

# EASING INTO GLOBAL EXPANSION

Amazon and eBay offer tools to ease e-retailers' transition into other countries

Cross-border trade is projected to grow nearly 200% over the next five years within the six major markets studied by Nielsen/PayPal. Retailers, even those with limited resources and personnel, can and should take advantage of this opportunity to successfully expand their sales into global markets.

Both eBay and Amazon provide programs and tools to ease retailers' transition into other countries by assisting with order fulfillment and local regulation compliance, says **Scot Wingo, CEO, ChannelAdvisor**. Following are three potential next steps provided by Wingo.

## 1. Try eBay's Global Shipping Program:

eBay's Global Shipping Program (GSP) streamlines international selling by automatically including all shipping and customs charges in the buyer's purchase price and reducing the retailer's effort to a simple domestic U.S. shipment at no additional charge.

After a purchase, the retailer delivers the package to a U.S. address where GSP takes over and uses experienced international shipping operators to handle the international leg. GSP also includes all customs forms, declarations and fees, so packages are delivered more quickly and not held for customs payment.

Additionally, the retailer's shipping-related Detailed Seller Ratings are protected, and they will not be responsible for loss or damage during international transit. Using GSP allows retailers to reach millions more buyers in the 37 international countries eBay currently supports and those coming in the future.

**2. Sell on Amazon Canada:** Launching on Amazon.ca is an easy next step for U.S. retailers to take for marketplace expansion. The Amazon Prime program in Canada is in the process of adding support for additional selling categories. Today on Amazon.ca retailers can list products in the Consumer Electronics, Home & Garden, Sports, Tools and Watches categories. Retailers can self-fulfill orders or use Fulfillment by Amazon (FBA), letting Amazon pick, pack and ship orders, for some or all products. Amazon's Currency Converter for Sellers in Canada will convert retailers' sales proceeds to U.S. dollars and transfer funds to the U.S. bank account designated.

**3. Leverage Amazon marketplaces:** Amazon marketplaces in the United Kingdom and Europe are large and growing. U.S. retailers can sell on Amazon.co.uk, Amazon.de, Amazon.fr and Amazon.it.

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Consider these stats from Amazon:

- ▶ Amazon's European marketplaces had over 164 million active customers in 2012.
- ▶ 40% of total Amazon units are sold by third-party sellers.
- ▶ Amazon.co.uk receives about 20 million unique visitors monthly, Amazon.de 24 million and Amazon.fr 13 million.

Retailers can test international waters by receiving orders from buyers outside the U.S. A program called Amazon FBA Export assists U.S. sellers with fulfillment. When retailers enroll, all qualifying product listings are eligible for international orders on Amazon.com at no extra charge.

eBay and Amazon have taken the complexities and barriers out of international expansion, opening new opportunities to retailers of all sizes. By examining and capitalizing on these opportunities, retailers can expand their businesses with minimal risk and financial investment. ●

# WHAT DO OVERSEAS SALES SOUND LIKE?

// ChannelAdvisor really helps with managing our cross-border trade by allowing for more efficient access to the marketplaces we use: eBay and Amazon. The synching that ChannelAdvisor allows between our inventory internally and those marketplaces is an extremely efficient use of our time—something we would need multiple people to do if we didn't have a tool like ChannelAdvisor. //

 **Skullcandy**<sup>®</sup> – Jason Bertrand, Sr. Manager, Customer Acquisition



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