

Coronavirus Update

Supporting your Amazon business at this critical time



Coronavirus Resources

Coronavirus Support Webinar [3rd April]:

https://sellercentral.amazon.co.uk//gc//sell-online/mam-webinars/webinars/covid19?ref_=LP

Coronavirus Help Page:

https://sellercentral-europe.amazon.com/gc/sell-online/covid-19?ref=ns1p_at_2305844804735169795_nslnk_1



Today's Presenters:

Simon Donegan
Head of Seller Services UK, Amazon



Emma Jones MBE
Founder of Enterprise Nation



Agenda

- 1 Introduction
- 2 Amazon Updates
What has changed
- 3 Off-Amazon Support
With Enterprise Nation
- 4 Close
Links to further information



Engagement

1. You can ask questions throughout the webinar in the question box. We will collate and share the most frequently asked questions next week over email
2. Please fill out our survey when you leave the webinar - we want to continuously improve and your feedback is key to this

1. Amazon updates

The latest on our Coronavirus policies and support



Updates to our Coronavirus policies



We will cover updates on:

- 1) Fulfilment by Amazon**
- 2) Customer Returns**
- 3) Account Health**
- 4) Fair Pricing Policy**



Questions from you – Fulfilment by Amazon



“Any idea of when we can expect for FBA to become available again?”

“When can we send shipment to FBA? It's not a health product. It's non essential”

“Sending to FBA, it was 15 kilos limit lately still 15 kilos or can we send 23 kilos?”

“When will Amazon make my products eligible for shipment creation?”

“Can we add and send new products that are in higher demand? Like flour mixes or bread mixes”



FBA: inbounding stock to our UK Fulfilment Centres



- As of **April 23rd**, more products are eligible for shipment creation
- There are limits to the quantity you can send in for some of these products
- Quantities are determined based on **past sales, current inventory levels** and **capacity available in our fulfilment centres**
- Please check your Restock Inventory page to see which products are eligible for inbound shipment
- Any products that are eligible and have quantity limits will be marked with the tag **“Limited Restock”**



FBA: Inbounding stock to our Fulfilment Centres



Accessing the Restock Inventory Page

- 1) 'Inventory' > 'Inventory Planning'
- 2) In your Inventory Dashboard, click on 'Restock Inventory' header > this leads you to the Restock Inventory page

amazon seller central europe

Catalogue Inventory Pricing Orders Advertising Stores Programmes Reports Performance Apps & Services B2B

Dashboard Performance **Restock Inventory** Manage Excess Inventory Inventory Age Fix stranded inventory

Inventory Dashboard

[Learn more](#) | [Rate this page](#) | [Take the tour](#)

Summary of your key inventory metrics and opportunities to improve inventory efficiency and in-stock performance

i We are making changes to the Restock Inventory page and expanding the list of products eligible for shipment creation. Please check back soon to see the updated list.

i Product list eligible for shipment creation last updated on: 23-Apr-2020



FBA: French Fulfilment Centres



- Temporary suspension of operations in our French fulfilment centres following French court ruling
- FBA offers in France, with inventory stored in Fulfilment Centres outside of France, will still be live on Amazon.fr
- You can continue to create **removal orders**, but there will be **delays**



FBA: temporary limit to shipments >15kg



See our help page “temporarily limiting shipments weighing over 15kg”

<https://sellercentral-europe.amazon.com/gp/help/help.html?itemID=GH22WG4PU4L46JRD&>



Questions from you – EU fulfilment programs



“What is happening with the Pan EU programme whilst Italy and France are off sale and not being shipped on FBA?”

“When will Pan-Euro be back to normal operations?”

“We are getting notifications through saying that all of our Pan EU Enrolled products are ending soon. Please let us know what is happening about this.”

“We are Pan Europe FBA seller as our products are deactivated in France and in Italy – will we lose our Pan Europe FBA advantages in coming days how we can fix it?”



FBA: European Fulfilment Network



- We have **paused** cross-border FBA shipments from France
 - We will not use stock currently stored in French fulfilment centres to fulfil FBA orders to customers in other countries
- You can still fulfil orders from any other EU fulfilment centre
 - You can still offer your products on amazon.fr - you will be charged the domestic FBA fee in France



FBA: Pan-European program



- Our Pan-EU FBA program is almost back to normal operations, with some limitations
- We have **temporarily removed offers** for some products in certain marketplaces
 - Any affected product enrolled in Pan-EU has entered the enrolment grace period
 - We have **extended** the grace period
- Check **“Manage Pan-European FBA Inventory”** in Seller Central for:
 - Updated enrolment end date
- We will notify you at least **14 days in advance** of the grace period end date



Customer Returns



- Amazon customers can return most products within 30 days of receipt of delivery
- Products must be returned in the same condition in which they were received

	Amazon Returns Policy (as set out by product category below)
Return period	30 days
Refund of costs of sending the item back to us if defective, damaged or incorrect item?	Yes
Refund of costs of sending the item back to us if cancellation?	No (unless <i>Shoes, Clothing, Jewellery & Watches</i> , see next row)
Refund of costs of sending the item back to us if <i>Shoes, Clothing, Jewellery & Watches</i> ?	Yes
Refund of original delivery costs if defective?	Yes
Refund of original delivery costs if cancelled?	Yes, cheapest method

Amazon's Return Policy:

https://www.amazon.co.uk/gp/help/customer/display.html/?nodeId=1161002&language=en_GB&ref=ag_home_cont_G200708210



Customer Returns



- We have **extended the return window** of our returns policy:
 - For orders on Amazon **UK, Germany, France, Italy, Netherlands, Turkey:** orders between **15th Feb 2020** and **30th April 2020** can be returned until **31st May 2020**
 - For orders on Amazon **Spain:** orders from **15th Feb 2020** can be returned up to **30 days after** the official restoration of freedom movement in Spain*

* according to the **Royal Decree-Law of 18th March 2020**, the deadlines for returning products are suspended and **subject to the restrictions** on freedom of movement enacted by the Spanish government



Questions from you – Account Health



“With couriers advising us of delays due to staff shortages etc. Will Amazon give us some leeway with prime metrics in terms of on time delivery?”

“What if DPD or royal mail miss the delivery dates on prime, no fault of ours what happens to our account metrics?”

“We may need to cancel orders due to inventory issues with suppliers. Will this be taken into account, with order cancellation metrics?”

“Now Royal Mail are not gaining signatures on tracked mail how has the A-Z system been adjusted to support this change?”



Account Health



We have taken steps to proactively mitigate the impact of this even on the health of your Amazon Seller Account by relaxing our policies for shipping-related performance metrics.

- **As of March 20th 2020 we have stopped suspending selling accounts for high cancelation or high late shipment rates**
- **Effectively immediately, we are also stopping the suspension of selling accounts for high order defect rates**
- **These changes will remain in effect until May 15th 2020**

Refer to our first Coronavirus Support webinar for tips to manage orders and shipments at this time



Account Health



- Some carriers no longer providing signed deliveries
- We are continuing to **evaluate all A-Z claims** to protect Selling Partners from false claims or products not being received
 - For any appeals: we will **contact the carrier** to **confirm delivery** and confirm they have paused signed delivery
- We recommend you **always use tracked shipping**
- Keep additional information that might be useful in case of a claim for a product not being received



Questions from you – Price Gouging



“Items where we are only making a small margin and where other sellers are selling the same brand for a higher price are being blocked by 'potential high pricing' is there anyway to review this? It can't be correct. Seems like the pricing algorithm is going overdrive!”

“Can you repeat how you appeal to an ASIN which has been flagged by your fair pricing policy as I have an ASIN which is 25% cheaper than Amazon sold last year.”

“We're a manufacturer and we only sell our own products. Our prices hasn't changed for months, why are we having our products being 'blocked' for unfair pricing?”



Fair Pricing Policy



Amazon Marketplace fair pricing policy:

<https://sellercentral-europe.amazon.com/gp/help/G5TUVJKZHUVMN77V>

Update on price gouging:

<https://sellercentral-europe.amazon.com/gp/headlines.html?id=5260206522193564504>



Fair Pricing Policy

Lowest Price + Postage	Sales Rank	FNSKU	Your Minimum Price	Your Maximum Price	UPC/EAN	Save all
£ 416.95 + £0.00 Match price	950 Electronics		£ -	£ -	B0797RDXLD	Edit ▼

↓

Vital Info Variations **Offer** Images

Advanced View

* Your price ? Match lowest price: £416.95

Seller SKU ?

* Quantity ?

* Item Condition ?

Cancel **Save and finish**



Fix Price Alerts Page

amazon seller central europe Catalogue Inventory Pricing Orders

All Inventory | Inactive (201) | **Fix Price Alerts (7)** | Manage Pricing | Im

Manage Inventory

[Learn more](#) | [Rate this page](#)

Account Health Dashboard

Stores Reports **Performance** Apps & Se

Account Health

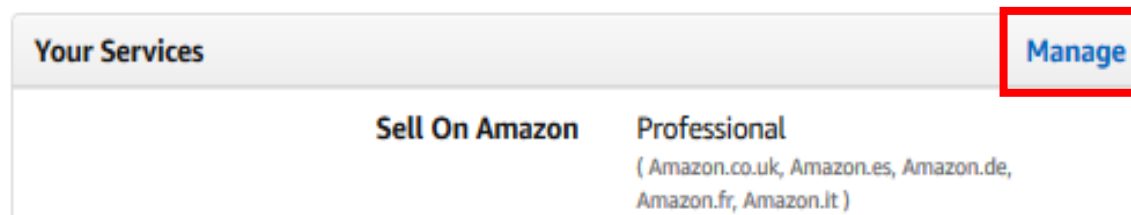
- Feedback
- A-to-z Guarantee Claims
- Chargeback Claims
- Performance Notifications
- Voice of the Customer
- Seller University



Subscription Fee



- Professional Selling Plan includes access to the following features:
 - Bulk inventory uploads/edits
 - Order management
 - Reports management (business reports, analytical tools)
 - FBA inbound/performance/outbound management
- You can downgrade your selling plan in **"Settings" > "Account Info" > select "manage" under "Your Services"**



3. Off-Amazon Support

With Emma Jones MBE, Founder of Enterprise Nation



Emma Jones MBE – Enterprise Nation



Emma Jones MBE
Founder of Enterprise Nation



**Enterprise
Nation**



Enterprise Nation: Emma Jones MBE

What has been the progress in the CBILS loan scheme?



Enterprise Nation: Emma Jones MBE

What should UK businesses be aware of in terms of VAT postponement measures?



Enterprise Nation: Emma Jones MBE

Are cash grants reaching small businesses with a presence on the High Street?



Enterprise Nation: Emma Jones MBE

Have there been any changes to the Job Retention Scheme?



Enterprise Nation: Emma Jones MBE

What is your sense of how small businesses are feeling?



Enterprise Nation Support Hub



<https://www.enterprisenation.com/coronavirus-support/>

Is your business affected by the coronavirus crisis? [Access support and free advice here.](#)

Supporting entrepreneurs and small businesses for over 15 years Home / About Enterprise Nation / Login / [Subscribe for free!](#)

[Be inspired](#) [Learn something](#) [Find something](#) [Get connected](#)

Support for your business during Coronavirus

Coronavirus has taken its hold in the UK and is impacting small businesses across every sector and in every region. This page is to keep you updated of government moves, support schemes for small business, and pro-active advice on how to keep trading through the epidemic. [You can also pose your questions below](#) and we will aim to get them answered in 24 hours.

Emma Jones MBE
Founder, Enterprise Nation

1:14

Is your business affected by the coronavirus crisis? [Access support and free advice here.](#)

[Be inspired](#) [Learn something](#) [Find something](#) [Get connected](#)

Online events

[View all online events](#)

FREE LinkedIn webinar 02 APR

Amanda Edwards
ACES Marketing Ltd

Free LinkedIn webinar

As many people are working from home ACES Marketing are running a free 30 minute webinar to help business...[\[more\]](#)

FREE 14:00 - 14:30

How to build stable data foundations for the future with your GS1 UK membership 02 APR

Lauren Marshall

How to build stable data foundations for the future with your GS1 UK membership

During this short interactive webinar, GS1 will explore how you can get even more out of your GS1 UK membership...[\[more\]](#)

FREE 14:00 - 14:45

Webinar - How to PR your product in uncertain times 03 APR

Lauren Malone
Enterprise Nation

How to PR your product in uncertain times

FREE 30-minute webinar hosted by PR Dispatch founder Rosie Davies-Smith via Zoom.

FREE 10:00 - 10:00

Services for your business

[View all services](#)

Coronavirus Support SERVICES

Peter Disney
Wood & Disney Ltd

Thu 2nd Apr 2020

Coronavirus Support

Our existing clients have available to them detailed resources summarising the support from Government...[\[more\]](#)

Free 30-minute content marketing consultation SERVICES

Chris Goodfellow
Enterprise Nation

Wed 1st Apr 2020

Free 30-minute content marketing consultation

Content marketing helps demonstrate expertise, build website traffic and generate leads. We can help you...[\[more\]](#)

4 steps to mastering your business and personal life SERVICES

Lizzie Vince

Tue 31st Mar 2020

4 steps to mastering your business and personal life

Imagine not making as much money from your business as you'd like... Imagine feeling so frustrated with social...[\[more\]](#)



4. Close

Links to further information



Links to further resources



Enterprise Nation Support Hub:

<https://www.enterprisenation.com/coronavirus-support/>

Coronavirus Support Webinar #1 [information up to date as of 3rd April 2020]:

https://sellercentral.amazon.co.uk//gc//sell-online/mam-webinars/webinars/covid19?ref_=LP

Coronavirus Help Page:

https://sellercentral-europe.amazon.com/gc/sell-online/covid-19?ref=nslp_at_2305844804735169795_nslnk_1



Thank you

Take care of yourself and your families

