



**“ We become your customer. Our goal is to do the heavy-lifting so that you can focus on your brand and your business.**

# Amazon Vendor Program



Please remember that the information we are sharing with you is confidential. We ask that this presentation and its content be shared only with persons inside your company who have a need to know.

## “ What are the benefits of the Amazon Vendor Program?

1

### Focus on your brand

Amazon as logistic expert will manage all aspects of order fulfilment, customer service and returns while you can focus on presenting your brand.

2

### Dedicated Vendor Manager

In your first year, you will have an Amazon vendor manager who will support you to build up a successful business.

Furthermore, you will be invited to a Vendor Day in our office.

3

### Reach More Customers

Our aim is to carry your full range of products and make them available in the UK, in France, Germany, Italy, Sweden, Netherlands, Poland and Spain.

In addition to that your products will be automatically listed on our B2B website [amazonbusiness](#)

4

### Improved Customer Experience and Trust

Products listed as 'Dispatched and Sold by Amazon' have a higher conversion than those that don't.

On qualifying products, customers have access to free next day delivery through Amazon [prime](#)

5

### Exclusive Marketing Opportunities

Amazon's Retail Partners get access to exclusive marketing opportunities (e.g. free A+ Content, Vine Credits) and the highest writing rights for their own Brands. Option to do additional marketing activities – no fix costs, only variable costs.

6

### Learn more about your customers with our Amazon Retail Analytics (ARA) Premium

We provide you with free insights into the sales of your products.

Find out where customers come from, which competition products have been purchased and learn about their consumer behavior.

# Logistic Options



## “ Fulfilment Centre (FC)

- Receive PO in Vendor Central
- Accept/Reject/Part-Accept PO within 24 hours

Vendor Warehouse



Vendor Carrier



- Order cycle: 1-2 times a week (demand oriented)
- Deliver within 5 days to our FC's



Customer

amazon

Amazon



Amazon FC

- Germany
- Poland
- Czech Republic



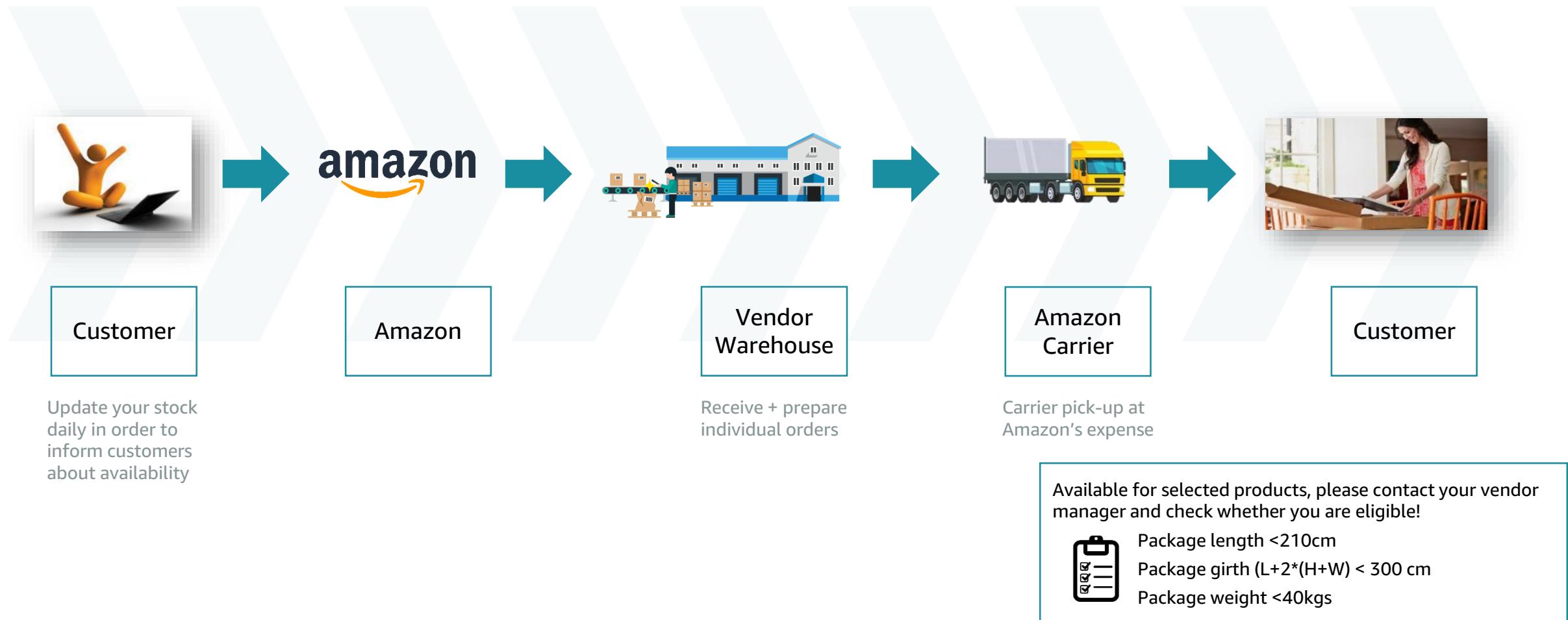
Amazon takes over the complete end customer service on its own expense incl. customer returns.

# Logistic Options



## “ Dropship

*Drop Ship is a supply chain strategy, which allows vendors to offer products to the customer without shipping them to our FC's. However, EU Expansion is not possible for those products.*



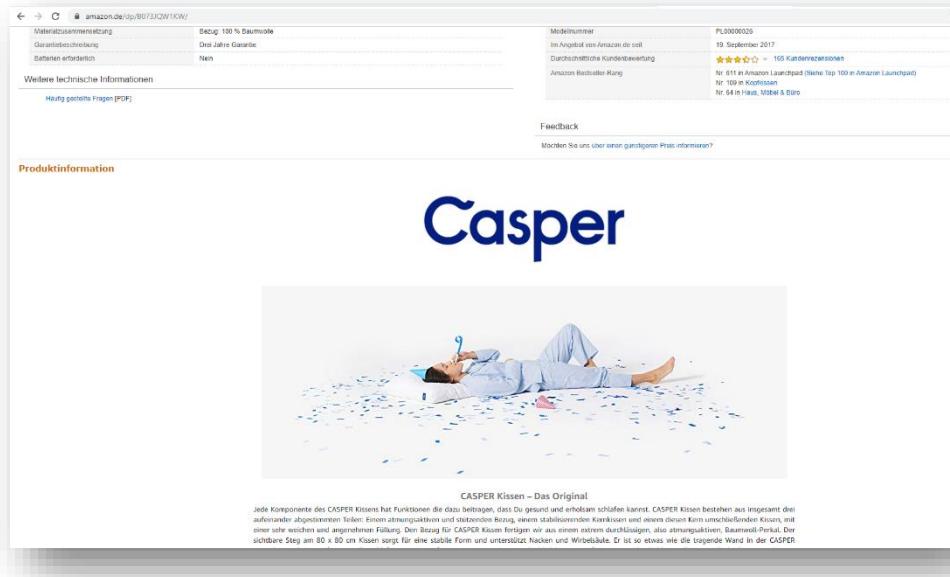
# Use Amazon as a Marketing Tool



**“** We offer a wide range of cost-free opportunities for the most effective presentation of your brand and products, where you will be supported by your vendor manager.

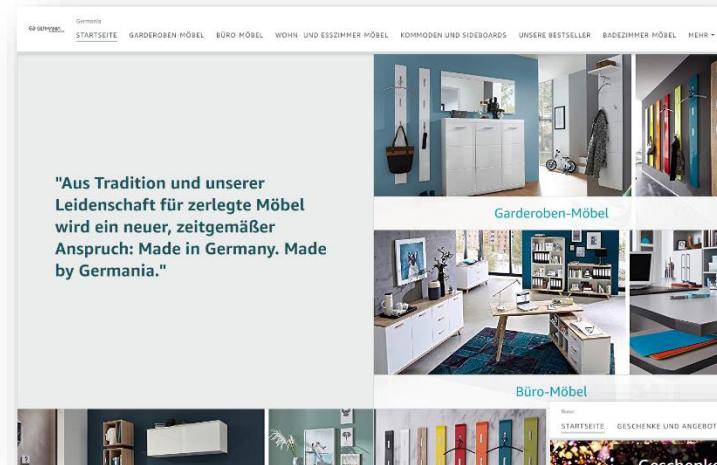
## A+ Content

Use A+ content for individual product presentation and add detailed content as well as high-resolution images or comparison tables.



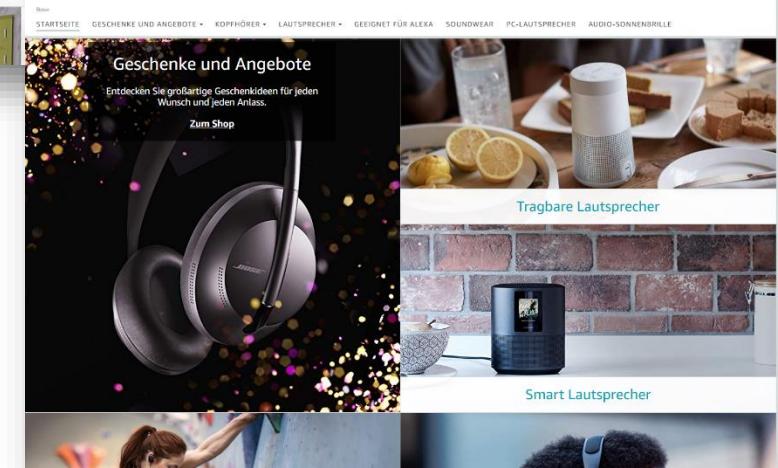
[www.amazon.de/dp/B073JQW1KW/](http://www.amazon.de/dp/B073JQW1KW/)

## Brand Store



[www.amazon.de/germania](http://www.amazon.de/germania)

You get a unique Amazon URL and can increase the traffic to your brand store.



[www.amazon.de/bose](http://www.amazon.de/bose)

# Working with Amazon



“ A close partnership that leads to success

## Vendor Manager

In the first 12 months of the cooperation Amazon will provide you with a dedicated vendor manager.

He or she will support and advise you thoroughly.

## Milestones

Team up with your vendor manager to work on the next milestones on the road to a successful partnership and the best possible presentation of your products on our platform.

## Trainings

You get access to exclusive online training courses which help you to position your brand effectively on our platform. Additionally, we invite you to our Vendor Day at our headquarter.



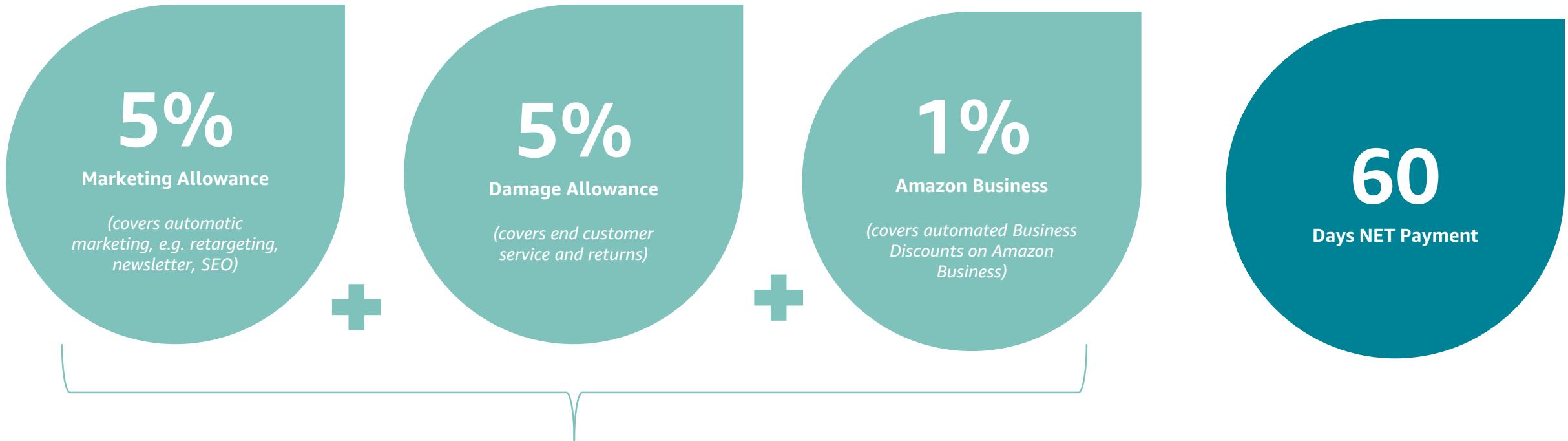
The screenshot shows the Amazon Vendor Training portal. The top navigation bar includes 'Hilfe durchsuchen' and a search bar. The main content area is divided into several sections:

- Marketing:** Shows a grid of icons representing various marketing tools and strategies. Below it, there are three course cards: 'Einführung in Marketing-Tools' (E-LEARNING, 800 Min.), 'Kurzanleitung für den A+ Inhaltmanager' (PDF, 100 Min.), and 'Tipps für A+ Details Seiten' (E-LEARNING, 500 Min.).
- Marketing-Tools:** A list of training topics under this category.
- Schulungen:** A section titled 'Ihre Empfehlungen' featuring a course card for 'Produkte hinzufügen' (4 Lektionen, 40 Min.).
- Kurse:** A section showing three course cards: 'Einführung', 'Katalog', and 'Marketing'.

# Terms & Conditions



“ The conditions consist of a margin and the following downstream costs:



A total of 11% will be deducted from your NET cost price.

# Next Steps



“ What is the lifecycle of a new Amazon Vendor?



## 1. Send a list with all your EAN Codes and Cost Prices/RRP

If you do not have EAN Codes yet, you can easily order them [here](#).

	A	B	C
1	EAN Code	Cost Price excl. VAT	RRP excl. VAT
2			
3			
4			
5			
6			

## 2. Register your brand with us to protect from fraud

You can register your brand [here](#). This may take up to 5 days to be approved

## 3. Confirm and align terms and final listing deadline with your vendor manager

You will find and sign the contracts in your Vendor Central account

## 4. Your vendor manager will send you an account invitation via email in the meantime

You'll need to activate this within 5 days of receipt

## 5. During the vendor day our experts will educate you on how to drive your business with Amazon

Occurs twice a month. If you can't attend, you can watch our on-demand trainings

## 6. Listing in time

Your Manager will block resources to support you in the best way, please stick to deadlines





**Scale up your business now!**