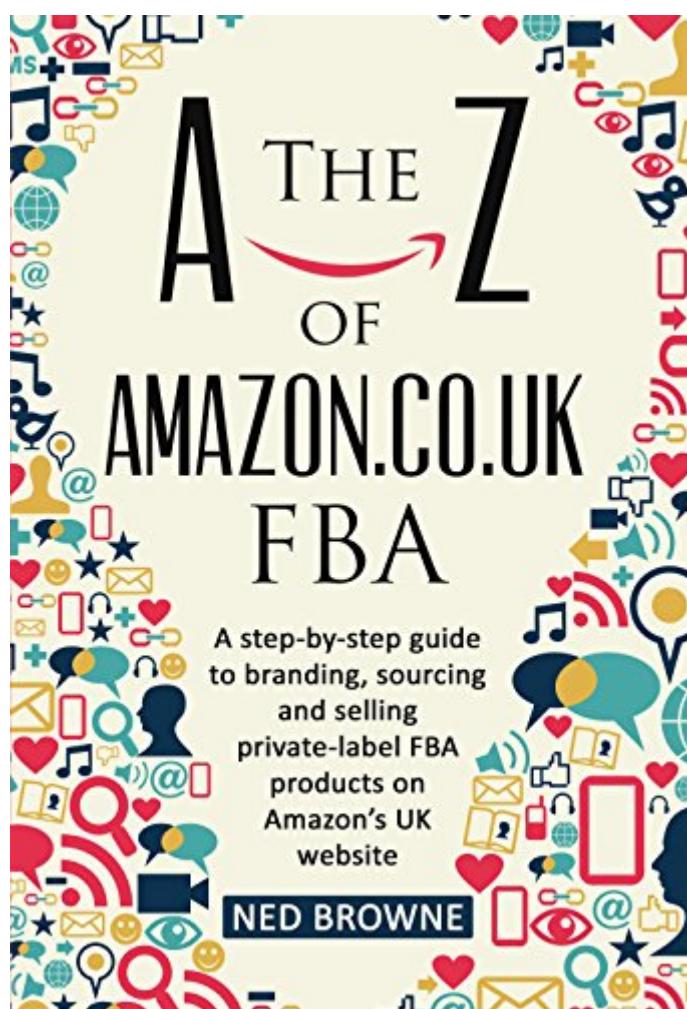


The book was found

# The A-Z Of .co.uk FBA: A Step-by-step Guide To Branding, Sourcing And Selling Private-label FBA Products On 's UK Website



## Synopsis

Fulfilled By (FBA) is potentially the biggest retail revolutions since the emergence of ecommerce. Put simply, FBA allows sellers to outsource their product storage and distribution to .FBA is giving rise to a new, post-eBay, entrepreneur: people who want to spend their time re-selling, designing, branding and marketing products. With FBA, you don't have to worry about being hacked or setting up payment systems. There's no more traipsing to the Post Office or worrying about being away when an order needs to be fulfilled. This gives you freedom too – you can run your FBA operation from anywhere in the world. All you need is access to the Internet. There are numerous books available on this subject, but this is the first to focus solely on .co.uk – that means UK case studies, pounds not dollars and UK/EU laws/rules. If you're a seasoned FBAer, this book is probably not for you – although you will learn a few new things. However, if you're thinking of entering this market or have less than a couple of years' experience this guide should prove invaluable. This book covers the following topics:

- Finding products that will sell.
- Creating your own brand – branded products sell for a premium.
- Importing goods from outside the EU.
- Sourcing/buying products from overseas suppliers.
- Registering as a seller on .
- Listing FBA products on .
- Getting your products to 's fulfilment centres.
- Commodity codes, import duty and VAT.
- Pricing your products.
- How to get great customer reviews to boost sales.
- The dark arts of SEO.
- Selling as a Pro Merchant.
- Product requiring prior approval by .
- Promoting your products, including:
  - Sponsored Products advertising.
  - Facebook for business.
  - money-off promotions.
  - Launchpad.
  - Handmade at .
  - List on eBay, sell via FBA.
- Returns and damaged stock.
- Lending.
- Rules and regulations – tedious but necessary. FBA is a moveable feast – things are changing every week. I have included my email address in the book and encourage readers to ask questions, make suggestions and point out any inaccuracies.

Hopefully there won't be too many of the latter! Enjoy and good luck. Ned Browne 15th July 2016.

## Book Information

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