

Amazon Inc owns and operates amazon.it, an online B2C/B2B retail place for consumer goods operating in Italy.

<p>Business Model</p> <ul style="list-style-type: none"> - Fulfillment by platform(FBA) - Fulfillment by seller - Vendor Central - Owned and sold by Amazon 	<p>Market reach and product reach</p> <ul style="list-style-type: none"> - The products sold from the website Amazon.it to country members of the <u>EU</u> members of <u>Amazon Global Programme</u>, reaching the Americas, Asia, and Africa. - Broad catalog that includes books and consumer electronics to spare parts machinery.
<p>Enrollment process, fees, and commission Enrollment Process: 1/5</p> <ul style="list-style-type: none"> - Enrollment process is relatively easy, fill out form with contact details. <p>Sellers' commissions & fees <u>Individual seller:</u> No monthly subscription fee, pay a EUR 0.99 closing fee per sold product plus a reference fee depending on category. Fees range from 7-20%. <u>Sell as business (Seller Pro):</u> For >40 sold products/month: EUR 39 a month (Excluding VAT). No fee per sold product, no additional services. <u>FBA:</u> Final fees include: Shipping fee + Storage fee + Any additional service fee (Gift wrapping, handling returns, etc.)</p> <ul style="list-style-type: none"> - <u>Shipping fees (Standard size/Large size):</u> EUR 2,07-5,39 / EUR 3,67-11,07 for local shipping - <u>Storage fees:</u> EUR 26 /month/m³ Between Jan-Sept. 36€/month/m³ Between Oct-Dec. Additional fees may incur for storage of items over 6 months. 	<p>Sellers</p> <p>Number of sellers: NA</p> <p>Tools: Seller Hub (Manage, monitor and analyze listings), Selling manager (Post-sales tasks, Inventory management), promotion manager</p> <p>Payment options: Amazon Payments Europe makes the payment every 14 days. The seller must provide a valid bank account attached to the seller's Amazon account. For them to receive the money, they must have at least EUR 1 in the account.</p> <p>Brand protection: 4/5</p>
<p>Tech integration</p> <ul style="list-style-type: none"> - 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 	<p>Customer ownership</p> <ul style="list-style-type: none"> - Platform centric: 3/5 - Buyer-centric without prime: 4/5 - Buyer centric with prime: 5/5 - Seller centric: 5/5 - Compliant centric: 5/5 <p>Return policy and buyer review</p> <ul style="list-style-type: none"> - Returns Customers may return most new and unopened items within 30 days of the delivery date.