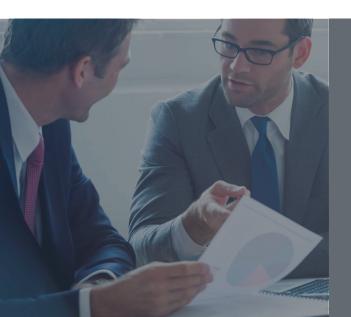


Selling internationally on Amazon is a great way to grow your business.

But deciding whether you're ready to start selling internationally 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 Global Selling Solution Provider Network connects 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



Manage international returns,

in compliance with Amazon's returns policy.

Ready to Sell Checklist

16 steps to succeed at selling globally

makes your export-eligible products available for international customers to purchase, and then fulfills your orders and handles the export process.

Manage customer support for non-fulfillment

customer questions (FBA manages returns and

fulfillment questions).

Where & what to sell			
Understand the basics of selling in Amazon, including fees and language red experiments. Research potential marketplace opportunity size and local customer prefermed and size and local customer prefermed and size and any potential restrictions. Understand tax and regulation regions of interest. Understand international fulfillm requirements, including import/experiments.	quirements. s, including ferences. es for your equirements	be Ar se will re:	Inderstand fulfillment options and choose between Fulfillment by Amazon (FBA)—through which mazon will store, pick, pack, ship, and provide customer rivice for your products—or Self-Fulfillment—through hich you manage fulfillment yourself. The etermine whether your business is ready a sell internationally, including having sufficient sources such as inventory, staff, and available capital. The ecide in which marketplaces you want to be gin selling and craft a marketplace entry strategy, cluding initial product offerings, pricing, promotion, and placement.
Register & List 1	vs. Individual). ments	for the form	reate or connect an account r the marketplaces you want to sell in. hoose a listing tool and list your products, cluding listing translation and localization.
Manage your busines With Self Fulfillment Fulfill International customers' orders, in compliance with regulations and requirements.		□ 14 s	Ilment by Amazon Send inventory to an Amazon fulfillment enter, in compliance with package and custom uty requirements.
Provide timely local language customer support.	OR		inable FBA Export, through which Amazon makes your export-eligible products available for