

Readiness Checklist to Expand to Additional Amazon Marketplaces



You already sell on Amazon in your home marketplace. Expanding to additional marketplaces is a great way to grow your business. But deciding whether you're ready to expand can be challenging. This checklist is designed to help guide your research and make sure you're set for success! Be sure to familiarize yourself with all of the tools Amazon provides, which will make many of the requirements listed below simpler and easier to manage:

amazon.com/sellglobal



Amazon's Solution Provider Network can connect you with third-party providers who offer international help across a number of categories ranging from tax and product compliance to translations and shipping:

amazon.com/spn

Continued on Page 2 >

Where & what to sell

- 1 Understand the basics** of selling internationally on Amazon, including fees and language requirements.
- 2 Research potential marketplaces**, including opportunity size and local customer preferences.
- 3 Identify appropriate marketplaces** for your product, and any potential restrictions.
- 4 Understand tax and regulation requirements** in the regions of interest.
- 5 Understand international fulfillment requirements**, including import / export regulations.
- 6 Understand fulfillment options** and choose between Fulfillment by Amazon (*FBA*) or Self-Fulfillment.
- 7 Determine whether your business is ready to sell internationally**, including having sufficient resources such as inventory, staff, and available capital.
- 8 Decide in which marketplaces you want to begin selling** and craft a marketplace entry strategy, including initial product offerings, pricing, promotion, and placement.

Register & List

- 9 Understand registration requirements** by marketplace.
- 10 Establish a preferred payment method** and learn about payment cycles.
- 11 Create or connect an account** for the marketplaces you want to sell in.
- 12 Choose a listing tool and list your products**, including listing translation and localization.

Manage your business

With Self Fulfillment

- 13 Fulfill International customers' orders**, in compliance with regulations and requirements.
- 14 Provide timely local language customer support.**
- 15 Manage international returns**, in compliance with Amazon's returns policy.

OR

With Fulfillment by Amazon

- 13 Send inventory to an Amazon fulfillment center**, in compliance with package and custom duty requirements.
- 14 Enable FBA Exports**, through which Amazon makes your export-eligible products available for international customers to purchase, and then fulfills your orders and handles the export process.
- 15 Manage customer support** for non-fulfillment customer questions (*FBA manages returns and fulfillment questions*).