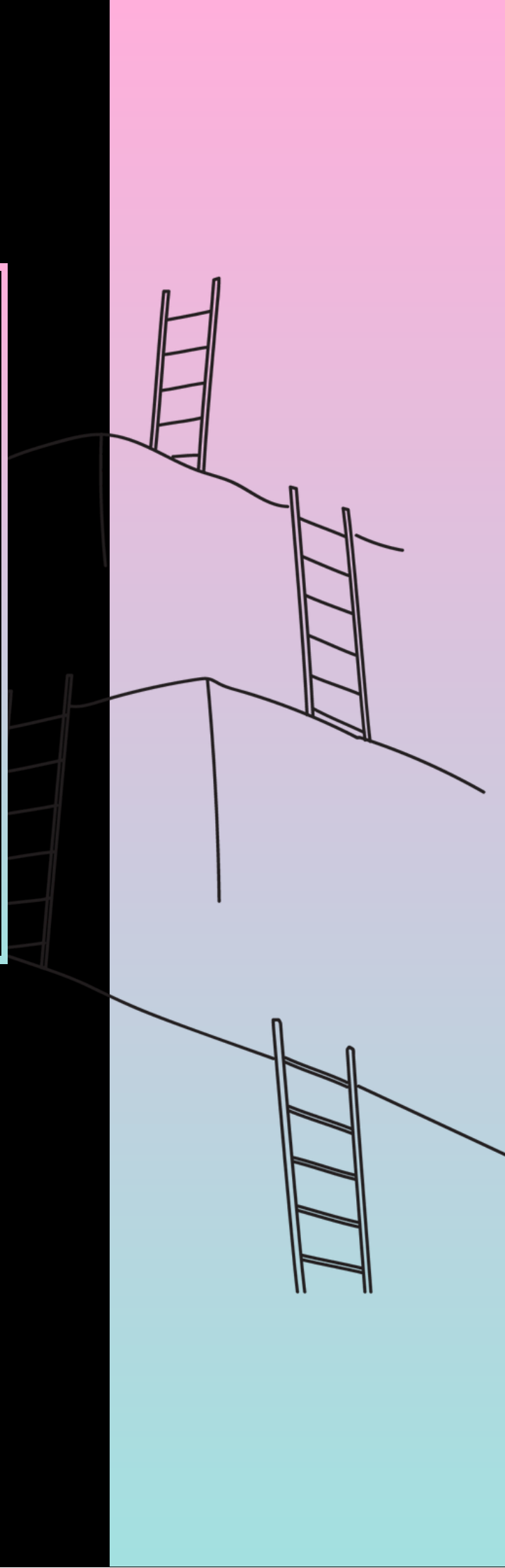


# AMAZON OR NOT?

A CONCISE  
INTRODUCTION TO  
THE GOOD AND  
THE BAD OF THE  
WORLD'S LARGEST  
MARKETPLACE



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# INTRODUCTION

In the rapidly evolving world of e-commerce, Amazon is the global giant, dominating the online marketplace and disrupting traditional retail.

Amazon was founded in the United States in 1995, was originally an online book store, but has since established itself as the world's largest online marketplace, serving customers across the globe.

With localised marketplaces in multiple European countries including the UK, Germany, France, the Netherlands, Spain, Italy, Turkey and Sweden, Amazon provides an extensive reach for businesses looking to expand their customer base

Amazon has a huge impact on global trade and its size and market share has long been a cause for concern among some legislators - particularly within the EU.

No matter how we feel about Amazon, as an e-commerce business, it is crucial to evaluate the potential benefits and challenges of selling on Amazon before deciding whether Amazon is the right place for you to sell your products.

This guide aims to provide valuable insights and guidance to help you make an informed choice regarding your Amazon strategy.

This guide was revised in October 2023.

# WHO CAN SELL ON AMAZON?

Amazon offers two standard account types: Individual and Professional.

**GET THE FULL  
GUIDE**

The Individual plan is for smaller-scale sellers with fewer than 40 monthly sales. There is no monthly fee but Amazon charges a flat transaction fee on each sale. Not all categories and features are available.

**CLICK ON**

The Professional plan caters to businesses with higher sales volume. The plan is subject to a flat monthly fee but is exempt from fees on individual sales. All categories and features are available. It also offers integrations options, multiple user accounts and customisable shipping costs.

**“GET YOUR COPY”**

**COMPARE OPTIONS  
& SUBSCRIBE  
BEFORE CHOOSING  
A SELLING PLAN**

Carefully evaluate the size and goals of your business to determine the most suitable plan. The Individual plan is cost-effective for low-volume sellers, while the Professional plan offers additional benefits, including API integrations and customizable shipping costs.