

How to Register and Set up a New Selling Account on Amazon.ae

Confidential

August 2020

Benefits of Selling on Amazon



Reach out to millions of customers easily without creating a website.



Leverage our brand awareness and the trust of our customers.



Cancel any time, no commitment.



Use our fulfilment network.



Maximize your potential with Amazon free analysis tools.



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Introduction on how to create a seller account



Requirements for registering a seller account

Individual Account	Business Account	Legal Representative of a Business Account
National/Resident ID of the owner (Must Be Valid).	National/Resident ID of the owner (Must Be Valid).	National/Resident ID of the Legal Representative (Must Be Valid).
Bank/ Credit Card Statement or a Utility Bill to confirm the Address of the owner in PDF format.	Business Trade License which must contains the name of the owner in PDF form.	Business Trade License and Power of Attorney Both Attached in the same file in PDF form.
Business Email Address or Amazon Customer Account.	Business Email Address or Amazon Customer Account.	Business Email Address or Amazon Customer Account.
Active Phone Number (where we can reach you directly).	Active Phone Number (where we can reach you directly).	Active Phone Number (where we can reach you directly).

Introduction on how to create a seller account

To begin the process of creating a seller account on Amazon you need to:

- Go to the following website: <u>services.amazon.ae</u>
- Click on [Start Selling]

*The Services website can give you access to lots of information that will help you to have better understanding of Amazon. Here are some of the information that you can find:

Benefits: this page gives you a general overview of how selling on Amazon can benefit you.

<u>How it work</u>: this page will offer you some information on how selling on Amazon works and what are the processes you will go through when selling on Amazon.

<u>Pricing</u>: In here you will be able to find a general information about what are the fees that Amazon will charge you when you start selling.

<u>Eligible Categories</u>: Here you can find some about what are the open categories and which categories requires approval.

<u>Deals</u>: Here you can find information about our upcoming events and what type of deals you can submit for them.

FAQ: here you will have access to the question frequently asked by the sellers about different topics.



Getting started is simple!

When you're creating a new seller account on Amazon, you need to add the following information:

- 1. Enter your name on the website.
- 2. Enter the email address that you want to use to register or if you have a customer account you can use it to create a seller account.
- 3. Enter a Password (note the Password must at least be 6 characters).
- 4. Re-enter your Password for confirmation purposes.

Finally click on "Create your Amazon account" to complete your login information and move to the next step.

Create account

Your na	ame	
Email		
Passw	brd	
At leas	st 6 characters	
i Pass	words must be at least 6 characters.	
Re-ent	er password	
Re-ente	er password	
Re-ente	er password Create your Amazon account	
Re-ento By creat	Create your Amazon account ing an account, you agree to Amazon's Cond nd Privacy Notice.	ition



Tell Us About Your Business



Account Type

Choose your account type as follows:

- Individual seller account (if you are registering as an individual and you do not own/ represent a company).
- Business seller account (if you are registering as a business and have a business/trade license).
 If you create a business seller account, you must enter your business name as registered on the business/trade license.

Read the <u>Amazon Services Business Solutions Agreement</u> then

Click on "Agree and Continue" to accept it.

Set up your Amazon selling account Have the following available: Business / Contact Mobile or Telephone Address number What is the type of business you have? Why do I need to provide my Business Type? > Select an entity type Select an entity type None. I am an individual Business Business name and entity type as registered By clicking on agree and continue you agree and accept the following policies, agreements and notices Amazon Services Business Solutions Agreement

Agree and Continue

Business Information

Enter all required information about the business

- Country, city, area and address line.
- Store name (It refers to the Display name that will appear on the website and will be seen by the customers).
- Phone number When entering the phone number, make sure to choose the country of your cellular company, and based on the verification option of your choice you will either receive a phone call or an SMS to verify your phone number.

Then click "Save and Continue".

amazon seller central						
	1	2	3	3)	4)	(5)
	Business Information	Pickup Address	Payment Ir	nformation	Product Information	Set up your store
		Busi	ness Informatio	on for		
	Regis	tered Business Address				
	Unite	ed Arab Emirates	\$			
	Selec	ct City		Select Area		
	Addr	ess Line 1		Address Line 2		
	Choos	e your unique business dis	play name			
	Enter	r a name for your store				
	Select	an option to receive a PIN to v	verify your phone n	umber		
	0 0	all 💿 SMS				
		+971 50 123 4567				
	E.g. +1	206 266 1000				
	SMS V	erification Language				
	Engl	ish	\$		Text me r	ow
			Save & C	Continue		
				Vontinuo		

Pick Up Address

Double check the pickup address and then click "Save and Continue".



Payment Information

amazon seller central

Please add your credit card information (The credit card will be required as a charging method that will be used to charge you for any services you ask for) and click "Save" and then "Save and Continue".

Or

You can skip this step by clicking "Skip for now" if you don't have this information available and you can add it later.

*Note that Debit cards are not acceptable on Amazon.

Business Information	Pickup Address	Payment Information	Product Information	Set up your store	
Charge method	Card Number Cardholder's Name Billing Address Amazon ST, Abu Dhabi Ex View all saved addresses	Set up your payment methods Expires on: 1 hibition Centre (ADNEC), Abu Dhabi, AE	;	Skip for now	 Why do I need to provide a charge method? When you complete registration, we will either start charging th monthly fee (if applicable) or validate your credit card with a on time charge of AED 0 01. Can I provide a different credit card after I open my account? You can provide a new credit card at any time via the Account I under Settings tab of your account.

Save And Continue

Product information



In order for us to make our communication more customized to your business please provide additional information.

In this step we're asking you whether your products contains a barcode or not.

- 1. If Yes or Some of them: you need to choose how would you like to list your products.
- 2. If No: you need to tell us if you brand your products and then choose how would you like to list your products.

*Kindly note that you can skip this page by clicking on "Skip for now".

No Some of them

Do you brand the products you wish to sell? What does this mean?) Yes No

Some of them

How would you like to list your products?

- Use your own product inventory file
- Create an inventory file using Amazon's template

C List products one by one (if you only have a few products to list)

Set up your store

In this step we're asking you about the type of products that you want to sell, you can choose your categories from this page.

*Kindly note that choosing a category in here will not stop you from adding other categories in the future.



Identity Verification

It's no secret: At Amazon, we obsess over customers. And our customers want a trusted destination where they can purchase a wide variety of goods—which is what makes sellers like you so important. We're always looking for ways to add value for our customers and be Earth's most customer-centric company. As an Amazon seller, you take part in offering those customers better selection, better prices, and a top-notch customer experience.



Identity Verification Information

In this step we want you to verify the type of account that you want to create, which will decide what type of information and documents we will ask you to provide.

Select the country where your business is located and choose one of the two options available to verify the identity of the owner of the account.

 Make sure to choose the correct option as this can't be changed once submitted.

Identity Verification

Before we activate your seller account, please help us verify your identity.

Help

\$

Select country in which your business is located matching the verification documents to be submitted in next steps

United Arab Emirates

) I am an individual Seller. I am the sole owner and point of contact for this account.

I am a company Seller. I manage this account on behalf of a company and I have a business license.

Next

Identity Verification Information for Individual sellers

If you select "I am the sole owner or the contact of this account", then you need to enter the following information:

- 1. National or Residence ID number that matches the number on the ID.
- 2. Expiration date (ID must be valid).
- 3. Country of Issue.
- 4. First, Middle (optional), and Last name (as written in the ID).
- 5. Date of Birth (Must be 18 or older).
- 6. Confirm your Residential address.
- 7. After confirming all the information, click "Submit".

*Note those information are only required for verification purposes.

Identity Verification

I am the sole owner or point of contact for this account

Help

National or Residence ID	- #	
xpiration date	Country	of issue
01 \$ Feb \$ 2021	¢ United	Arab Emirates
irst name 🕜	Middle Name 🕗	Last name 🕜
First name	Middle name (optional)	Last name
esidential Address		
esidential Address AMZst, ADCO Compound 	l, Abu Dhabi, AE	
 esidential Address AMZst, ADCO Compound View all saved addresses 	l, Abu Dhabi, AE	
 esidential Address AMZst, ADCO Compound View all saved addresses Add another address 	l, Abu Dhabi, AE	

Identity Verification Documents for Individual sellers

For individual accounts, attach the following:

- A copy of the National ID or Resident ID, that matches the information that you added in the previous step, Makes sure to add the front side in the front side field and the back side in the back side field.
- A recent bank statement/credit card statement to verify your address, you can hide any confidential information such as transactions, as we need these information to verify the address of the owner of the account.
- or you can upload a recent (maximum 90 days)
 Utility bill (e.g. water, electricity).

Identity Verification Help I am the sole owner or point of contact for this account Upload Document Edit information Name Maisara Darwish . Point of contact Date of birth 01 Feb 1985 Identity Data National or Residence ID# : 78448224853 Expiration date : 01 Feb 2021 Country of issue : AE Identity document Upload front side Upload back side Upload the back side even if it's blank Residential Address AMZst, Abu Dhabi, AE Additional document Choose a document type matching above name from the drop-down list Bank account statement ÷ Upload Additional document Submit

Click on "Submit".

Identity Verification Information for business sellers

If you select "I manage this account on behalf of a company or business", enter the following information and make sure the information matches the card and the company documents you will attach and then submit.

- 1. National or Residence ID number that matches the number on the ID.
- 2. Expiration date (ID must be valid).
- 3. Country of Issue.
- 4. First, Middle (optional), and Last name (as written in the ID).
- 5. Date of Birth (Must be 18 or older).
- 6. Business name as written on the business trade license.
- 7. Business License number as written on the business trade license.
- 8. Confirm your business address.
- 9. After confirming all the information, click "Submit".

A **Director or a Representative** refers to the owner of the company or one of the one of the managers whose name is mentioned on the business trade license.

A **Legal Representative** refers to someone with a legal authorization from the company to use the Business Trade License for the purpose of selling on Amazon.

Click on "Submit".

Help

I am managing this account on behalf of a company or business that has a valid business license

🔿 Legal representative 📀	Directo	or or representative 📀
Identity information 🕜		
National or Residence ID	- #	
Expiration date Day + Month + Year +	Country	country \$
First name 🕜	Middle Name 📀	Last name 🕜
First name	Middle name (optional)	Last name
Date of birth Day + Month + Year +		

Registered business Name(Must match business registration document)

Business name as it appears on business registration document

Business license number 🕜

Residential Address

Amazon ST, Abu Dhabi Exhibition Centre (ADNEC), Abu Dhabi, AE

View all saved addresses

Add another address

Submit

Identity Verification

Identity Verification Documents for Business Sellers

For Business accounts, you need to attach the following Documents:

- A copy of the National/Resident ID of the company's owner or the Legal representative.
- A clear copy of the business trade license in PDF form.
- If you are a legal representative of the company, attach the **business trade license** and Power of Attorney **POA** (a copy of the authorization certificate from the company) both in **one file in PDF form**.
- Click on "Submit".

	,
	Hat
I am managing this account on behalf	f of a company or business that has a valid business license
pload Document	Edit information
Name	Maisara Darwish , Director or representative
Date of birth	01 Feb 1995
Identity Data	National or Residence ID# : 78448224853 Expiration date : 01 Jan 2021 Country of issue : AE
Identity document	Upload front side
	Upload back side
	Upload the back side even if it's blank
Residential Address	Amazon ST, Abu Dhabi, AE
Business name	webinartest
Business license number	12345678
Business document	Upload Business license
	Submit

Identity Verification

Top Do's & Don'ts

Do's

- 1. ID and either of bank/credit card statements, utility bill or business license are mandatory depending on type of account. Please ensure you submit both documents.
- 2. Documents submitted should be issued by country your business is located in, as mentioned <u>here</u>.
- 3. ID should have both sides.
- 4. ID and Bank or credit card statement should be valid.
- 5. ID should have name, date of birth, ID no, expiry date and signature.
- 6. ID and bank statement should be clear.
- 7. ID should be government issued photo ID.
- 8. We accept bank or credit card statement that are not older than 180 days.
- 9. Bank or credit card statement should have complete info.
- 10. Bank statement or credit card statement should have bank name, logo, address and account holder's name.
- 11. Bank statement or credit card statement and Business Trade License must be in PDF form.

Don'ts

- 1. Bank or credit card statement should not be password protected.
- 2. Do not send photo of credit, account or debit card via email.
- 3. Do not upload a photo of credit, debit or bank account card.
- 4. Telephone & Internet bills are not accepted. Please submit only electricity or water bills.
- 5. Date of birth or expiry on id should match what has been submitted.
- 6. ID and Bank statement should not be screen shot.
- 7. ID and Bank statement should not be illegible.
- 8. ID and Bank statement should not be tampered.

*You can click on <u>Help</u> for additional information about the Seller Identity Verification.

Account Activation

Once you have added all the required information and uploaded all the needed documents, Amazon's Seller Identity Verification team will review all of the information and documents and this process usually takes between 2-3 business days.

*You will receive an email within 3 business days, that will tell you about the status of your application. Please make sure to check your inbox within the mentioned period.

*In case of rejection check the email you have received then login to your account through Seller Central, and make sure to fix the mentioned rejection reasons.

*For any inquiries or additional information, make sure to contact the seller support through the "<u>Get Support</u>" option at the bottom of the screen.

Congratulations on completing your seller account.



Introduction to Seller Central and Getting Started



Seller Central (online & mobile)

Once you complete the registration as an Amazon Seller and verify your identity, you'll have access to your own Seller Central account.

<u>Seller Central</u> is the portal for everything related to selling on Amazon. This is the main Dashboard for your account, in which you can find all the tools and widgets to help you to manage your account. Here you will be able to create listings, manage orders, corresponds with buyers, get information about your performance as a seller, and more.





Amazon Seller Mobile App

Total

Managing your Seller account anywhere, anytime Available on Google Play and Apple Store







Top Things to Check After Your Seller Account is Activated

- 1- Seller Account Information: here you can update your:
- Vacation settings.
- Bank account information.
- Business information shipping and returns information.
- Tax information and other seller profile features.
- 2- Login Settings: Here you can update or change your Login credentials.
- 3- Your Info & Policies: Here you can customize pages about your business.
- 4- Fulfillment by Amazon Settings: Here you can edit the Inbound settings and the Products support settings.

Account Info

Account info is an option that will help you to update the following information:

- 1. Payment Information: In here you can update your Deposit Methods (Bank Statement), Charge Methods (Credit Card), Charge Methods for Advertising (Alternate Credit card for advertising services).
- 2. Business Information: In here you can update any information related to your business like: Business Address, Display Name (Store Name), etc...,.
- 3. Shipping Settings: here you can update your Shipping settings, Easy Shipping settings.

Payment Information	
Deposit Methods	Charge Methods
Charge Methods for Advertising	
Business Information	
Legal Entity	Business Address
Language for feed processing report	Merchant Token
Display Name	
Shipping and Returns Information	
Shipping Settings	Easy Ship Settings



Account Info

- 1. Tax Information: You can update your VAT information from this option (VAT is only mandatory if your yearly revenues have reached 375k AED). If you are a non-UAE resident supplying goods in the UAE through Amazon's FBA channel, then you will be required to register for VAT irrespective of the level of turnover from such sales, All international FBA sellers selling goods from the UAE shall be subject to a NIL VAT registration threshold. VAT registration will be effective from the date on which you started making sales in the UAE.
- 2. If you are unable to fulfill orders for any reason (for example, family emergency, inclement weather, going on holiday or vacation, and so on), you can change your Listings Status to Inactive. This will remove all of your listings from Amazon product detail pages and search results within one hour. If you have any Fulfillment by Amazon listings, they will remain active on Amazon.

* You can still create and edit listings while your listings are Inactive. Additions and changes will be reflected on Amazon when you change your Listings Status back to Active.

* When you are ready to sell again, change your Listings Status back to Active, and your listings will reappear within one hour.

Tax Information	
Tax Registration Numbers	RFC ID

Listings Status	Going on a vacation?
Current Status of Listings:	Inactive (Listings not available for sale on Amazon)



amazon seller central

Login Settings:

Login Settings: if you wish to change your login credentials like the email or password, you can go to settings- Login settings and update the information from there.

*Note if you forgot your password, you can click on the forgot your password option, and then in the password assistance page you can enter the email address or mobile number associated with your account and you will receive a code that you can enter to reset the password.

Login & security



Your Info & Policies

Use these pages to add custom content about your business and policies to the Amazon website.

Fulfillment by Amazon Settings

Here you can edit the Inbound settings and the Products support settings.

Your Information & Policies

Use these pages to add custom content about your business and policies to the Amazon website.

To get started, simply select the page you want to review from the list below. Learn more

About Seller Seller Logo Shipping Privacy Notice Frequently Asked Questions Custom Help Pages

Fulfilment by Amazon Settings





Support & Help



Start selling today

services.amazon.ae

amazonservices