Good, Good or Acceptable), Collectible (Like new, Very Good, Good or Acceptable)
- **Condition Note** – add more comments about the condition
- **Your price** – you can do some research before deciding your price to check how your competitor price the similar product in Amazon. Be sure that the price covers all the cost and still generate some desirable profit margin.
- **Sale price** - sale price must have a start and end date. It is going to be the price that will be on display and sometime it gives some perceptions that customers get a good deal when they buy from you.
- **Quantity** (*required field*)
- **Legal Disclaimer** - in order to comply with guidelines, please enter any legal disclaimers that the buyer needs to be aware of. For example: must be at least 18 and over to purchase
- **Tax Codes** – this is optional if you enable Amazon tax collection services
- **Handling time** (in days) – by default, the handling time will be 1-2 days.
- **Start selling date**
- **Gift Option Gift wrap or message**
- **Restock Date**
- **Import Designation** – if made in US from imported materials select “Made in USA and Imported.” If some units are from US and some imported select “Made in USA or Imported.” If made in US from US materials select “Made in USA.” If made outside the USA, select “Imported.”
- **Country of Publication** - the Country in which the product was published
- **Seller Warranty Description**
- **Offering Release Date**
- **Country as Labeled Complete** - only Import Designation is “Imported.” Select country shown on the product label.
- **Shipping Method** - you can choose either I want to ship this item myself to the customer if it sells or I want Amazon to ship and provide customer service for my items if they sell (fulfillment by Amazon). It is recommended to select fulfillment by Amazon because it is not only give more credibility to your customer to buy it, but also more convenience when you do not have to ship individually. Your item will be available for sale when Amazon receive the items. However, there will be fee for inventory handling, shipping process and providing customer support on your behalf. Check **Fulfillment Amazon FBA** document for a more information.

### 3. Images

Once you have the photos that fulfil all the requirements, simply upload it into this sections. Also, make sure that the photos are appealing to your customers.

#### 4. Description

- **Key Product Features** - highlight some of the product's most important qualities. Each line will be displayed as a separate bullet point above the product description. For example, when you offer money back guarantee or a bonus when they buy your product.
- **Product Description** - describe the product in detail. Please enter only product-related features here. You will have a chance later on to enter item condition, price, and other seller-specific info.

#### 5. Keywords

- **Intended Use** – for what activities, events, locations, or conditions is the product intended to be used.
- **Target Audience** – for whom is the product intended. You can choose up to 5 terms to contribute (boys, girls, children, adults, men, people, etc.)
- **Other Attributes** – what are additional attributes of the product. You can choose up to 5 terms to contribute. Amazon will provide you some suggested terms that you can choose based on the product you have.
- **Subject Matter** – what is the product's subject or what is the product about. Amazon will provide you some suggested terms that you can choose based on the product you have.
- **Search Term** - provide specific search terms to help customers find your product. Add more related terms will help customer find your product easily. It helps to lead the customer to buy your product if they find it as the most available for their needs.
- **Platinum Keywords** – for platinum merchant only. You need to reach a certain level seller to be categorized as a platinum merchant and get this privilege.

#### 6. More Details

All of the details are optional to add in, but it is better if you can provide more details in this section to help your customer to know your product better.

Once you have done with all the sections, you can click save and finish. You will be able to modify all the information later.