The Amazon Opportunity:
How to list and sell your products

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Section 2
How to Get Started on Amazon

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Hopefully, you've now got a good idea of whether Amazon is the right platform for you.

If you've decided that it is, the next stage is to sign-up and build your account.

So, this section takes you step by step through what you need to do next.

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2. How to Get Started on Amazon

2.1. Before You Start

Before you start, let's make sure you meet the right criteria and have all of the documents that Amazon requires. If everything's in place, you could get approval from Amazon in just 24 hours. But if you're missing something, it could take up to 4 weeks.

Business Name

Company Registration Number

Chargeable Credit Card –
(Do not use a Debit Card as it may be suspended)

Company bank statement and charge method
for payments e.g., credit card

Personal proof of address — as in the personal
home address, not the business

Proof of trademark if you are registering the brand

Business and contact address

Mobile and Telephone Number

Company Certificate of Incorporation
+ imprinted with the company stamp

Personal identification for the individual operating
the Amazon account e.g., passport or driving licence

A letter of representation proving that
you are representing the brand

Please note, it may take over an hour to complete the online application.

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Product Requirement:

1. You must be licensed or be approved by the relevant government agency for the products.
2. Products and business operations must comply with federal and state laws.
3. Sell all Grocery & Gourmet Food products as new.
4. Label in English all products covered by federal, state, and local laws.
5. You must list Grocery & Gourmet Food products using the manufacturer's UPC code.
6. Packaging requirements & Special Considerations for Food Products:

   a. Enclose and seal food in packaging suitable for shipping. It must keep food from contamination, spoiling, melting, and damage.

   b. Expiration dates, net weight, nutritional information must be permanently marked on the packaging.

   c. The expiration date must be permanently marked on every unit. This includes every unit that is shipped and every unit displayed for sale.

7. Expiry Dates, Shelf-Life Requirements Temperature Requirements.

   a. When you sell products in multi-packs, the expiration date on the multi-pack packaging must match the earliest expiration date of the products inside.

   b. Keep the Fulfilment Centre (FC) shelf-life details up to date for grocery products. The FC shelf life is the length of time a product is sellable or fit to be eaten.

   c. You must ship food with enough of its shelf life remaining. You must not remove or alter the expiration date.

   d. Packaging must keep temperatures safe for the product throughout delivery. Temperature-sensitive products must be able to withstand temperatures from 10°C to 30°C for the duration of the product's shelf life.

   e. Foods need to be temperature-controlled for quality and performance.

   f. Commodities that do not have an expiration date must have an acceptable shelf life. They must meet quality standards for ripeness and stopping mould, pests, or contamination.

2. How to Get Started on Amazon

g. Validate and verify the chill chain – must be able to show how the temperature would be maintained in worst–case conditions, such as external ambient temperature reaching highs or lows, deliveries taking a long time, or the food has a low thermal mass or a high volume.

h. Amazon considers "sell by," "use by," "best by", "best before," and "best if used by" date to be the same as an expiration date.

8. Food that is custom packaged by a supplier into quantities other than those offered by the original food manufacturer/processor that is then offered in unbranded packaging.

9. Listing requirements:

a. All product pages must include an image of the nutritional and ingredients information for the product(s).

b. Images must meet a 300–dpi minimum; 1,000–dpi images are preferred for zoom functionality.

c. Any dietary or allergen–free claims (such as Organic, Kosher, Gluten–Free, Dairy–Free) must be shown on the product label and have received regulatory approvals.

d. Accurate Price Per Unit (PPU) data must be given for all new product listings. For more information, see How to determine Price Per Unit.

10. Raw agricultural commodity:

a. Foods are supplied in the natural form in which they are grown. (Agricultural practices, such as washing, stripping outer leaves, and waxing, are not counted as processing).

All of the above information should help ensure you have the right documents in place for Amazon to get you up and running quickly and easily. If you still have questions, you may find these links useful.

Find out more

- **Regulations on the Provision of Food Information to Consumers**
- **EU and UK Product Requirements for the Grocery Category**
- **Food Information for Consumers Regulation for prepacked foods**

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2.2. Choose a Seller Plan

To choose your selling plan, you'll need to understand the scale and goals of your business. If you are expecting to sell more than 35 items per month and are looking to grow your business on Amazon, a Professional Seller plan would be appropriate as it also enables access to reporting, advertising, shipping and listing services.

Sign-up for a Professional Seller plan.
This will cost £25 (excl VAT) per month.

With the Professional Seller plan,
you will be able to do the following:

- Add new products to the Amazon catalogue

- Grow your business with fulfilment by Amazon

- Apply to sell in additional categories

- Save time creating listings in bulk

- Manage inventory with feeds, spreadsheets, and reports

- Qualify for top placement of the product detail pages

- Increase selling efficiency with API integration

- Set your own shipping fees for non-media products

- Attract shoppers with on-site advertising tools

- Run promotions including free shipping

- Add multiple users to your account

Individual plans are for those who sell < 35 products a month and do not require advanced services or insights. It has a fee of 75p per item sold (ex VAT) and limited services only, including:

- Add new products to the Amazon catalogue

- Grow your business with fulfilment by Amazon

Find out more

- **What you need to know to sell on Amazon**

- **How to start selling on Amazon: Become an Amazon Seller**

- **Selling Plans**

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2.3. Registering for a Seller Account

You can register a Seller account (here)

1. Click on the "**Sign-Up**" button

2. In the prompt, enter your business account details if you have one, otherwise, click on "**Create your Amazon Account**"

   a. Enter your names, business email address, and create a password, and click on **next**

   b. You will get a verification code through the email you supplied, enter that code

   3. You will need the following to hand:

   a. Business Name

   b. Business and contact address

   c. Company Registration Number

   d. Mobile and Telephone Number

   e. Chargeable Credit Card – Do not use a Debit Card as it may be suspended

   f. Company Certificate of Incorporation + imprinted with the company stamp

   g. Company bank statement and charge method for payments e.g., credit card

   h. Personal identification for the individual operating the Amazon account e.g., passport or driving licence

   i. Personal proof of address – as in the personal home address, not the business

   j. A letter of representation proving that you are representing the brand.

   k. Proof of trademark if you are registering the brand

4. Fill in the following details for the **Business Information** section of the form:

   a. Business Location

   b. Business type (from the drop-down menu)

   c. Business Name

   d. Company Registration Number

   e. Jurisdiction of business

   f. Registered Business Address

   g. Phone number – verify the number with an OTP code via SMS or call

   h. Primary Contact Information: First and Last Name

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5. Click **next** to move onto the **Seller Information** section and fill out the following information on the primary contact:

   a. Country of citizenship

   b. Country of Birth and Date of Birth

   c. Proof of identity: select passport or driving licence and provide documentation number, expiry date and country of issue

   d. Residential Address (if different from business address)

   e. Mobile number (if different from phone number supplied)

   f. Confirm identity as a beneficial owner of the business or a legal representative

   g. Confirm whether you have entered all the beneficial owners of the business (yes/no)

   h. Click "Save" to complete the section

6. **Billing Information:**

   a. Enter the Business credit card details

7. **Store:**

   a. Store Name – Does not have to use your business names – can use a brand name, and can be changed

   b. Confirm if you have Universal product codes for all your products (yes/no)

   c. Confirm if you are the manufacturer or brand owner (or representative of the brand) (yes/no/some)

   d. Confirm if you own a government trademark for the brands you want to sell on (yes/no/some)

8. Upload verification documents in the final section, **Verification**:

   a. Identity documents such as passport/driving licence

   b. Bank account statement or credit card statement for business card

   c. Make sure it is not in a foreign language – if so, provide an official translation

Hopefully, the step–by–step guide has made life easier for you. But if you're still unsure of a few things, don't worry. The following links should give you all the information you need.

Find out more

- **How To Setup Your Amazon Seller Central Account - YouTube Tutorial**

- **Information Required to Sell on Amazon**

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2. How to Get Started on Amazon

2.4. Enrolling in Amazon Brand Registry

Enrolling in Amazon Brand Registry unlocks a suite of tools specifically designed to help you build and protect your brand. It gives you greater reassurance and creates a better experience for your customers.

You can list products without Brand Registry, but you would then lose out on valuable protection for your Brand and listings. Brand Registry also unlocks features such as being able to include image/video–based content (known as A+ Content), Brand Stores (a customised Amazon page for multiple products in your brand – like your own website page on Amazon), Sponsored Brands and Sponsored Display ads (two types of powerful paid adverts that increase awareness and reach of advertised products). So as you can see, it's definitely worth enrolling.

Protect your Brand

Accurate listings – Better manage your brand's product listings so that your customers see accurate information.

Proactive brand protection – Our automated protections use information about your brand to proactively remove suspected infringement or inaccurate content. The more information you provide, the better Brand Registry can help you protect and improve your brand experience.

Report violations – Our powerful search tools let you find and report suspected violations with a simple, guided process.

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Eligibility (read (here))

The brand must have an active registered trademark in the countries where they wish to enrol or have a pending trademark application file or have a trademark pending registration in a subset of trademark offices. The trademark for the brand must be in the form of a text-based mark (word mark) or an image-based mark (design mark). eg:

Text-based marks	AMAZON
Image-based mark with words, letters or numbers	amazon
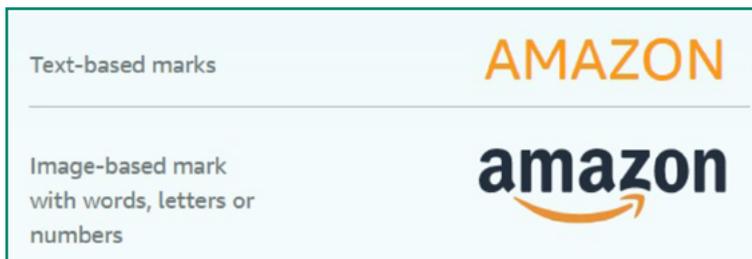
Depending on where the trademark is registered, eligible trademarks can have different classifications based on their issuing trademark office.

Amazon currently only accepts trademarks issued by government trademark offices in the US, Brazil, Canada, Mexico, Australia, India, Japan, France, Germany, Italy, Turkey, Singapore, Spain, Netherlands, Saudi Arabia, Sweden, Poland, Egypt, the UK, the EU and the United Arab Emirates. If the trademark is registered with the World Intellectual Property Organization (WIPO), they need to submit the corresponding trademark number assigned by the national trademark office as it may differ from the trademark number assigned by WIPO.

The trademark text must match the brand name on the application. If your trademark is an image–based mark with words, letters or numbers, you will need to upload a copy of the image exactly as it appears on your trademark record. Please ensure that this information matches before submitting your application.

This trademark must also appear on your products or packaging.

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How to Enroll Your Brand

Before you start you'll need the following:

■ Trademark Number

■ Images clearly showing the branding of the product and/or packaging

■ If you have a vendor relationship with Amazon, you'll need to provide a vendor code

■ A Sample List of ASINS that show your Brand's products on Amazon
(if you are already selling on Amazon)

■ Information on the countries where you distribute your products

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Enrol your brand in Amazon's Brand Registry (here)

1. Click "**Get Started**"
2. Select the country-specific marketplace in which you want to enrol your brand
3. Click "Enroll a Brand"
4. Fill in the following **Brand information**:
   a. Brand Name (as appears on legal documents or Trademark applications)
   b. Select a Trademark office
   c. Enter the Trademark number
   d. Select the status of Trademark (registered or pending)
   e. Select the Trademark type (Word Mark/Design Mark)
5. Fill in the Product Information:
   a. Provide brand's official website URL (optional)
   b. Provide URL of other eCommerce sites where it is sold (optional)
   c. Upload product image

6. Click "**Next**" into the **Selling account information**:
   a. Select whether you are a Seller or a Vendor
      i. If you select vendor, provide a vendor code
   b. Select the product categories you are selling in
   c. Provide your top-selling ASINS
7. Fill in the **Distribution information**:
   a. Does your brand sell to distributors?
      i. Do your distributors sell on Amazon?
   b. Where are your brand's products distributed? (optional)
   c. Does your brand license trademarks to others who manufacture products associated with your intellectual property?
      i. Does this licensee sell on Amazon?

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By now, you should have a clearer idea of the many benefits of Brand Registry and whether or not you're eligible. And hopefully, the step by step guide made it easy to see how to enrol your brand.

Find out more

- **Brand Registry Eligibility**

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