
Amazon Global Selling

Bán hàng toàn cầu cùng Amazon

amazonservices



Những điểm chính



- Giới thiệu về Amazon
- Tại sao nhà sản xuất/kinh doanh nên chọn Amazon
- Dịch vụ hoàn tất đơn hàng (FBA)
- Làm sao để bắt đầu bán hàng trên Amazon
- Hỏi đáp

About Amazon

1995



Welcome to Amazon.com Books!

*One million titles,
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

SPOTLIGHT! -- AUGUST 16TH

These are the books we love, offered at Amazon.com low prices. The spotlight moves **EVERY** day so please come often.

ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list...

EYES & EDITORS. A PERSONAL NOTIFICATION SERVICE

Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, [meet Eyes](#), and have it all explained.

YOUR ACCOUNT

Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

About Amazon

The screenshot shows the Amazon.com homepage. At the top, the browser address bar displays 'www.amazon.com/ref=nav_logo'. Below the address bar is a navigation bar with the Amazon logo, a search bar, and links for 'Shop by Department', 'V's Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. On the right side of the navigation bar, there are links for 'Hello, Vi', 'Your Account', 'Try Prime', 'Wish List', and 'Cart'. A 'Back-to-School Savings' banner is also visible, sponsored by Lysol.

The main content area features a large banner for 'Amazon Fashion' with the text 'WHAT TO WEAR NOW: SUMMER'S KEY PIECES' and two models wearing summer attire. Below this banner, there are several product recommendations:

- A section titled 'Try Amazon Prime Today and Get Unlimited Fast, Free Shipping' with a 'See more' link. It displays various almond products, including 'Wonderful Almonds', 'Blue Diamond Almonds', and 'Pistachios'. A 'Quick look' button is visible under the pistachio product.
- A section titled 'Back-To-School Watches from Timex and more' with a 'See more' link and a 'Not interested?' link. It displays several colorful Timex watches.
- A 'Huggies Little Movers' advertisement for double grip strips, featuring Mickey Mouse and a 'Shop now' button.
- A small advertisement for a generator and other power equipment.

About Amazon

← → ↻ www.amazon.com/kitchen-dining/b/ref=nav_shopall_ki?ie=UTF8&node=284507 🔍

Wedding Registry

Show results for

Home & Kitchen

Kitchen & Dining

- Bakeware (230,002)
- Coffee, Tea & Espresso (172,788)
- Cookware (92,317)
- Dining & Entertaining (4,717,759)
- Food Service Equipment & Supplies (167,116)
- Furniture (52,971)
- Home Brewing & Wine Making (21,818)
- Kitchen & Table Linens (246,141)
- Cutlery & Knife Accessories (78,987)
- Kitchen Utensils & Gadgets (1,421,151)
- Small Appliance Parts & Accessories (30,843)
- Small Appliances (71,911)
- Storage & Organization (1,146,986)
- Travel & To-Go Drinkware (1,753,925)
- Water Coolers & Filters (42,440)
- Wine Accessories (118,680)

Refine by

Avg. Customer Review

- ★★★★★ & Up (234,421)
- ★★★★☆ & Up (275,583)
- ★★★☆☆ & Up (289,953)
- ★★☆☆☆ & Up (304,708)

Product Grade

- Commercial Grade (189,203)

Color

5 Refreshing Summer Treats

[Explore now](#)

Small Appliances

Kitchen Tools

Cookware

Bakeware

Cutlery

Dining & Entertaining

Storage & Organization

Wedding Registry

About Amazon



Product Categories

US

Physical Media

'95

(1) Amazon also launched the Kindle Store for Brazil in 2012; Mexico and Australia in 2013.

» Source: Amazon Investor Relations

About Amazon



Product Categories	US	UK	Germany	France	Japan	China	Canada	Italy	Spain	India
Physical Media	'95	'98	'98	'00	'00	'04	'02	'10	'11	'13
Electronics	'99	'01	'01	'05	'03	'04	'08	'10	'11	'13
Toys	'99	'01	'04	'07	'04	'04	'13	'11	'11	'13
Baby	'99	'07	'07	'07	'07	'06	'12	'12	'12	'13
Tools & Hardware	'99	'04	'04	'12	'09	'09	'11	'13	'13	'13
Home & Garden	'00	'04	'04	'07	'03	'06	'09	'10	'11	'13
Apparel	'02	'08	'08	'10	'07	'10		'14	'14	'14
Sports & Outdoors	'03	'07	'06	'10	'05	'06	'10	'11	'14	'14
Jewelry & Watches	'03	'07	'07	'07	'07	'06	'10	'10	'11	'13
Health & Personal Care	'03	'08	'07	'09	'06	'06	'13	'14	'11	'13
Beauty	'04	'08	'08	'09	'08	'06	'13			'13
Shoes & Accessories	'05	'07	'07	'09	'07	'09		'11	'12	'14
Dry Goods	'06	'10	'10		'08	'10	'13			
Auto Parts & Accessories	'06	'09	'08	'13	'09	'09	'13	'13	'13	
Kindle Device & Store (1)	'07	'10	'11	'11	'12	'12	'12	'11	'11	'13
Office Supplies	'08	'09	'09	'09	'09	'10	'13	'14	'14	'14
Physical Media	'95	'98	'98	'00	'00	'04	'02	'10	'11	'13

(1) Amazon also launched the Kindle Store for Brazil in 2012; Mexico and Australia in 2013.

» Source: Amazon Investor Relations



About Amazon



* Tháng 12, 2014

Nguồn: Amazon Investor Relations

About Amazon

Amazon có lượng khách hàng khổng lồ

Active Global Customer Accounts:	Monthly Unique Visitors (US):	Avg. Daily Unique Visitors (US):	Avg. Visits per Visitor per Month (US):
250MM ¹	102MM ²	14.2MM ²	6.3 ²

Note: Active Customer Accounts are unique email addresses that have placed an order in the last 12 months

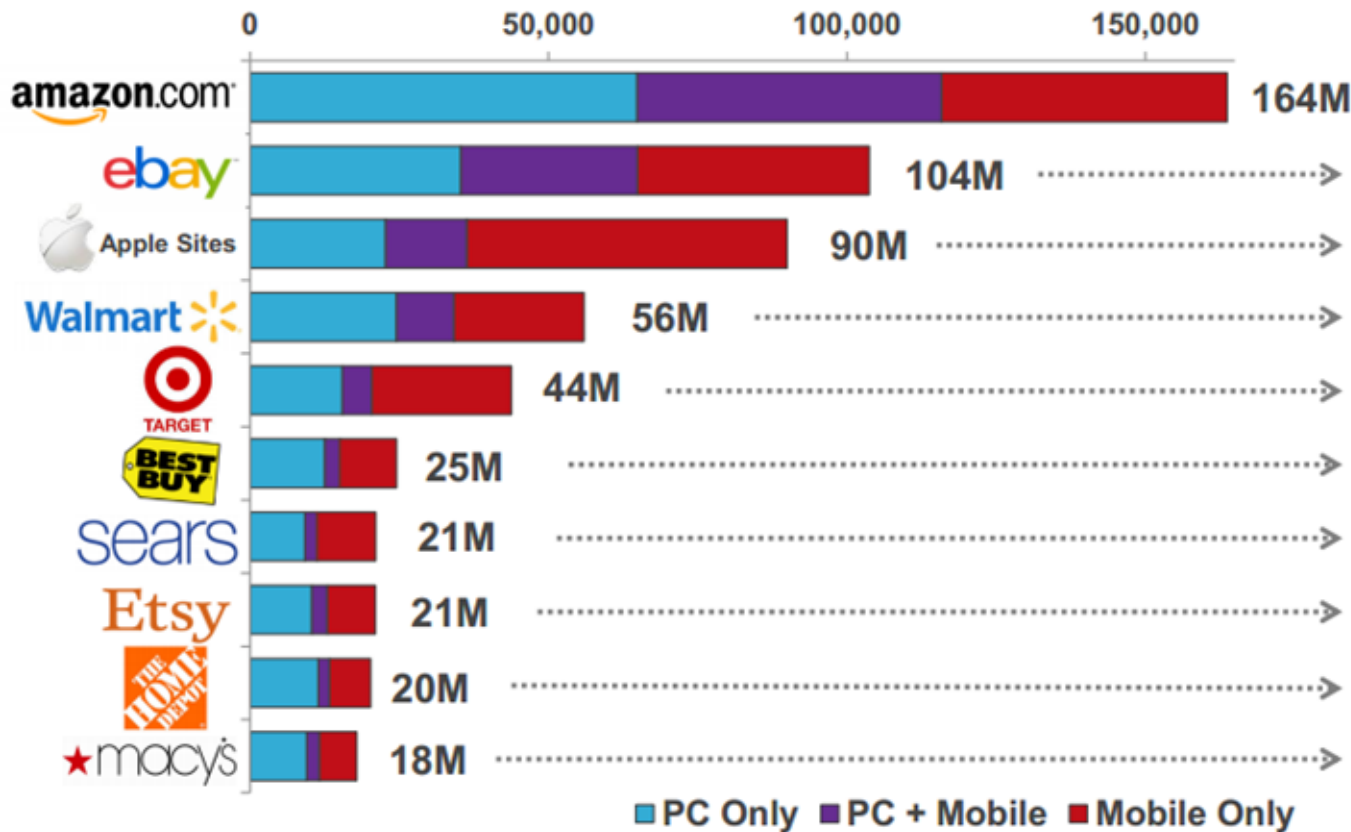
Sources: 1. Sources: Amazon Investor Relations "Amazon.com Announces Third Quarter Sales up 24% to \$17.09 Billion";

2. ComScore PlanMetric December, 2013.

About Amazon

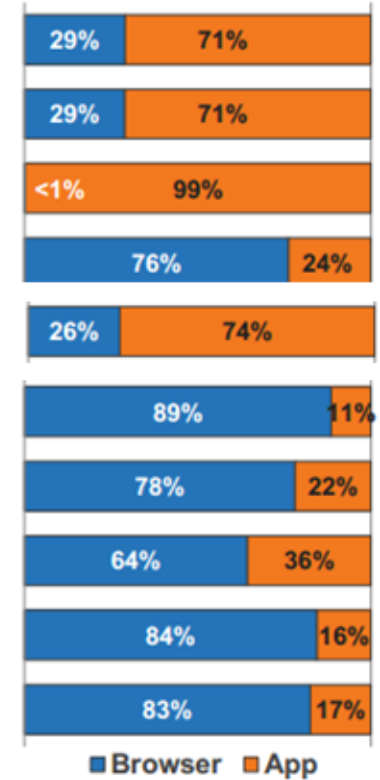
Danh sách Nhà Bán Lẻ hàng đầu: tổng số lượng khách hàng Mỹ trên các trang thương mại điện tử

Source: comScore Media Metrix Multi-Platform, U.S., March 2014



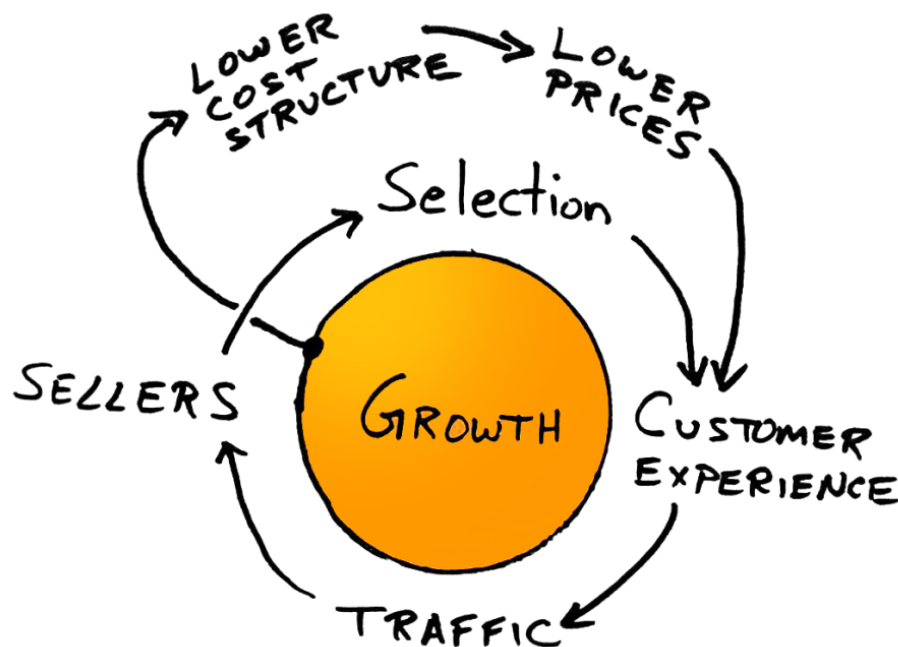
% Thời gian sử dụng Trình duyệt vs App

Source: comScore Mobile Metrix, U.S., March 2014

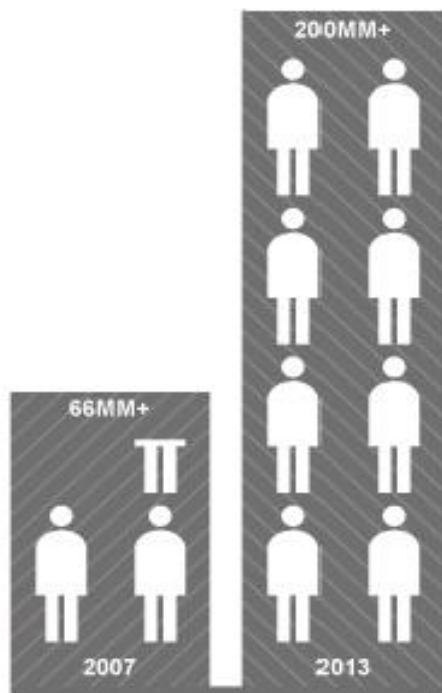


About Amazon

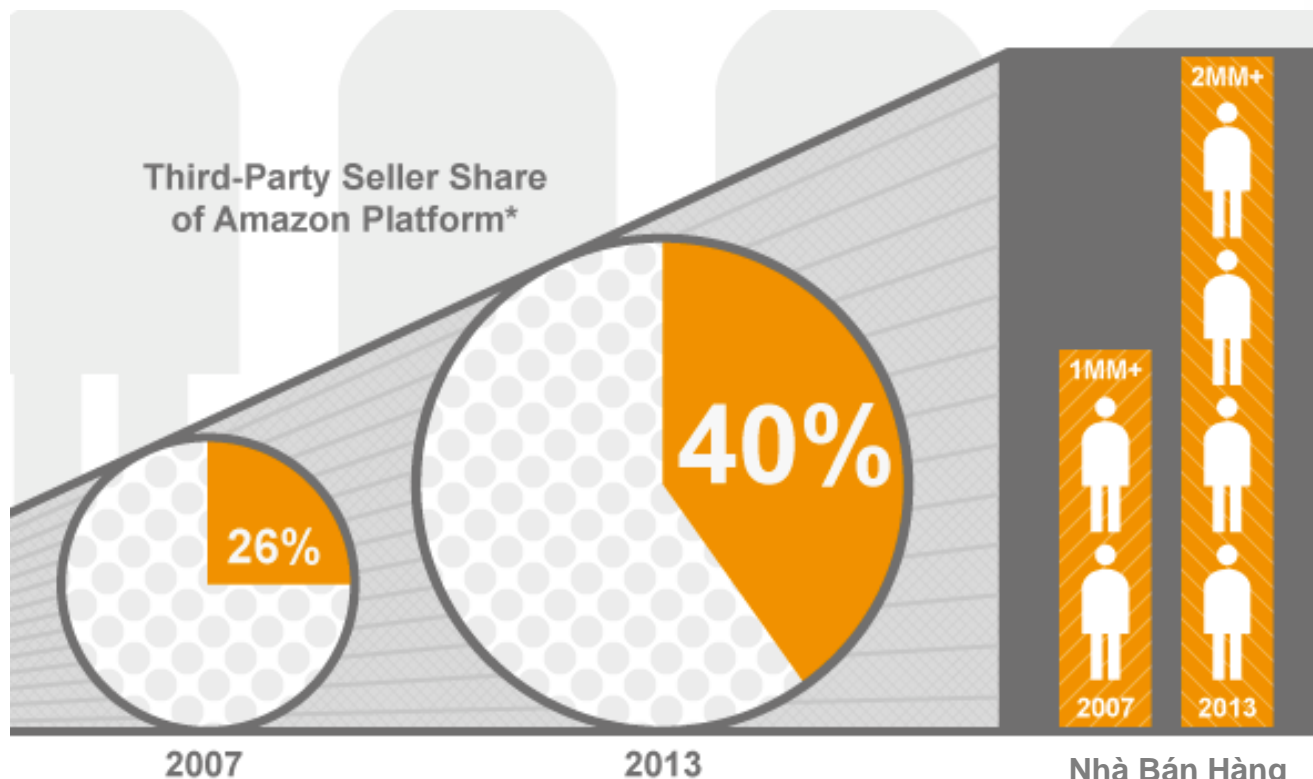
Tạo các mối quan hệ bền vững và chiến lược
thúc đẩy vòng tăng trưởng
giá trị, sự lựa chọn & tiện dụng



About Amazon



Khách hàng active của Amazon trên toàn thế giới



*Based on paid units.

Nhà Bán Hàng trên Amazon toàn cầu

Why Amazon

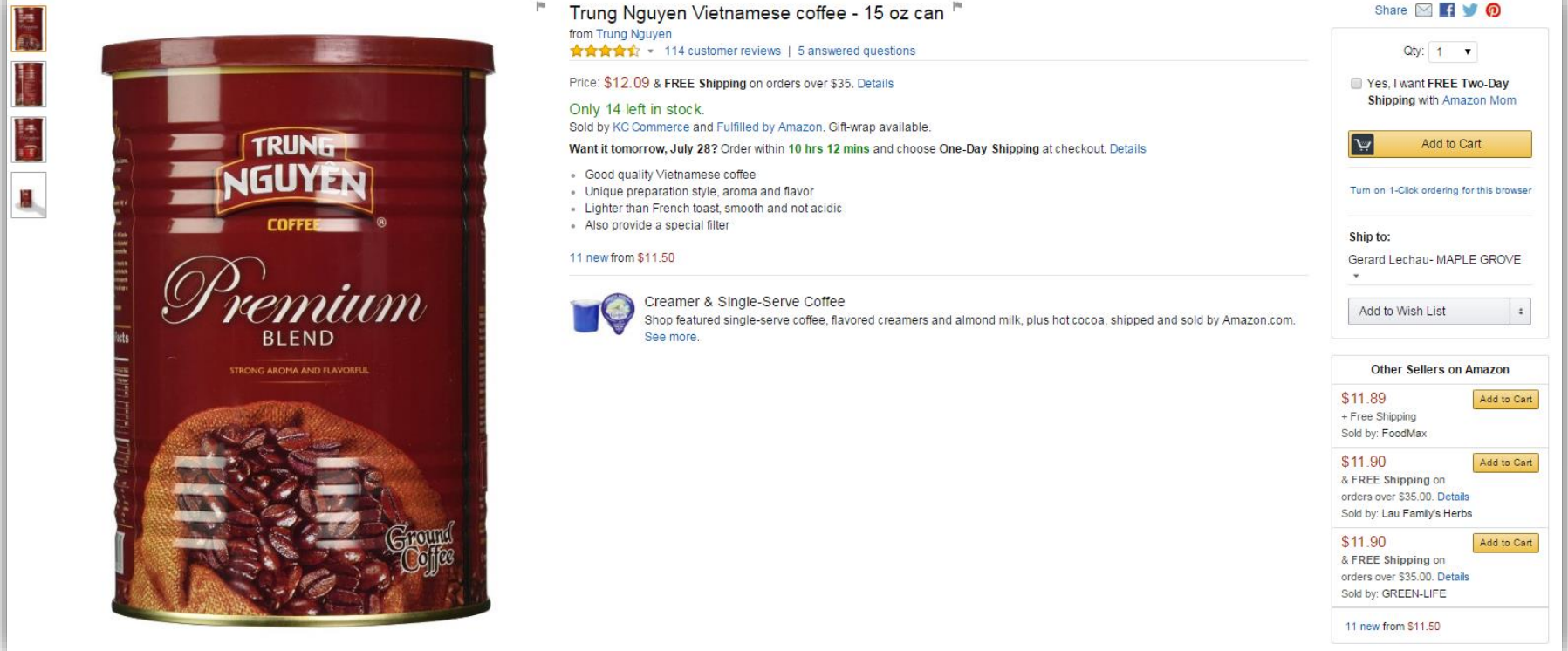
The screenshot shows an Amazon search results page for "trung nguyen coffee". The search bar at the top contains the text "trung nguyen coffee" and a magnifying glass icon. Below the search bar, there are navigation links for "Shop by Department", "VI's Amazon.com", "Today's Deals", "Gift Cards", "Sell", and "Help". A secondary navigation bar lists various product categories like "Grocery", "Deals", "Candy", "Coffee", "Snacks", "Pasta", "Baby Food", "Specialty Diets", "Breakfast", "Prime Pantry", and "Subscribe & Save".

The main content area displays "1-24 of 49 results for Grocery & Gourmet Food: 'trung nguyen coffee'". On the left side, there is a sidebar with filters. The "Show results for" section includes "Any Category" and "Grocery & Gourmet Food" with sub-categories like "Coffee (37)", "Coffee Substitutes (6)", and "Condensed (1)". The "Refine by" section includes "Avg. Customer Review" with star ratings and counts, "Subscribe & Save" with a checkbox, "Eligible for Free Shipping" with a checkbox, "Coffee Format" with checkboxes for "Whole Bean", "Ground", and "Instant", "Brand" with checkboxes for "Trung Nguyen", "Heirloom Coffee LLC", "Longevity", and "Combined Brands", and "Caffeine Type" with a checkbox for "Caffeinated".

The main product grid shows six items:

- Trung Nguyen Vietnamese coffee - 15 oz can** by Trung Nguyen. Price: \$11.90. Prime badge. Get it by Tuesday, Jul 28. FREE Shipping on orders over \$35. Show only Trung Nguyen items. 5 stars, 114 reviews.
- Trung Nguyen Gourmet Blend** by Heirloom Coffee LLC. Price: \$12.90. Prime badge. Get it by Tuesday, Jul 28. FREE Shipping on orders over \$35. Show only Heirloom Coffee LLC items. 5 stars, 58 reviews.
- Trung Nguyen Creative 4 Ground Coffee** by Trung Nguyen. Price: \$8.45. Prime badge. Get it by Tuesday, Jul 28. FREE Shipping on orders over \$35. Show only Trung Nguyen items. 5 stars, 10 reviews.
- Trung Nguyen Creative 5 Ground Coffee** by Trung Nguyen. Price: \$9.95. Prime badge. Get it by Tuesday, Jul 28. FREE Shipping on orders over \$35. Show only Trung Nguyen items. 5 stars, 11 reviews.
- Trung Nguyen Creative 3 Ground Coffee** by Trung Nguyen. Price: \$8.12. Prime badge. Only 15 left in stock - order soon. FREE Shipping on orders over \$35. Show only Trung Nguyen items. 5 stars, 5 reviews.
- Trung Nguyen Legendee Gold Coffee 8.8 oz** by Trung Nguyen. Price: \$23.95. Prime badge. Only 16 left in stock - order soon. FREE Shipping on orders over \$35. Show only Trung Nguyen items. 5 stars, 36 reviews.

Why Amazon



Trung Nguyen Vietnamese coffee - 15 oz can
from Trung Nguyen
★★★★☆ 114 customer reviews | 5 answered questions


Price: **\$12.09** & **FREE Shipping** on orders over \$35. [Details](#)





Only 14 left in stock.
Sold by KC Commerce and Fulfilled by Amazon. Gift-wrap available.

Want it tomorrow, July 28? Order within **10 hrs 12 mins** and choose **One-Day Shipping** at checkout. [Details](#)

- Good quality Vietnamese coffee
- Unique preparation style, aroma and flavor
- Lighter than French toast, smooth and not acidic
- Also provide a special filter

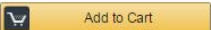
11 new from \$11.50

 **Creamer & Single-Serve Coffee**
Shop featured single-serve coffee, flavored creamers and almond milk, plus hot cocoa, shipped and sold by Amazon.com. [See more.](#)

Share    

Qty: 1


Yes, I want **FREE Two-Day Shipping** with Amazon Mom


 **Add to Cart**


[Turn on 1-Click ordering for this browser](#)

Ship to:
Gerard Lechau- MAPLE GROVE

Other Sellers on Amazon

\$11.89 
+ Free Shipping
Sold by: FoodMax


\$11.90 
& **FREE Shipping** on orders over \$35.00. [Details](#)
Sold by: Lau Family's Herbs

\$11.90 
& **FREE Shipping** on orders over \$35.00. [Details](#)
Sold by: GREEN-LIFE

11 new from \$11.50

Why Amazon

www.amazon.com/Trung-Nguyen-Vietnamese-coffee-can/dp/B000F17AKC/ref=sr_1_1?s=grocery&ie=UTF8&qid=1437990501&sr=1-1&keywords=trung+nguyen+coffee

Trung Nguyen Vietnamese coffee - 15 oz can  **Add to Cart**

\$12.09 & FREE Shipping on orders over \$35. [Details](#) | **Only 14 left in stock.** Sold by [KC Commerce](#) and **Fulfilled by Amazon.** Gift-wrap available.

[Comment](#) | Was this review helpful to you?

8 of 8 people found the following review helpful

★★★★★ Amazing coffee, that needs to be understood in order to be enjoyed.
By [Eliad Kimhy](#) on January 6, 2014

First a disclaimer- I have not purchased this particular can of coffee, but I've tried many types of Trung Ngyuen coffee during my traveling, and this review is intended to be more of an educational message.

I don't mean to be pretentious, but Vietnamese coffee simply *has* to be brewed differently than you would any other type of coffee.

Vietnamese coffee is a very dark, very bitter (but also sweet with the addition of creamer or sweet condensed milk, which is what you'd most often get), and very concentrated (almost oily). It has powerful notes of cocoa, and is delicious and unique.

Here's the thing though- while it's ground very similarly to a french press grind, it can not be properly made in a french press. What you need is a Vietnamese coffee filter set, which you can find for 3USD on Amazon (or 50 cents on the street markets of Vietnam :P).

Preparation is also very different from french pressing, and is more like filtered brewing where the hot water comes on top of the coffee and gently sips through. It has a few rules though, that you absolutely need to follow-

Alright, so you'd need the filter, the coffee, and preferably some measuring spoons. Most filters are composed of 4 parts: There's the wide flat filter that goes on top of the cup and holds everything else above the cup, on top of that goes the main, cup like filter where the coffee and water go, on top of that is the secondary filter which is flat and usually has some sort of a handle sticking up; the secondary filter is placed inside the main filter above the dry coffee before the water is added. And the last part is the lid. [Read more >](#)

[Comment](#) | Was this review helpful to you?

17 of 21 people found the following review helpful

★★★★★ Surprisingly Good !!
By [A Thoughtful Consumer](#) on April 8, 2007

I never thought of Vietnam as a point of coffee growing. But on second thought, why not..it's very close to Indonesia and they have some wonderful brews. And the same is here! This is very smooth with a low acid taste. So it will roll across your tongue and not leave an after bite. There is even a hint of chocolate in the taste-very surprising! For me this is one of the more unusual island-type coffees I've ever tasted.A good find and nice to drink. A further note,if you go to the Trung Nguyen website, they sell a Vietnamese single cup coffee maker real cheap. It's sort of a cross between a french press and a melitta single drip cone. If nothing else it's fun.

[1 Comment](#) | Was this review helpful to you?

Did not care for the taste of this coffee. My husband who will eat or drn anything would not drink it either. Not sure if I got a bad batch but wou with caution.
Published 1 month ago by chloegirl

★★★★★ Five Stars
Amazing taste!!!
Published 2 months ago by K.Z.

★★★★★ Five Stars
good coffee
Published 2 months ago by keith blackwell

★★★★★ Five Stars
Great coffee
Published 2 months ago by Jeffrey Duclos

★★★★★ In a can, hooray!
Very happy that my order came in the metal can pictured (wasn't sure because the description said "packaging may vary. [Read more](#)
Published 2 months ago by A

Search Customer Reviews

Why Amazon

The screenshot shows the Amazon website interface. At the top, the Amazon logo is on the left, and the search bar contains 'golden star balm'. Below the search bar, there are navigation links for 'Shop by Department', 'Vf's Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. On the right, there's a user account link 'Hello, Vi Your Account'. A secondary navigation bar lists categories like 'Grocery', 'Deals', 'Candy', 'Coffee', 'Snacks', 'Pasta', 'Baby Food', 'Specialty Diets', 'Breakfast', 'Prime Pantry', and 'Subscribe & Save'. The main content area shows search results for 'golden star balm', with a message indicating that the search did not match any products, so it searched in All Departments. Three products are listed:

- Balsam "Golden Star" 4 G** by Vietnam: Price \$3.99, 10 reviews. Product Features: Balsam "Golden Star" 4 G. Health & Personal Care: See all 32 items.
- "Gold Star" Unique Vietnamese Balm ointment BALSAM** by Gold Star: Price \$7.50, 2 reviews. Product Description: Golden Star Balm is a rare combination of vegetable oils. Health & Personal Care: See all 32 items.
- 02 Boxes X 3 Grams, Golden Star Balm, Cao Sao Vang Vietnam, Aromatic Balsam** by Golden Star Balm: Price \$3.99 (\$1.33/Gram), 2 reviews. Product Features: 02 Boxes X 03 grams, Golden Star Balm, Cao Sao Vang Vietnam, Aromatic Balsam.

On the left side, there are filters for 'Show results for' (Beauty, Health & Personal Care), 'Refine by' (Eligible for Free Shipping, Avg. Customer Review), and 'Brand' (Golden Star Balm, vietnamese, Vietnam, Gold Star, Salonoas).

Why Amazon

Shop by Department ▾ Tuong's Amazon.com Today's Deals Gift Cards Sell Help Hello, Tuong Your Account

Grocery Deals Snacks ▾ Breakfast ▾ Beverages ▾ Cooking Staples ▾ Baby Food ▾ Candy & Chocolate ▾ Specialty Diets ▾ Prime Pantry ▾ Subscribe & Save

Hao Hao Mi Tom Chua Cay (Hot Sour Shrimp Flavor Noodle) - 2.7oz [Pack of 30]
from [Vina Acecook](#)
★★★★★ ▾ 1 customer review

Price: **\$22.95** & **FREE Shipping** on orders over \$35. [Details](#)

Only 12 left in stock.
Sold by [HP EXPRESS](#) and [Fulfilled by Amazon](#). Gift-wrap available.

Want it Wednesday, July 29? Order within **19 hrs 36 mins** and choose **One-Day Shipping** at checkout. [Details](#)

3 new from **\$17.64**

Additional 15% Off KIND Subscriptions
For a limited time, subscribe and save 15% on your first delivery of KIND bars. This coupon is in addition to the standard discount of 5%, which increases to 15% when you have 5 subscriptions delivered on the same day [See more.](#)

Why Amazon



Artichoke Tea (Trà Atiso) 20 Bags

from **Vĩnh Tiên**

★★★★★ 1 customer review

Price: **\$11.95** (\$0.60 / Count) & **FREE Shipping**

In Stock.

Ships from and sold by **Namaste Delish.**

Estimated Delivery Date: July 31 - Aug. 5 when you choose Standard at checkout.

- Made with Artichoke stems, roots, flowers, liquorice & natural flavor
- Helps to maintain a healthy liver
- Support weight loss
- Herbal and Caffeine Free
- Product of Vietnam



Enjoy Back to School Savings on IZZE

20% off your favorite flavors of IZZE sparkling juice. [See more](#)

Dịch vụ hoàn tất đơn hàng (FBA)



Dịch vụ hoàn tất đơn hàng (FBA)



Dịch vụ hoàn tất đơn hàng (FBA)



PHOTO: JOSHUA LOTT/BLOOMBERG/GETTY

MFN vs. FBA

Selling on Amazon

Selling on Amazon with FBA

Move your mouse over the highlighted features for more information.

amazon

Your Amazon.com | Today's Deals | Gift Cards | Sell | Help

Shop by Department

Search

Go



The Classic

★★★★★

32 customer reviews

Price: \$5.91 + shipping

Only 11 left in stock
Ships from and sold by YOU

Quantity:

Add to Cart

Buy Now

Add to Wish List

More Buying Choices

E-Shopper
\$ 9.95 & FREE Shipping

Web Store
\$ 7.50 + \$ 2.15 Shipping

More

Selling on Amazon

Selling on Amazon with FBA

Move your mouse over the highlighted features for more information.

amazon Prime

Your Amazon.com | Today's Deals | Gift Cards | Sell | Help

Shop by Department

Search

Go



The Classic

★★★★★

32 customer reviews

Price: \$5.91 Prime
& FREE Shipping on orders
over \$35.

Sold by YOU and Fulfilled by Amazon
Gift-wrap available.

Only 11 left in stock
Want it tomorrow? Order within 2 hrs
39 min and choose 1-day shipping

Quantity:

Add to Cart

Buy Now

Add to Wish List

More Buying Choices

E-Shopper
\$ 9.95 & FREE Shipping

Web Store
\$ 7.50 + \$ 2.15 Shipping

More

Chương trình khách hàng Prime

\$99 annual
membership
fee

Thành viên Prime được hưởng ưu đãi



amazon *Prime*

Ship hàng miễn phí trong
vòng 2 ngày

Dịch vụ hoàn tất đơn hàng (FBA)

93%

Những người bán hàng tham gia khảo sát cho biết lượng hàng hóa bán được tăng lên sau khi tham gia

FBA



Source: FBA seller survey, Q1 2014

70%

of respondents reported a **sales increase of at least 20%**

41%

of respondents reported a **sales increase of at least 50%**

21%

of respondents reported that their **sales more than doubled**

amazon

Câu chuyện thành công



“Chúng tôi tiết kiệm được rất nhiều chi phí nhờ sử dụng FBA. Càng tiết kiệm được cho công ty và cho khách hàng bao nhiêu, công ty càng thành công bấy nhiêu”

Penny Jin
Giám Đốc TMĐT Quốc Tế của Doublju



Câu chuyện thành công

“Chúng tôi không biết khách hàng Mỹ sẽ đón nhận sản phẩm của công ty như thế nào khi mới bắt đầu kinh doanh. Nhờ sử dụng nền bán hàng của Amazon, tôi bắt đầu nắm bắt được nhu cầu của khách và tự tin hơn trong việc phát triển mở rộng thị trường.”

Chen Jian Yuan

VP, Product & Development

AC Ryan, Headquartered in Singapore



A.C. Ryan
Defining Digital Entertainment



Câu chuyện thành công



Revitalizing Dad's American Legacy

The recession hit Le Nguyen's mattress factory hard.
When his kids rallied the business, customers responded.

One of thousands of small businesses thriving because of Amazon customers.

Dịch vụ hoàn tất đơn hàng (FBA)

Brentwood Home 801 Follow @brentwoodhomeLA | 191 followers

FALL IN LOVE WITH YOUR SLEEP

Our collection of natural products will help you sleep peacefully. Each one is handcrafted in the United States. Find the mattress that's perfect for you.

Best sellers

<p>Brentwood Home 13-Inch Gel HD Memory... ★★★★★ (590) \$640.00 \$326.94 </p> <p>Add to Cart</p>	<p>Brentwood Home 11-Inch Gel HD Memory... ★★★★★ (248) \$470.00 \$280.89 </p> <p>Add to Cart</p>	<p>Brentwood Home S-Bed, 11-Inch Organic... ★★★★★ (15) \$860.00 \$750.00 </p> <p>Add to Cart</p>	<p>Brentwood Home Finale, 11-Inch... ★★★★★ (211) \$640.00 \$299.00 </p> <p>Add to Cart</p>	<p>Brentwood Home Gel Memory Foam... ★★★★★ (43) \$70.00</p> <p>Add to Cart</p>
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Gel Memory Foam Mattresses

<p>Brentwood Home 13-Inch Gel HD Memory... ★★★★★ (590) \$640.00 \$326.94 </p> <p>Add to Cart</p>	<p>Brentwood Home 11-Inch Gel HD Memory... ★★★★★ (248) \$470.00 \$280.89 </p> <p>Add to Cart</p>	<p>Brentwood Home 10-Inch Gel HD Memory... ★★★★★ (173) \$450.00 \$266.40 </p> <p>Add to Cart</p>	<p>Brentwood Home 9-Inch Gel Infused HD Memory... ★★★★★ (183) \$640.00 \$245.00</p> <p>Add to Cart</p>	<p>Brentwood Home 7-Inch Gel Infused HD Memory... ★★★★★ (85) \$600.00 \$200.00</p> <p>Add to Cart</p>
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Bắt đầu: Go Global

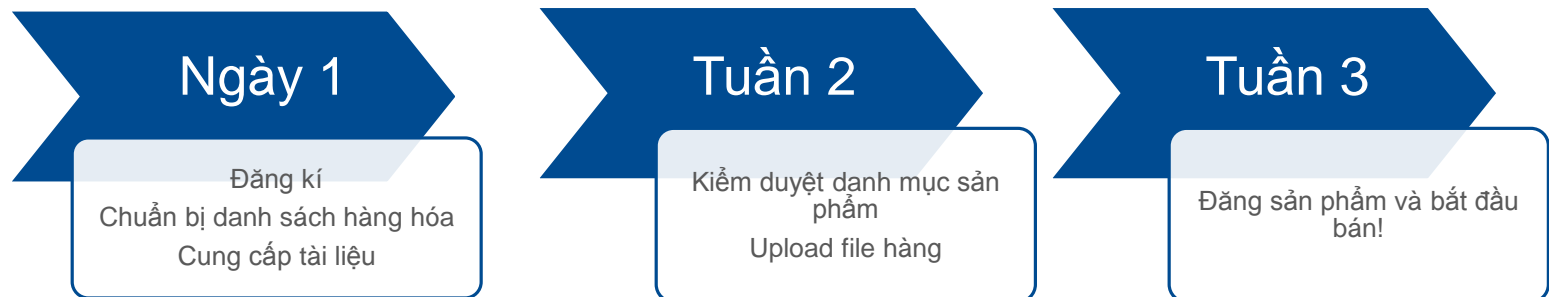
- Chi phí bán hàng trên Amazon là như thế nào?

Phí hàng tháng: USD 39.99

Chia sẻ lợi nhuận: 8 - 15% tùy loại mặt hàng

Phí hoàn tất đơn hàng

- Các bước để trở thành một người bán trên Amazon.com?





Liên hệ

- > Viet Nam Country Lead
Trần Tường Vi (Ms.)
tranvi@amazon.com
- >