Amazon Australia

Business Model

- Fulfillment by Amazon (FBA).
- Fulfillment by merchant (FBM).
- Vendor Central (VC).
- Owned and sold by Amazon.
  B2B and B2C

Market reach and product reach

- Product categories: Home, Garden, Pets & DIY; Health & Beauty; Car & Motorbike; Toys, Children & Baby; Books & Audible; Movies, TV, Music & Games; Electronics; Sport & Outdoor; Food & Grocery;
  60-100 million products listed on Amazon AU, far fewer than US' 500 million

Enrollment process, fees, and commission

- Enrollment process is relatively easy, fill out form with contact details
- Option to sell on all of Amazon's European Marketplaces & manage from a single seller account.

Commission

- Referral fees depend on product category
- Most categories are 10% to 15%.

Fees:

- Subscription fee: £25 per month (business seller) or £0,75 per item (individual seller)
- Registration fee: none
- Additional closing fees for books, video games, DVDs, Software, Gaming consoles, and any other media items

- **FBA fees:**
  Fulfillment fee: £1.34 - £17.21 depending on destination and weight and measurements
- Storage fee: £0.65 - £0.91
- FBA Small and light: £0.60 - £0.80

Sellers

- Wide variety of seller tools e.g.: Inventory and order management, Reports management, advertisement on Amazon, and amazon global selling
- Payment options: Funds are transferred to your Amazon Payments Merchant account after you capture payment and will be automatically disbursed to your bank account (Must have a bank account based in the country where you are signing up for Amazon Pay)
- **Brand protection: 4/5**

Tech integration

- Amazon Marketplace Web Service (**Amazon MWS**) is an integrated web service **API** that helps Amazon sellers to programmatically exchange data on **listings**, **orders**, **payments**, **reports**, and more.
- Languages: **XML** data support. **Amazon** provides code examples for the following programming languages (**C#, Java, and PHP**)
- **Technical integration rating 5/5**

Customer ownership

- Platform-centric: **3/5**
- Buyer-centric without prime: **4/5**
- Buyer centric with prime: **5/5**
- Seller centric: **5/5**
- Compliant centric: **5/5**

Return policy and customer service policy

- 30 days for most unopened and new products (subject to shipping costs)