amazon

Amazon Selling Guide

A Roadmap for New Amazon Sellers

https://thegstco.com/

Content

BOOK OVERVIEW

Welcome to theGSTco's comprehensive handbook on Amazon selling, an invaluable resource meticulously crafted to address the common challenges encountered by Amazon sellers. This guide is tailored to be your trusted companion, offering support from understanding the prerequisites and navigating the registration process on Amazon to exploring advanced strategies for optimizing product listings and expanding your business. Whether you're a novice entrepreneur venturing into e-commerce or an experienced seller seeking to broaden your reach and enhance sales, this handbook provides essential insights and actionable steps for success in the competitive realm of Amazon selling.

At [theGSTco](#), our objective is to empower sellers with the knowledge, tools, and strategies necessary for thriving in Amazon's dynamic marketplace. We recognize that the journey of Amazon selling can be both thrilling and demanding, and our handbook is designed to provide the insights and guidance essential for elevating your Amazon selling journey. Keep reading this book and prepare to thrive on Amazon, achieving significant revenue milestones.

BENEFITS OF SELLING ON AMAZON

Growth Opportunities:

- **Vast Customer Reach:** Access millions of customers on Amazon.in, India's top shopping destination, and expand your business globally to over 200 countries and territories.
- **Unmatched Reach:** Deliver to 100% of India's serviceable pincodes through Easy Ship & Fulfillment by Amazon, ensuring widespread accessibility for your products.
- **Global Expansion:** Seamlessly take your business from India to international markets, leveraging Amazon's global presence for increased sales and brand exposure.
- **Tools and Support:** Access a wide array of tools and custom selling programs tailored to support and enhance your business growth.

Trust and Transparency:

- **Seller Community:** Join a community of over 12 lakh sellers from 17K pincodes, fostering a network of support and collaboration.

- **Transparent Pricing:** Benefit from transparent fee structures and secure, regular payments, ensuring clarity and reliability in your financial transactions.
- **Secure Payments:** Receive funds deposited in your bank account every 7 days, including for Pay on Delivery orders, providing financial stability and predictability.

Operational Ease:

- **Mobile Management:** Efficiently manage your business on the go, from creating listings to tracking sales and fulfilling orders, all from your mobile device.
- **Effortless Shipping:** Utilize Amazon's delivery services, such as Fulfillment by Amazon (FBA) or Easy Ship, to streamline and simplify your product delivery process.

Knowledge and Support:

- **Seller Support:** Benefit from Amazon Seller Support, offering assistance and guidance for both new and experienced sellers.
- **Educational Resources:** Access Seller University, a free-of-cost learning platform, and other educational blogs, webinars, and events to enhance your selling knowledge and skills.

REGISTERING ON AMAZON

Step 1: Start Amazon.in seller registration

To start registration as a seller on Amazon.in, go to sell.amazon.in or sellercentral.amazon.in and click on 'Start Selling' to create your account.
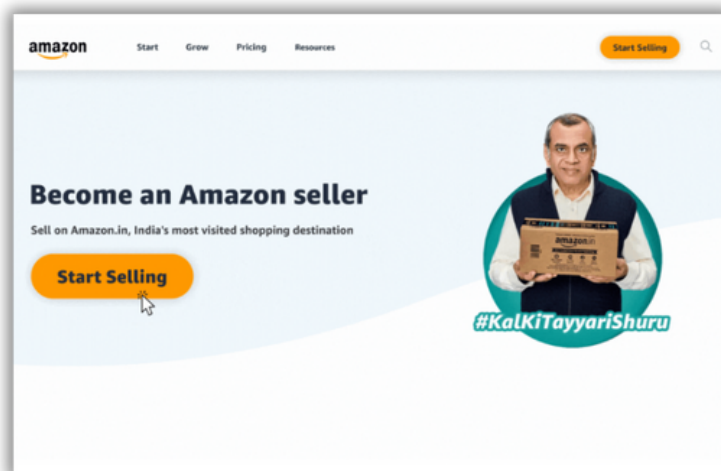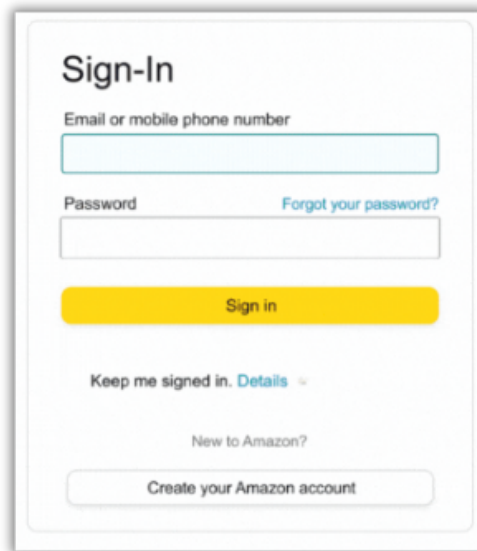

If you have a customer account on Amazon.in

If you already have a customer account on Amazon.in or Prime Video, you can simply use the same email and password to start creating a seller account. Once you sign in using those login details, you will be asked to verify your phone number with an OTP.

If you don't have a customer account on Amazon.in

In case you don't have a customer account or want to create a new seller account, click on 'Create your Amazon account'. On the next screen, enter your name, mobile number, e-mail address, and set up a password.

Step 2: Enter GST number

Once you sign in, you have to enter your Goods and Services Tax (GST) number.

In case you want to sell GST-exempt products, select the option – 'I only sell tax-exempted products such as books'.

Step 3: Verify GST number

After entering GST number, you can click on 'Continue to Verify' which will trigger a GST OTP on the email and mobile of the primary GSTIN holder. In case you don't receive the OTP, please check with your CA or anyone who may have provided their phone number during GST registration.

Step 4: Enter Store Name

Make your Amazon.in store stand out with a unique store name. This is the name that will represent your business to customers on Amazon.in.

You can accept the auto-generated store name suggestions as recommended by Amazon or you can enter a store name yourself.

Step 5: Enter Pickup Address

Next, you have to fill pick up address details. Amazon will collect product shipments for customer orders that you receive from this address.

The address on your GST will be already there as an option for you to choose. If you want products to be picked up from a different location, enter the address by clicking on 'Add new address' under account settings on Seller Central.

You have to ensure that the pickup address is in the same state that the GST is registered in.

Step 6: Choose Shipping Method

Next, you have to choose a shipping method. There are two options as follows

1. **Easy Ship -** With Easy Ship, you store and pack your orders at your pickup location and Amazon picks and delivers them to your customers. Here, you will be charged additional fees for this service such as weight handling fees & pick and pack fees.

2. **Self Ship -** With self ship, you store, pack and ship your products yourself or can use third-party services to deliver your products to the customers.

Step 7: Add Bank Account

Next, you will need to add the details of your active bank account to receive payments from Amazon.

Enter the details of the bank account you use for your business.

Step 8: Select Default Tax Rate

Default GST rate or Product Tax Code (PTC) is the tax rate for each category as notified by the government. It is the percentage of taxes which is applicable on the sale of products or services under that category.

The default GST rate/ product tax code (PTC) will be used to calculate tax on your product listings where you do not select any tax code.

Step 9: List Your Products

Next, click on 'Add products and start selling' to start listing. This is a mandatory step to launch your store on Amazon.in.

Here you can enter product details such as photos, descriptions, price, etc. that will allow buyers to evaluate your products on Amazon.in.

You need to complete at least one product listing to be able to launch your store on Amazon.in.

Step 10: Launch Your Store

Once you have completed product listing, click on the 'Start selling' button. after this your store will be live and your products will be available to crores of customers.
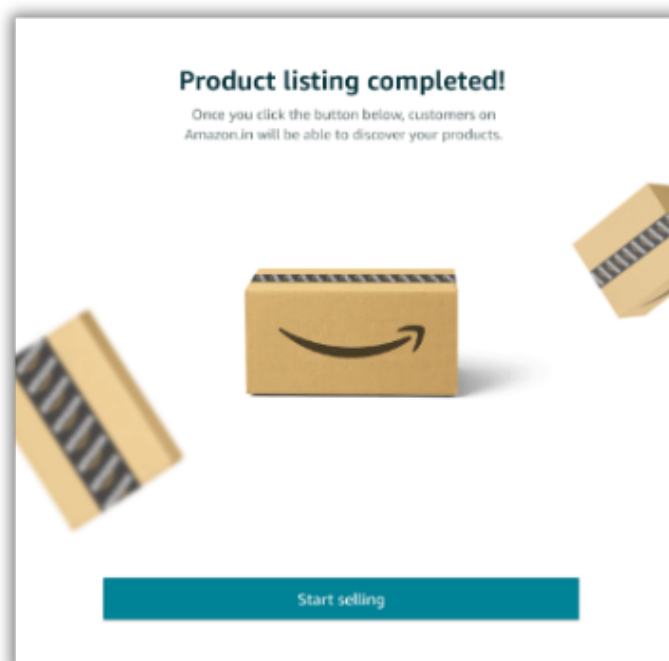
UNDERSTANDING THE AMAZON FEES

Before you start selling on Amazon, you need to understand the costs and fees associated with it. Fees can be changed according to product category, product price, and fulfillment strategy.

Types Amazon Selling Fees

1. Referral Fee (based on Category)
2. Closing Fee (based on Price)
3. Weight Handling Fee (Shipping Fee)
4. Other Fees

1. Referral Fee (based on Category)

For each product sold, a referral fee is applicable, varying by product category and calculated as a percentage of the total selling price of the product.

Total Referral Fees = Item price x Referral Fee percentage

For example, if a book is sold for ₹450 and the referral fee percentage for books is 4%, the Referral Fees = ₹450 x 4% = ₹18.

2. Closing Fee (based on Price)

Closing Fee is charged every time your product is sold on Amazon based on the price range of the product. This fee also varies based on the fulfillment channel you are using.

How to calculate Closing Fees:

FBA Closing Fees

Total Closing Fees = Fees based on item price & category

- Example 1: if you are selling Books at ₹ 200 (Books category is in ₹0-250 exception list), closing fees = ₹ 12
- Example 2: If you are selling Speaker at ₹ 450 (Speaker category is not in ₹251-500 exception list), closing fees = ₹ 20

Easy Ship & Self Ship Closing Fees

Total Closing Fees = Fees based on item price

- Example 1: if you are selling Books at ₹ 200 shipped with Easy Ship, closing fees = ₹ 5
- Example 2: If you are selling Speaker at ₹ 450 through Self ship, closing fees = ₹ 20

Here is the chart of detailed pricing

FBA Charges

Item Price Range (INR)	All Categories	Categories with exception
₹ 0 - 250	₹ 25	₹ 12*
₹ 251 - 500	₹ 20	₹ 12**
₹ 501 - 1000	₹ 18	₹ 18
₹ 1000+	₹ 40	₹ 70***

Easy Ship

Item Price Range (INR)	Fixed Closing Fee
Standard Easy Ship	
₹ 0 - 250	₹ 3
₹ 251 - 500	₹ 6
₹ 501 - 1000	₹ 30
₹ 1000+	₹ 56
Easy Ship Prime only	
₹ 0 - 250	₹ 8
₹ 251 - 500	₹ 12
₹ 501 - 1000	₹ 30
₹ 1000+	₹ 56

Self Ship

Item Price Range (INR)	Fixed Closing Fee
₹ 0 - 250	₹ 7
₹ 251 - 500	₹ 20
₹ 501 - 1000	₹ 36
₹ 1000+	₹ 65

3. Weight Handling Fee (Shipping Fee)

If you use Easy Ship or Fulfillment by Amazon (FBA), Amazon will deliver your products to the customer and charge you a fee. If you choose to Self-Ship, you will have to bear the cost of shipping and deliver through a 3rd party courier service or your own delivery agents.

How to calculate Shipping Fees:

- **FBA & Easy Ship Shipping Fees:** Total Shipping Fees = Fees based on item weight and distance

    - Example 1: Shipping a 700g book from Delhi to Chandigarh through FBA, Shipping or Weight handling Fees = ₹57

- Example 2: Shipping a 3.5kg speaker from Bangalore to Shillong through Easy Ship, Shipping fees = ₹178
- Example 3: Shipping a 19kg chimney within Bangalore using Easy Ship, shipping fees = ₹227

- **Self Ship:** No shipping fees are levied by Amazon.in. You will have to take care of delivery yourself or with the help of a courier partner, whom you will pay directly for the cost of delivery.

Different fee rates are applicable based on distance:

- Local rate will be applicable where the pickup and delivery happen in the same city i.e. intra-city pickup and delivery.

- Regional zone consists of four regions. Regional rate will apply if shipment moves within the same region and the service is not within the same city.

- National rate will apply if shipment moves across regions.

Easy Ship Weight Handling Fees (or Shipping Fees)

Standard Size	Local	Regional	National
Upto 500 gms	₹44	₹53	₹74
Each additional 500 gms (upto 1kg)	₹13	₹17	₹25
Each additional kg after 1kg	₹21	₹27	₹33
Each additional kg after 5 kg	₹12	₹13	₹16

Heavy & Bulky Items	Local	Regional	National
First 12 kgs	₹192	₹277	₹371
Each additional kg after 12 kgs	₹5	₹6	₹12

* Easy Ship does not currently support National shipping for Heavy and Bulky Items

Fulfillment by Amazon Weight Handling Fees

Standard Size	Local	Regional	National	IXD
Upto 500 gms	₹31	₹40	₹61	₹46
Each additional 500 gms (upto 1kg)	₹13	₹17	₹25	₹20
Each additional kg after 1kg	₹21	₹27	₹33	₹28
Each additional kg after 5 kg	₹12	₹13	₹16	₹14

Heavy & Bulky Items	Local	Regional	National	IXD
First 12 kgs (minimum)	₹88	₹130.5	₹177.5	NA
Each additional kg	₹2.5	₹3	₹6	NA

*FBA does not currently support National shipping for Heavy and Bulky Items

4. Other Fees

Most Amazon orders are subject to the above 3 fees. However, you may be subject to additional fees based on the Fulfillment Channel, program or service you are using. Below are some of the fees.

Pick & Pack Fee (FBA Only)

This fee is charged per unit sold at ₹13 for Standard, ₹26 for Oversize, Heavy & Bulky items.

Storage Fee (FBA Only)

This is the fee charged for storing your products in the Amazon Fulfillment Center costing ₹45 per cubic foot per month.

FBA Removal Fees (FBA Only)

In case you wish to remove your products from the Amazon Fulfillment Center then the following fee rates will be applicable:

Measurement	Standard Shipping	Expedited Shipping
Standard Size	₹10	₹30
Heavy & Bulky	₹100	₹100

Note: FBA Removal fee is charged per unit. All fees above are displayed excluding taxes. We will apply Goods and Services Tax (GST)

EXPLORING SELLER CENTRAL

Once you register as an Amazon seller, you'll have access to your Seller Central account. You can visit seller central from [here](). Think of Seller Central as your go-to resource for selling on Amazon. It's a portal to your Amazon business and a one-stop shop for managing your selling account, adding product information, making inventory updates, managing payments, and finding helpful content to help you navigate your Amazon business. It's also where you list all your products.

Below are a just few of the things you can do from Seller Central.

1. Keep track of your inventory and update your listings from the Inventory tab.
2. Download custom business reports and bookmark templates you use often.
3. Use customer metrics tools to monitor your seller performance.
4. Contact Selling Partner Support and open help tickets using the Case Log.
5. Keep track of your daily sales for all the products you sell on Amazon.

How does the Amazon Seller Central Work?

Amazon's Seller Central Dashboard is one of the key ways to possibly unlocking your selling potential. The interface should be simple to understand, and has several informative data tabs available right on screen by default.
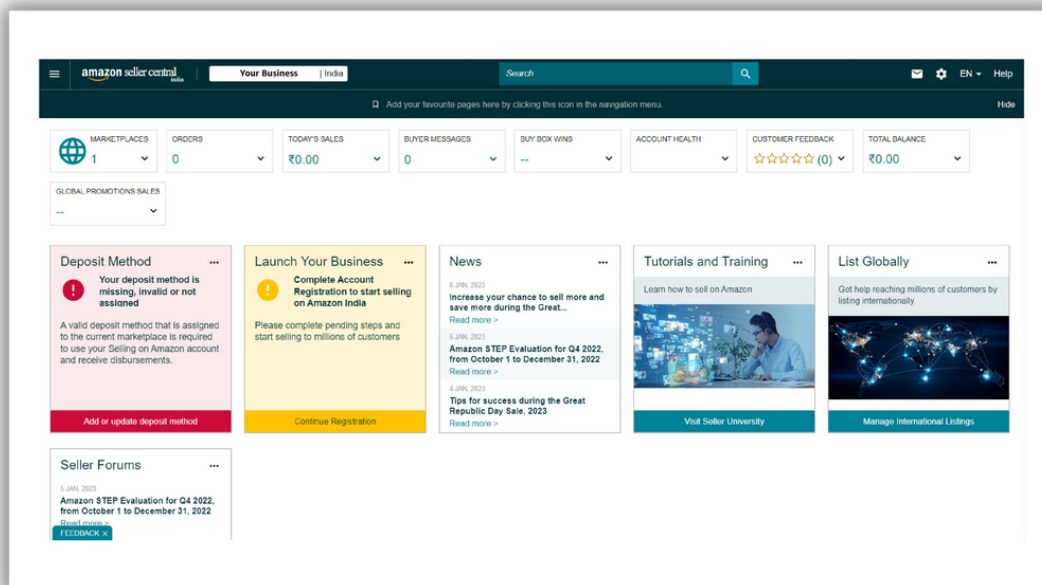
- **Orders** - Track the status of your orders completely using this tab. Every time an order is received, the data will change accordingly on a real time basis.
- **Today's Sales** - This tab displays information generated within 24 hours about the revenue. You can also choose to view sales information from the past for up to 30 days.

- **Buyer Messages** - These are useful in keeping a track of messages from your buyers at all time.
- **Buy Box Wins** - When your product wins the buy box, customers can view your product as the "best deal" available. This option on the Dashboard will show how many of your products have been featured as the best deal to customers.
- **Account Health** - Account health shows how well your business account has been meeting the performance targets. They are ranked as Good, Fair, At Risk and Critical. A poor account health may end up with your account being deactivated. This is done so as to maintain a standard of selling on Amazon.in and to make it an overall great experience for you as well as the buyers.
- **Customer Feedback** - Your overall rating as a seller will be shown here. The better your rating is, the better a customer would be interested in buying products from you.
- **Total Balance** - This tab will show the funds that you can access. It may increase or decrease in case of sales and returns respectively.

Understanding the Seller Central Dashboard

The Seller Central Dashboard is a powerful tool that provides a comprehensive overview of various aspects of your business operations on Amazon. Each section of the dashboard offers valuable insights and functionalities to help you effectively manage your business. Here's a brief overview of the key sections:

- **Catalogue** - This section allows you to add, update, and edit product listings, enabling you to effectively manage your product catalog on Amazon.
- **Inventory** - The Inventory section provides updated information on your inventory and shipping status, allowing you to stay on top of your stock levels and fulfillment processes.
- **Pricing** - In the Pricing section, you can maintain and oversee your overall product pricing, ensuring that your pricing strategy aligns with your business goals.
- **Orders** - This section is dedicated to managing new orders or returns, and taking necessary actions to fulfill customer orders and handle returns efficiently.

- **Advertising** - The Advertising section offers opportunities to potentially reach a wider audience through A+ Content Manager, deals, coupons, and other promotional activities, helping you enhance your product visibility and sales.
- **Growth** - In the Growth section, you can access various services and opportunities provided by Amazon to support your business, including product suggestions, marketplace product guidance, and selling programs.
- **Reports** - The Reports section allows you to generate clear and concise reports to analyze your business condition, providing valuable insights for informed decision-making.
- **Performance** - This section enables you to track your account health and overall growth in terms of customer satisfaction, helping you maintain a high standard of service.
- **Services** - The Services section allows you to explore the Service provider network Appstore and connect with third-party service providers, offering additional support for your business operations.
- **B2B** - This section is dedicated to managing sales from customers on Amazon Business, providing specific tools and features tailored to B2B transactions.

PRODUCT LISTING & OPTIMIZATION

Listing your products on Amazon.in

To start selling your product on Amazon.in, you first need to list it on Amazon.in. Keep one thing in mind: a successful listing equals a successful launch.

you can either find your products if they are already selling on Amazon.in or create a new product page if your products are not yet available on Amazon.in.

To showcase your products on Amazon.in, you need to list them from your Seller Central account in one of these ways:

(For products that are available on Amazon.in)

Search and match product Adding a new offer by matching or scan the product barcode or ISBN using the Seller App.

(For new products as well as existing ASINs)

Upload listings in bulk Upload details in bulk using standard and custom upload templates.

(For new products, not yet listed on Amazon)

Create a new listing by uploading product images and fill in the details.

By providing comprehensive product information such as category, brand, features, specifications, images, and price, you enable customers to make informed purchases. They compare products based on visuals, videos, and specifications to ensure suitability. Accurate and thorough product details increase sales by facilitating confident buying decisions.

Here are some of the details required for a new listing:

- **Title:** The title should be capitalized for every word, limited to 200 characters, and include relevant keywords.
- **Description:** Include relevant keywords in the description to improve the discoverability of your listing.
- **Colored Images:** Use images with dimensions of 500 x 500 pixels or 1,000 x 1,000 pixels to enhance the quality of your listing. Preferred formats are JPEG (.jpg) and TIFF (.tif).
- **Variations:** Include variations such as different colors, scents, or sizes.
- **Featured Offer:** This is the primary offer displayed on the detail page.
- **Other Offers:** Multiple sellers may offer the same product with different prices, shipping options, etc.

Optimizing product listing for better ranking

Amazon product listing optimization is the process of optimizing your listings to increase traffic and conversion. It is also called as amazon SEO. It is one of the most crucial tactics to keep your product on top.

Amazon product listing optimization is key to creating a personalized and memorable experience for online shoppers. Not to mention, there are over 200MM products listed on the Amazon.in marketplace. which can create near-endless competition in the Amazon Marketplace.

Therefore, even if you have a top-notch item to sell, you won't be able to generate sales if customers can't find your product among a sea of competitors. Optimizing these listings ensures that shoppers will be able to easily locate or search for those products!

Optimizing your Amazon product listing also ensures consistency across branding, messaging, reviews, and ratings – while simultaneously increasing visibility on Amazon's search engine results page.

Things that determine your product ranking on search result page

- Product titles
- Product descriptions
- Optimized images
- Product features
- Competitive pricing

Here is the seven steps process to optimize above factors

Step 1: Conduct keyword research

Compile a comprehensive list of keywords by considering customer search behavior on Amazon. Look for patterns in how customers find products like yours. Try the following methods:

1. Type various words and phrases in the Amazon search box and note the drop-down suggestions.
2. Study competitor results and compare product search terms.
3. Explore Amazon's suggested and related item categories for additional ideas.

Include both long-tail and short-tail keywords in your list. Long-tail keywords are specific with low competition, while short-tail keywords are broader with high competition. Both types are important for your SEO strategy. Use the auto-complete feature to find popular long-tail keywords related to your product.

Step 2: Optimize the product title

You only have a moment to catch a shopper's attention. The product title (product name) is one of the primary fields used by Amazon and search engines to measure the relevance of a detail page as part of a customer search. There are a few things you can do to increase the chances of a customer clicking on a title:

- Your product title should match what would be on the physical packaging of your product.
- Don't use non-language ASCII characters such as Æ, ©, or ®.

- Use numerals: "2" instead of "two."

- Keep title approximately 60 characters long and fewer than 80 characters.

- Pay attention to the different title lengths along with preferred title styles for listings in each product category.

- Do not use all caps. Capitalize the first letter of each word except for prepositions (in, on, over, with), conjunctions (and, or, for), or articles (the, a, an).

- Begin a title with the product's brand name in addition to ensuring the brand name field is populated.

- Titles should contain the minimal information needed to identify the item and nothing more.

- Don't use subjective commentary, such as "Hot Item" or "Best Seller".

- Titles can include necessary punctuation, like hyphens (-), forward slashes (/), commas (,), ampersands (&), and periods (.).

- Titles can abbreviate measurements, such as "cm", "oz", "in", and "kg"..

Step 3: Optimize product descriptions

Use detailed information about product features and product usage in high-quality product descriptions to help customers find, evaluate, and purchase products. You can also highlight specific product information not located elsewhere in the listing.

Here are a few more tips for creating high-quality product descriptions:

- Include brand names.
- Include sizes, such as shoe size.
- Include material type, such as canvas for a backpack.
- Mention relevant details such as colors, packaging, and quantity.

In general, keep in mind the best practices for listing quality and check the product listing guidelines for specific policies, rules, and restrictions.

You should also make a careful assessment of your product before specifying its condition. Be sure to review the condition guidelines for unacceptable and prohibited items.

Pro Tip: Use the brand field While the brand is often contained in the title, description, and bullet points, you should also include it in the brand field. If customers filter by brand and your listing is missing the brand designation—even if it is included in the description—the customers may never find your listing.

Use A+ Content

A+ Content (formerly Enhanced Brand Content) enables brands to describe product features in new ways by including a unique brand story, enhanced images, and text placements which may result in higher conversion rates, increased traffic, and increased sales when used effectively.

Step 4: Optimize product key features

Key features (bullet points) also factor into the relevance of a detail page as part of a customer search. Well-written bullet points will naturally contain keywords, but the first priority should be to communicate clearly and help customers make a buying decision. One approach is to start a bullet point with a feature and then state the benefits of that feature.

Clear and concise bullet points are best. Use the following guidelines as you craft your bullet points:

- Include up to five bullet points for each product.
- Keep your bullet points under 1,000 characters in total (for all five bullets, not per bullet). This guideline improves readability. Bullet points are not always indexed by Amazon Search, but always appear in full on product detail pages.
- Reinforce important information from the title and description.

- Highlight the five key features you want customers to consider, such as dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on.

- Maintain a consistent order. If your first bullet point is country of origin, keep that same order for all products.

- Begin each bullet point with a capital letter.

- Write with sentence fragments and do not include ending punctuation.

- Do not include promotional and pricing information.

- Be sure to follow all product detail page rules and policies.

Note: Bullet points help you sell the key features and benefits of your product. Customers rely on them to understand key product features as they highlight important or distinguishing characteristics about a product. Bullet points enhance the customer experience: Testing shows well-crafted bullet points increase sales.

Step 5: Optimize product images

Quality images help customers visually evaluate and compare key features. Multiple images enable them to see the product from different angles and can persuade a customer to choose one search result over another. Effective product images stimulate a customer's imagination and inspire them to make a purchase. Images should show the product in use, show various angles, and highlight different features.

Follow these best practices

- Every detail page requires at least one product image. Six images and one video is ideal.
- Images should be clear, informative, and attractive.
- Images should have a white background and fill at least 85% of the image space.
- Use 500 x 500 or 1000 x 1,000 pixels to increase listing quality.

Follow these guidelines to evaluate whether your image is good or not

- The image matches the product description in size, color, and accuracy.
- The product is recognizable.
- The image is a photo and not a drawing.
- The photo is taken at a flattering angle.
- The product is focused and well-lit.
- Close-up shots are not obscured by highlights or shadows.
- The entire product is depicted in the image.
- Backgrounds are simple and clean so as not to distract from the product.
- Provide as many different images as possible. Many product categories allow for the inclusion of swatch images and alternate images.

Additionally, be sure to follow all site standards and product image requirements. Photos you upload should also meet technical file requirements. If you run into problems, check image issues and image troubleshooting.

Step 6: Optimize product search terms

Search Terms are backend keywords used to create engaging and readable content for a product page while ensuring that Amazon indexes all relevant keywords. These keywords are not visible to shoppers and enhance the discoverability of products when added to the "backend" of product listings.

Follow these tips

- Include only generic words.
- Incorporate synonyms, abbreviations, and alternative names for a product.
- Stay under the 250-byte length limit, avoiding unnecessary characters.
- Enter phrases in a logical order of search.
- Include spelling variations if applicable, but avoid common misspellings.
- Use all lowercase letters and avoid punctuation.

- Separate words with spaces only and avoid repeating words within the Search Terms field.

- Omit stop words such as "a," "an," "and," "by," "for," "of," "the," "with," and so on.

- Use singular or plural, not both

Step 7: optimize product price

The price of products can influence conversion rates and sales growth. To price products competitively, research the competition and make adjustments to develop a compelling price point within your niche.

Follow these best practices

1. Consider shipping costs

Offering free shipping can significantly increase sales. In particular, think about inexpensive items. For example, a ₹100 shipping charge on ₹200 - 300 worth of merchandise is not very enticing and may cause a customer to pass on your offer.

2. Compare prices

The Compare Prices Off Amazon feature, available when you create a Competitive Buy Box rule or a Competitive Lower Price rule, allows you to automatically match the Competitive Price and increase your chance of being featured in the Buy Box.

3. Try A/B testing with price points

You can run A/B tests (also known as split tests) on price points to see whether offering products at different prices can make a difference in sales. Try A/B testing with prices with Manage Your Experiments.

You can also use the automate pricing feature to remain competitive. Automate Pricing allows you to automatically adjust prices on SKUs in your catalog in response to events such as the Featured Offer price, without having to revisit the SKU every time you want to change your price.

DELIVERING YOUR PRODUCTS

Fulfilling your orders includes storing inventory, packaging products, shipping, and delivering orders. Amazon.in has 3 different order fulfilling options:

1. Amazon FBA
2. Easy Ship
3. Self Ship

Fulfillment by Amazon (Amazon FBA)

When you join FBA, you send your products to the Amazon FCs and Amazon takes care of the rest. Once an order is received, Amazon packs and delivers the products to the buyer while also managing customer queries.

Benefits of using Amazon FBA

- Offer unlimited free & fast deliveries
- Store your products Amazon's FCs and they take care of the rest – picking, packing, & shipping
- Customer service & returns managed by Amazon.in
- Eligibility for Prime

Easy Ship

With this shipping method, the packaged product is picked up by Amazon from the seller's location by an Amazon Logistics Delivery Associate and delivered to the buyers' location.

Benefits of using Easy Ship

- Fast and safe delivery of Amazon.in
- Control over your inventory. No storage cost
- Customer service & returns managed by Amazon.in
- Choose your own packaging

Self Ship

With this method, you to store, pack, and deliver your products to the customer on your own by using a third-party carrier or your own delivery associates.

Benefits of using Self Ship:

- Complete control on your business
- Use your own resources for operations
- Only closing & referral fee to be paid to Amazon.in
- Enable Prime badge in your area with Local Shops on Amazon and get discovered

GROWING YOUR AMAZON BUSINESS

To grow your Amazon business, focus on product quality and customer satisfaction. Amazon prioritizes its users and aims to provide the best customer experience. Therefore, prioritizing the best customer experience should be your first goal for success on Amazon. Now, we will discuss a few things that play vital roles in growing your Amazon business.

1. Prioritize Exceptional Customer Service:

Offering excellent customer service is crucial. Respond promptly to queries, address concerns, and ensure a positive buying experience. Satisfied customers are more likely to leave positive reviews and become repeat buyers.

2. Monitor Account Health Regularly:

Keep a close eye on your Amazon seller account metrics. Regularly check your account health to identify and address any issues promptly. Maintaining a healthy account enhances your visibility and credibility on the platform.

3. Opt for Fulfillment by Amazon (FBA):

Enrolling in FBA provides several benefits, including fast and reliable shipping, hassle-free returns, and access to Amazon Prime customers. This can significantly improve your business operations and contribute to an enhanced customer experience.

4. Utilize Advertising Tools:

Leverage Amazon's advertising tools to boost your brand's visibility. Sponsored Products, Sponsored Brands, and Display Ads can help increase your product's exposure, leading to higher sales and brand recognition.

5. Diversify Product Categories:

Explore opportunities to expand into additional product categories. Diversifying your offerings can help you tap into different customer segments and maximize your overall profits.

6. Capitalizing on Sale Events:

Participate actively in Amazon's sale events. Offer attractive discounts, bundle deals, or exclusive promotions to entice customers. Capitalizing on these events can lead to a significant spike in sales and heightened brand visibility.

7. Automate Pricing Strategies:

Use Amazon's Automate Pricing tool to set competitive prices. This not only helps you stay competitive in the market but also increases your chances of winning the Offer Display, attracting more potential buyers.

8. Listen to Customer Feedback:

Regularly review and take into account customer feedback. Understand their needs, address concerns, and continuously improve your products and services. Positive feedback builds trust, while constructive criticism provides valuable insights for refinement.

9. Enroll in Amazon IXD Program

When you enroll in this program, you only need to shift your inventory to Amazon receive centers (IXD warehouses) once, and then Amazon will manage the inventory in warehouses according to product demand. This enables you to achieve faster product deliveries.

EXPANDING YOUR AMAZON BUSINESS

Once you have established a solid foundation on Amazon and begun experiencing growth, it's time to expand your business to reach new customers and markets. Amazon enhances the visibility of sellers who can ensure swift product delivery to its users. According to the Amazon Go Local program, if you store your products in a particular warehouse, your visibility will be restricted to specific areas.

Example 1: If you maintain your inventory in the Bangalore warehouse, your visibility will be limited to Karnataka, ensuring faster deliveries within the state.

Example 2: If your inventory is stored in the Chennai warehouse, your product visibility will be confined to the following regions:

- Kerala
- Tamil Nadu
- Andaman & Nicobar
- Pondicherry
- Lakshadweep

This is what Amazon calls clustering. Amazon has categorized all states and union territories into eight major clusters: BLR, HRA, BOM, HYD, KOL, CHN, AMD, and LKO.

Each cluster contains several states and union territories, limiting the visibility of your products.

Amazon encourages sellers to maintain their inventory in specific warehouses to enhance visibility within the corresponding clusters.

If your audience is predominantly located in Maharashtra or Madhya Pradesh, then you need to place your inventory in the 'BOM' warehouse in Mumbai to increase visibility in Maharashtra and Madhya Pradesh. Similarly, if your audience is more concentrated in Andhra Pradesh and Telangana, then you should position your inventory in the 'HYD' warehouse in Hyderabad.

Here is the detailed list of Amazon clusters

Cluster 1 (BLR)

- Karnataka

Cluster 2 (HYD)

- Andhra Pradesh
- Telangana

Cluster 3(HRA)

- Delhi
- Haryana
- Punjab
- Chandigarh
- Himachal Pradesh
- Jammu and Kashmir
- Uttarakhand

Cluster 4 (BOM)

- Maharashtra
- Madhya Pradesh
- Dadar and Nagar Haveli
- Diu and Daman
- Goa

Cluster 5 (CHN)

- Kerala
- Tamil Nadu
- Andaman & Nicobar
- Pondicherry
- Lakshadweep

Cluster 6 (AMD)

- Gujarat
- Rajasthan

Cluster 7 (KOL)

- West Bengal
- Arunachal Pradesh
- Assam
- Chhattisgarh
- Jharkhand
- Manipur
- Meghalaya
- Mizoram
- Nagaland
- Odisha
- Sikkim
- Tripura

Cluster 8 (LKO)

- Bihar
- Uttar Pradesh - Zone A
- Uttar Pradesh - Zone B

Uttar Pradesh-Zone A: All administrative divisions in the state of Uttar Pradesh that are not part of Uttar Pradesh-Zone B.

Uttar Pradesh-Zone B: The following administrative divisions will be considered as part of Uttar Pradesh-Zone B - Ayodhya, Azamgarh, Basti, Devipatan, Gorakhpur, Mirzapur, Prayagraj and Varanasi.

To optimize your inventory placement, position it closer to your customer base, as indicated by the above clusters. This strategy enables faster product delivery to your customers, enhancing visibility in areas where there is a demand for your products.

To gain access to Amazon warehouses (FCs), you need to get GST registered in the particular state. For example, to store your product in an HRA warehouse, you first have to get GST registered in Haryana state and add Amazon FCs as additional places of business in your GST registration.

To get GST registered in any state, you must have a business address there; this is a mandatory requirement for GST registration in any state and may not be feasible for every seller on Amazon. For this, you can use VPOB and APOB services.

VPOB and APOB services provide you with a business address in any state you desire, enabling you to get GST registered and access Amazon FCs.

You can avail of these services from Amazon's third-party service providers. These providers are authorized by Amazon and assist you in getting GST registered and gaining access to FCs seamlessly.

TheGSTCo is one such provider that can help you gain access to FCs and get GST registered in multiple states with their expert VPOB and APOB solutions.

TheGSTCo is an Amazon-authorized provider that has served more than 10,000 ecommerce sellers, assisting them in expanding their businesses.

Here's why you should consider TheGSTCo:

- **100% GST Approval Rate:** As explained earlier, you need to be GST registered first to store your products in FCs of a particular state, and TheGSTCo ensures a 100% approval rate for GST registration.
- **Lowest Fee:** TheGSTCo has one goal in mind – delivering excellent service at a lower cost, enabling every seller to grow in ecommerce.
- **Full Refund Option:** In rare cases, if TheGSTCo can't obtain GST for you, you get a full refund of the amount you paid.
- **All-in-One Service:** Get a business address, GST registration, and access to Amazon FCs, all in one place.
- **Team of Expert and Experienced Professionals:** TheGSTCo is backed by hundreds of CAs and ecommerce experts who excel in their job, ensuring you receive faster and quality service.

Final Thoughts

In this comprehensive guide, we have covered everything that a new Amazon seller needs to know in order to thrive on the platform. From the initial steps of registering on Amazon and understanding the Amazon fees, to exploring the benefits of selling on Amazon, navigating Seller Central, and optimizing product listings, we've addressed the foundational elements crucial for success.

Additionally, we have discussed best practices for growing on Amazon, the significance of faster delivery, different shipping methods, and expanding your business's reach to new customers and markets with VPOB and APOB solutions. Furthermore, we have provided a reference to TheGSTCo for expanding your business to new markets, and emphasized why considering TheGSTCo for VPOB and APOB needs is beneficial.

This guide aims to empower aspiring Amazon sellers with the necessary tools and knowledge to navigate the dynamic e-commerce landscape and build a successful business on Amazon.

Click [here](#) to avail VPOB and APOB service from TheGSTCo and take your Amazon business to the next level.