

Section 2 Checklist

How to Get Started on Amazon

BORD BIA
IRISH FOOD BOARD

think
digital



Section 2. How to get started on Amazon

Here is what you'll need:

Business Name

Business and contact address

Company Registration Number

Mobile and Telephone Number

Chargeable Credit Card - Do not use a Debit Card as it may be suspended

Company Certificate of Incorporation + imprinted with the company stamp

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

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

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

A letter of representation proving that you are representing the brand

Proof of trademark if you are registering the brand

Registering Your Brand

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

Listing Your Products

Global Trade Item Number (GTIN), UPC, ISBN or EAN number of the products

UPC code

You can get a UPC code directly from GS1, (GS1 in Europe) or request an exemption

SKU, which is a product ID you create to track your own inventory

Product Category (your chosen category may be rejected if Amazon believe it to be incorrect)

Offer details, including price, product condition, available quantity, and shipping options

Keywords and search terms to help buyers find your product

Product details like name, brand, category, description, and images

BORD BIA
IRISH FOOD BOARD

