

# Section 1 Checklist

## Understanding Amazon

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# Section 1. Understanding Amazon

## Now you have completed **Section 1** you should have a clear understanding of the following:

- What is Amazon and the key components of its business
- How Amazon supports businesses operating internationally through the EFN and Pan-European FBA services
- The difference between a 1st party and 3rd party sellers on Amazon and the pros and cons of each
- The different fulfilment methods: Fulfilled by Amazon and Fulfilled by Merchant (FBA and FBM) and their characteristics to make an informed decision on which fulfilment method is best for your business

The fees involved in different stages of the process, which you will need to take into consideration when calculation your costs

- Selling plan fees
- Category referral fees
- The fulfilment fees
- VAT costs
- Importation fees
- Inventory and storage fees
- Other service fees

Tax consideration in the countries you are operating in (Ireland, UK)

How you should conduct market research in Amazon by investigating search terms, competitors and estimating sales and click-through

How you can use third-party tools to give you additional insights into the markets

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