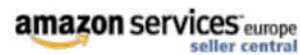




How to sell on  
**amazon**  
in 6 easy  
steps

# Step ONE



Sign in to your account

E-Mail address:

Password:

**Sign in**

[Forgot your password?](#) | [Help](#)

## The bottom line is **better sales**

Your products sold on Amazon.co.uk can be eligible for

- FREE Super Saver Delivery
- Amazon Prime
- World-class customer service



Fulfilment by Amazon

[▶ Learn more](#)

Advertisement

## Sign up or Log in.

If you haven't already sign up for an Amazon Sellers account click here. <http://sellercentral.amazon.co.uk>

## Step TWO



The screenshot shows the Amazon Seller Central interface for the European region. The top navigation bar includes the Amazon logo, 'amazon services europe seller central', and the URL 'www.amazon.co.uk'. Below the navigation bar are five tabs: 'INVENTORY', 'ORDERS', 'REPORTS', 'PERFORMANCE', and 'SETTINGS'. The 'INVENTORY' tab is selected, and its dropdown menu is open, showing options: 'Manage Inventory', 'Manage FBA Inventory', 'Add a Product' (highlighted), and 'Manage FBA Shipments'. To the right of the menu, there is a 'Headlines' section with a reminder about fee changes on 4th April 2013. Below the menu, there is a table with columns for 'In last 7 days:', 'Pending:', 'Unshipped:', and 'Return requests:'. The table shows values of 0, 1, 0, and 0 respectively.

amazon services europe seller central www.amazon.co.uk

INVENTORY ORDERS REPORTS PERFORMANCE SETTINGS

Manage Inventory  
Manage FBA Inventory  
Add a Product  
Manage FBA Shipments

In last 7 days: 0  
Pending: 1  
Unshipped: 0  
Return requests: 0

### Headlines

**Reminder: Changes to the fees schedule on 4**  
5 Mar 2013  
As of 4th April 2013, we will be changing the fees for Marketplaces. For details of which fees were lowered, fees will be increased on 4th April 2013, [click here](#).

### Previous Headlines

### Adding you product

Sign into your Seller Central account.

Next click on the inventory tab, select Add a Product from the pull down menu.

## Step THREE



The screenshot shows the Amazon Seller Central interface for the UK region. At the top, there is a navigation bar with the Amazon logo, 'amazon services europe seller central', and the URL 'www.amazon.co.uk'. Below this are five menu items: INVENTORY, ORDERS, REPORTS, PERFORMANCE, and SETTINGS. The main heading is 'Add A Product'. Below the heading is a paragraph of text: 'The product you are adding may already exist on Amazon. Search our catalogue for the product you want to sell and save yourself some time. [Learn more](#)'. Below this is a search box with the placeholder text 'Enter your product name, UPC, EAN, ISBN or ASIN' and a yellow 'Search' button. Below the search box is a section titled 'If it is not in Amazon's catalog:' with a yellow 'Create a new product' button.

amazon services europe  
seller central

www.amazon.co.uk

INVENTORY ORDERS REPORTS PERFORMANCE SETTINGS

### Add A Product

The product you are adding may already exist on Amazon. Search our catalogue for the product you want to sell and save yourself some time. [Learn more](#)

**Find it on Amazon**

Enter your product name, UPC, EAN, ISBN or ASIN **Search**

If it is not in Amazon's catalog: **Create a new product**

**Create a new product.**

This is the important bit. You need to now click on the **Create a new product button**. This is as your product is not in the Amazon catalogue.

## Step FOUR



amazon.co.uk

CLASSIFY

**Create a new product: Classify**  
To start creating a detail page, first classify your product. [Learn more](#)

**Find it on Amazon**  
The product you are adding may already exist on Amazon: [Find it on Amazon](#)

**Browse for your product's category**  
All Product Categories > Console & Video Games

- Building Materials
- Console & Video Games**
- Consumer Electronics (16)
- Educational Supplies
- Health Personal Care (1)
- Home Furniture & Décor (1)
- Home Lighting & Lamps
- Kitchen
- Light Bulbs
- Lighting Accessories
- Major Home Appliances (9)
- Media (3)
- Musical Instruments (6)
- Office Products

**Console & Video Games**  
[Select](#)

### Product Category

Now choose which category your products fall under from the list and continue.

## Step FIVE

**Listing Assistant**

The more information you supply, the easier it is for buyers to make educated decisions.

\* fields are required

Don't have all the required information?  
[Show alternatives...](#)

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Console & Video Games <span>Next</span>					
The ability to create product detail pages is currently available in Beta to a limited number of sellers on the Individual selling plan. <a href="#">Learn More.</a>					
* <b>Item Name (aka Title):</b> (Max. 250 characters)	<input type="text"/> Example: Gears Of War, Halo 3 Limited Edition, The Legend of Zelda: Twilight Princess				
* <b>Manufacturer:</b>	<input type="text"/> Example: Sony, Kitchen Aid, Microsoft				
* <b>BBFC Rating:</b>	-- Select --				
* <b>Hardware Platform:</b> (Specifies which computer hardware platform is compatible with software related products.)	-- Select --				
<b>Brand Name:</b> (Max. 50 characters)	<input type="text"/> Example: Sonny Brook Hams				
<b>Manufacturer Part Number:</b> (For most products, this will be identical to the model number; however, some manufacturers distinguish part number from model number.)	<input type="text"/> Example: LE				
* <b>EAN or UPC:</b>	<input type="text"/> Don't have a EAN or UPC? <a href="#">Show alternatives...</a>				
<b>EU Toys Safety Directive Age-specific warning:</b> (Age-specific warning in accordance with the EU Toys Safety Directive 2009/48/EC)	-- Select --				
<b>EU Toys Safety Directive Non-Age-specific warning:</b> (Non-Age-specific warning in accordance with the EU Toys Safety Directive 2009/48/EC)	-- Select --				

### Adding your product details and barcode

Now you need to fill out all the details describing your product. You **MUST** fill in all sections which have a \* including the section for a EAN or UPC barcode. If you do not yet have a barcode please [click here](#)

## Step SIX

**Continue filling in the self-explanatory info until complete.  
Repeat the process for each product.**



Continue filling in the information until you complete the process. Please remember to make a note of which barcode you have assigned to each product to avoid duplication. Keep this information safe.