amazon Amazon France

Amazon Inc owns and operates amazon.fr, an online B2C/B2B retail place for consumer goods based in France operating in the francophone European markets.

Business Model

- B2B/B2C
- Fulfillment by Amazon (FBA)
- Fulfillment by merchant (FBM)
- Vendor central
- Own brands

Market reach and product reach

The French chapter is mainly used in France, Belgium, and Switzerland.

- Product categories (books & audible, Movies, Series, Music & Games, Electronics & Computers, Household, garden, DIY store, Beauty, Drugstore & Food, Toys & Baby, Clothing, Shoes & Watches, Sports & Recreation, Car, Motorcycle & Industry, Handmade & Amazon Launchpad)

Enrollment process, fees, and commission

- Enrollment process is relatively easy, fill out form with contact details.

Commission
- Referral fees depend on product category
- Range from 7% to 45%, but most categories are 10% to 15%.

Fees:

- Subscription fee: €39 per month (business seller) or €0,99 per item (individual seller)
- Registration fee: none
- Additional closing fees for books, video games, DVDs, Software, Gaming consoles, and any other media items
Buyer membership fees: Standard membership for free; Prime membership in Austria and Germany €5,99/month or €49,00/year; Prime jeunes €24/year (6-month trial available)

Sellers

- ca. 10,000 third party sellers
- Wide variety of seller tools e.g.: Inventory and order management, Reports management, Amazon custom, Seller university, advertisement on Amazon
- The payment due to the seller is deposited into the seller bank account net of Amazon Seller fees. Sellers are notified by e-mail.

Brand protection: **4/5**

Tech integration

- Amazon Marketplace Web Service (**Amazon MWS**) is an integrated web service **API** that helps Amazon sellers to programmatically exchange data on **listings**, **orders**, **payments**, **reports**, and more.
- Languages: **XML** data support. **Amazon** provides code examples for the following programming languages (**C#, Java, and PHP)**
- Technical integration rating **5/5**

Customer ownership

- Platform-centric: **3/5**
- Buyer-centric without prime: **4/5**
- Buyer centric with prime: **5/5**
- Seller centric: **5/5**
- Compliant centric: **5/5**

Return policy (days) and buyer review

- Amazon will refund the costs associated with returning an item if it is defective, damaged, or incorrect. (30 days)