amazon
Amazon Germany

Amazon Inc owns and operates amazon.de, an online B2C/B2B retail place for consumer goods operating in Germany. In total, Amazon (Germany) has 44 million registered customers.

Business Model	Market reach and product reach
- B2B/B2C - Fulfillment by Amazon - Fulfillment by merchant - Vendor central Own brands	- German Market with an overlap in The Netherlands, Belgium, Austria, and Switzerland - Product categories: Home, Garden, Pets & DIY; Health & Beauty; Car & Motorbike; Toys, Children & Baby; Books & Audible; Movies, TV, Music & games; Electronics; Sport & Outdoor; Food & Grocery;

Enrollment process, fees, and commission	Sellers
- Enrollment process is relatively easy, fill out form with contact details **Commission** - Referral fees depend on product category - Most categories are 10% to 15%. **Fees:** - Subscription fee: €39 per month (business seller) or €0,99 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 between €1,64 - €19,36 depending on destination and weight and measurements - Storage fee: €26,00 - €36,00 - FBA Small and light (only within Germany) from €1,10 to€1,70	- Wide variety of seller tools e.g.: Inventory and order management, Reports management, Amazon custom, advertisement on Amazon - Payment options: Funds are transferred to Amazon Payments Merchant account after a captured payment and will be automatically disbursed to bank account. - **Brand protection: 4/5**

Tech integration	Customer ownership
- 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**	- 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) - Trustpilot rating: **2/5** stars