



# amazon

Marketplace



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## About the Tutorial

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Amazon, the E-commerce giant, is one of the oldest merchants on the web and has over 200 million customers worldwide. Amazon is the unrivalled marketplace to sell products online. It provides an excellent platform for conducting online business and has proved beneficial for both buyers and sellers.

Amazon is an extremely popular e-commerce site that can help expand your reach in the market and improve the visibility of your product in a unique way. In this tutorial, we will try to understand in detail how Amazon Marketplace functions.

## Audience

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This tutorial is prepared for those who want to use the Amazon Marketplace as a platform to sell their products online. It covers important topics that you will need to know to start an online business with Amazon such as how to create your account on Amazon Marketplace and list your product. It also describes what are Amazon's charges in return, how Amazon manages the shipping, how you should deal with the customers' feedback and other important issues.

## Prerequisites

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To benefit out of this tutorial, you need to have a passion for online business. You should have the desire to know about Amazon Marketplace and how it helps to increase the visibility of your products across the globe.

## Disclaimer & Copyright

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# 1. Amazon Marketplace – Why Amazon?

There are various reasons why you should consider selling at Amazon Marketplace. In this introductory chapter, let us take a look at some of the prominent reasons why you should choose Amazon Marketplace.

## **Increase Sales**

The best reason of selling on Amazon is the scale of their online visitors. Amazon alone draws the eyeballs of nearly 85 million visitors monthly, so you can quantify the number of folds by which your sale will increase. Also, the probability of your product reaching the customers increases.

## **Acquire Potential Customers from across the Globe**

Amazon has millions of varied customers across the globe who visit on a frequent basis. If one goes by statistics, every one out of four online shoppers purchase from Amazon. They visit Amazon Marketplace with the explicit intent to purchase and may discover your product while browsing, which they may have otherwise purchased from some other seller or may have never encountered.

Thus, you acquire a potential customer and if you serve them with quality products, the chances of winning a repeated and global business is all yours.

## **Quick and Stress Free Shipping**

Amazon can ship your product, through Amazon's FBA service, Fulfillment by Amazon, to the customer faster and at cheaper rates than you can do it yourself. You add to the customer's satisfaction by adding Fulfilled by Amazon text or its Prime logo to your product.

You can sit back and relax, and enjoy stress free and trusted product shipping! You can also ship the product yourself, wherein you are responsible for packing the product and have it shipped by yourself or hire a fulfillment service to do it for you, any way you would like.



## **Vast Range of Products**

There is a bucket list of products that you can sell on Amazon. You can sell a little or a lot, Amazon provides you all the required tools and experience to have a successful sale.

## **Effortless, Trusted Shopping Experience for Customers**

Customers love effortless buying, something only Amazon's one click purchase can grant. Hence, once you become a seller on Amazon you are laced with Amazon's e-commerce expertise, its easy payment and delivery options which will adorn your online business.

## **Secure and Timely Payments**

Amazon offers hassle-free and timely payments. Payment for your product is deposited into your bank account and you are notified via email that your payment has been made. Also, Amazon deducts its fees only after you make a sale.

## **Amazon's Professional Help Service**

Amazon offers professional services to guide you through every step of selling your product online, such as what product you should sell and how to sell.

## 2. Amazon Marketplace – The Amazon Advantage

Amazon is not just an online store, rather it's a Marketplace! It is one of the oldest merchants on the web and has over 200 million customers worldwide. There are many potential buyers who put their trust in Amazon and prefer buying products from Amazon only, even if the product costs slightly higher than at other e-commerce sites.

### **High Traffic Volume**

Undoubtedly, the primary advantage of selling on Amazon is its high traffic volume. The main reason behind which is the strategic working of Amazon people on the presentation of the products, encouraging people to buy, serving them quality product with easy purchase and return options.

Why jostle through the tedious and extravagant process of making and maintaining a website, putting efforts to direct the traffic towards it? All you need is to find the right product to sell and at the right price and Amazon will get you the right customers.

### **Amazing Growth Rate**

Another major advantage that should be listed is Amazon's growth rate. Amazon's revenue has grown rapidly and has reached a remarkable value, close to 70 billion dollars a year, which is indeed faster than the overall rate of e-commerce growth.

Amazon alone is not the player behind this success story, there are about two million third-party merchants having their share in the e-commerce pie. Amazon has not been a one-size fit solution for all of them. Many seemed skeptical and ventured out, making their own sites or selling on some other sites resulting in decreased sales, incurring heavy losses, and finally returned to Amazon. For some sales through Amazon made up for the losses, for some it saved their business.

### **Associating with Amazon is Easy**

There are no charges for listing your product in the catalog and you can start selling without paying anything until your product has been sold. It helps in smooth shipping of your product and Amazon even handles return policy for you. This adds to the Amazon advantage!

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