

# Helping Irish Brands Win on Amazon



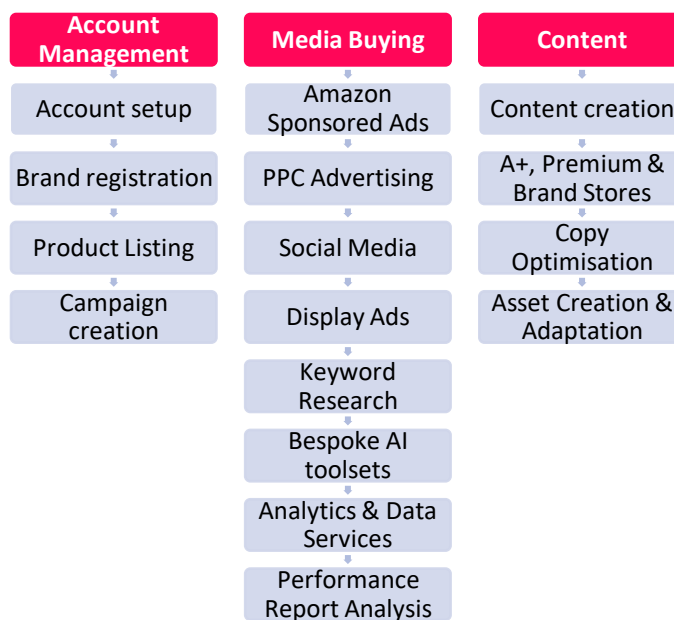
## About Us

Melody is an appointed Amazon Solution Provider Network agency and UK&I's largest independent agency listing, registering and growing brands on Amazon, with a Dublin based Client Partner.

As part of the Solution Provider Network, we have access to Amazon local, regional, and global head-office stakeholders to help us deliver leading solutions for our Clients.

One of only a select few agencies regularly invited to the global leadership conferences at Amazon HQ in Seattle to help shape the future of gaining better brand coverage and return on investment.

## Our Services



**melody.agency**  
Aviation House, 125 Kingsway, London WC2B 6NH United Kingdom

## Follow up questions

### 1. How do ROI companies sell to GB and NI?

When ROI alcohol products are dispatched from Amazon premises in England under a Seller FBA (fulfilment by Amazon) account to English addresses the Seller needs to have the appropriate Irish licences in place in order to first ship to GB or NI.

English laws will then apply to the onward dispatch to English and NI addresses. Amazon would also require evidence from the Irish Sellers that UK excise duty has been paid by them.

### 2. How do NI companies sell to ROI?

The simplest solution for NI brands would be to set up a Seller FBM (fulfilled by merchant) account on Amazon to service the ROI Market. This means that the merchant / brand owner would be responsible for the shipping of products and simply use Amazon as a “listing platform”. Orders would be sent direct to the Seller who in turn would be required to package and post the product to the ROI addresses.

### 3. How are both of affected by Brexit from 1st January 2021?

Near-term there is no expected change, however, further out additional taxes, tariffs or regulations may apply.

To date, Amazon have not published or shared any information that would indicate that trading terms for Irish brands will alter.

Amazon have, however, announced the building of a fulfilment and distribution centre on the south west side of Dublin to be completed by end 2020. Brexit related considerations aside, this will allow better servicing of their Prime subscription platform (free / expedited delivery and content streaming) and fulfilment on the Island of Ireland.

#### **4. What are the current challenge/issues affecting ROI-UK selling on Amazon?**

Spirits are experiencing a boom on Amazon now. Since the start of life under Covid, search and conversion for spirits has increased 10-fold and have maintained a search ranking in the top 2000 bracket out of the 500k+ products sold on Amazon over the past 3 months

The key challenge for Irish brands is the regulatory and duty considerations when shipping product to Amazon warehouses in UK, requiring them to provide evidence of the following when selling on Amazon.

- a) UK VAT registration number which is required for the distance sale of excise liable goods to UK customers; and evidence that the alcohol products sold on amazon.co.uk are UK excise duty paid.
- b) Amazon accept the following as evidence of UK excise duty payment:
  - i. UK alcohol licence number
  - ii. Confirmation of your appointed UK excise duty agent including the agent's UK licence number
  - iii. Documentary evidence that the inventory is supplied UK excise duty paid being either:
    - I. Invoice / Letter of supply from the producer or supplier of their product which confirms the inventory is supplied UK excise duty paid
    - II. Import document (Form C88/SAD) for inventory imported to the UK
    - III. Warehouse removal document (Form W5D)
    - IV. Registered Consignor return.

## 5. What are the cost challenges for shipping from ROI to NI and vice-versa?

The key cost challenge is the distribution and storage of product to and at Amazon facilities respectively.

Additionally, Amazon charge a listing fee (circa £25-40 +VAT) depending on the type of account) and commission on each item sold on the platform (circa 10% of end selling price)

Amazon provide a costing calculator for seller to calculate their value chain which is inserted below:

<https://services.amazon.co.uk/services/sell-online/pricing.html>

-----

For any further information please contact:

Jason Kidd, Melody Client Partner (Ireland)

[jason.kidd@smp.uk.com](mailto:jason.kidd@smp.uk.com)

(+353) 85 2250 222

Matt Howes, Head of E-Comm

[Matthew.howes@smp.uk.com](mailto:Matthew.howes@smp.uk.com)

(+44) 7854 350306

-----