Regional Trainingof Women Entrepreneurs
on
Utilizing E-commerce and Digital Marketing Platforms For Enhanced Access to Supply Chains

6-8 September 2022

Session 6: Hands-on training for registering to e-commerce websites

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Wesellonline.org

Presentation Structure

Registering on various e-commerce portals

- Registering on Amazon
- Facebook Marketplace
- Daraz Marketplace
- Creation of entrepreneur account in Wesellonline.org
- Q&A

Popular Marketplaces In Various Countries

Country	Famous E-Commerce Marketplaces
India	Amazon, Flipkart, Myntra, Snapdeal, Meesho
Nepal	Daraz, Sastodeal, Hamrobazaar, NepBay
Pakistan	Daraz, GoTo, Aliexpress, Symbios
Bhutan	Amazon, Zala, Shein, Lazada, Tshong, Flipkart
Bangladesh	Daraz, Clickbd, Bikroy, Rokomari
Afghanistan	Afghanbazar, Azadbazar, Amtaa, JVBazar
Sri Lanka	Daraz, Kapruka, Takas, Alibaba, Ikman
Maldives	Asters, Damasexpress, Etukuri, Koo

CREATE A SELLER ACCOUNT ON AMAZON MARKET PLACE

amazon Sell Fulfill Pricing Grow Learn Sign up

COVID-19 update:
Visit the Day One blog for daily updates on how Amazon is responding to the crisis. Sign in to Seller Central for additional updates specific to Amazon sellers.

Become an Amazon seller

Sign up

$39.99 a month + selling fees



Feedback

INTRODUCTION

- Amazon is an US based multinational electronic commerce company. It started as an online bookstore but soon diversified into selling DVD's, computer software, video games, electronics, apparel, food, furniture, toys and jewellery.
- Amazon is constantly growing its opportunities in the market to build an one-step e-commerce store.
- As per the study suggests, 34% of consumers said that their online spending has been continuously increased.
- Amazon operates as a pure internet retailers place that do not have their retail shop at all.

Before You Get Started

Now before you start selling, you need to know certain procedures and have the following details and documents handy.

- ✓ Active Mobile Number
- ✓ GST Number
- ✓ Pan Details
- ✓ Active Bank Account
- ✓ Email ID

(Note : Not all products to be sold on Amazon.in need GST. There are certain products like books, special handicrafts, some edible goods, etc. that are exempted from GST)

Benefits of selling on Amazon

- **More sales -** Each month millions of active customers visit Amazon looking to shop for products.
  And the numbers don't lie: Net sales of Amazon increased 22% to $469.8 billion in 2021. We can see that Amazon is the number 1 place to go for most shoppers.
- **International Expansion -** Amazon is one of the biggest and most trusted global selling and buying platforms, it's very easy to start selling in different markets. While they've only launched sites for 13 countries, they do ship to over 100 countries worldwide.
- **Low Marketing Cost –** Amazon attracts millions of customers to their website daily, and you get access to them. Depending on your niche and how crowded the market is you can start selling from day one without any significant marketing efforts.
- **Others pack and ship your orders -** With more than 175 fulfillment centers around the globe, you can ship all your products in bulk to Amazon and they will store your inventory, package it and ship it to your customers.

HOW TO CREATE A SELLER ACCOUNT ON AMAZON

Steps to create a seller account in Amazon :

- **Step 1:** Go to the website https://services.amazon.com

- **Step 2:** Scroll down to the page to find the option “become an Amazon seller”. click on the option.

- **Step 3:** You will have two options to select,
  1. Professional
  2. Individual



HOW TO CREATE A SELLER ACCOUNT ON AMAZON (2)

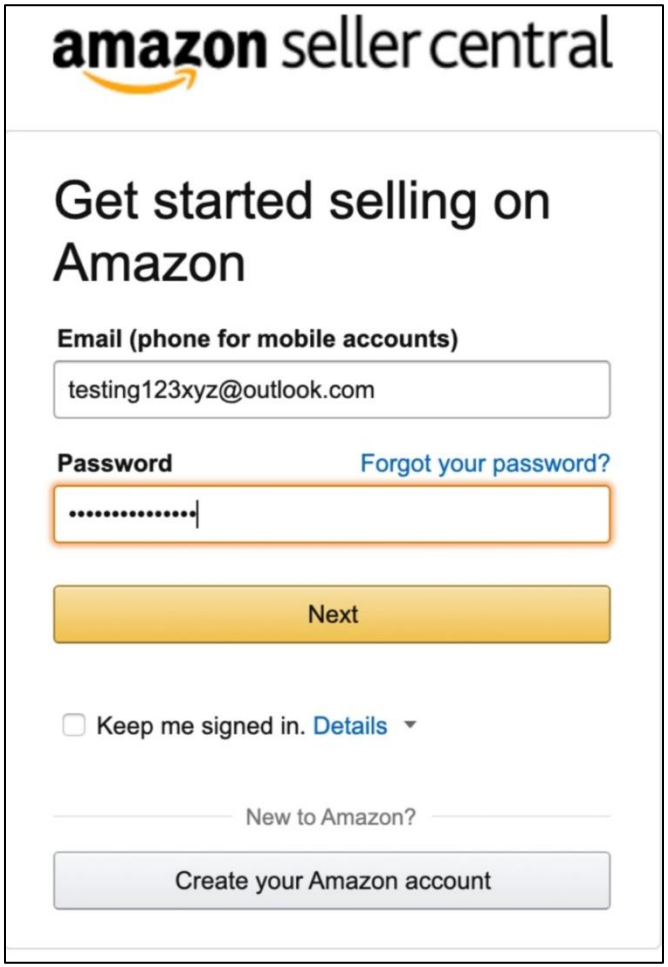
How to choose professional or individual?

- If you have a well-defined business, product supply, and can manage to sell more than 40 products, then you are supposed to choose Professional option.
- But if your business is new, limited inventory and you want to experiment online business, then you can select the Individual option.
- The Individual account is free to sign up but includes fee of $0.99 per item.
- The Professional account has a $39.99 monthly fee but does not include any per item fee.
- India - The fee starts at 2% of the product cost, varies based on product category



HOW TO CREATE A SELLER ACCOUNT ON AMAZON (3)

- **Step 4:** Once you select the appropriate option, the window will appear, enter your mail-id and password.
- **Step 5:** Click next button.
- **Step 6:** Now, you will be taken to the next screen that asks for OTP(one time password) sent to your mail-id.

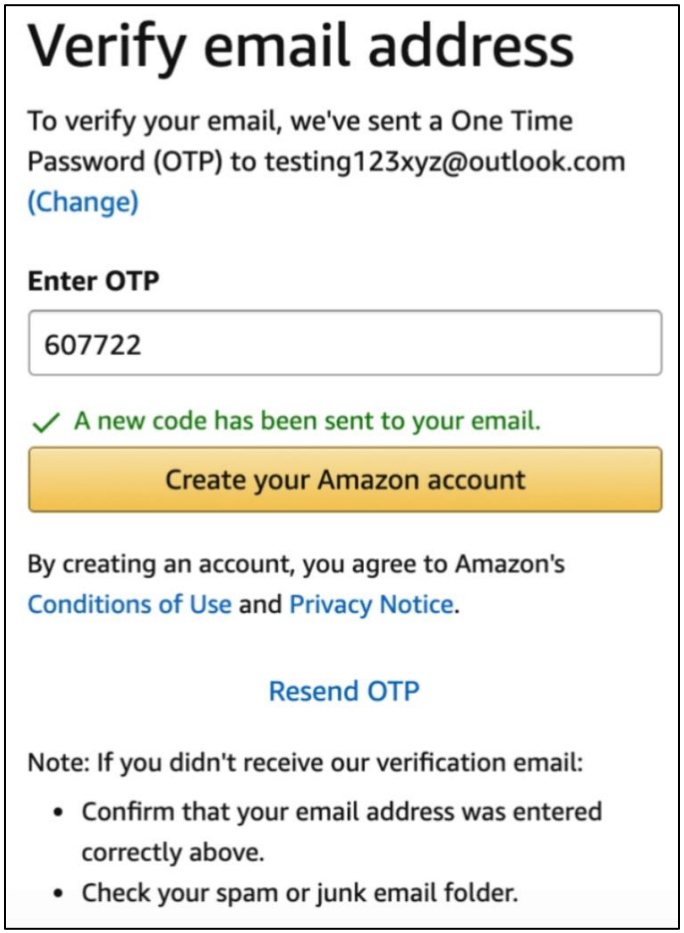


HOW TO CREATE A SELLER ACCOUNT ON AMAZON (4)

- **Step 7:** Enter the one time password and click on “Create your Amazon account”

- **Step 8:** Now your amazon seller account is successfully created and verified.

- **Step 9 :** Enter the business details - location and type, and then your full name - First name, Middle name, Last name.



HOW TO CREATE A SELLER ACCOUNT ON AMAZON (5)

- **Business Location:** It is the demographic location where your business is located. In general a business will look to locate its activities where cost of production are minimized.

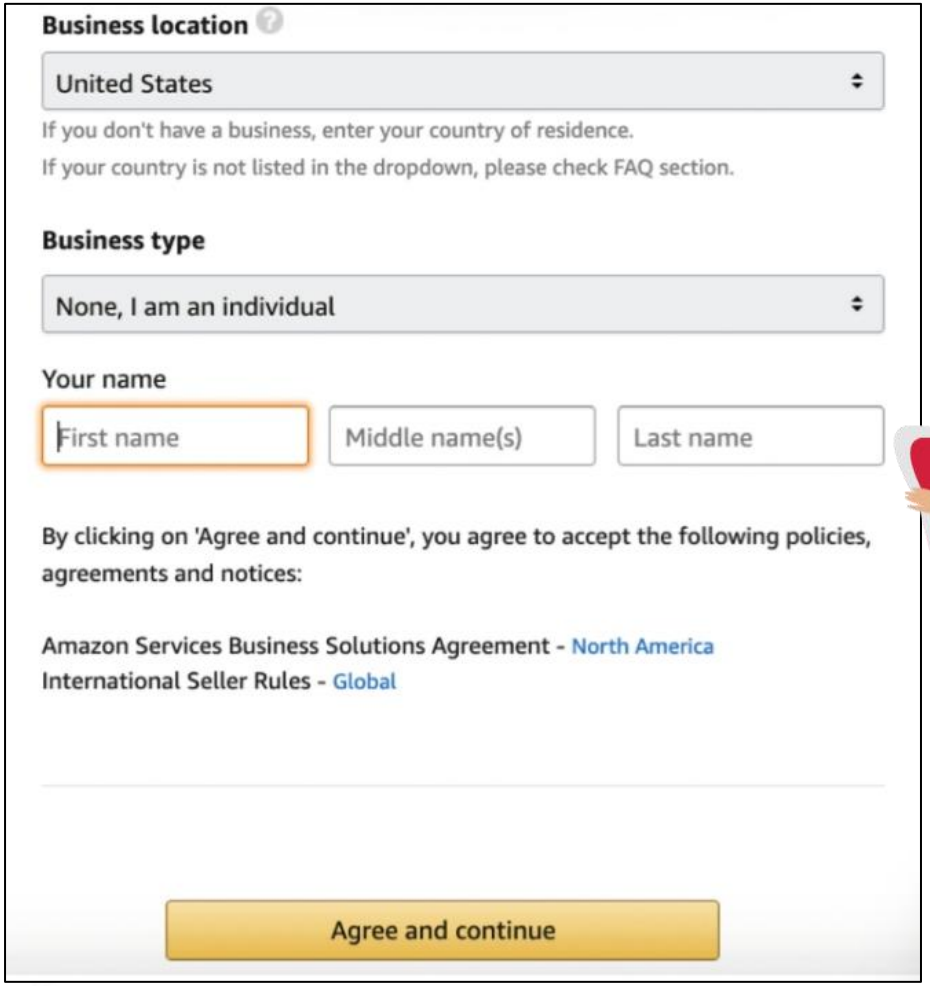


- **Business Type:** You need to choose the business entities from the below mentioned options,

    1. State owned Business
    2. Public owned business
    3. Privately owned business
    4. Charity
    5. None, I'm an individual.

HOW TO CREATE A SELLER ACCOUNT ON AMAZON (6)

Business Location and Business Type



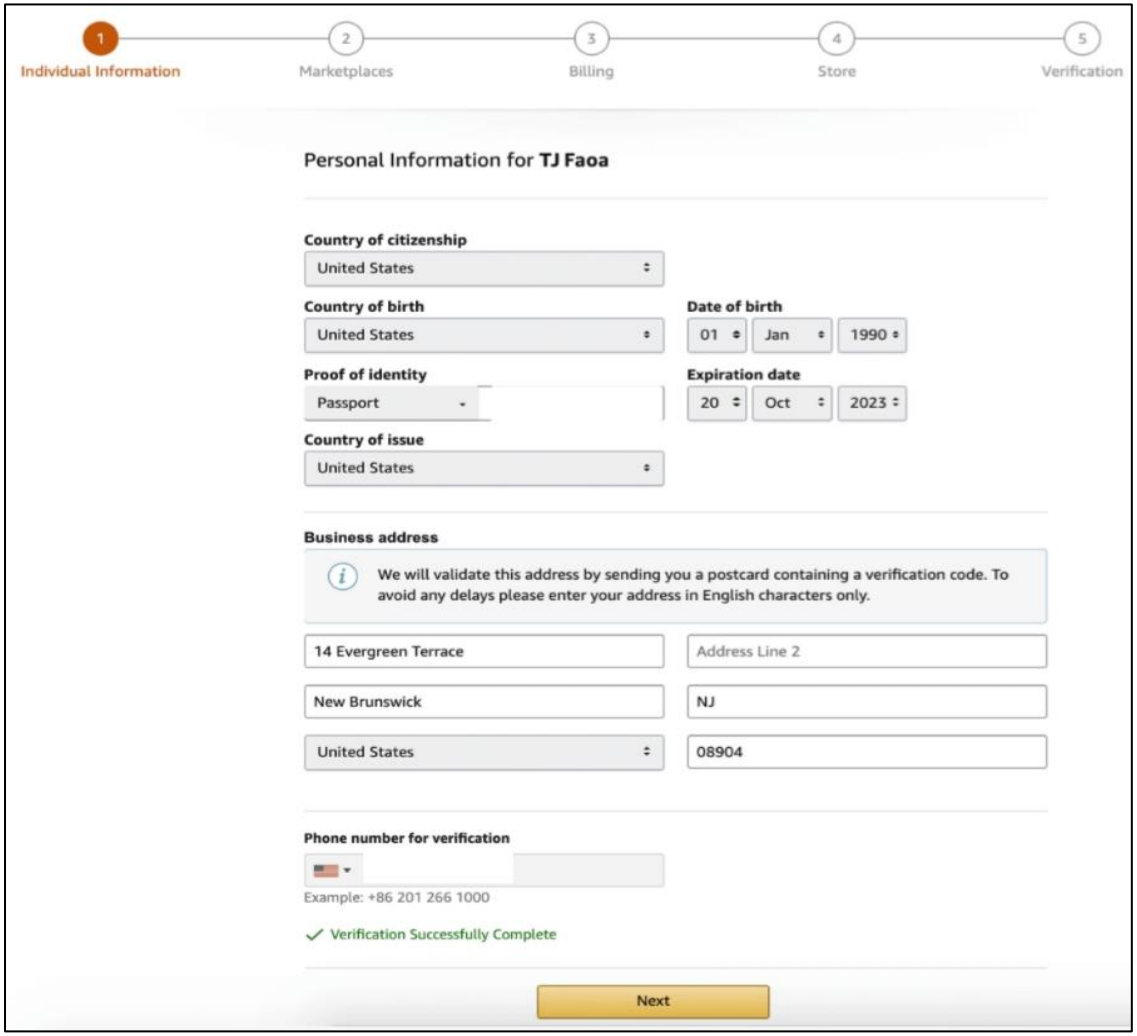


HOW TO CREATE A SELLER ACCOUNT ON AMAZON (7)

Personal Information

Step 10 : Enter the personal information and click to the next button.



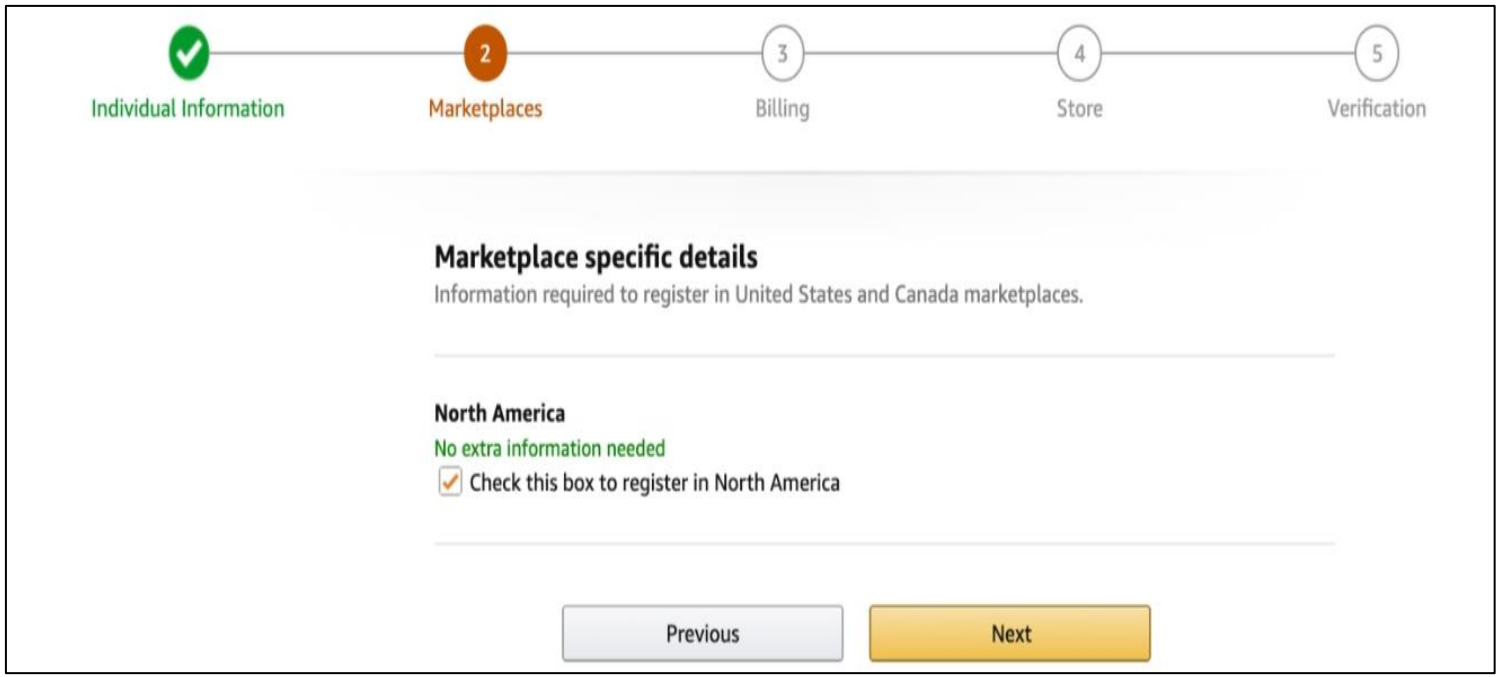


Wesellonline.org

HOW TO CREATE A SELLER ACCOUNT ON AMAZON (8)

Choosing The Market Place

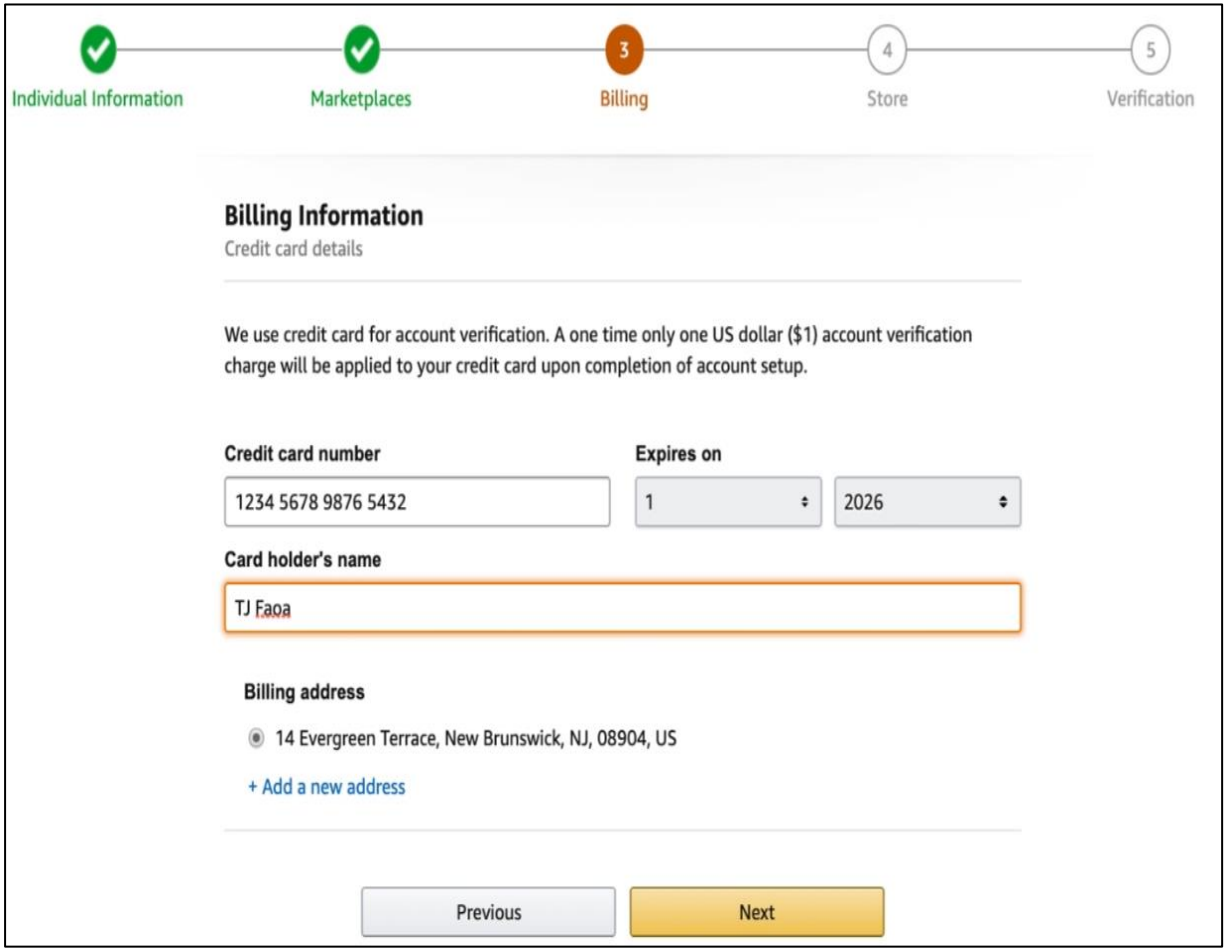
Step 11: Now fill the market place specific details.Market place refers to the location of amazon store in which you would like to sell. This is to verify the seller identity to make sure that the credit card is valid. Click next button.



HOW TO CREATE A SELLER ACCOUNT ON AMAZON (9)

Billing Information

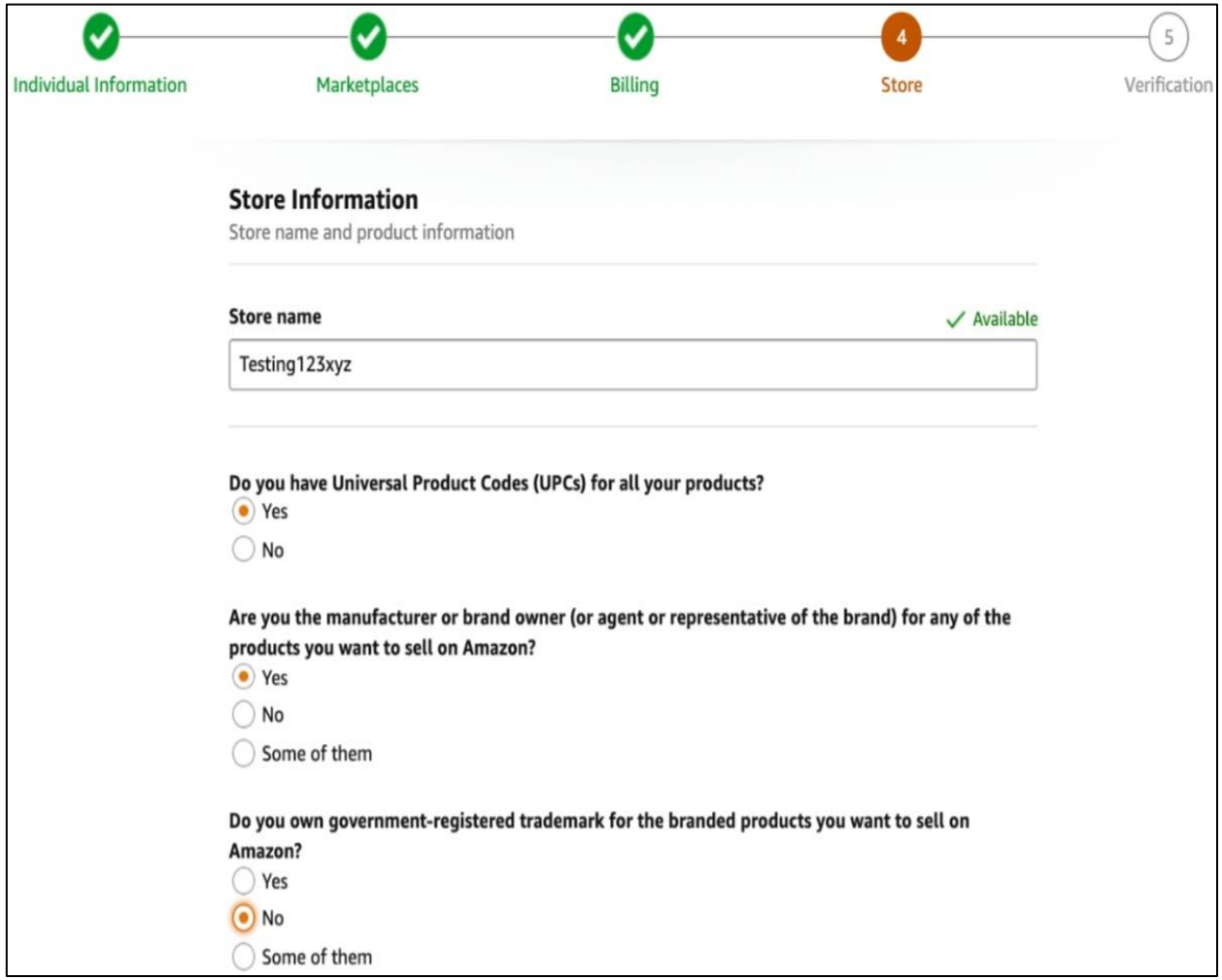
Step 12: Enter the billing information. Enter the credit card number, card holder's name, and expiration date. Click the next button at the bottom of your page to continue.



HOW TO CREATE A SELLER ACCOUNT ON AMAZON (10)

Store Information

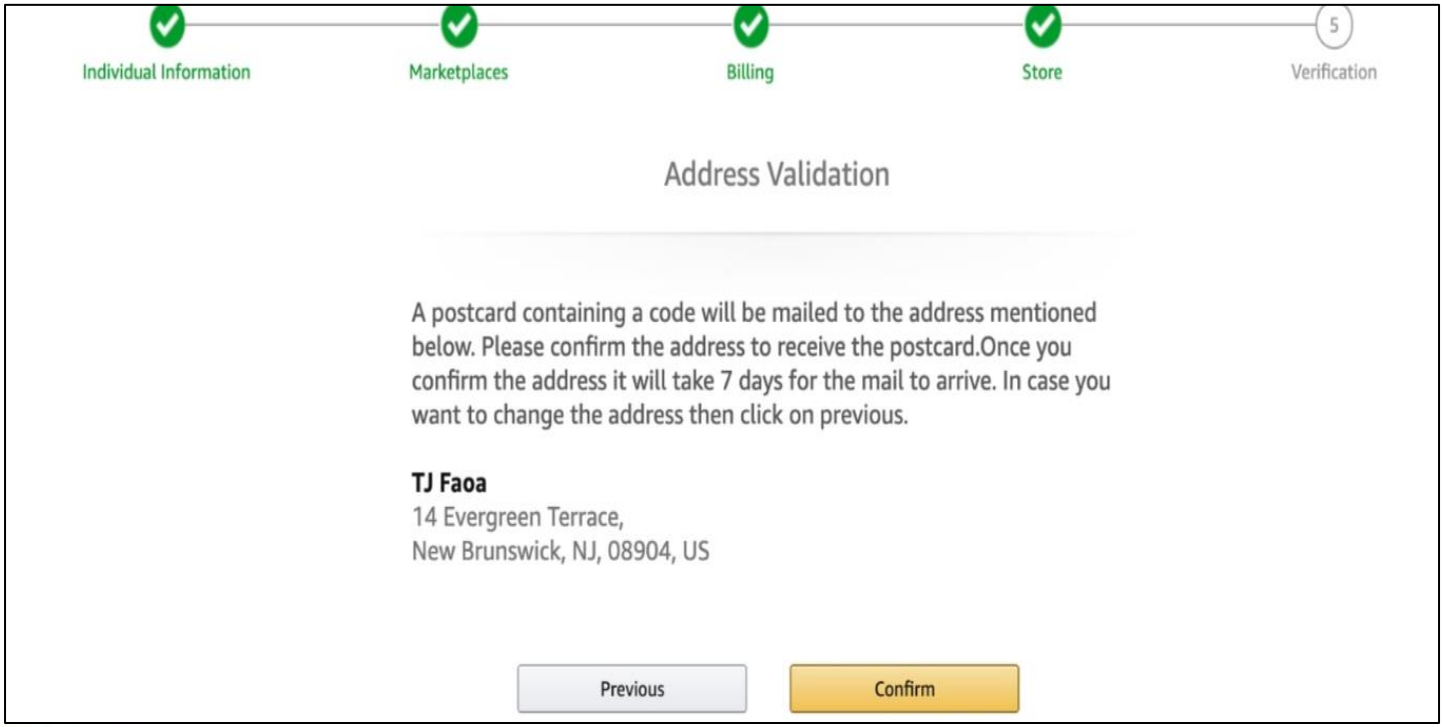
Step 13: After entering your credit card information and if its valid, you will be asked few question regarding amazon store and the products you are planning to sell.



HOW TO CREATE A SELLER ACCOUNT ON AMAZON (11)

Address Validation

Step 14: You will be asked to confirm the business address. After clicking the confirmation button, if the address is displayed correctly, new screen will appear in front of you with the verification code. Enter the code below.



Manage your business on Amazon

Once you start making sales, you need to monitor your business to observe its performance and implement strategies to improve and grow into a successful brand.

✓Measure business performance through sales dashboard & reports.

✓Observe your account health - order completion rates, sales, returns, etc.

✓ Ensure compliance with Amazon.in policies.

✓Monitor product reviews through feedback manager.



Promote Products During Special Sales and Festivals

- Offer special discounts on the products for upcoming festivals and also highlight products on the website that help to draw more traffic.
- Try to develop new products timely, as customers are always searching for new products.
- Highlight the ‘New arrivals’ on a special page.
- Analyze and develop new products similar to your best selling product categories.
- Having new products in your catalog boosts customer interaction.
- Study the latest market, design and color trends before developing the new products.
- Discount coupons can be distributed to promote sales.

What To Do After Your Sale Online?

The first thing you might expect is your payment.

Your first Amazon.in payment!



➢ **Getting your payment**

- Payment generated through Automated Clearing House (ACH) or electronic transfer.
- Payment is received within 5-7 business days.
- Get payment reports & summary on the Seller Central.

How To Use The Service Provider Network

STEP 1: Find a service provider.

STEP 2: Visit SPN site and select the service category you want.

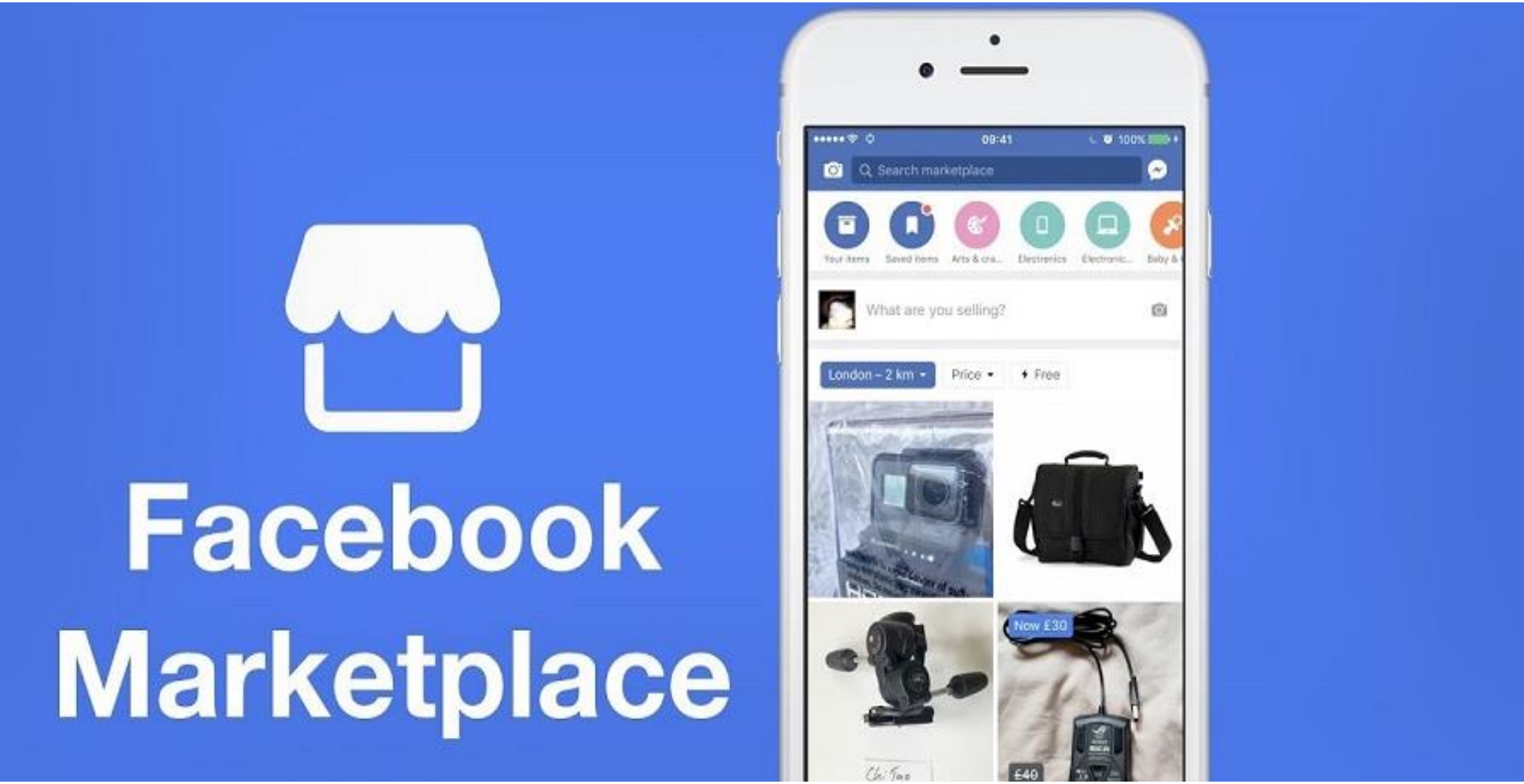
STEP 3: Filter results by service type, location, language, and reviews to find what you need.

STEP 4: Once you find the service that you're interested in, click "Contact Provider" to raise a service request.

STEP 5: The provider will contact you back.

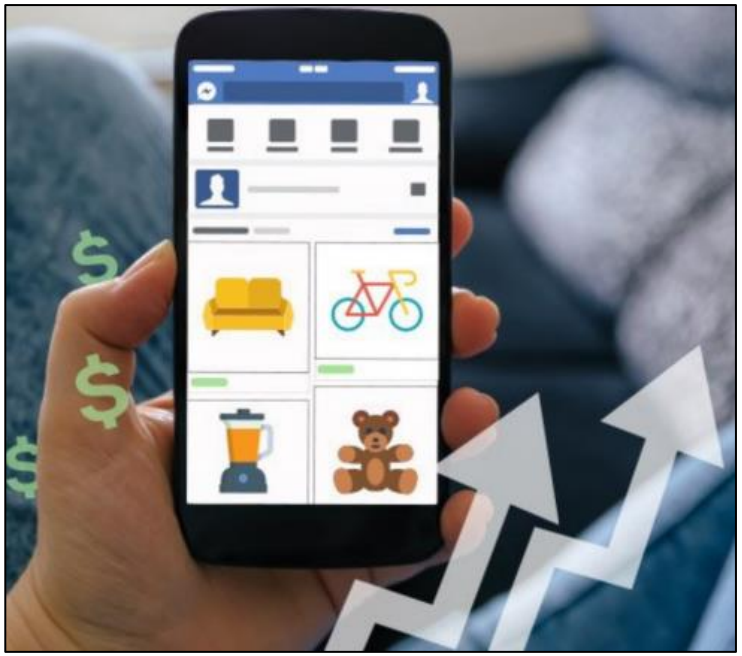


FACEBOOK MARKETPLACE



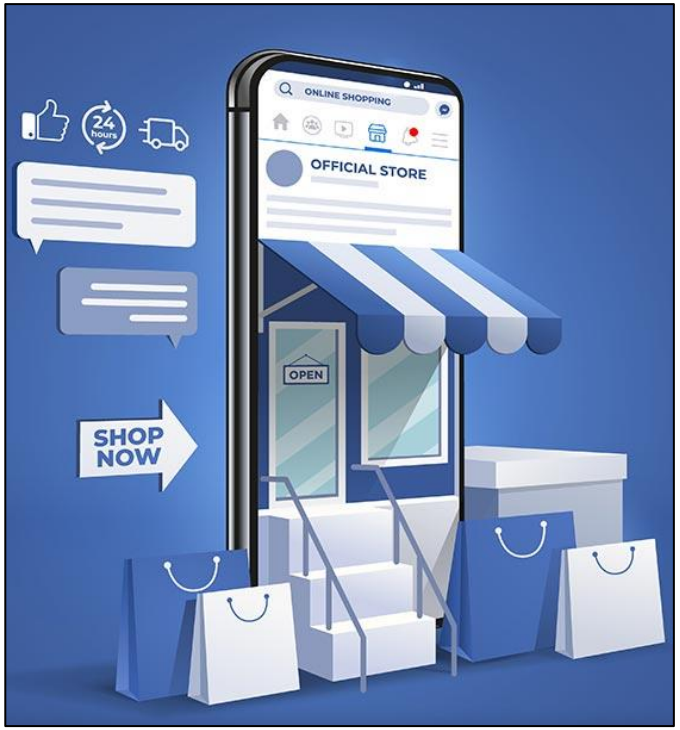
INTRODUCTION

- Basically Facebook is a social media platform, where we can build new network, find old school/college friends, interact with new people, see photos of our friends and so on.
- But in digital marketing term, Facebook is a sub-part of Social Media Marketing that we can use as a tool to market through social media platform.
- Facebook marketplace is considered to be the convenient destination for the people to buy, discover and sell the products.



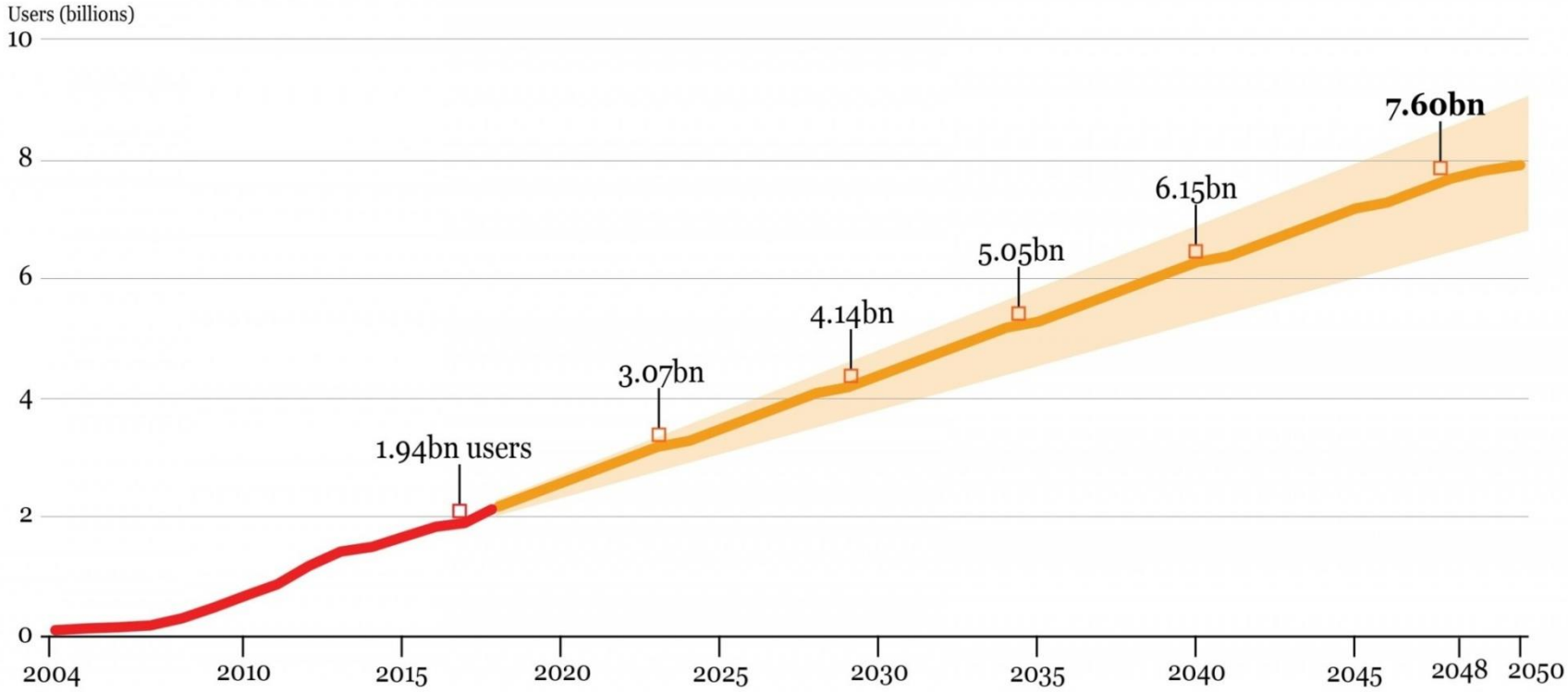
Why Facebook?

- Facebook has a huge customer base.
- Facebook has 2.936 billion monthly active users.
- Facebook supports more than 100+ languages.
- Facebook is a globally popular social networking platform.
- Facebook ads is simply paying Facebook to show posts in front of wider audience of your choice.
- Facebook makes it possible to target the right audience, and narrow it down so you get right people seeing your ads.



When Will Facebook Take Over The World?

At the current rate of growth, the world's entire population will be on the platform by 2048



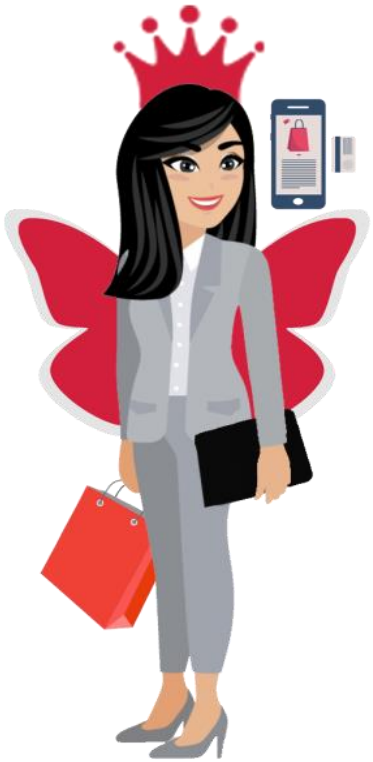
Source : https://www.newsweek.com/

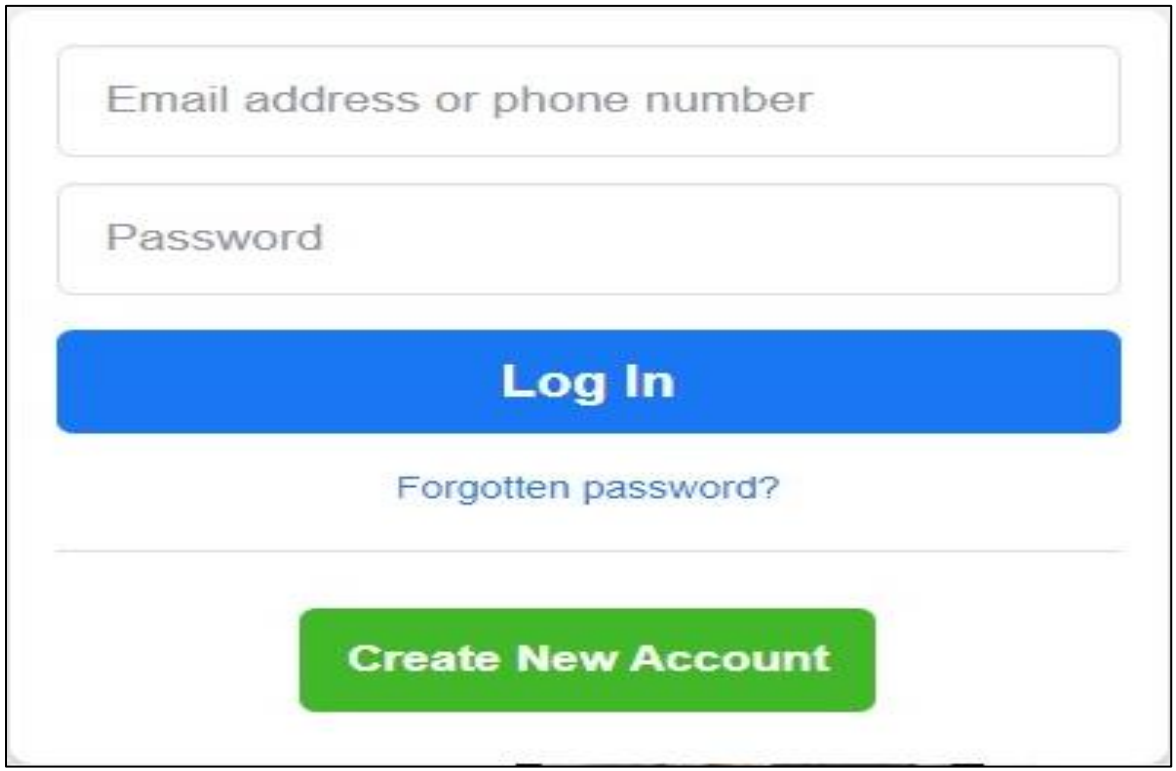
Benefits of Facebook Marketplace

- Extended reach - Retailers on Marketplace will be able to get their brand and products into the marketplace.
- Personalized customer experience - Facebook Marketplace surfaces products relevant to consumers, helping your business find the right customers.
- Automatically shows you products in your local area
- Offers browsing based on past activity
- Allows buyers to message sellers directly
- Takes no cut from sales
- Allows you to reach out to billions of users

HOW TO CREATE AND SELL ON FACEBOOK MARKET PLACE

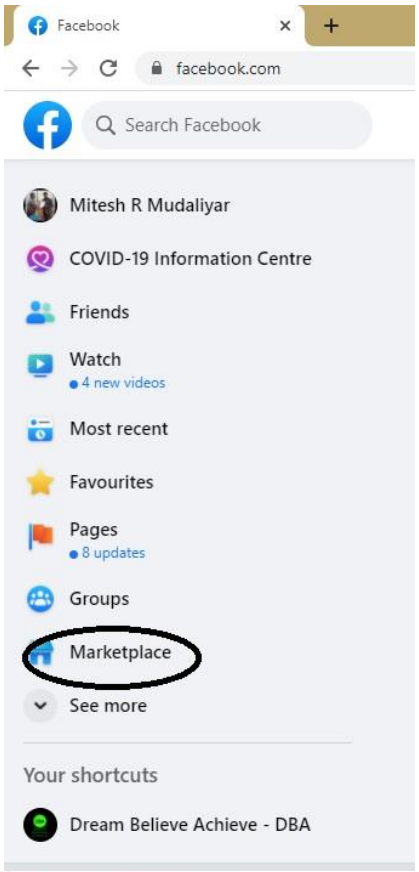
Step1: Login to your Facebook account

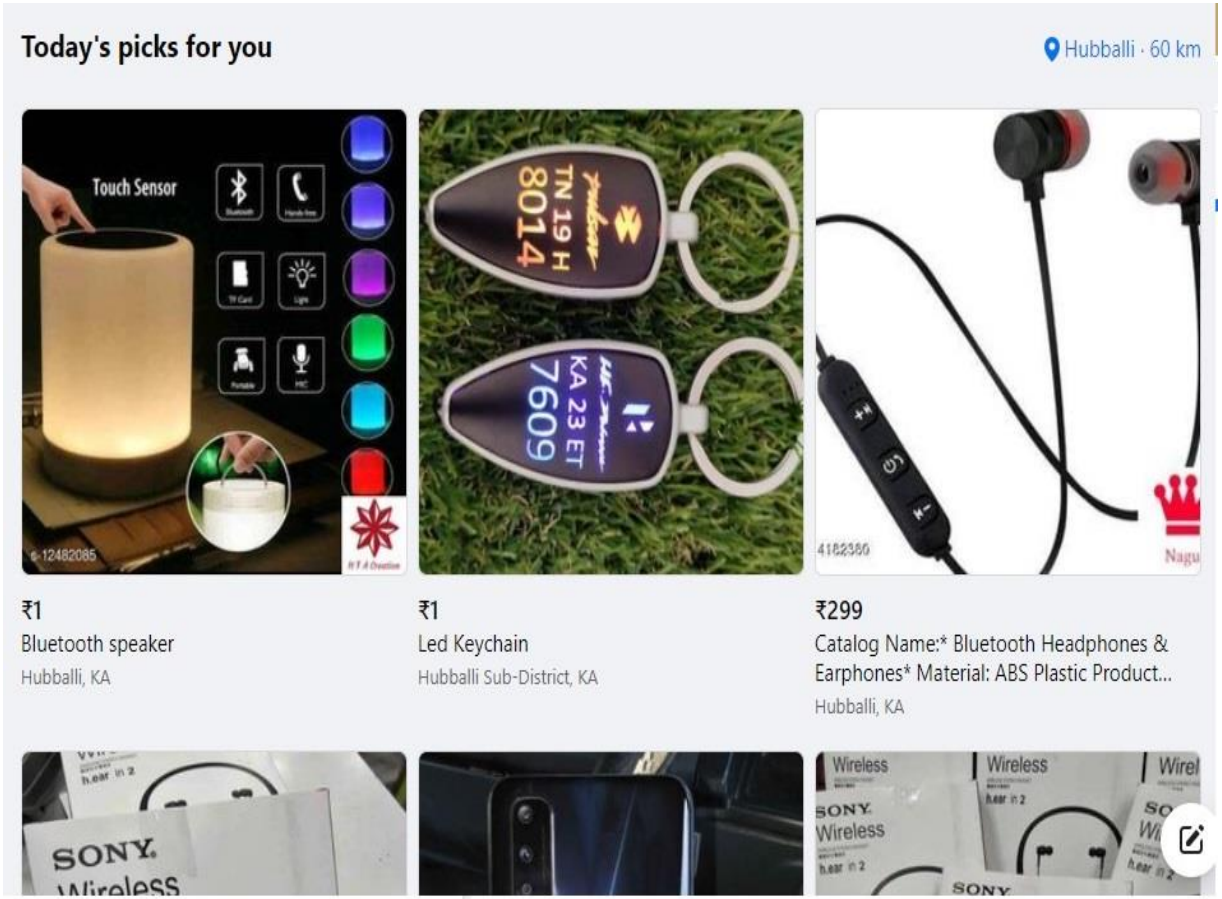




HOW TO CREATE AND SELL ON FACEBOOK MARKET PLACE (2)

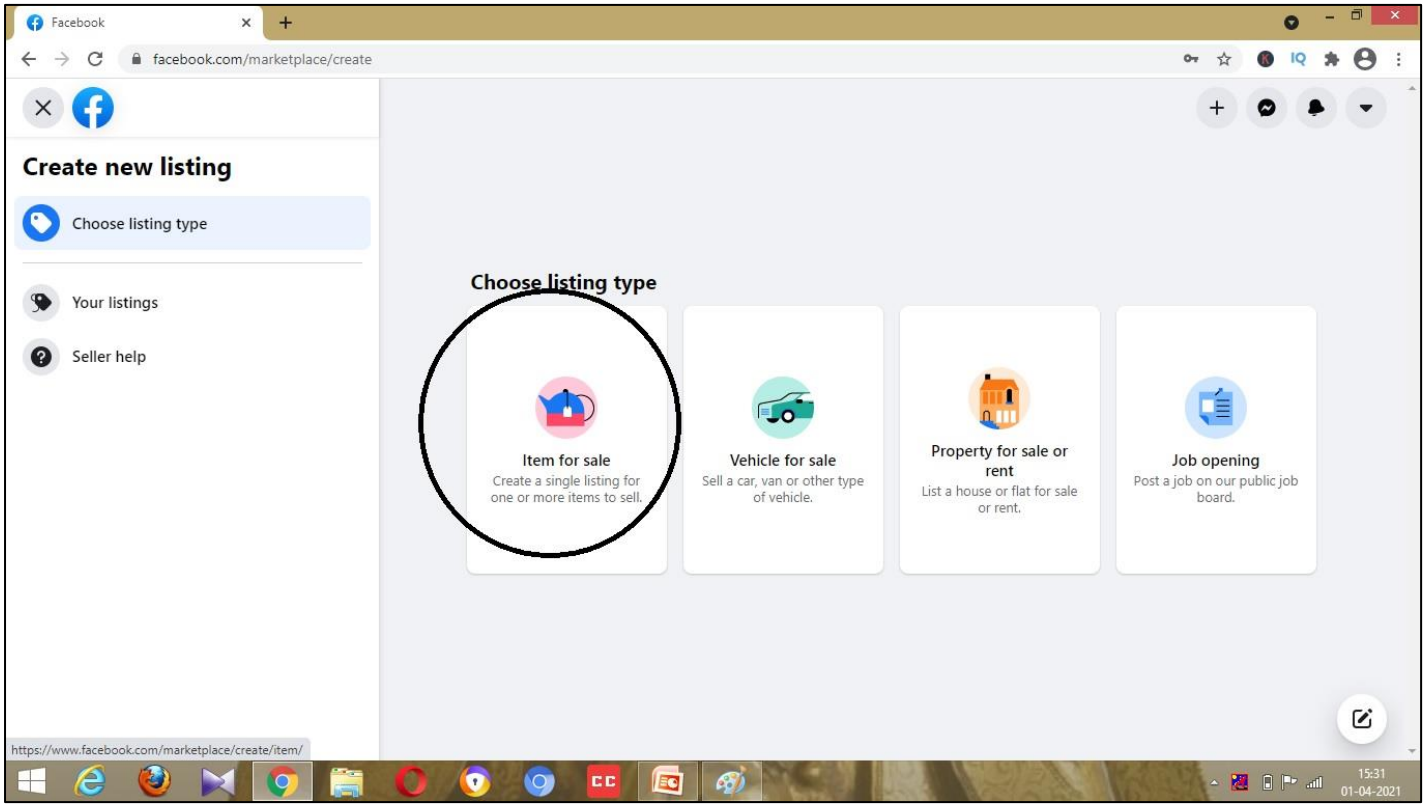
Step2: Here in the left side column you will find an option (market place) Click on it.





HOW TO CREATE AND SELL ON FACEBOOK MARKET PLACE (3)

Step3: After selecting market place, the user interface will be in this format, click the option called create new listing.

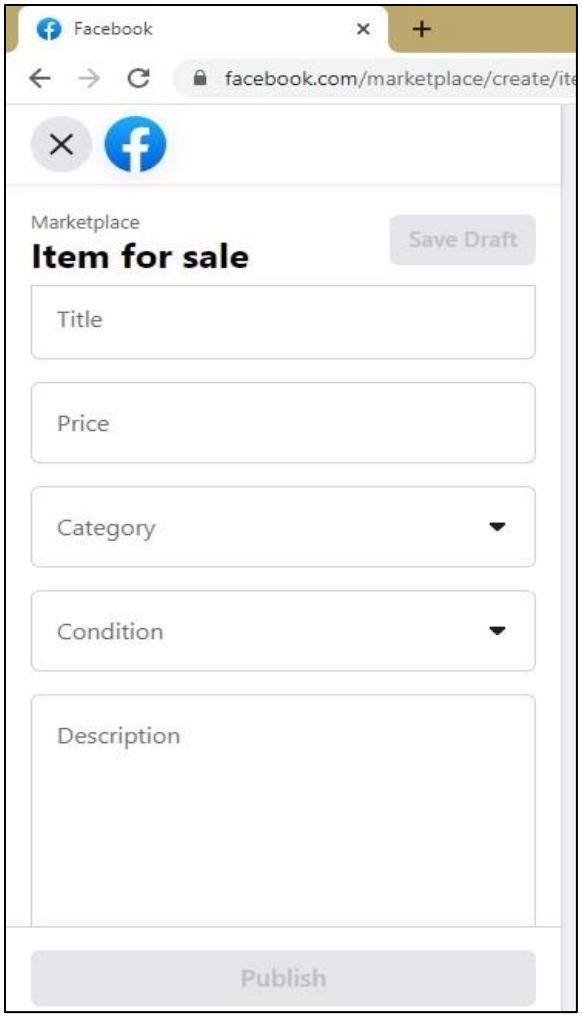


Note:- If your selling an item, click Item for sale

HOW TO CREATE AND SELL ON FACEBOOK MARKET PLACE(4)

Step 4: Steps for adding Item

- Title:- Proper title should be given, for the Description:- Write appropriate description
- Price:- Mention the price.
- Category:- Choose the category, under which your product belongs.
- Condition:- Condition of the same.



HOW TO CREATE AND SELL ON FACEBOOK MARKET PLACE (5)

Step 5: After entering all the details, click on publish button.

- Now your product will be active on your listings.
- People can find your product
- You would be able to reach more buyers. You can promote the listing.



DARAZ MARKETPLACE

- Daraz is one of the leading online marketplace in South Asia
- Daraz provides immediate and easy access to 10 million products in more than 100 categories
- Daraz educates every month more than 5000 new sellers on e-commerce operations
- To overcome logistic issue they have built their own application known as Daraz Express (DEX)
- In 2018 Daraz was acquired by Alibaba Group

How to Become Seller on Daraz

Step 1: Register and Upload Products

- Go to the sign-Up form and fill the details of your business
- Download seller app and log in with your credentials
- List all your products with relevant information

Step 2: Receive Orders and Sell Across Country

- Start selling once the products are listed
- Receive orders and manage them with your seller center
- On receiving orders, simply package the order and Daraz will take care the delivery

Step 3: Get payments and improve your Business

- Receive payments directly in your account
- Grow your business

REGISTER TO SELL WITH DARAZ.COM



HOW TO CREATE A SELLER ACCOUNT IN DARAZ.COM

Step 1: Visit daraz.com

Step 2: Go to “Sell on Daraz” on the top bar and then click on “Start Selling”

Step 3: You will have four options,

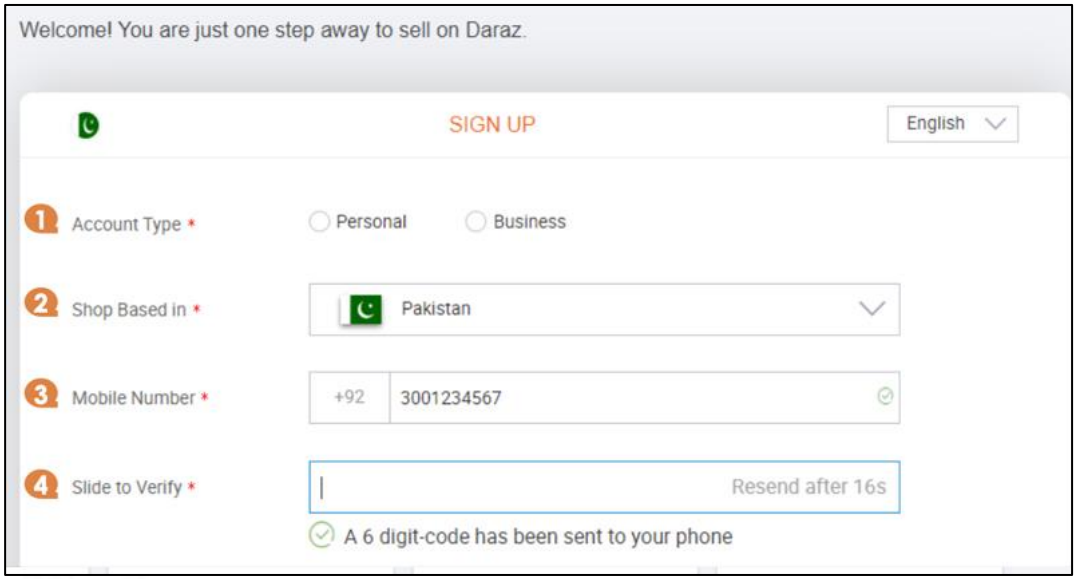
- DarazMall Seller – If you are brand owner.
- Local Seller – If you have local business
- Global Seller – If you have registered business based in the listed countries.
- Digital Goods Seller – You have digital products/services

HOW TO CREATE A SELLER ACCOUNT IN DARAZ.COM (2)

Step 4: Choose, Individual – If you are not registered

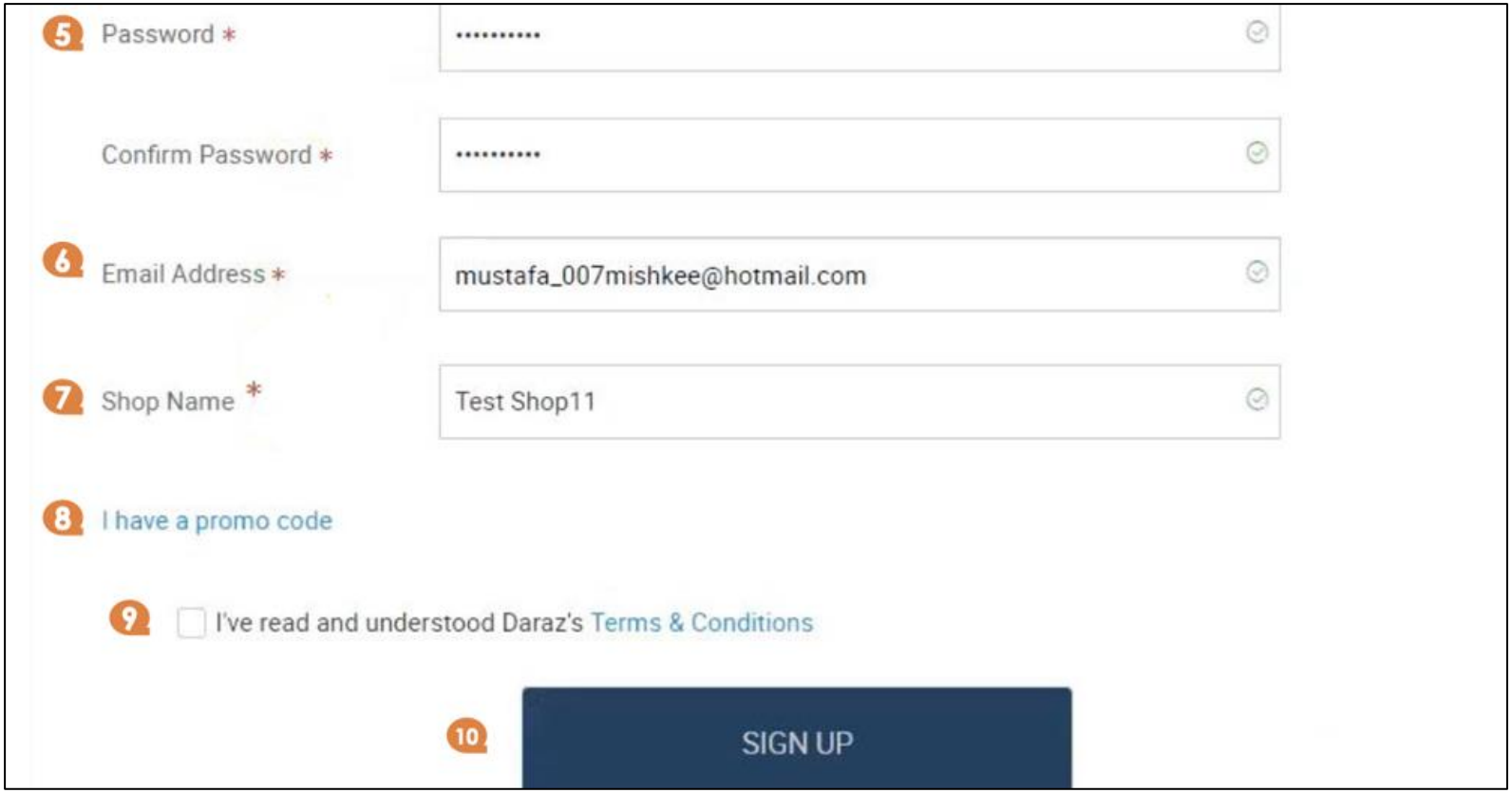
Business – If you are registered business

Step 5: A window appears, enter your Country, Mobile Number, and the verification code (to your mobile number).



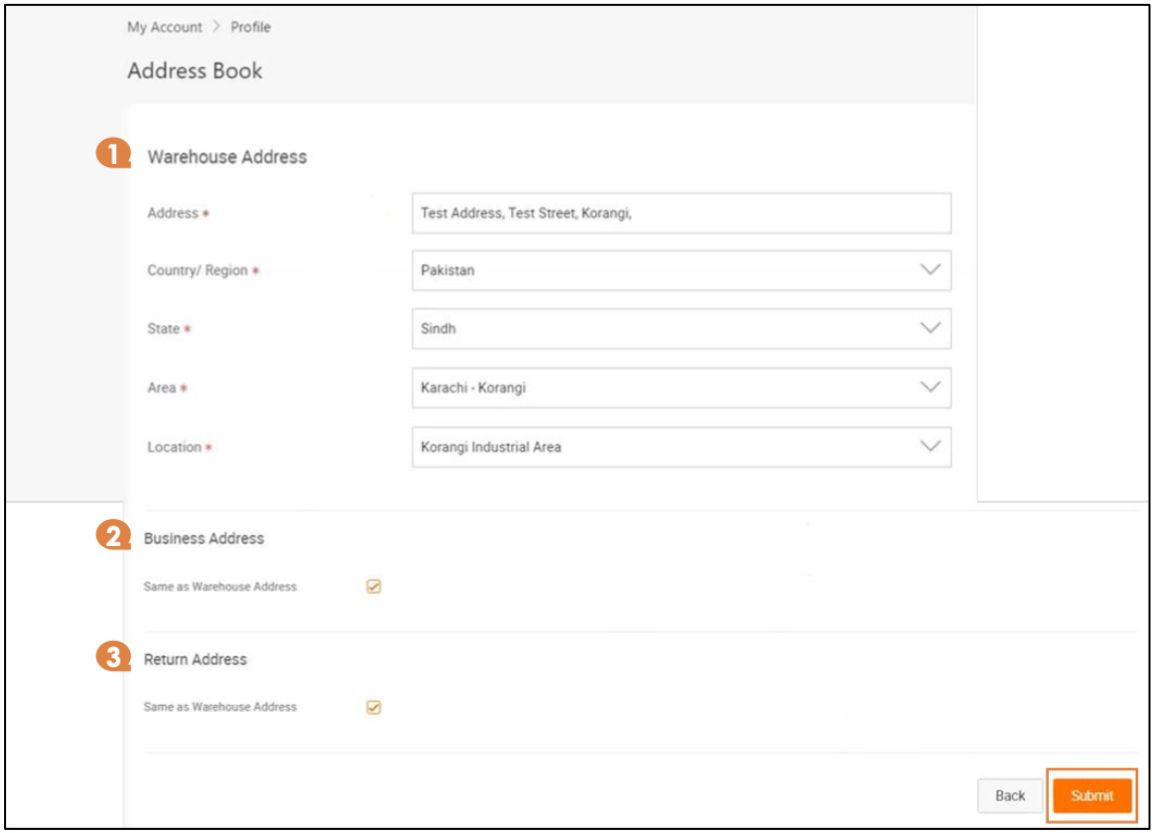
HOW TO CREATE A SELLER ACCOUNT IN DARAZ.COM (3)

Step 6: Add new password, E-mail address, shop name and referral code (if any), and then press sign up.



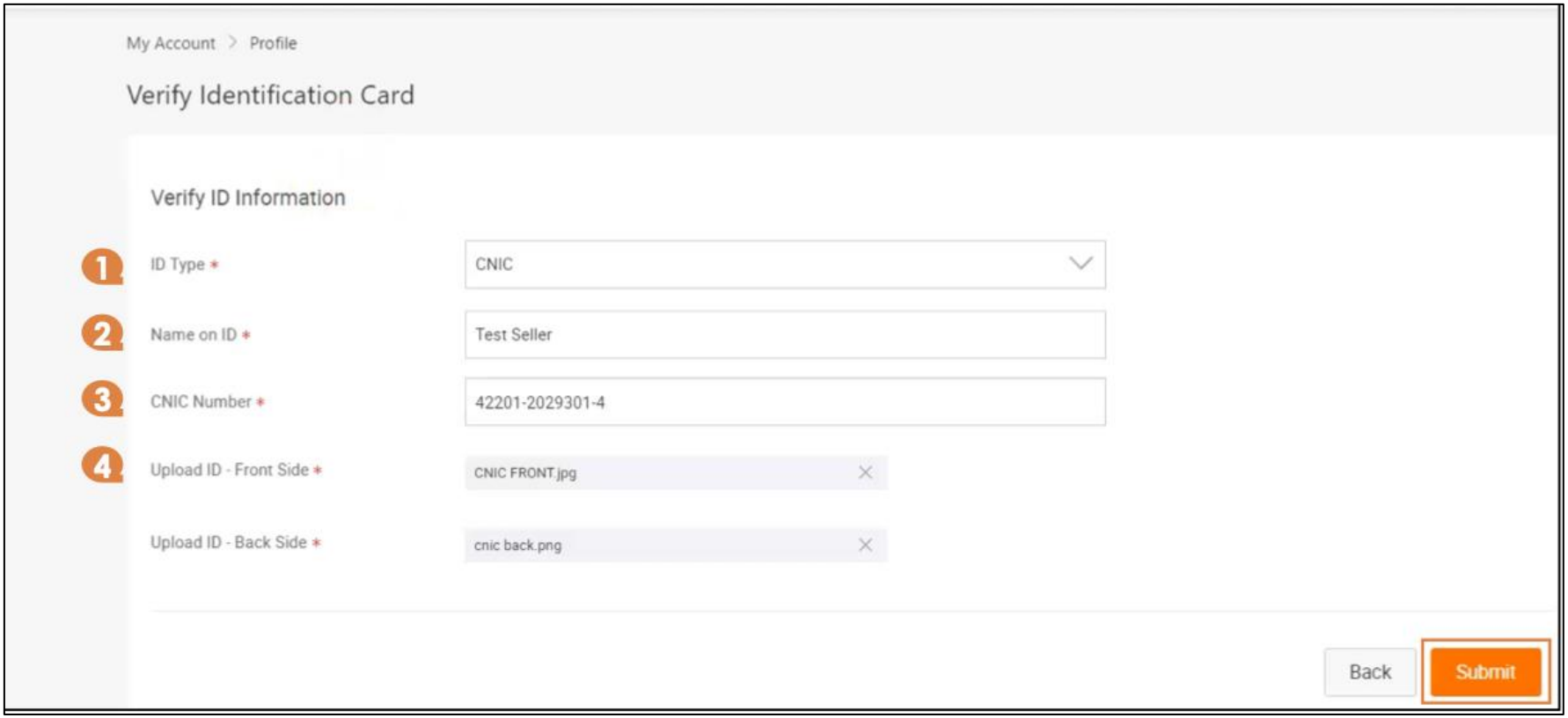
HOW TO CREATE A SELLER ACCOUNT IN DARAZ.COM (4)

Step 7: Sign In and then go to Manage address book – Add Country, state, and area details, then press submit to verify your address.



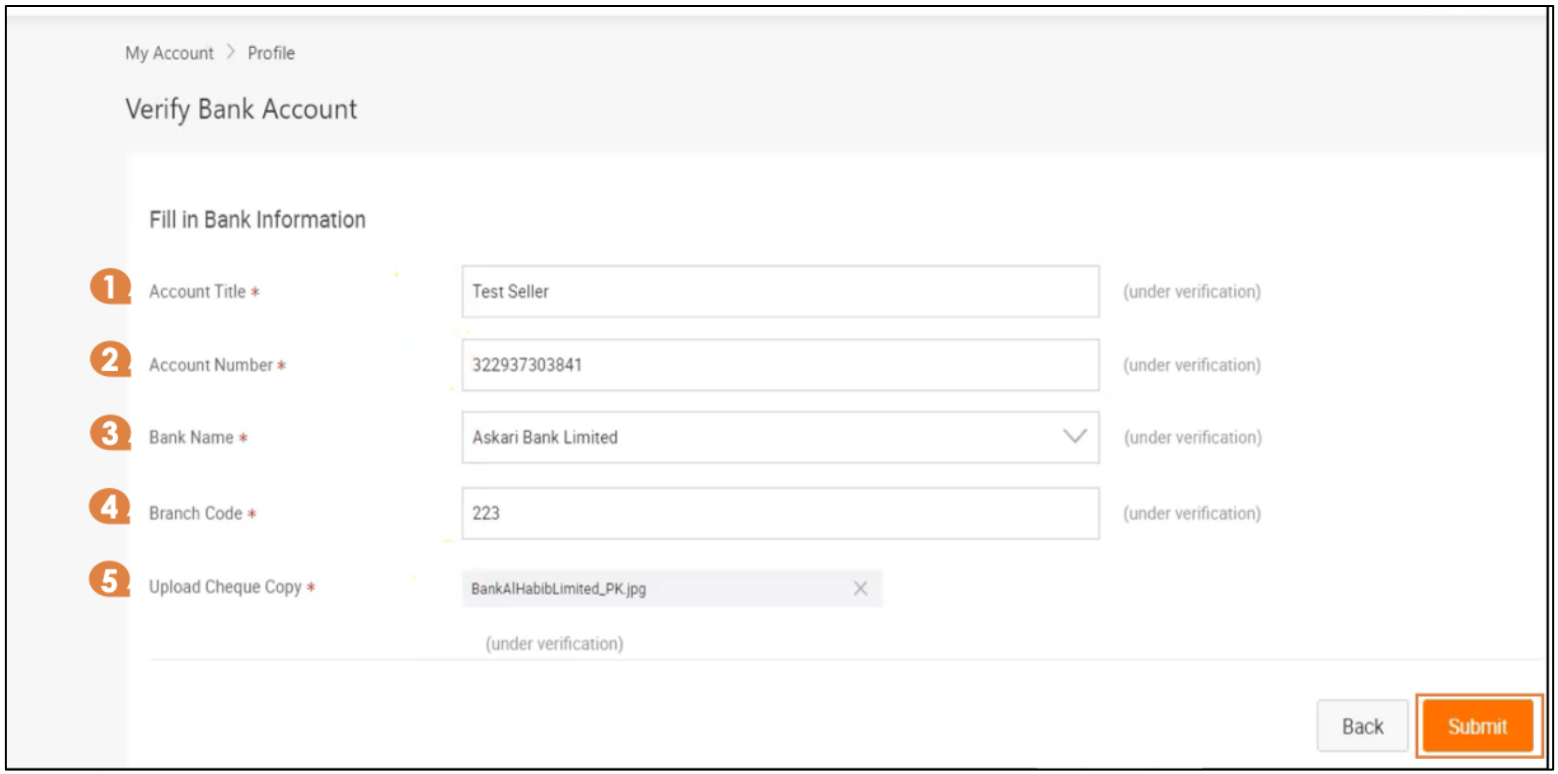
HOW TO CREATE A SELLER ACCOUNT IN DARAZ.COM (5)

Step 8: Fill in your ID information as per your account type and then click on Verify.



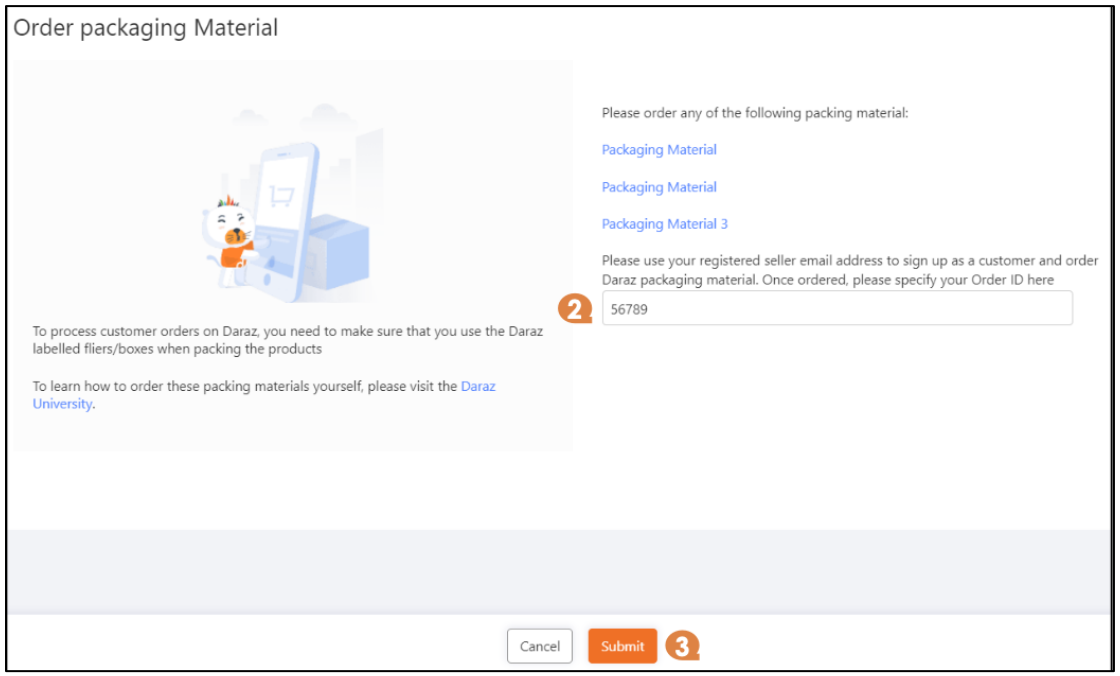
HOW TO CREATE A SELLER ACCOUNT IN DARAZ.COM (6)

Step 9: Fill in your Bank information, enter account number, bank name, branch code, upload cheque book copy and submit, your bank details will be verified.



HOW TO CREATE A SELLER ACCOUNT IN DARAZ.COM (7)

Step 10: Packaging Material – order packaging material with your **registered seller email ID.**

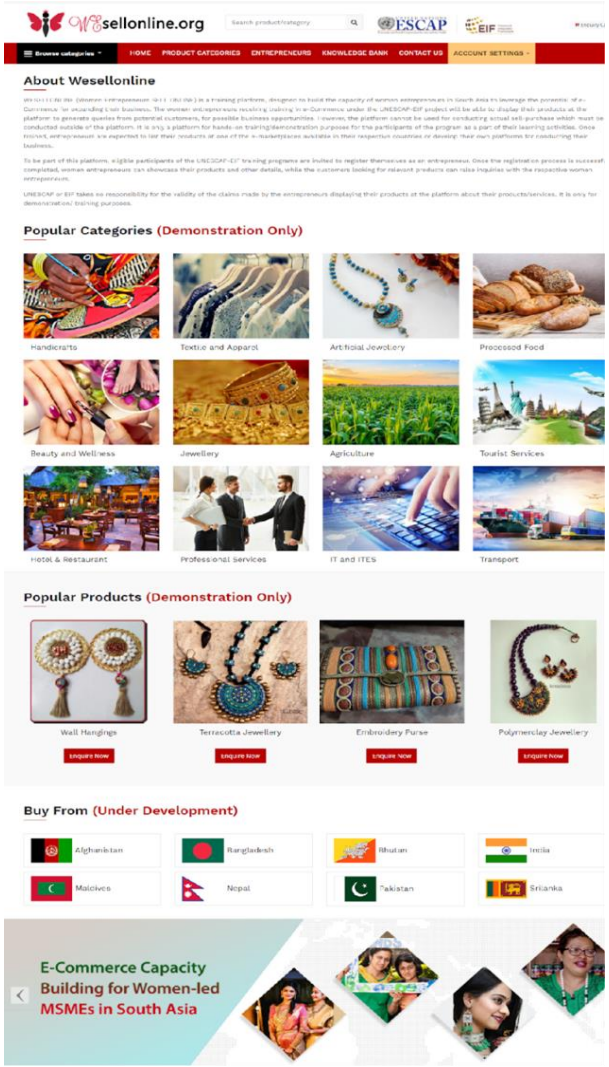


Step 11: Then you will receive verification from Daraz within 48 hours and you can start adding your products later.

About Wesellonline

Wesellonline.org is an online platform which is aimed to facilitate e-commerce capacity building for emerging women entrepreneurs.

This portal offers fine set of features for the enterprising women to showcase their artwork, products or services. It is an user friendly digital platform for women to expand their business opportunities.



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Entrepreneur

Women entrepreneurs can showcase their products/services on the portal by following the process shown here below,

- You, as an entrepreneur, are required to create an entrepreneur account on wesellonline.org before you can start adding your products/services on the portal.
- The Admin will verify your account details like email, etc. then, you will be able to log in; add products with product details such as product specifications, price, images, etc.
- After publishing the products, they appear on the customer portal. You will also get other features like:
  - Product Management
  - Enquiry Management
  - Enquiry History and other features

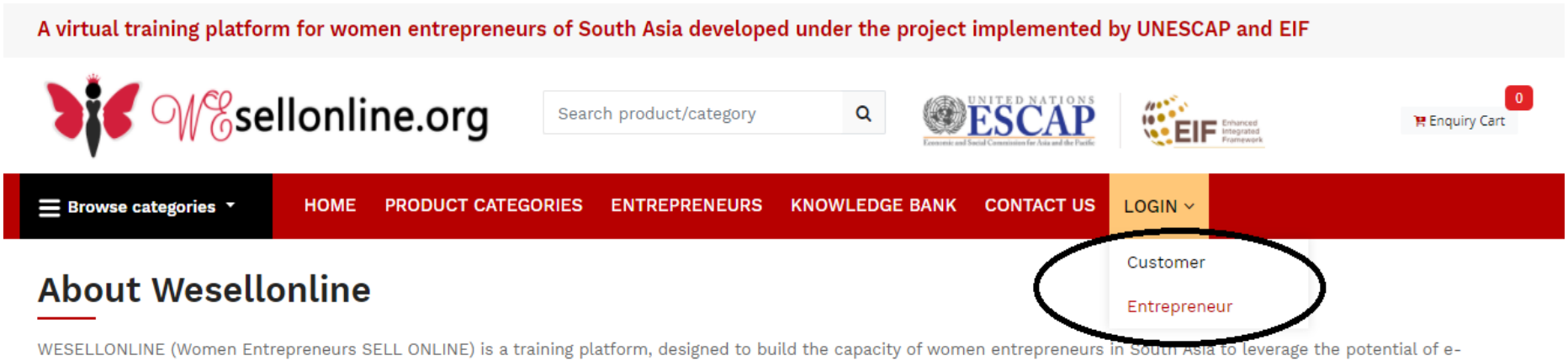
Register as an entrepreneur on wesellonline.org

In order to create an entrepreneur account on **wesellonline.org**, the following steps should be followed:

- Go to your favourite browser. Enter wesellonline.org in the browser address bar.

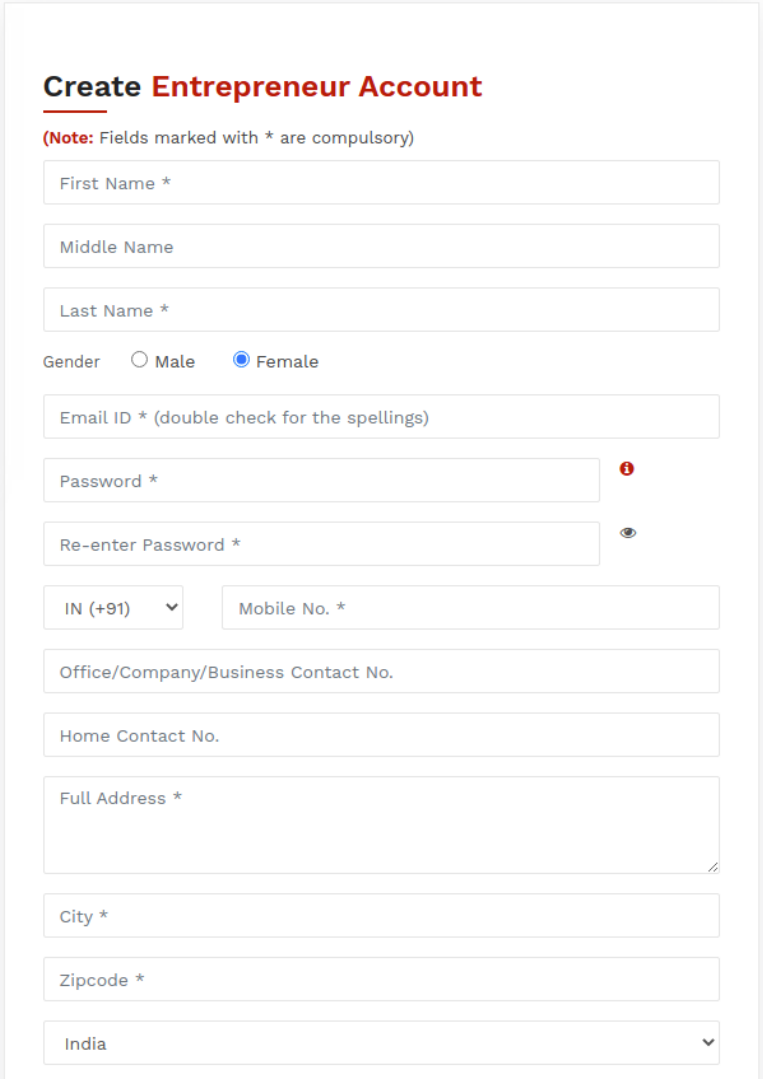
- Click on **Entrepreneur** button available under the menu button **Login**. You will be redirected to the account creation page as visible in the next slides

Entrepreneur Signup



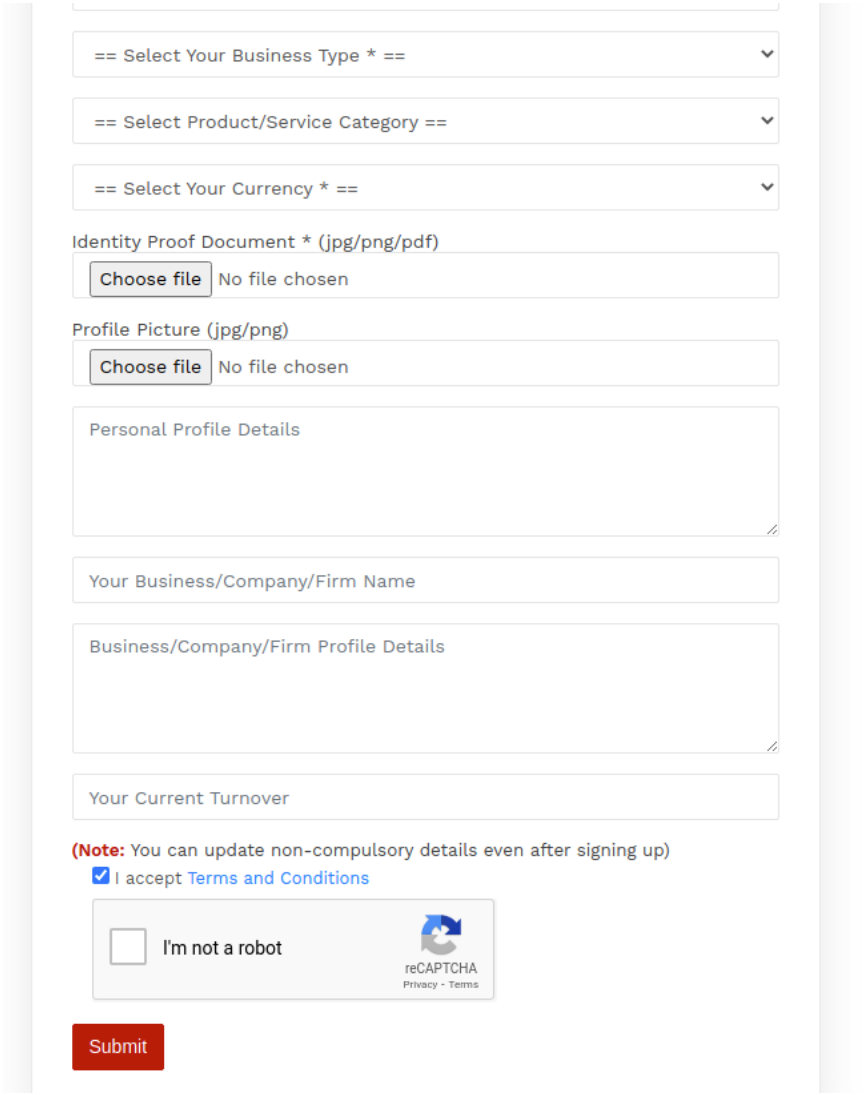


Entrepreneur Account Creation



Wesellonline.org

Entrepreneur Account Creation (Continued)



Creating Entrepreneur Account

As shown in the screenshots enter your details in the input fields as given below:

- Your First Name and Last Name
- Gender - Female (only women entrepreneurs can showcase the products/services on this portal)
- Enter a valid Email ID. This email address will be verified later
- Choose a Password for your account (Your password must be so strong i.e. it should be a combination of capital & small alphabets, digits and special symbols)
- Re-enter the same password again
- Enter your mobile number and select appropriate country code
- Enter you Office / Company / Business Contact Number (optional)
- Enter your Home Contact Number (optional)
- Enter your Full Address
- Enter the name of your city
- Enter the ZIP Code of your location
- Select your Country

Creating Entrepreneur Account (continued)

- Select Your Business Type
- Choose the Product/Service Category
- Select your Currency
- Identity Proof Document (jpg/ png/ pdf)
- Address Proof document(jpg/ png/ pdf)
- Profile picture (in jpg/ png) (optional)
- Personal Profile Details. (Not to exceed 100 words) (optional)
- Provide your Firm/Company Name (alphanumeric text) (optional)
- Your Business Profile details (optional)
- Your Current Turnover (in your Selected currency in the currency field) (optional)
- You need to accept the terms and conditions to submit the form

THANK YOU!!

For any questions/queries contact us

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+91 84978 08999

+91 1130973701 / 04

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info@wesellonline.org

suveera.saxena@un.org



Reference Slides

FEE FOR SELLING ON AMAZON.IN

	Easy Ship Fees	Self Ship Fees & Shipping Cost	FBA Fees
Referral /Seller Fee	Starts from 2%; varies by category	Starts from 2%; varies by category	Starts from 2%; varies by category
Closing Fee	Varies by product price range	Varies by product price range	Reduced closing fee for FBA; varies by product price range
Shipping Fee	Starts at Rs. 38 per item shipped; varies by item volume & distance	Cost you will incur for shipping your order through a 3rd party carrier of your choice	Reduced shipping fee for FBA; starts at Rs. 28 per item
FBA specific Fee	_	_	Pick, pack, & storage fees

WHAT'S YOUR ORDER FULFILLING/SHIPPING OPTION?

Fulfilling your orders includes storing inventory, packaging products, shipping, and delivering orders. Amazon.in has 3 different order fulfilling options:

FBA	Easy Ship	Self Ship
Offer unlimited free & fast deliveries to customers	Fast and safe delivery of Amazon.in	Complete control on your business
You store your products in Amazon.in's Fulfilment Centres and we take care of the rest – picking, packing, & shipping	Control over your inventory No storage cost	Use your own resources for operations
Customer service & returns managed by Amazon.in	No third-party negotiation hassles	Manage customer service & returns on your own
Eligibility for Prime	Choose your own packaging	