

**BUSINESS
FINLAND**

Global Marketplaces

Business Finland
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1. Why are marketplaces relevant?

- Consumers are attracted to online marketplaces, and 61% of global B2C ecommerce takes place on one (source: Forrester).
- On average, Finnish companies have a low understanding of marketplace functionality, as they are still largely absent from the local landscape.
- Depending on the definition used, there are several hundred marketplaces globally, many of them regional.





General marketplace overview

The strategic importance of marketplaces

- A typical misunderstanding around marketplaces is that they are comparable to marketing activities.
- Successful entry into a marketplace is not a one-man/-woman show: it is the result of well organised teamwork involving production, logistics, product management, sales, marketing, finance and legal.
- Furthermore, entering into marketplaces is not cheap: the entry process alone requires proper resources, both financial and human, as does the day-to-day management and activation of the marketplace.
- Marketplace ecosystems are complex, and significant resources are required. In most success stories, marketplace decisions are made at the very top of the organisation, either at a board level, or by the CEO.

Handling customer data on marketplaces

- Marketplaces are typically a fast and convenient way to ensure products are available for purchasing audiences.
- Sellers trade their own data collection needs for the convenience of selling on somebody else's platform.
- In practice, the seller does not get direct access to full customer data. On most platforms, customer data can be utilised but only in the tools provided by the platform. For example, sellers can use Amazon customer data in targeted advertising, but only when using Amazon's DSP (Demand Side Platform).
- In cases where the seller takes care of fulfilment, most platforms do not allow the seller to contact the customer. This rule is normally reinforced with serious penalties, including closure of the seller's account.

Leveraging marketing and promotions

- To make an analogy with the analogue world, online marketplaces are busy shopping centres with a healthy footfall.
- As in the analogue world, a brand must promote itself to consumers.
- The marketplaces in this assessment showcase many different methods for brands to raise consumer awareness and amplify sales.
- The same applies to promotions: all marketplaces offer promotional mechanisms, including price promotions and marketplace-related loyalty programmes.
- It is important that any brand or seller ensures they have sufficient resources to use all these elements when entering any platform.

Paying value added tax and sales tax

- Even though business happens on the internet, sellers are obliged to pay relevant taxes.
- Different countries have different tax rules, but every seller should prepare themselves with proper planning and reporting.
- Luckily for sellers, there are multitude of companies able to help brands to sort this issue.

How to tell if you have a VAT obligation

As an e-Commerce business looking to expand into the EU, here's a checklist to help you figure out if you will incur a VAT obligation. If any of the following will apply to your business, you may be required to register. Are you:

1. **Holding stock in an EU country?**
2. **Selling on an online marketplace within the EU?**
3. **Crossing over a set EU Distance Selling Threshold within a calendar year?**
4. **Dropshipping from a supplier in the EU?**
5. **Importing goods into the EU for onward sale?**

If you answered yes to any of these questions, it might be time to VAT register!

Defining the marketplace

- Wikipedia is defining an online marketplace like this:

“An online ecommerce marketplace is a type of ecommerce site where product or service information is provided by multiple third parties, while transactions are processed by the marketplace operator.”

The image features a dark blue background with a glowing network of white dots and lines. The dots are arranged in a pattern that resembles a globe, with lines connecting them to form a complex web. The text "General marketplace evaluation" is centered in the middle of the image in a white, sans-serif font.

General marketplace evaluation

Marketplace overview

- There are hundreds of marketplaces around the world: some are very local and others are global, while some are very category-focused and others have an extremely broad selection of products available to buy.
- When evaluating marketplaces it is helpful to understand the following areas:
 1. Which marketplaces are relevant in your category and in your desired markets?
 2. Does the marketplace offer the services you need?
 3. Are you compliant with the marketplace rules?
 4. Do you have the resources to manage marketplace activity?
 5. Are your partners compliant to manage marketplace activity?
 6. What is the cost structure for using a particular marketplace?
 7. At what volume does the marketplace operation break even?

1. Evaluating relevance

- Most marketplaces tend to exaggerate their numbers and category relevance, so a healthy amount of scepticism is recommended.
- Some marketplaces are easier to evaluate than others; for example, Amazon is relevant in all the markets where it runs a local service. However, while they claim to ship products to 100+ countries, it would be wrong to expect to cover the entire world just by using Amazon.
- Is the marketplace model based on an auction, fixed-priced products or both?
- Does the marketplace sell new, used or refurbished products?

2. Evaluating services

- What is the level of support at the beginning of selling activity?
- Is the product content already in place? Will the marketplace help in localising the content or is that entirely the responsibility of the seller?
- How important are marketing and promotions on the platform, and what opportunities are available?
- Does the marketplace offer a payment service, or does the seller need to choose from different options? Would the seller need a local bank account?
- Is a warehousing service available? Does the platform have a preferred partner or is the seller expected to manage warehousing independently?
- Will the marketplace manage fulfilment, do they have pre-selected partners or do they expect the seller to dropship using their own partners?
- Is the marketplace able to handle returns, or should the seller prepare to manage them?

3. Evaluating compliancy

- In some marketplaces the platform expects the seller to have a registered company in the respective market.
- Different markets and fulfilment models have different tax implications for sellers.
- Some marketplaces have strict rules on who is allowed to sell certain products.
- Some marketplaces have very specific expectations on fulfilment and product preparation.
- Some marketplaces have exceptionally long return periods.
- Rules on restricted items and categories vary between markets and marketplaces.

4. Evaluating resource needs

- Despite perceived ease of execution, marketplaces need focused staff.
- Some marketplaces offer a wide range of additional services that will reduce the pressure on the seller's organisation.
- Is there an option to outsource everything, is everything self-serve or is it somewhere in between?
- How much is the seller expected to participate in time-consuming customer service?
- What impact will this all have on costs?

5. Evaluating partners

- Some marketplaces are open to any partner, while some expect partners to be authorised.
- Is the seller allowed to manage everything inhouse, or does the marketplace force the seller to use their partners?
- Are all partners allowed to manage content, shipments, warehousing, fulfilment, returns and customer service? What is the business impact of this?

6. Evaluating cost structure

- In most cases the cost calculation is crucial for the business case.
- Marketplaces do not always make it easy to calculate the real costs of selling on their platforms.
- When evaluating the costs of starting a marketplace operation, it is worth ensuring that all areas of operation are included, not just the direct marketplace costs.
- The costs associated with becoming market compliant, product preparation, shipping and possible local customer service should also be included.

7. Evaluating margins

- Despite the simple nature of margin calculation, this step is often overlooked.
- Margin calculation should use a competitive consumer price as a start point.

Retail price - Tax - Marketplace commission - Fulfilment - Advertising - Warehousing - Shipping - Production cost = Margin

Amazon FBA example:
Small product, consumer goods,
leisure

Dimensions: 12 x 23 x 6 cm
Product weight: 383g
Market: Amazon Germany
Warehousing: FBA, Germany

Retail price	100 €
VAT 20%	- 20 €
Marketplace commission	- 15€
Fulfilment	- 3 €
On-platform advertising	- 10 €
Warehousing	- 2 €
Shipping to warehouse	- 1 €
Production cost	- 35 €
Margin	14 €

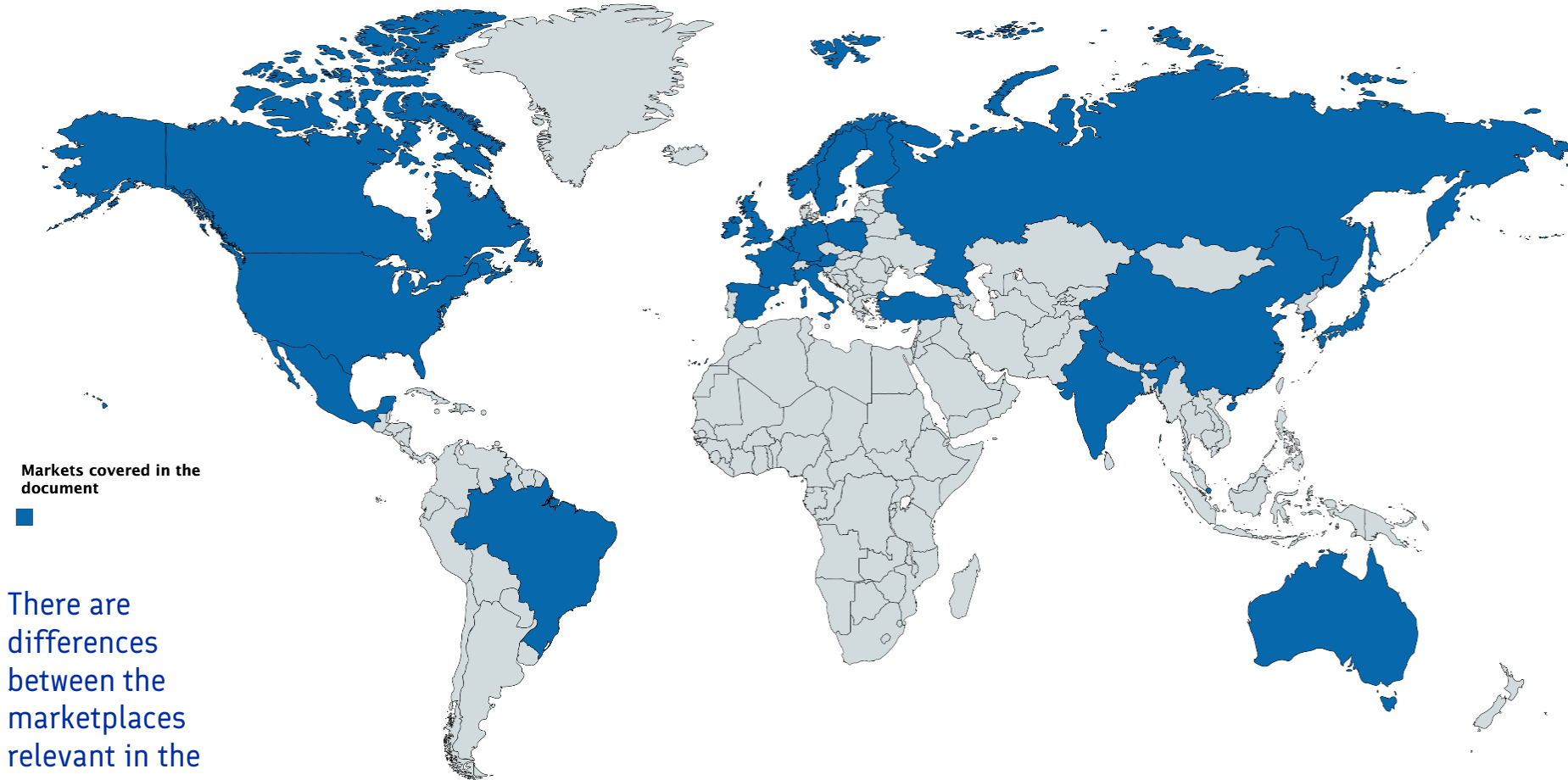


Top level summary of selected marketplaces

Assessment approach

- This assessment is created to increase understanding of the potential export companies.
- The common denominator of the marketplaces in this assessment is the fact that they are all very popular shopping destinations in their respective markets and audiences.
- This means that instead of building their own ecommerce stores or driving traffic to the existing ones, brands can focus on steering consumers already in-market to their products.
- The objective of the following sections is to make it easier for any Finnish export company to identify which platforms hold the most potential for their growth aspirations and enable them to form a basic understanding of the resource needs associated with the potential platforms.
- This document should act as a first step in an education towards marketplace selection.
- This document describes the situation in January 2020. The marketplaces and competitive situation change constantly, so we recommend that before making any concrete plans, the latest changes are checked.

Geographical coverage



Markets covered in the document



There are differences between the marketplaces relevant in the Western and the Eastern worlds.

Created with mapchart.net ©

Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Allegro summary

Marketplace description	Allegro is Poland's most popular multi-category online marketplace.
Relevance	
Geographical	Allegro is a regional operator and is dominant in Poland.
Userbase	Allegro has 13-17 million monthly users.
Category	Allegro has strengths in several categories in its market, notably: electronics, fashion, home & garden, FMCG, baby, beauty, health, culture & entertainment, sports, automotive, collectables, B2B, services.
Marketplace fundamentals	
New vs. used products	On Allegro it is possible to sell both new and used items; the majority of items sold are new.
Pricing model	The majority of items sold are fixed-price, but the marketplace has some auction functionalities.
Marketplace services	Allegro does not offer a warehousing or fulfilment service.
Cost model	No sign-up fee: each product has a listing fee, % commission on sales, service fees, marketplace advertising fees and offer fee.
Seller service	Communications are managed mostly in Polish. Allegro is largely a self-serve platform.

Amazon summary

Marketplace description	Amazon Marketplace is an ecommerce platform, owned and operated by Amazon, that enables third-party vendors to sell products on an online marketplace alongside Amazon's own products.
Relevance	
Geographical	Amazon is a global operator and very relevant in the markets where it hosts its own domain: US, CA, MX, BR, DE, UK, FR, IT, ES, TR, UAE, IN, JPN, CH, SIN, AUS (Q1/20 NL).
Userbase	Amazon has 300-400 million monthly users globally.
Category	Available categories and selection vary market by market, but in more mature markets Amazon is relevant in most consumer retail categories and in many B2B categories. Amazon is expanding categories individually market by market.
Marketplace fundamentals	
New vs. used products	Most products sold on Amazon are new; however, it is also possible to sell used products on the platform.
Pricing model	Items sold on Amazon are fixed-price.
Marketplace services	A seller can purchase warehousing, fulfilment and returns handling services from Amazon.
Cost model	No sign-up fee, no deposits, % commission on sales, service fees, marketplace advertising fees.
Seller service	The platform's main focus is consumers. For sellers, the service is mostly self-serve; the support function is a very slow, clunky processes, while system bugs test sellers' patience on a regular basis.

Bol.com summary

Marketplace description	The dominant marketplace in the Netherlands, Belgium and Luxembourg. Bol.com has followed Amazon's development carefully and it has its own Prime-like subscription service called Bol.com Select, which costs €9.99 per month. 55% of its revenue is from third-party sellers (2018).
Relevance	
Geographical	Bol.com is relevant in NL, BE and LUX.
Userbase	Bol.com has 15 million monthly users.
Category	Books, music, games, electronics, toys, baby items, computers, cooking & dining, health & wellbeing, animal, gardening & DIY, living & sleeping, sport & leisure, jewellery & watches, baby & toddler clothes.
Marketplace fundamentals	
New vs. used products	Most products sold on Bol.com are new; however it is also possible to sell used products on the platform.
Pricing model	Items sold on Bol.com are fixed price.
Marketplace services	A seller can purchase warehousing, fulfilment and returns handling services from Bol.com.
Cost model	No sign-up, fixed sales fee, % commission on sales, service fees, marketplace advertising fees.
Seller service	The platform has a high customer service standard, including 30-day returns, and the seller's phone number available from 8am to 16. Sellers can expect a relatively good service from Bol.com.

Cdiscount summary

Marketplace description	Cdiscount is France's leading discount online retailer and sells just about everything.
Relevance	
Geographical	Cdiscount is relevant in FR.
Userbase	Cdiscount has 11 million monthly users.
Category	Toys, home appliances, home, computers, games, automotive, travel, baby, sports.
Marketplace fundamentals	
New vs. used products	It is possible to sell both new and used items on the marketplace.
Pricing model	Items sold on Cdiscount are fixed-price.
Marketplace services	A seller can purchase warehousing, fulfilment and returns handling services.
Cost model	Monthly seller fee, 5-22% commission on sales, service fees, marketplace advertising fees.
Seller service	The platform is a self-serve platform for most sellers.

eBay summary

Marketplace description	eBay Inc. is a US based e-commerce corporation that facilitates consumer-to-consumer and business-to-consumer sales through its marketplace. eBay has operations in about 30 countries. Its online auction and shopping website enables people and businesses to buy and sell a wide variety of goods and services worldwide. The website is free to use for buyers, but sellers are charged fees.
Relevance	
Geographical	eBay is relevant in the domains in which it operates: AUS, AT, BE, CA, CN, FR, DE, IE, IT, HK, MY, NL, PH, PL, SG, ES, CH, TW, TH, UK, US, VN.
Userbase	eBay has 110 million monthly users.
Category	There are category differences at a market level, but eBay's most relevant categories are: motors, fashion, books, movies & music, electronics, collectibles & art, home & garden, sporting goods, toys & hobbies, business & industrial, health & beauty.
Marketplace fundamentals	
New vs. used products	Both new and used items can be sold on eBay.
Pricing model	eBay's primary pricing model is auction-based; however the fixed-priced option is also used.
Marketplace services	No warehousing available. Global shipping assistance is offered.
Cost model	Listing fee, final value fee on sales, service fees, advertising fees.
Seller service	The platform is self-serve for most sellers.

Etsy summary

Marketplace description	Etsy is for selling handmade, craft items: the best analogue analogy is an open market or fair. Etsy provides a marketplace specifically for crafters to sell their goods. Additionally, if you're selling downloadable items (e.g. printables), Etsy allows you to store the file on their platform, so buyers can download it immediately from within their Etsy account after the sale. Etsy allows each seller to set up a customised online 'shop' with full ecommerce capabilities.
Relevance	
Geographical	Etsy is as global operator, but its core markets are: US, UK, CA, DE, FR, AUS.
Userbase	Etsy has 56 million monthly users.
Category	Etsy's relevant categories are: arts, crafts, jewellery, paper goods, homeware and, locally, artisan candies and baked goods.
Marketplace fundamentals	
New vs. used products	On Etsy it is possible to sell both new and used items.
Pricing model	Etsy's primary model is auction-based; however the fixed-priced option is also used.
Marketplace services	No warehousing or shipping available.
Cost model	Listing fee, transaction fee on sales, payment processing fee, service fees, advertising programme fees.
Seller service	The platform is a self-serve platform for most sellers.

Gmarket summary

Marketplace description	Gmarket is the 'Korean Amazon'. It is the most popular online shopping platform in Korea. The company was founded in 2000 and was acquired by eBay in 2009.
Relevance	
Geographical	Gmarket is relevant in South Korea.
Userbase	Gmarket has 18 million monthly users.
Category	Home appliances & electronics, apparel, home & car accessories, cosmetics, computers, mother & baby, dietary supplements, food & beverage.
Marketplace fundamentals	
New vs. used products	On Gmarket it is possible to sell both new and used products.
Pricing model	Gmarket's pricing model is a combination of online auction and fixed-priced sales.
Marketplace services	Gmarket does not offer warehousing, but it fulfils the shopper's orders with the seller's goods first shipped to them. (Cross Docking)
Cost model	Registration fee, sales commission fee, service fees, advertising programme fees.
Seller service	The platform is self-serve for most sellers.

Otto summary

Marketplace description	Otto is Germany's second-biggest online retailer. Having started out as a mail order company, it transformed itself into one of Europe's most successful ecommerce companies. Otto is Germany's biggest online retailer for furniture and home furnishing products and is now on track to become a selling platform.
Relevance	
Geographical	Otto is mainly relevant in Germany.
Userbase	Otto has 9 million monthly users.
Category	Fashion, home, sport, multimedia, toys, electronics, tools, furniture.
Marketplace fundamentals	
New vs. used products	Otto is mainly focused on new products.
Pricing model	Items sold on Otto are fixed-price.
Marketplace services	No warehousing; direct seller shipments or cross-docking shipments via Otto fulfilment.
Cost model	One-off registration fee, sales commission fee, advertising fees.
Seller service	Otto appoints a category manager to the seller, and self-serve functionalities are also available.

Ozon.ru summary

Marketplace description	Ozon.ru is Russia's leading multi-category ecommerce platform, established in 1998. Ozon.ru offers an assortment of more than 2 million SKUs across 24 product categories.
Relevance	
Geographical	Ozon.ru is mainly relevant in Russia.
Userbase	Ozon.ru has 50 million monthly users.
Category	Electronics, mobiles and accessories, computers and software, home appliances, sport, apparel, beauty products, shoes and footwear, books and music CDs.
Marketplace fundamentals	
New vs. used products	Ozon.ru is mostly focused on new products sold by authorised sellers.
Pricing model	Items sold on Ozon.ru are fixed-price.
Marketplace services	No warehousing, but fulfilment is offered based on Ozon.ru's delivery network.
Cost model	Sales commission fee, advertising fees.
Seller service	Manual seller approval process; from then on Ozon.ru is mainly self-serve, with 24/7 support available.

Rakuten summary

Marketplace description	Rakuten is the world's fourth largest online marketplace and the leading platform in Japan. It helps companies develop their brand presence and offers them a choice of four store management plans, as well as the option to sell directly to Japanese consumers. Rakuten has multiple branches where it offers its services, while Rakuten Ichiba is their retail marketplace.
Relevance	
Geographical	Rakuten is mainly relevant in Japan.
Userbase	Rakuten has 105 million monthly users.
Category	Music & video, home, toys, kids, jewellery, sports, health & wellness, beverages, computers, bags & accessories, fashion, gardening, pets, TV & audio, food, beauty, books, car supplies, sake, alcohol, healthcare & medical supplies, shoes, watches, kitchen, electronics, mobile phones.
Marketplace fundamentals	
New vs. used products	Rakuten is mostly focused on new authentic products sold by authorised sellers.
Pricing model	Items sold on Rakuten are fixed-price.
Marketplace services	No warehousing or fulfilment as a service.
Cost model	Rakuten has a three-step cost structure: monthly seller fee (39.00 USD); per-item fee (0.99 USD); and a product category selling fee (5%-14.5% of the overall product price).
Seller service	Manual seller approval process; from then on it is mainly self-serve, with a sales advisor available.

Tmall summary

Marketplace description	Tmall.com, part of the Alibaba Group, is a Chinese-language B2C online retail marketplace. It is a platform for local Chinese and international businesses to sell brand name goods to consumers in China. It is the world's third most visited website. Tmall's business model is to rent online real estate to brand operators. It charges platform fees, advertising fees, commission fees and campaign fees.
Relevance	
Geographical	Tmall is mainly relevant in mainland China, Hong Kong, Macau and Taiwan
Userbase	Tmall has 500 million monthly users
Category	Music & video, home, toys, kids, jewellery, sports, health & wellness, beverages, computers, bags & accessories, fashion, gardening, pets, TV & audio, food, beauty, books, car supplies, sake, alcohol, healthcare & medical supplies, shoes, watches, kitchen, electronics, mobile phones.
Marketplace fundamentals	
New vs. used products	Tmall is mostly focused on new authentic products sold by brand authorised sellers.
Pricing model	Items sold on Tmall are fixed-price.
Marketplace services	Western sellers are expected to use a third-party service provider: their service includes warehousing and fulfilment.
Cost model	Deposit 25k, yearly fee 5k-10k dependent on category, additional categories \$5k-10k yearly fee, sales commission 2%-4%, payment providers' commission 1%.
Seller service	Tmall has strict governance around ensuring a seller is authorised by the brand to sell their product.

Zalando summary

Marketplace description	Zalando is a European ecommerce company based in Berlin, Germany. The company follows a platform approach, offering fashion and lifestyle products to customers in 17 European markets. Zalando was founded in Germany in 2008.
Relevance	
Geographical	DE, AU, CH, FR, BE, NL, IT, ES, POL, SE, DK, FI, NO, IRE, LUX, CZE, UK.
Userbase	Zalando has 22 million monthly users.
Category	Fashion, shoes, accessories.
Marketplace fundamentals	
New vs. used products	Zalando is focused on selling new products.
Pricing model	Items sold on Zalando are fixed-price.
Marketplace services	No warehousing or fulfilment offered; fulfilment logistics by Hermes.
Cost model	No sign-up or listing fees, although there is a sales fee. High expectations on customer service.
Seller service	Manual application to seller approval process; sales advisor available.



Deep dive on selected
marketplaces

Marketplaces covered in this assessment



amazon

bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Allegro summary

Marketplace description	Allegro is Poland's most popular multi-category online marketplace.
Relevance	
Geographical	Allegro is a regional operator and is dominant in Poland.
Userbase	Allegro has 13-17 million monthly users.
Category	Allegro has strengths in several categories in its market, notably: electronics, fashion, home & garden, FMCG, baby, beauty, health, culture & entertainment, sports, automotive, collectables, B2B, services.
Marketplace fundamentals	
New vs. used products	On Allegro it is possible to sell both new and used items; the majority of items sold are new.
Pricing model	The majority of items sold are fixed-price, but the marketplace has some auction functionalities.
Marketplace services	Allegro does not offer a warehousing or fulfilment service.
Cost model	No sign-up fee: each product has a listing fee, % commission on sales, service fees, marketplace advertising fees and offer fee.
Seller service	Communications are managed mostly in Polish. Allegro is largely a self-serve platform.

Allegro.pl: basic information

Main market:

Poland

Monthly users

13-17 million

Description

Allegro is Poland's most popular, most trusted multi-category online marketplace. Its main business is fixed-priced sales, but it also has some online auction functionalities.

Categories

Electronics, fashion, home & garden, FMCG, baby, beauty, health, culture & entertainment, sports, automotive, collectables, B2B, services.

The screenshot shows the Allegro.pl homepage with a festive Christmas theme. At the top, a dark red banner features the text "BETLEWSKI PREZENTY DO -70% BETLEWSKI" and a "SPRAWDŹ" button. Below the banner is the Allegro logo, a search bar with the placeholder "czego szukasz?", and a navigation menu with "Wszystkie kategorie" and "SZUKAJ". On the right, there are icons for a star, a shopping bag, and a dropdown menu for "bądź Smart! Moje Allegro".

The main content area is divided into several sections:

- DZIAŁY KORZYŚCI:** A vertical list of categories including Elektronika, Moda, Dom i ogród, Supermarket, Dziecko, Uroda, Zdrowie, Kultura i rozrywka, Sport i turystyka, Motoryzacja, Ogłoszenia i usługi, Kolekcje i sztuka, Firma, eBilet.pl, and Allegro Lokalnie (marked as "NOWOŚĆ").
- 2 TYGODNIE DO ŚWIĄT! ZBUDUJ ŚWIAT MOŻLIWOŚCI Z LEGO!** A large promotional banner for LEGO sets, featuring "Rebuild the world" and "LEGO" logos. Below the banner are links for "LEGO na święta", "Portfele BETLEWSKI", "Sprzęt -44% rabatu", "Golarka na prezent", and "Nie czekaj, licytuj".
- Warto zobaczyć:** A row of featured items including "Święta z Allegro", "Hit w Allegro Smart!" (marked as "NOWOŚĆ"), "Narzędzia Bosch" (with "BOSCH Technologia bliżej nas" logo), "Urządź wnętrza" (with a blue sofa image), "Aukcje WOŚP" (with a red heart logo), and "Bilety".
- Okazja wybrana dla Ciebie:** A featured product, "Kawa ziarnista LAVAZZA PIENAROMA 1 kg", priced at "63,90 zł SMART" (with a "SMART" badge).

At the bottom, there are three promotional banners:

- Świąteczne okazje dnia kończą się za:** A countdown timer showing "00:09:26".
- Czas na prezenty!** A promotion for "LEGO DISNEY FROZEN Zamkowa wioska w Arendell 41167" priced at "278,88 zł SMART z kurierem" (with a "-20%" badge). Below the price, it says "285,48 zł z dostawą" and "13,96 zł x 20 rat raty zero".
- Two dark blue banners with white text: "Znajdź prezenty dla niemowlaka teraz" and "Znajdź prezenty dla przedszkolaka teraz".

Allegro.pl: Good to understand

Language requirements

Content, customer service and management dashboards require Polish language skills.

Commercial potential

Allegro sells 1.2 million products daily, of which 95% are new, sold at a fixed price, with a warranty and insurance.

Payments

You do not need a local bank account to start selling on Allegro. You can transfer all your funds from PayU to other bank accounts.

The only acceptable currency on Allegro is Polish Zloty (PLN), thus PayU stores and sends funds in PLN. However, your local bank can help you to convert the PLN into your preferred currency.

allegro bądź **Smart!**
Moje Allegro

Utwórz konto

Konto Zwykłe **Konto Firma** English version

Konto do zakupów (także dla firm) oraz sporadycznej sprzedaży. Konto dla osób, które zamierzają sprzedawać w ramach prowadzonej działalności gospodarczej.

E-mail
Na ten adres będziesz otrzymywać wszystkie wiadomości od Allegro.

Login
Login będzie widoczny dla kupujących. Nie będziesz mógł go później zmienić.

Hasło
Użyj: minimum 8 znaków, 1 wielkiej litery, 1 małej litery, 1 cyfry.

Numer telefonu
Podaj numer telefonu komórkowego, jeśli to możliwe. Ułatwi to obsługę konta, np. odzyskanie hasła przez SMS.

Informacje o firmie

Kraj ▼

NIP

Pobierzemy dane firmy z Głównego Urzędu Statystycznego.

DANE FIRMY

Allegro.pl: Entering the platform

Sign-up process

Registering on Allegro is straightforward. Sign-up at Allegro can be done by going to “My Allegro->Sign Up” and following the instructions. There is also a link to create a PayU account, which is used for receiving all funds from Allegro.

Associated costs

Listing fee, Sales commission of 0%-15% dependent on category, Percentage commission related to the number of successful sales.

Service


Largely a self-serve platform.


The screenshot shows the Allegro.pl homepage with a festive Christmas theme. At the top, a dark red banner features the text "BETLEWSKI PREZENTY DO -70% BETLEWSKI" and a "SPRAWDŹ" button. Below the banner is the Allegro logo, a search bar with the placeholder "czego szukasz?", and navigation options like "Wszystkie kategorie" and "SZUKAJ". A sidebar on the left lists various categories such as "Elektronika", "Moda", and "Sport i turystyka". The main content area is divided into several sections: a large red banner for "2 TYGODNIE DO ŚWIĄT! ZBUDUJ ŚWIAT MOŻLIWOŚCI Z LEGO!" featuring LEGO sets; a "Warto zobaczyć" section with items like "Święta z Allegro" and "Hit w Allegro Smart!"; and a "Okazja wybrana dla Ciebie" section featuring a bag of Lavazza coffee for 63,90 zł. At the bottom, there are promotional banners for "Świąteczne okazje dnia kończą się za:" with a countdown timer, "Czas na prezenty!" featuring a LEGO Disney Frozen set for 278,88 zł, and two buttons for finding gifts for "niemowlaka" and "przedszkolaka".

Allegro.pl: Content

Content

On the Allegro portal each product from every company is sold individually. A seller that wants to put a product up for sale on Allegro is required to create a different card for that product. These cards must contain all the information about the product, including the name, photos, description, technical information, price, etc. This means that in a situation where several sellers are offering the same products, each seller will provide its own product card. When a buyer is searching for the particular product, there are several cards displayed, each from different sellers. This gives the buyer the opportunity to make comparisons easily and select the best.



LEGO NINJAGO Szurikopter 70673
from  Super Sellers [Duty-free.pl](#)
99.9% recommend the seller
4.98 ★★★★★ 269 product reviews

116 , 88 PLN SMART with courier
21 5.84 x 20 rat [Installation nil](#)

227 people bought 228 items

Delivery : from PLN 6.60
Shipping time : 4 business days
Time to withdraw from the contract is : 14 days

DELIVERY DETAILS


the number of items
- 1 + from 18 pieces

ADD TO CART

BUY NOW

Allegro guarantees safe shopping
You will receive the purchased item or we will refund you the money. [Check the details](#).





Description



LEGO NINJAGO bricks
Szurikopter
CATALOG NUMBER: 70673
LINE: NINJAGO
NUMBER OF ELEMENTS: 361
AGE: 8+ YEARS OLD

Thanks to the toy helicopter, children can play the role of ninjas fighting against the evil of the world of NINJAGO. LEGO NINJAGO bricks Szurikopter is a miniature cockpit, a chassis with two rotating rapid-fire laser cannons on each side. Children will love playing scenes from the NINJAGO TV series and comic books with their own stories with a toy helicopter, three minifigures and various weapons and accessories, including the Jay's tornado spinner. Plus, you'll find extra credit hidden in the LEGO Life app on smartphones and tablets. For every LEGO building, they are a guarantee of great fun. Building instructions can be enlarged and rotated, and a special gravity table allows you to visualize the building process. Some instructions will help young designers, especially giving them a variety of independence and satisfaction with the finished work.

- This LEGO NINJAGO® set includes three minifigures from the 2015 set, Jay's Forbidden Spinjitzu and General Vex.
- The Szurikopter has a miniature cockpit, a chassis with two rotating sharp-shaped blades, a rotating rotor function and a rapid-fire laser cannon on each side.
- Land the Szurikopter and the shuriken-shaped blades will rotate.
- You can start the rotors using the button underneath the helicopter.
- Weapons: Zane's silver katana and two golden shurikens and General Vex's Forbidden Spinjitzu scroll.
- Accessories: Zane's katana holder, hood of the Strongarm Jay's and his ryo tornado spinner (new for 2015), as well as General Vex's armor.
- An interesting construction kit for children who want to play exciting action scenes from the NINJAGO TV series.
- In the LEGO Life app you will find intuitive extra instructions for building this NINJAGO® construction set. They can be easily enlarged and rotated, and the preview mode allows you to visualize the building process, which will help build even the youngest designers.
- The Szurikopter is about 10 cm high, 31 cm long and 24 cm wide.



Allegro.pl: Marketing and promotions

Marketing options

Allegro has a range of different advertising packages and options available.

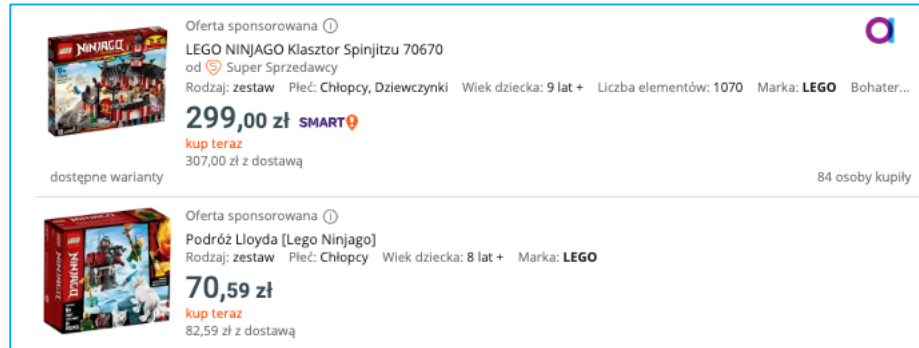
- Product promotions are similar to Amazon's sponsored product advertising.

- Brand Promotions are Allegro's more traditional display advertising - 360 promotions are broader advertising campaigns which take place outside of Allegro's own real estate.

More information can be found here: <https://allegro.pl/reklama>

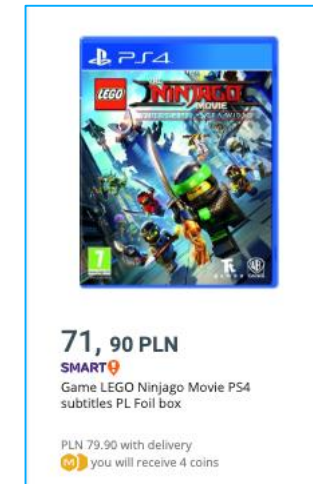
Promotions

A seller can add Allegro coins to their offer and benefit from their customers' loyalty.



Oferta sponsorowana ⓘ
LEGO NINJAGO Klasztor Spinjitzu 70670
od Super Sprzedawcy
Rodzaj: zestaw Płeć: Chłopcy, Dziewczynki Wiek dziecka: 9 lat + Liczba elementów: 1070 Marka: LEGO Bohater...
299,00 zł SMART ⓘ
kup teraz
307,00 zł z dostawą
dostępne warianty 84 osoby kupiły

Oferta sponsorowana ⓘ
Podróż Lloyd'a [Lego Ninjago]
Rodzaj: zestaw Płeć: Chłopcy Wiek dziecka: 8 lat + Marka: LEGO
70,59 zł
kup teraz
82,59 zł z dostawą



71,90 PLN
SMART ⓘ
Game LEGO Ninjago Movie PS4
subtitles PL Foil box
PLN 79,90 with delivery
you will receive 4 coins



STREFA RODZICA

Zapisz się do programu,
zgnij dodatkowe Monety ⓘ
i kupuj taniej

SPRAWDŹ

Allegro.pl: Operational considerations

Warehousing

Having a local warehouse is highly recommended. Allegro does not offer a warehousing service to its clients.

Fulfilment

It is highly advisable to offer free shipping. Likewise, providing a local return address is highly recommended, although not compulsory.

Returns

Normal EU returns rules are to be followed.

The screenshot shows the Allegro.pl website interface. At the top, there's a dark red banner for 'BETLEWSKI PREZENTY DO -70%' with a 'SPRAWDŹ' button. Below is the Allegro logo, a search bar with 'czego szukasz?', and navigation options like 'Wszystkie kategorie' and 'SZUKAJ'. A left sidebar lists categories like 'Elektronika', 'Moda', 'Dom i ogród', etc. The main content area features a large LEGO promotion banner: '2 TYGODNIE DO ŚWIĄT! ZBUDUJ ŚWIAT MOŻLIWOŚCI Z LEGO!'. Below this are several promotional tiles: 'Warto zobaczyć' (Worth seeing) with items like 'Święta z Allegro', 'Hit w Allegro Smart!', 'Narzędzia Bosch', 'Urządź wnętrza', 'Aukcje WOŚP', and 'Bilety'; 'Okazja wybrana dla Ciebie' (Special offer chosen for you) featuring 'Kawa ziarnista LAVAZZA PIENAROMA 1 kg' for 63,90 zł; and a countdown timer for 'Świąteczne okazje dnia kończą się za: 00:09:26'. At the bottom, there are two dark blue boxes with white text: 'Znajdź prezenty dla niemowlaka teraz' and 'Znajdź prezenty dla przedszkolaka teraz'.

Marketplaces covered in this assessment

allegro



bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Amazon summary

Marketplace description	Amazon Marketplace is an ecommerce platform, owned and operated by Amazon, that enables third-party vendors to sell products on an online marketplace alongside Amazon's own products.
Relevance	
Geographical	Amazon is a global operator and very relevant in the markets where it hosts its own domain: US, CA, MX, BR, DE, UK, FR, IT, ES, TR, UAE, IN, JPN, CH, SIN, AUS (Q1/20 NL).
Userbase	Amazon has 300-400 million monthly users globally.
Category	Available categories and selection vary market by market, but in more mature markets Amazon is relevant in most consumer retail categories and in many B2B categories. Amazon is expanding categories individually market by market.
Marketplace fundamentals	
New vs. used products	Most products sold on Amazon are new; however, it is also possible to sell used products on the platform.
Pricing model	Items sold on Amazon are fixed-price.
Marketplace services	A seller can purchase warehousing, fulfilment and returns handling services from Amazon.
Cost model	No sign-up fee, no deposits, % commission on sales, service fees, marketplace advertising fees.
Seller service	The platform's main focus is consumers. For sellers, the service is mostly self-serve; the support function is a very slow, clunky processes, while system bugs test sellers' patience on a regular basis.

Amazon: Basic information

Main market:

Western world

Monthly users

300-400 million globally

Description

Amazon Marketplace is an ecommerce platform, owned and operated by Amazon, that enables third-party sellers to sell products on an online marketplace alongside Amazon's own products.

Categories

Available categories and selections vary market by market, but in more mature markets Amazon is relevant in most consumer retail categories and in many B2B categories. Amazon is expanding categories individually market by market.

The screenshot shows the Amazon website interface for a user named Markus. At the top, there is a navigation bar with the Amazon Prime logo, a search bar, and user account information including 'Hello, Markus', 'Account & Lists', 'Orders', 'Prime', and a shopping cart icon. Below the navigation bar, there is a banner for 'Artists to watch 2020' featuring three artists and the Amazon Music logo. The main content area is divided into several sections: 'Hi, Markus' with a profile icon and 'Recommendations for you' showing 'Your orders' (a cardboard box) and 'Electronics' (blue headphones); 'Recently viewed' showing workout categories and programs; 'Popular Fire tablets' showing four different tablet models; and 'Looking for a gift?' with a link to 'Check out the Gift Finder'. At the bottom right, there is a promotional banner for 'Grant a few birthday wishes' with 'Shop gift cards' and an image of a gift card.

Amazon: Good to understand

Language requirements

Amazon content should be created in each market's local language, e.g. German for Amazon.de. Amazon's automatic translations are relatively low quality.

Customer-centricity

Amazon aims to be the most customer-centric company on the planet; this can be seen in how it treats brands and sellers.

Payments

For Amazon you need an international credit card. No local bank accounts needed.

Brand registration

It is recommended that the brand owner registers their brand to Amazon. This is a separate process to general trademark registration.

amazon brand registry Sign In English

Helping you protect your brand on Amazon

Amazon Brand Registry helps you protect your intellectual property and create an accurate and trusted experience for customers on Amazon.

Get started >

Benefits Eligibility requirements Progress report FAQ

Why Amazon Brand Registry?

Accurate brand representation
Once you enroll, Brand Registry gives you greater influence and control over your brand's product listings on Amazon.

Powerful search tools
Amazon Brand Registry enables you to easily find content in different Amazon stores. Search for content using images, keywords, or a list of ASINs in bulk and report suspected violations through a simple, guided workflow.

Proactive brand protection
Our automated protections use information about your brand to proactively remove suspected infringing or inaccurate content. The more information you provide, the better Brand Registry can help you protect and improve your brand experience.

Learn more about the [benefits of Brand Registry](#).

What do I need to sign up?

To enroll in Amazon Brand Registry, you will need:

- ✓ An active registered trademark for your brand that appears on your products or packaging.
- ✓ The ability to verify yourself as the rights owner or the authorized agent for the trademark.
- ✓ An Amazon account. You can use an existing Amazon account (credentials associated with Vendor or Seller Central) or create a new one for free.

Get started >

Amazon: Entering the platform

Sign-up process

Amazon's sign-up process is not quite as simple as they present it. Many of the decisions at this point will have an impact on future sales.

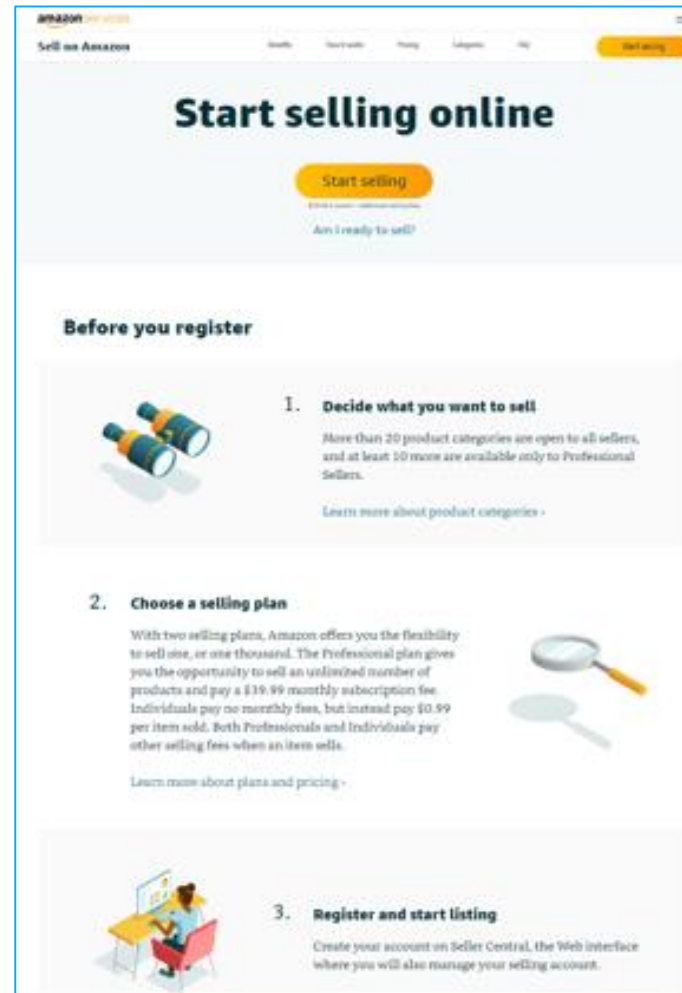
It is recommended to have a clear plan and objectives in order to get the best start available.

Associated costs

15% selling commission. Amazon does not charge the seller for payment processing. Multiple charges based on selected services, e.g. advertising, fulfilment, promotions, product preparations.

Service

Mostly self-serve, relatively slow email support.



amazon
Sell on Amazon

Start selling online

Start selling

Are I ready to sell?

Before you register

- 1. Decide what you want to sell**

More than 20 product categories are open to all sellers, and at least 10 more are available only to Professional Sellers.

[Learn more about product categories](#)
- 2. Choose a selling plan**

With two selling plans, Amazon offers you the flexibility to sell one, or one thousand. The Professional plan gives you the opportunity to sell an unlimited number of products and pay a \$39.99 monthly subscription fee. Individuals pay no monthly fees, but instead pay \$0.99 per item sold. Both Professionals and Individuals pay other selling fees when an item sells.

[Learn more about plans and pricing](#)
- 3. Register and start listing**

Create your account on Seller Central, the Web interface where you will also manage your selling account.

Amazon: Content

Content

On Amazon every product is presented using the same mandatory template. It consists of product title, images and 5-7 bullet points. This area of content is very important because it is the main source of information for Amazon's search tool.

Registered brands have access to Enhanced Brand Content that can be found below the fold and can be used for branding or highlighting multiple product details.

High-quality content is essential for generating sales on the platform.

Shop STEM toy subscriptions by age
Save up to 40%

3 - 4 Years 5 - 7 Years 8 - 13 Years

Back to results

LEGO NINJAGO ShuriCopter 70673 Kids Toy Helicopter Building Set with Ninja Minifigures and Toy Ninja Weapons (361 Pieces)
by LEGO

★★★★☆ 103 ratings

List Price: ~~\$29.99~~
Price: **\$24.00** Prime FREE Delivery & FREE Returns
You Save: **\$5.99 (20%)**

- Let kids build LEGO NINJAGO ninja Zane's ShuriCopter, with 2 spinning shuriken slicers, rotor-spinning function and 6-stud rapid shooters, to role-play ninja battles against General Vex!
- This LEGO set includes 3 NINJAGO minifigures: 2 Zane ninja minifigure with a silver-colored katana and 2 gold-colored shurikens, Jay FS with 'powered-up' hood and tornado spinner elements, and General Vex with the Scroll of Forbidden Spinjitzu.
- This helicopter building set is sure to delight ninja fans as kids learn how to build a ninja-style helicopter and take down the evil villains in epic ninja battles!
- ShuriCopter ninja vehicle measures over 2 inches (10cm) high, 12 inches (31cm) long and 9 inches (24cm) wide, 361 pieces, Top ninja toy for boys and girls 8 years old and up!
- This LEGO NINJAGO ShuriCopter 70673 toy building set makes a great holiday or Christmas gift for kids and can be built together with all other original LEGO sets and LEGO bricks for creative play

Compare with similar items

New (14) from **\$24.00** ✓ Prime FREE Shipping

Report incorrect product information.

Ultimate Soldier Multi Role Helicopter Military Building Kit, Green
★★★★☆ 35 | \$39.95 ✓ Prime
Shop now

Ad feedback

\$24.00
Prime FREE Delivery & FREE Returns

FREE delivery: Jan 13 - 17 Details
Sericea - Lafayette 94549

In stock on January 15, 2020.
Order it now.

Qty: 1

Add to Cart
Buy Now

Ships from and sold by Amazon.com.

Add gift options

Add to List

Add to your Dash Buttons

New (14) from **\$24.00** ✓ Prime FREE Shipping

LEGO NINJAGO
Ninja helicopter toy for kids
Kids will love role-playing as ninja from Zane using the ShuriCopter. This set includes 3 minifigures and 361 pieces.

Action-packed ninja playset
Minifigures can build Zane's ShuriCopter and pretend to be ninja warriors fighting General Vex in the Scroll of Forbidden Spinjitzu.

LEGO NINJAGO ShuriCopter

Spinning shuriken slicers
When the ShuriCopter lands, the shuriken slices.

Rotor-spinning function
Rotors are activated by turning the button under the ShuriCopter.

Built for battle
ShuriCopter has a 6-stud rapid shooter on each wing.

Pilot role-play
A minifigure can be seated in the cockpit.

Ninja vs. General Vex
Who will claim the Scroll of Forbidden Spinjitzu?

Tornado spinner
Spinners toy to recreate the ninja's tornado fighting technique.

Includes 3 minifigures
Play TV with a Forbidden Spinjitzu. Meet Zane with his katana and shurikens, and General Vex with the Scroll of Forbidden Spinjitzu.

Amazon: Marketing and promotions

Marketing options

Amazon offers a wide variety of marketing and advertising tools, both on and off the platform.

The most basic – Sponsored Products ads and Sponsored Brands Ads – are still very powerful.

Display advertising is also available on and off the platform, powered by Amazon's user data.

Promotions

Amazon is a very promotions-driven platform, where promotions vary from daily deals to massive shopping events like Prime Day. Promotions are typically in the form of the price reduction.



Best Seller

Sponsored

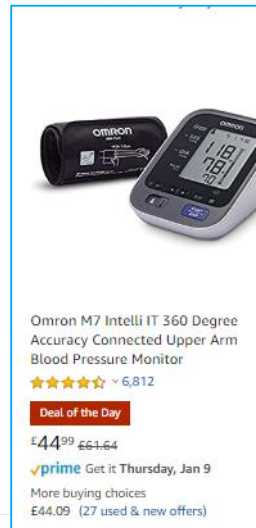
LEGO 75957 Harry Potter Knight Bus Toy, Triple-decker Collectible Set with Minifigures

★★★★☆ 339

£29.99 ~~£34.99~~

prime FREE delivery

Ages: 8 years and up



Omron M7 Intelli IT 360 Degree Accuracy Connected Upper Arm Blood Pressure Monitor

★★★★☆ 6,812

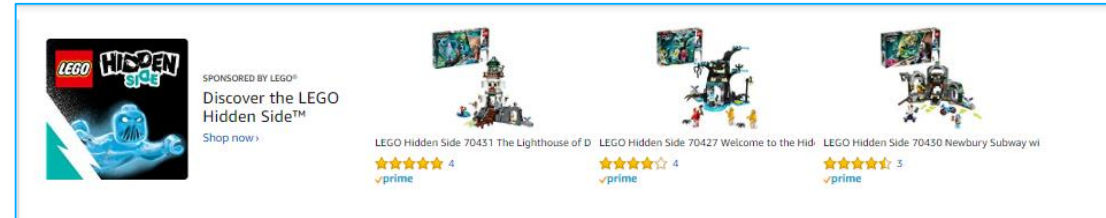
Deal of the Day

£44.99 ~~£61.64~~

prime Get it Thursday, Jan 9

More buying choices

£44.09 (27 used & new offers)



SPONSORED BY LEGO®

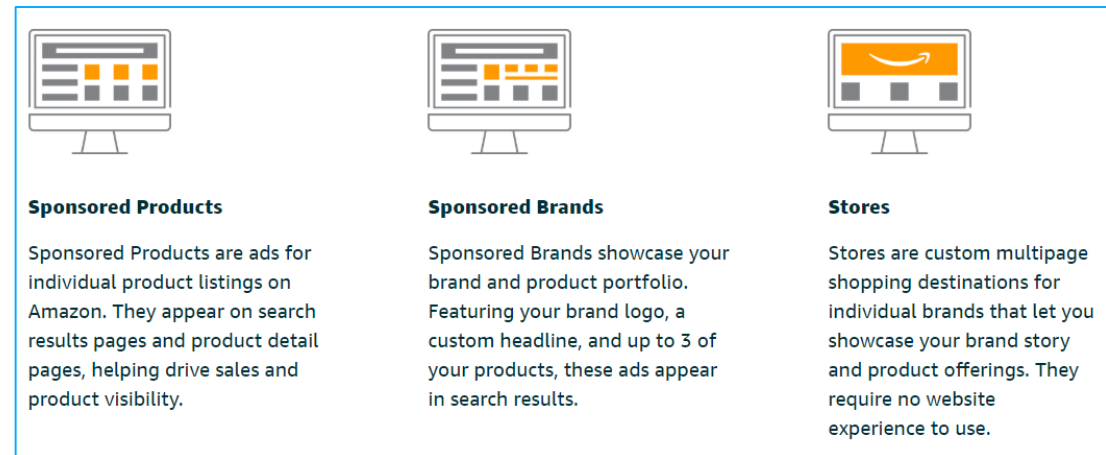
Discover the LEGO Hidden Side™

Shop now >

LEGO Hidden Side 70451 The Lighthouse of D... ★★★★★ 4 prime

LEGO Hidden Side 70427 Welcome to the Hid... ★★★★★ 4 prime

LEGO Hidden Side 70430 Newbury Subway wi... ★★★★★ 3 prime



Sponsored Products

Sponsored Products are ads for individual product listings on Amazon. They appear on search results pages and product detail pages, helping drive sales and product visibility.

Sponsored Brands

Sponsored Brands showcase your brand and product portfolio. Featuring your brand logo, a custom headline, and up to 3 of your products, these ads appear in search results.

Stores

Stores are custom multipage shopping destinations for individual brands that let you showcase your brand story and product offerings. They require no website experience to use.

Amazon: Operational considerations

Warehousing

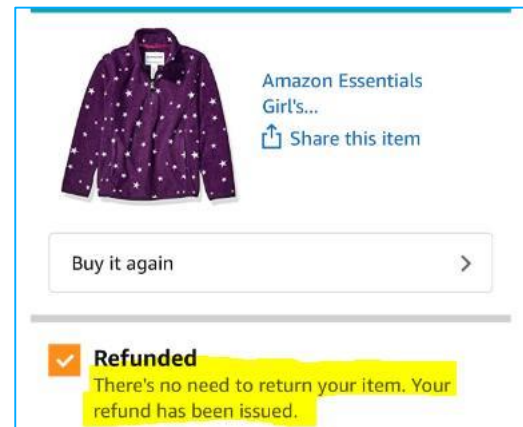
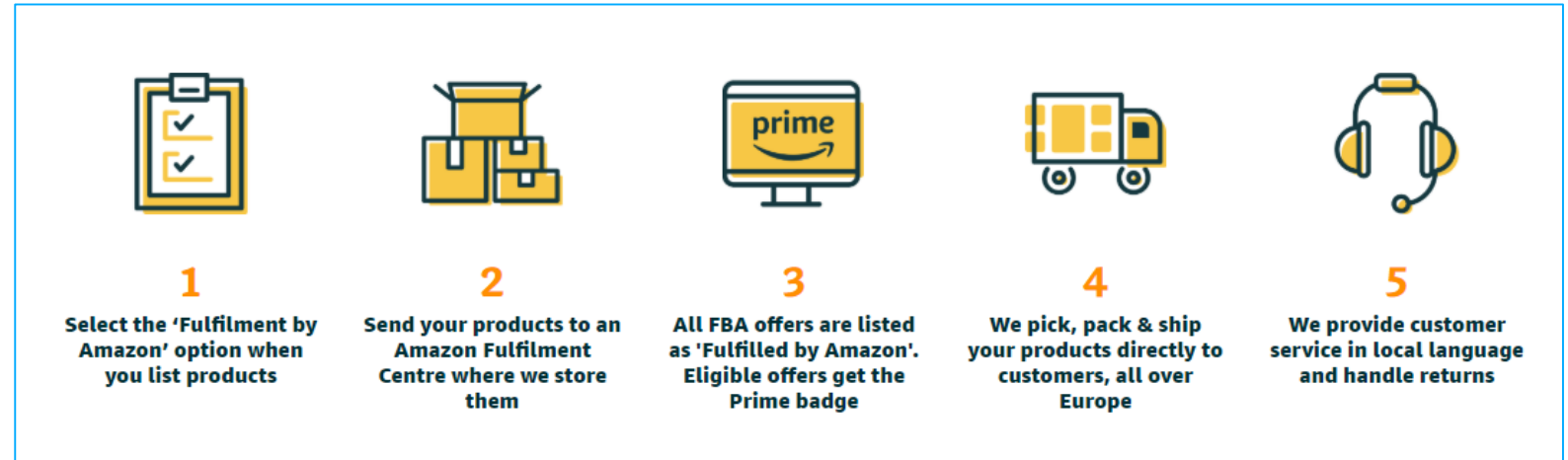
Amazon offers a warehousing service to its sellers called Fulfilled By Amazon (FBA), which has a reasonably low price. The seller can decide if they want to use this service.

Fulfilment

Alongside the warehousing service comes the fulfilment. Amazon-fulfilled products typically get the Prime status: this has a positive impact on conversion rates.

Returns

Dependent on the fulfilment method. Returns are normally free for the consumer - the seller must bear the cost.



Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Bol.com summary

Marketplace description	The dominant marketplace in the Netherlands, Belgium and Luxembourg. Bol.com has followed Amazon's development carefully and it has its own Prime-like subscription service called Bol.com Select, which costs €9.99 per month. 55% of its revenue is from third-party sellers (2018).
Relevance	
Geographical	Bol.com is relevant in NL, BE and LUX.
Userbase	Bol.com has 15 million monthly users.
Category	Books, music, games, electronics, toys, baby items, computers, cooking & dining, health & wellbeing, animal, gardening & DIY, living & sleeping, sport & leisure, jewellery & watches, baby & toddler clothes.
Marketplace fundamentals	
New vs. used products	Most products sold on Bol.com are new; however it is also possible to sell used products on the platform.
Pricing model	Items sold on Bol.com are fixed price.
Marketplace services	A seller can purchase warehousing, fulfilment and returns handling services from Bol.com.
Cost model	No sign-up, fixed sales fee, % commission on sales, service fees, marketplace advertising fees.
Seller service	The platform has a high customer service standard, including 30-day returns, and the seller's phone number available from 8am to 16. Sellers can expect a relatively good service from Bol.com.

Bol.com: Basic information

Main market:

Bol.com is relevant in NL, BE, LUX

Monthly users

15 million in total.

Description

The dominant marketplace in Netherlands, Belgium and Luxembourg. Bol.com has followed Amazon's development carefully and it has its own Prime-like subscription service called Bol.com Select, which costs €9.99 per month. 55% of its revenue is from third-party sellers (2018).

Categories

Books, music, games, electronics, toys, baby items, computer, cooking & dining, health & wellbeing, animal, gardening & DIY, living & sleeping, sport & leisure, jewellery & watches, baby and toddler clothes.

The screenshot shows the Bol.com website homepage. At the top, there is a dark blue header with the Bol.com logo, a search bar with the text "Waar ben je naar op zoek?", and links for "Inloggen", a heart icon, and a shopping cart icon. Below the header, there are navigation menus for "Categorieën", "Cadeaus & Inspiratie", "Aanbiedingen", "Zakelijk", "Cadeaukaart", "Bestelstatus", "Klantenservice", and "NL". A secondary navigation bar features "Goede Voornemens", "Drogisterij-aanbiedingen", "Wintersport", and a prominent "Sale >" button. The main content area is dominated by a large pink banner with the word "Sale" in large blue letters, followed by "op=op" in smaller blue text. A blue button on the right of the banner says "Bekijk nu alle deals". Below the banner, the section "Ontdek onze winkel" features a grid of eight product categories, each with a representative image and a label: "Boeken" (a person reading), "Elektronica" (a yellow robot head), "Speelgoed" (a monkey toy), "Wonen" (a clock), "Baby" (a baby bottle), "Koken & Tafelen" (a blue pot), "Beauty" (a perfume bottle), and "Sport" (a red kettlebell). At the bottom, the "Superveel voordeel" section displays four promotional banners: "Woonkorting", "Tot 30% korting*", "Sale solden korting on", and "Hoge korting".

Bol.com: Good to understand

Language requirements

All product content needs to be in Dutch. Sellers must be able to offer telephone customer service in Dutch and reply to enquiries within 24 hours. International customer service can be outsourced to third-party suppliers.

Regional limitations

The selling company needs to be registered in the Netherlands or Belgium and possess a registration at the Chamber of Commerce. A Finnish company cannot sell products via Bol.com unless it's also registered in the Netherlands or Belgium.

Returns

The customer is allowed to return the product within 30 days free of charge, and returns will need to be processed within 24 hours. The returns address needs to be in the Netherlands.

Start selling at bol.com

🏠 > To sell > Sell for business > Sign Up



Can I sell as a partner?

We are always happy to welcome new partners, but there must of course be a click between you and bol.com. That's why we have a few questions for you. If you can answer 'yes' to this, we would like to welcome you to bol.com!

- ✓ Do your articles fit into one of the existing categories of bol.com?
- ✓ Do your articles have a GTIN (also known as EAN) or ISBN?
- ✓ Can you deliver within 1-8 business days?
- ✓ Are you registered with the Chamber of Commerce or the Belgian Trade Register and do you have a VAT number?
- ✓ Can customers return your items within 30 days if they wish?
- ✓ Can you answer customer questions within 24 hours, in Dutch?
- ✓ Do you meet our service standards? [View our service standards here](#)

Bol.com: Entering the platform

The set-up process

To start selling on Bol.com you first have to create a business account in Dutch at Bol.com. Bol.com is mainly an 'open' marketplace, and there are requirements that need to be met before you can create a business account and sell products via Bol.com.

Associated costs

Setting up the account is free and you only pay a fee when a customer buys your product. The fee is based on two elements: a fixed charge between €1 and €3, and a percentage fee on sales, ranging from 5% to 17%. A detailed list of charges can be found here: <https://www.bol.com/nl/m/waarom-een-bemiddelingsbijdrage/>

Service

Largely a self-serve platform.

Our services

🏠 > To sell > Sell for business > Our services



We help our partners to sell even more. We use our knowledge and experience with e-commerce to support you. Bol.com offers you useful services to better tailor your offer to the needs of our customers. We help you by unburdening. With various services and tools. Use it to your advantage.



Logistics via bol.com



Automate via bol.com



Partner service

Bol.com: Content

Content

Content management is done either through API connections using feeds or Excel spreadsheets. There is no content management system in place.

Available content space is more generous than Amazon's, but sellers should keep in mind that being brief and highlighting USPs are easy ways to improve user experience.

< Terug > Speelgoed > Bouwen & Constructie > Bouwsets

LEGO NINJAGO Vuurtand - 70674

Serpentenspeelgoed waar kinderen ninja-avonturen boordevol actie mee kunnen naspelen!

Merk: LEGO | Serie: LEGO NINJAGO | ★★★★★ 22 reviews | Delen



36,25

[Op voorraad](#) [Select](#)

Voor 23:59 besteld, morgen in huis ¹

Verkoop door bol.com

[+ in winkelvagen](#) [Op verlanglijstje](#)

Andere verkopers (7)

[> Bekijk en vergelijk alle verkopers](#)

Bezorgopties

- ✓ **Vandaag** nog in huis (bestel doordeweeks voor 14:00, bezorging tussen 18:00 en 22:00)
- ✓ Doordeweeks ook 's avonds in huis
- ✓ Ook **zondag** in huis (bestel voor za 23:59)

[> Bekijk alle bezorgopties](#)

- ✓ **Gratis** verzending
- ✓ 30 dagen bedenktijd en **gratis** retourneren
- ✓ Ophalen bij een bol.com afhaalpunt mogelijk
- ✓ Dag en nacht klantenservice

<  >

LEGO (1gegeven: LEGO)
8 - 14 jaar | 463 onderdelen | 4 minifiguren | 2019
[Alle productspecificaties](#)

Productbeschrijving

Da met Kai FS mee naar de NINJAGO® wereld voor een spannend ninjagewacht tegen de enorme, vuurpuwendde slang Vuurtand van Serpent toevanrei Aspheera!

Kijk uit voor de zwelpende, ratelende staart van Vuurtand. Dank wep voor zijn rospenschakelre en open het slangengewicht tegen de Vuurtand in met Kai's ninjatornadsopspiner.

Kun je bij Aspheera op haar troon komen en de machtige Rol van Verboden Spiritu van haar afpakken?

Eigenschappen:

- Dit coole speelgoed voor kinderen is inclusief 4 LEGO NINJAGO® minifiguren die nieuw zijn vanaf juni 2019: Kai FS (Forbiden Spiritu), Aspheera, Vuurtand Zwaarddrager en Vuurtand Vermatiger.
- Vuurtand is uitgerust met een troon voor een minifiguur met decoratieve zwaarden, een bak die open kan met een vuur-element, een zwelpende, ratelende staart met 2 rospenschakelre, 2 Serpent-Agalelementen en kettingelementen om de 2 Vuurtand minifiguren aan vast te maken.
- Ook inclusief een van stenen gebouwde standbeeld met een scepter.
- Wijzeme de zilverkleurige katana van Kai FS, de Rol van Verboden Spiritu van Aspheera, het zwaard van Vuurtand Zwaarddrager en het bromwagent van Vuurtand Vermatiger.
- Accessoire-elementen: het 'cobra krachtig' hoofdpelelement van Kai FS en zijn tornadospiner die nieuw is vanaf juni 2019, het slangenhoorn en de vuurtand van Aspheera, het schild van Vuurtand Zwaarddrager en het slangenhoorn en schild van Vuurtand Vermatiger.
- Met dit geweldige cadeau kunnen kinderen de spannende actie van de NINJAGO®-wereld naspelen.
- Gebruik de LEGO® Life app om toegang te krijgen tot de interactieve bouw instructies van instructies PLUS voor deze NINJAGO® ninjaspelgoedset. Ook jangere bouwwe worden ondersteund bij het bouwproces, via functies om weerhoudig te zoomen en te draaien en een speciale doorschijnende modus waarmee je hun creaties tijdens het bouwen kunnen vauaakeren.
- De speelgoedlang Vuurtand is ca. 25 cm hoog, 22 cm lang en 18 cm breed.

[Toon minder](#)

Bekijk dit product



[Toon meer](#)

Meer weten over?

LEGO

Reviews [> Schrijf een review](#)

4.5 [Aantal reviews: 22](#)

Bekijk alle bezorgopties

- **Gratis** verzending
- 30 dagen bedenktijd en gratis retourneren
- Ophalen bij een bol.com afhaalpunt mogelijk
- Dag en nacht klantenservice

Slim combineren

Bundel met accessoires



€ 51,24

Op zaterdag, Voor 23:59 uur besteld, zaterdag in huis ²

[+ N](#)

Nog meer bouwplezier!

LEGO NINJAGO Katana 4x4 - 70675


€ 45,25


³ Laat kinderen hun eigen avonturen beleven met een schietend, hakkend en rammend 4x4 ninjatoerwagen! Deze bouwset bestaat uit 460 onderdelen.

[Vergelijk alternatieven](#)

Andere bekeken ook

		
LEGO	LEGO	LEGO
★★★★ (31)	★★★★ (31)	★★★★ (12)
€ 11,25	€ 4,63	€ 1,75

		
LEGO	LEGO	LEGO
★★★★ (33)	★★★★ (31)	★★★★ (10)
€ 42,25	€ 51,99	€ 54,25

		
LEGO	LEGO	LEGO
★★★★ (7)	★★★★ (14)	★★★★ (12)
€ 66,99	€ 13,49	€ 66,75

Zoek je een cadeau?



[Zoek en vind je ideale cadeau](#)

Gesponoreerde artikelen



Bol.com: Marketing and promotions


Marketing options

Bol.com offers many forms of advertising and promotions to its sellers:

- Traditional display advertising on and off the platform
- Sponsored products advertising
- Content marketing in Bol.com's online magazines and targeted emails
- Co-op TV advertising
- Social advertising

Promotions

Price promotions are available on Bol.com, as are coupon promotions.



Gesponsord

Turtle Beach
Turtle Beach Recon 70N - Gaming Headset - Nintendo Switch, Xbox One, PS4, PC & Mobile - Zwart/Rood

Nintendo Switch | PlayStation 4 | Xbox One | Windows | Android | iOS | Turtle Beach | 3.5 mm jack | Stereo

★★★★★ (2)

Haal je volgende Victory Royale met de TURTLE BEACH® RECON 70 gaming headset voor Nintendo Switch™ op... [Meer](#)



Vergelijk


27,99

Op voorraad **Select**

Voor 23:59 besteld, morgen in huis ⓘ

Verkoop door bol.com

+  



LEGO
LEGO City Monstertruck - 60180

Spring over het vuur en geef het publiek een spannende show!
6 - 12 jaar | 192 onderdelen | 1 minifiguren | 2018

★★★★★ (69)

Laat de motor van deze machtige monstertruck ronken en spring over elke hindernis! Rijd rond het stadion om snelheid te maken,... [Meer](#)

13,99 **hoge korting**



Adviesprijs €19,99

Je bespaart 35%

Op voorraad

Voor 23:59 besteld, morgen in huis ⓘ
+ **Select** bezorgopties

Verkoop door bol.com

+  

Bol.com: Operational considerations

Warehousing

Bol.com offers a warehousing service, but the seller can decide on their preferred method.

Fulfilment

The seller can outsource logistics to Bol.com, much like on Amazon. Seller fulfilment is also an option. If the seller chooses to manage fulfilment themselves, they must meet the Bol.com requirements. 98% of orders must be delivered on time, with the maximum delivery time being eight days.

Returns

The customer is allowed to return the product within 30 days free of charge, and returns will need to be processed within 24 hours. The returns address needs to be in Netherlands.

How can you be successful with your articles on the bol.com store platform?



Unique range



Fast delivery



Low prices

Do you want to know more about selling via bol.com?



Our services

We offer useful services to make selling even more professional and easier. Send your articles more cheaply, outsource your stock management to us, or let us improve your product information. You can also advertise your articles even better.



Ensuring quality together

Say what you do and do what you say. Customers who have a good experience with ordering via bol.com, return more often. Together we can ensure satisfied customers. That is why we work with service standards. In this way we ensure optimum cooperation.



What do I need to know about signing up?

We are happy to welcome new partners at bol.com that offer added value to our platform. Read more about registering and what you need to do that immediately.

Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Cdiscount summary

Marketplace description	Cdiscount is France's leading discount online retailer and sells just about everything.
Relevance	
Geographical	Cdiscount is relevant in FR.
Userbase	Cdiscount has 11 million monthly users.
Category	Toys, home appliances, home, computers, games, automotive, travel, baby, sports.
Marketplace fundamentals	
New vs. used products	It is possible to sell both new and used items on the marketplace.
Pricing model	Items sold on Cdiscount are fixed-price.
Marketplace services	A seller can purchase warehousing, fulfilment and returns handling services.
Cost model	Monthly seller fee, 5-22% commission on sales, service fees, marketplace advertising fees.
Seller service	The platform is a self-serve platform for most sellers.

Cdiscount: Basic information

Main market:

France

Monthly users

11 million.

Description

Cdiscount is France's leading discount online retailer and sells just about everything.

Categories

Toys, home appliances, home, computers, games, automotive, travel, baby, sports.

The screenshot shows the Cdiscount website homepage. At the top, there is a search bar with the text "Qu'est-ce qui vous ferait plaisir ?" and a navigation menu with categories like "Tous nos rayons", "Voyages", "Disneyland", "Beauté", "Electricité & Gaz", "Mutuelle", "Forfait mobile", "Immobilier", "Billetterie", "Carte Cdiscount", and "C express". Below the navigation, there are several promotional banners. The main banner features a red KitchenAid stand mixer with a price tag of 280€ (down from 649€) and a Lenovo laptop with a price tag of 799€ (down from 999.99€). The text "LES IMBATTABLES" is prominently displayed in the center. Below the main banner, there is a section titled "Inspiré de vos visites" showing five LEGO Ninjabo sets with their respective prices: 18€69, 16€92, 19€90, 54€00, and 34€00. Further down, there is a section titled "PREMIER ARRIVÉ, PREMIER SERVI" featuring four product cards: a LEGO Ninjabo set (18€69), a Brandt electric oven (299€99, down from 549.99€), a Kärcher battery-powered defroster (49€90), and an iPhone XR 64 GB (166€36, down from 649€99). Each card includes a star rating and a "Cdiscount - À volonté" logo.

Cdiscount: Good to understand

Size and potential

Cdiscount is the busiest marketplace in France; it has an impressive average basket size of €110.

Commercial potential

The French ecommerce market is the third largest in Europe, behind the UK and Germany. Cdiscount has been a leader in French ecommerce for many years, although recently it was surpassed by Amazon.fr. However, Cdiscount is less competitive, with approximately a third of the number of sellers that Amazon has.



The screenshot shows the Cdiscount Marketplace website. At the top, there is a navigation bar with the Cdiscount logo and 'Marketplace' text. To the right of the logo are buttons for 'S'identifier' and 'S'inscrire', and a language selector for 'Français'. Below the navigation bar is a secondary menu with links: 'Rejoindre Cdiscount', 'Cdiscount Fulfilment', 'Cdiscount Ads', 'Packs Premium', 'Vendre sur Cdiscount PRO', and 'Vos Services'. The main content area features a large image of a smiling man with his arms crossed. To the right of the image is the headline: 'Ouvrez une boutique sur l'une des places de marché les plus puissantes de France!'. Below the headline is a list of benefits: 'Le site de vente en ligne Cdiscount c'est :' followed by a bulleted list: '9 millions de clients actifs', '20 millions de visiteurs uniques par mois', 'Toutes les catégories de produits', 'Expertise logistique : 500 000 m² d'entrepôts', and 'Pas d'engagement, pas de frais de résiliation'. A prominent orange button labeled 'Commencez à vendre' is positioned below the list. At the bottom of the page, there are three statistics: '12 000 marchands professionnels', 'depuis 70 pays à travers le monde', and '63 000 000 de produits de toutes les catégories'.

Cdiscount: Entering the platform

Sign-up process

Professional sellers with a valid VAT number can apply to sell on Cdiscount. Prior approval is required via an online form. Cdiscount reserves the right to accept or reject an application, and the specific acceptance criteria are confidential.

Cdiscount requires sellers to have French-language customer support by email, although French-language phone support is not required.

Associated costs

There is a monthly subscription of €39, then a variable commission between 4.5% and 20%, depending on the product category.

Service

Largely a self-serve platform

Welcome to our registration page

You want to become a Professional Seller on Cdiscount Marketplace? There is nothing simpler than that!

To access our form, please fill your email below, you will then receive your registration link

If you have any questions, please do not hesitate [to contact us](#).

Email

Phone number

How did you hear about our Marketplace ?

Validate

By registering, you accept the Cdiscount Privacy Policy via the following link: [Protection of your personal data](#)


Cdiscount: Content

Content

Cdiscount creates all the product information themselves. The listing process depends on whether or not the products are already listed in the Cdiscount catalogue. For catalogue products, you need to set the selling price, condition (new or used), and the level of available stock. As soon as inventory is added, it appears on the Cdiscount site and is visible to customers.

For products that are not already in the catalogue, you can send a file by email or to the Cdiscount API. In either case, Cdiscount integrates new product information themselves. Sellers aren't involved in the process as they are on e.g. the Amazon marketplace.

Retour aux offres Accueil > Jeux - Jouets > LEGO > LEGO Ninjago



LEGO® NINJAGO® 70673 Le ShuriCopter
 ★★★★★ 2 avis - Posez une question sur ce produit -
 Vendu et expédié par ASdiscout

En Stock !

Les points forts :
 - Modèle : Le ShuriCopter
 - Nombre de pièces / éléments : 361
 - Matières : Autre

Présentation produit | Descriptif détaillé

Livré entre le 14/01 et le 16/01

Livraison Gratuite (1)

Offrez-vous plus de tranquillité :
 Satisfait ou Remboursé 2 mois
 3,99€ soit 2,00€/mois

Profitez des avantages de notre carte Cdiscount :
 Réglez en 3, 5 ou 10 fois

Retrouvez également ce produit sur CdiscountPro

33€90
 ou payez en 4x
 8€70 aujourd'hui
 8,67€ dans 1 mois
 8,67€ dans 2 mois
 8,67€ dans 3 mois

Quantité : 1

Ajouter au panier

Retrait immédiat en magasin

27,59€ Vendu par BricksDirect Ajouter

Autres vendeurs sur Cdiscount

35,70€ Vendu par ZOOMICI Ajouter



LEGO NINJAGO
 Un hélicoptère ninja pour les enfants
 Les enfants vont adorer recevoir le héros ninja Zane à bord de son hélicoptère et monter des scènes de combat de la série TV NINJAGO!



Un ensemble de jeu plein d'action ninja
 Le ShuriCopter de Zane à construire pour incarner les premiers ninjas et affronter le Général Vex pour le Permis de Sécurité Ninjabot.



Le ShuriCopter LEGO® NINJAGO®

Informations générales sur le produit	
Marque	LEGO
Nom du produit	LEGO® NINJAGO® 70673 Le ShuriCopter
Catégorie	ASSEMBLAGE CONSTRUCTION
Général	
Genre	LEGO® NINJAGO®
Modèle	Le ShuriCopter
Composition du lot	<p>Cet ensemble LEGO® NINJAGO® comprend 3 figures - recommandé de juin 2019 - Zane, Jay et FX et le Set de la Saison 10.</p> <p>Cet ensemble comprend un support pour la figure de Zane, des pièces d'assemblage avec 2 instructions pour construire le héros ninja Zane à bord de son hélicoptère et monter des scènes de combat de la série TV NINJAGO!.</p> <p>Le ShuriCopter mesure plus de 10 cm de haut, 11 cm de long et 14 cm de large.</p>
Age (à partir de)	6 ans
Articulation nécessaire	Aucune
Matériau	Plastique
Contenu(s)	Instructions
Plus produit	<p>5 - Cet ensemble LEGO® NINJAGO® comprend 3 figures - recommandé de juin 2019 - Zane, Jay et FX et le Set de la Saison 10.</p> <p>Cet ensemble comprend un support pour la figure de Zane, des pièces d'assemblage avec 2 instructions pour construire le héros ninja Zane à bord de son hélicoptère et monter des scènes de combat de la série TV NINJAGO!.</p> <p>Le ShuriCopter mesure plus de 10 cm de haut, 11 cm de long et 14 cm de large.</p>
Caractéristiques du produit	
Description du produit	<p>Faites voler l'impressionnant ShuriCopter de Zane dans la bataille contre le Général Vex au sein du film d'animation LEGO® NINJAGO®: Les Secrets du Ninjabot. Le héros ninja Zane à bord de son hélicoptère et monter des scènes de combat de la série TV NINJAGO!.</p> <p>Le ShuriCopter mesure plus de 10 cm de haut, 11 cm de long et 14 cm de large.</p>
Nombre de pièces / éléments	361
Echelle	
Fréquence	
Poids et Dimensions	
Poids	585 g
Alimentation	
Moteur	
Capacité et type de réservoir	
Divers	
Montage	Assemblez par vous-même
Contenu inclus	NA
Sécurité et Certifications	
Certification et normes	CE
Précautions d'emploi	NA
Accessoires	Attention: Ne convient pas aux enfants de moins de 3 ans.
Nos garanties incluses pour les produits vendus par Cdiscount	
Moteur	
Notes	

Cdiscount: Marketing and promotions

Marketing options

Cdiscount has a number of marketing opportunities. It has sponsored products advertising as well as display advertising. It also offers off-site advertising on other platforms such as Google and Bing.

Promotions

The focus is on price. Sellers need available stock and a low price to sell successfully on the marketplace. Flash sales are available.

CleanMyMac X
Un Mac comme neuf. [Essayer gratuitement](#)

PUBLICITE

TOY STORY 4 - Mini-Figurines à collectionner - en
★★★★★ (1) - Produit Cdiscount à volonté
TOY STORY - Mini-Figurine - Mini-Figurines à Collectionner - en Sachet Surprise - 3 ans et +
Figurine - Personnage
Vendu et expédié par Cdiscount

2€99 ~~9,28€~~
67% d'économie
[Ajouter au panier](#)

TOY STORY 4 - Buzz l'Éclair - Figurine Articulée 18cm
★★★★★ (7) - Produit Cdiscount à volonté
TOY STORY - Buzz l'Éclair - Figurine articulée 18cm - 3 ans et +
Figurine - Personnage
Vendu et expédié par Cdiscount

9€99 ~~13,99€~~
28% d'économie
[Ajouter au panier](#)

Minnie Story Teller
★★★★★ (11) - Produit Cdiscount à volonté
IMC TOYS - Minnie Story Teller - Fille - A partir de 18 mois - Livré à l'unité
Peluche
Vendu et expédié par Cdiscount

39€90 ~~63,70€~~
37% d'économie
ou payez en 4x **10,22 €**
dont 0,95 € de frais
[Ajouter au panier](#)
[Livraison gratuite\(!\)](#)

IMC TOYS Quad RC de Mickey
★★★★★ (13) - Produit Cdiscount à volonté

- Modèle : Mickey - Quad RC
- Licences : Mickey Mouse
- Nombre de pièces / éléments : 3
- Matières : Autre

35€89 ~~71,79€~~
50% d'économie
ou payez en 4x **9,20 €**
dont 0,85 € de frais



Cdiscount: Operational considerations

Warehousing

Cdiscount offers warehousing as part of their fulfilment service.

Fulfilment

Seller can use the Cdiscount fulfilment network, or they can dropship directly to the consumer.

Returns

Normal EU returns rules are to be followed.

The screenshot displays the Cdiscount Marketplace website with a dark blue header. The main navigation bar includes 'Join Cdiscount', 'Cdiscount Ads', 'Cdiscount Fulfilment', 'Our Premium Packs', 'Cdiscount PRO', and 'Your Services'. The 'Cdiscount Fulfilment' section is highlighted, showing three steps:

- STEP 1 - Choose the products that you wish to entrust to Cdiscount Fulfilment with one click.**
An expert from Cdiscount Fulfilment will be at your disposal to optimize your first list of products.
- STEP 2 - Prepare and send your first shipment to Cdiscount Fulfilment warehouses.**
All preparation and shipping information will be available in your online Sales Area.
- STEP 3 - We receive and integrate your products in our warehouses.**
Then, for each of your orders, we will take care of everything: from the preparation to the expedition and if necessary, the customer relations.

A central message states: **Your activity will improve and your customer satisfaction will increase thanks to Cdiscount Fulfilment!**

Below the text is a video player with the title 'Cdiscount fulfilment: How does it work? | Cdiscount Fulfilment'. The video thumbnail shows a warehouse interior with a yellow forklift operator, a washing machine, and shelves stocked with various products. The Cdiscount logo is overlaid at the bottom of the video player.

Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount



Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

eBay summary

Marketplace description	eBay Inc. is a US based e-commerce corporation that facilitates consumer-to-consumer and business-to-consumer sales through its marketplace. eBay has operations in about 30 countries. Its online auction and shopping website enables people and businesses to buy and sell a wide variety of goods and services worldwide. The website is free to use for buyers, but sellers are charged fees.
Relevance	
Geographical	eBay is relevant in the domains in which it operates: AUS, AT, BE, CA, CN, FR, DE, IE, IT, HK, MY, NL, PH, PL, SG, ES, CH, TW, TH, UK, US, VN.
Userbase	eBay has 110 million monthly users.
Category	There are category differences at a market level, but eBay's most relevant categories are: motors, fashion, books, movies & music, electronics, collectibles & art, home & garden, sporting goods, toys & hobbies, business & industrial, health & beauty.
Marketplace fundamentals	
New vs. used products	Both new and used items can be sold on eBay.
Pricing model	eBay's primary pricing model is auction-based; however the fixed-priced option is also used.
Marketplace services	No warehousing available. Global shipping assistance is offered.
Cost model	Listing fee, final value fee on sales, service fees, advertising fees.
Seller service	The platform is self-serve for most sellers.

eBay: Basic information

Main market:
Global
Monthly users
110 million globally
Description
eBay Inc. is a US-based ecommerce corporation that facilitates consumer-to-consumer and business-to-consumer sales through its marketplace. eBay has operations in about 30 countries. Its online auction and shopping website enables people and businesses to buy and sell a wide variety of goods and services worldwide.
Categories
There are category differences at a market level, but its most relevant categories are: motors, fashion, books, movies & music, electronics, collectibles & art, home & garden, sporting goods, toys & hobbies, business & industrial, health & beauty.

The screenshot shows the eBay homepage with the following elements:

- Header:** eBay logo, "Shop by category" dropdown, search bar with "Search for anything", "All Categories" dropdown, "Search" button, and "Advanced" link.
- Navigation:** Home, Saved, Electronics, Fashion, Health & Beauty, Motors, Collectibles, Sports, Home & Garden, Deals, Under \$10.
- Main Banner:** "From Europe, Right to Your Door" with subtext "Shop products from sellers around the corner or across Europe" and a "Shop Now" button. The banner features images of a laptop, a smartwatch, a camera, and a drone.
- Why eBay? Section:** A row of seven circular icons representing key features:
 - Deals:** Green circle with a percentage sign.
 - Free Delivery:** Blue circle with a rocket ship.
 - Money Back Guarantee:** Red circle with a dollar sign.
 - Gift Ideas:** Purple circle with a gift box.
 - Catch the trend:** Yellow circle with a smartwatch.
 - New Brands:** Orange circle with a sneaker.
 - Low cost, guilt free:** Light blue circle with "Under 10\$".

eBay: Good to understand

Market differences

eBay's market positioning should be evaluated based on the desired market and selling method. Its position varies a lot by market and on whether the products sold are new vs. used.

High standards on seller performance

eBay's seller performance standards are: -
- Maximum transaction defect rate: 2%
- Maximum buyer protection cases closed without seller resolution: 0.3%
- Maximum late shipment rate: 7%
Sellers who do not meet the first two performance standards or have a very high rate of "item not as described" returns are penalised.

eBay buyers have a reputation of being more demanding than Amazon buyers. They tend to ask more questions, both before and after sale, putting a much greater demand on sellers' time.

The screenshot shows the eBay Customer Service page for 'eBay rules and policies'. The page has a yellow header with the eBay logo and the text 'Customer Service'. Below the header is a navigation breadcrumb: 'Home > Help > Account > eBay Policies > eBay rules and policies'. The main content area has a yellow background and features a '4 min overview' link, the title 'eBay rules and policies', and a paragraph stating: 'We're committed to providing a secure and fair marketplace for our buyers and sellers. To support this commitment, we've put in place rules and policies that govern our expectations of buyers and sellers, the actions we'll take to keep you safe, and how we'll protect you if something goes wrong.' Below this is a search bar with the text 'Search eBay Help'. A yellow-bordered box contains the text: 'In October, we're simplifying some of our rules and policies to make our marketplace fairer and more secure for buyers and sellers. You'll find more information in our [Seller Center](#).' At the bottom, there are two more paragraphs: 'By becoming familiar with and following [our policies](#), you'll help us maintain a safe environment for all, and be able to avoid interruptions that might come from inadvertent violations of our rules.' and 'Some of our rules reflect local legal requirements, while others are based on our experience of how best to protect everyone using eBay services.'

eBay: Entering the platform

Set-up process

eBay's sign-up process is a very straightforward online process.

Associated costs

eBay charges two main types of selling fees: an insertion fee when you create a listing, and a final value fee when your item sells. In addition, there are PayPal processing fees.

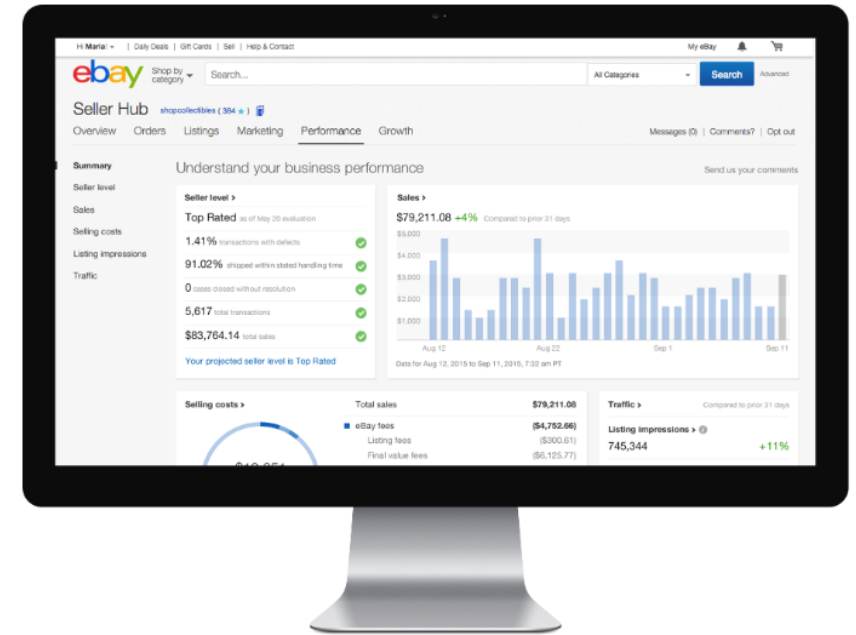
Service

eBay is largely a self-serve platform.

It's about to get easier to sell more

eBay Seller Hub helps you run your business and increase your sales.

Start using Seller Hub



eBay: Content

Content

On eBay each product from every seller is sold individually. A seller who wants to put a product up for sale on eBay is required to create a different card for that product. This card must contain all the information about the product, including the name, photos, description, technical information, price and seller details. In a situation where several sellers are offering the same products, each seller will provide a product card. When a buyer is searching for the particular product, there are several cards displayed, each from different sellers. This gives the buyer the opportunity to make comparisons easily and select the best.

LEGO® NINJAGO® 70673 ShuriCopter
 ★★★★★ Be the first to write a review.

Condition: **New**
 Time left: 5d 17h Wednesday, 8:26PM

Current bid: **EUR 4.50** [5 bids]

 Enter EUR 5.00 or more

Place bid

[Add to Watchlist](#)

Longtime Member **10 Watchers**

Shipping: **EUR 11.99** Standard Shipping | [See details](#)
 Item location: Detmold, Germany
 Ships to: European Union | [See exclusions](#)

Delivery: **Estimated by Fri, Jan. 17**
 Seller ships within 1 day after [receiving cleared payment](#).

Payments:

Returns: Consumers have the right to return the item under the conditions outlined below | [See details](#)

LEGO® NINJAGO® 70673 ShuriCopter

Fliege in der eisigen Nimmer-Welt mit Zanes fantastischem ShuriCopter ins Duell mit General Vex. Dreh die Rotoren und feuere die Schnellfeuer-Shooter ab. Vollführe einen coolen Spinjitzu-Move mit dem Tornado-Spinner von Ninja-Krieger Jay. Kannst du General Vex mit Zanes Katana und seinen Wurfsternen besiegen? Für Zane und Jay VS verrät die Action in der NINJAGO® Welt kein Ende ... und mit diesem genialen LEGO® Set gilt dasselbe auch für dich. Kannst du dem gefährlichen General die Schrittfolle des Verbotenen Spinjitzu entzählen und verhindern, dass er noch mächtiger wird?

- Dieses LEGO® NINJAGO® Set enthält 3 Minifiguren (neu ab Juni 2019): Zane, Jay VS (Verbotenes Spinjitzu) und General Vex. • Der ShuriCopter ist mit einem Minifiguren-Cockpit, einem Fahrwerk mit 2 drehbaren Shuriken-Schneidern, einem drehbaren Rotor und je einem Schnellfeuer-Shooter mit 6 Schüssen an jedem Flügel ausgestattet. • Lande mit dem ShuriCopter, damit sich die Shuriken-Schneider drehen. • Drehe den Knopf auf der Unterseite des ShuriCopters, damit sich der Rotor dreht. • Zur Ausrüstung gehören Zanes silbernes Katana und 2 goldene Shuriken sowie die Schrittfolle des Verbotenen Spinjitzu von General Vex. • Die Zubehörteile umfassen die Halterung für Zanes Katana, das anergiebeladene Kapuzenelement von Jay VS, einen Ninja-Tornado-Spinner (neu ab Juni 2019) und die Ausrüstung von General Vex. • Cooles Bauspielzeug für Kinder, um damit die spannende Action aus der NINJAGO® TV-Serie nachzuspielen. • Über die LEGO® Life App können alle Baumeister auf die intuitiven Bauanleitungen von Instructions PLUS für dieses NINJAGO® Bauspielzeug zugreifen. Damit können auch jüngere Baumeister an ihr Modell heranzoomen, es drehen und mithilfe des speziellen Geistermodus visualisieren. • Der ShuriCopter ist 10 cm hoch, 31 cm lang und 24 cm breit.

Alter: 8+

Achtung: Nicht geeignet für Kinder unter 36 Monate. Enthält verschluckbare Kleinteile.

Alter: 8-14 Jahre
 LEGO und das LEGO Logo, DUPLO, LEGENDS OF CHIMA, HEROICA, MONDSTORMS, LEGOLAND und die Minifigur sind Marken der LEGO Gruppe. ©2013 The LEGO Group.
Achtung! Nicht geeignet für Kinder unter 36 Monate. Enthält verschluckbare Kleinteile.
 Versandkosten innerhalb Deutschlands:
 Ab einem Einkaufspreis von 30 EUR liefern wir versandkostenfrei innerhalb Deutschlands.
 Nach der Versteigerung:
 Sie bekommen nach der Versteigerung eine email von uns. Dort sind unsere Kontaktdaten hinterlegt.
 Bei der Überweisung bitte unbedingt die ebay Auktionsnummer oder Ihren ebay Namen angeben!

Business seller information
 Der angegebene Preis gilt für die Lieferung innerhalb Deutschlands.
 Der Verkäufer ist für den Zustand des Artikels verantwortlich.
 Der Verkäufer ist für den Zustand des Artikels verantwortlich.
 Der Verkäufer ist für den Zustand des Artikels verantwortlich.
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 Der Verkäufer ist für den Zustand des Artikels verantwortlich.
 Der Verkäufer ist für den Zustand des Artikels verantwortlich.

LEGO Ninjago Shuricopter Playset - 70673. **EUR 35.39** + EUR 29.50 Shipping

LEGO® NINJAGO® 70673 ShuriCopter. **EUR 5.55** + EUR 11.99 Shipping 5 bids

LEGO NINJAGO SHURI-COPTER 70673 BRAND NEU. **EUR 29.49** + EUR 18.88 Shipping

LEGO® Ninjago: 70673 Shuri-Copter & 0.-€ Versand & NEU. **EUR 28.45** + EUR 10.00 Shipping

LEGO NINJAGO 70673 Shuri-Copter NEU. **EUR 30.39** + EUR 7.72 Shipping

Bild folgt in Kürze!

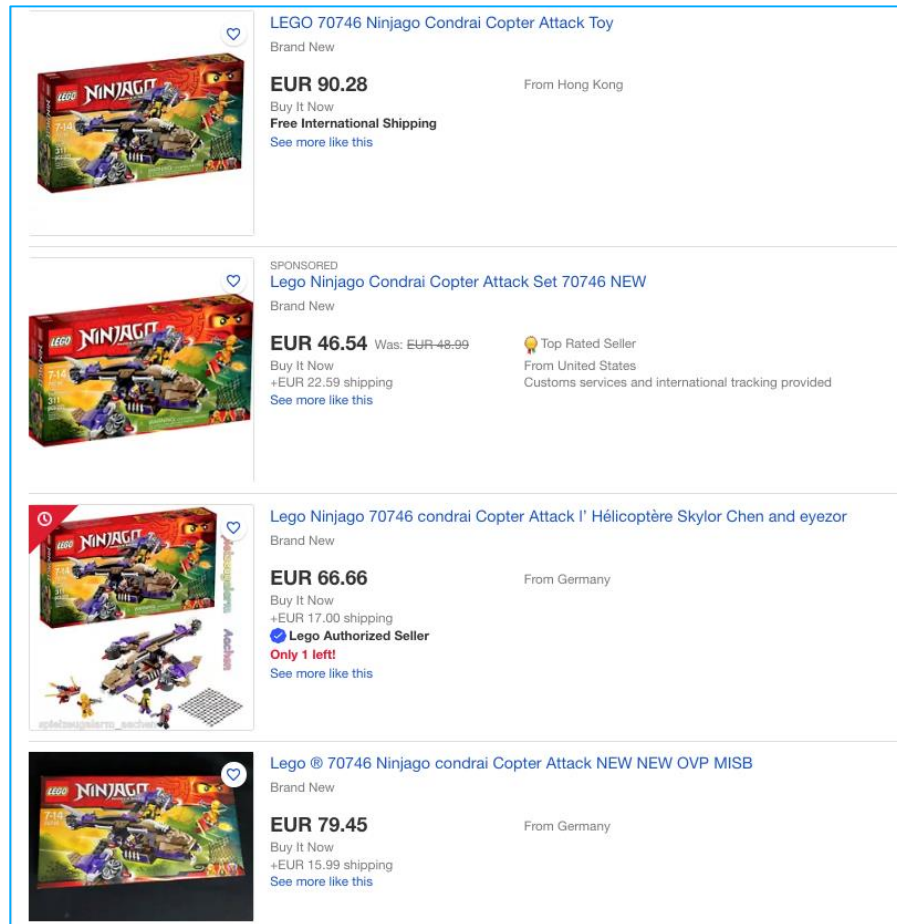
Image coming soon!

eBay: Marketing and promotions

Marketing and promotion options

eBay's main marketing product is eBay Promoted Listing. The seller chooses which items to promote, and what percentage of the sales price they are willing to pay (typically 5-10%) on top of the final value fee. eBay then boosts their listings higher in the search results. Exactly where a promoted listing appears will depend on how much competitors are paying to promote their own listings.

With Promoted Listings, the seller only pays when their item sells. This means that costs are known and can be planned for. On the downside, it is a fairly basic programme with no control over when listings are promoted, for example by specifying search terms. It's just down to the percentage the seller is willing to pay.



Listing	Price	Shipping	Origin	Notes
LEGO 70746 Ninjago Condrai Copter Attack Toy Brand New	EUR 90.28	Free International Shipping	From Hong Kong	Buy It Now See more like this
SPONSORED Lego Ninjago Condrai Copter Attack Set 70746 NEW Brand New	EUR 46.54 (Was: EUR 48.99)	+EUR 22.59 shipping	From United States	Top Rated Seller Customs services and international tracking provided Buy It Now See more like this
Lego Ninjago 70746 condrai Copter Attack I' Hélicoptère Skylor Chen and eyezor Brand New	EUR 66.66	+EUR 17.00 shipping	From Germany	Lego Authorized Seller Only 1 left! Buy It Now See more like this
Lego ® 70746 Ninjago condrai Copter Attack NEW NEW OVP MISB Brand New	EUR 79.45	+EUR 15.99 shipping	From Germany	Buy It Now See more like this

eBay: Operational considerations

Warehousing

eBay does not offer a warehousing service to its clients.

Fulfilment

eBay doesn't currently offer any shipping or fulfilment services, apart from the Global Shipping Program (GSP), which allows sellers to ship an item for international delivery to a warehouse in their home country. The GSP handles international shipping, customs documentation, import fees and so on.

Returns

In most of the cases eBay does not support on returns.

Global Shipping Program

Selling around the world is as easy as selling across town.

On This Page

[How it works](#) [Overview](#) [Eligibility](#) [Add more countries](#) [More information](#) [Global shipping program tip sheet](#)
[Sellers big and small succeed with GSP](#) [FAQs](#)

[2019 Fall Seller Update](#) [See What's New](#)



How it works

The Global Shipping Program (GSP) takes the complexity out of shipping internationally, bringing your business to markets around the world.

When you sign up for GSP and an eligible item sells abroad, simply ship it to eBay's Global Shipping Center in Kentucky, and the Program takes care of every step until that item reaches its buyer.

[Watch How eBay's Global Shipping Center Makes It Happen](#)

Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Etsy summary

Marketplace description	Etsy is for selling handmade, craft items: the best analogue analogy is an open market or fair. Etsy provides a marketplace specifically for crafters to sell their goods. Additionally, if you're selling downloadable items (e.g. printables), Etsy allows you to store the file on their platform, so buyers can download it immediately from within their Etsy account after the sale. Etsy allows each seller to set up a customised online 'shop' with full ecommerce capabilities.
Relevance	
Geographical	Etsy is as global operator, but its core markets are: US, UK, CA, DE, FR, AUS.
Userbase	Etsy has 56 million monthly users.
Category	Etsy's relevant categories are: arts, crafts, jewellery, paper goods, homeware and, locally, artisan candies and baked goods.
Marketplace fundamentals	
New vs. used products	On Etsy it is possible to sell both new and used items.
Pricing model	Etsy's primary model is auction-based; however the fixed-priced option is also used.
Marketplace services	No warehousing or shipping available.
Cost model	Listing fee, transaction fee on sales, payment processing fee, service fees, advertising programme fees.
Seller service	The platform is a self-serve platform for most sellers.

Etsy: Basic information

Main market:

Etsy is a global operator, but its core markets are: US, UK, CA, DE, FR, AUS

Monthly users

56 million globally

Description

Etsy is for selling handmade, craft items: the best analogue analogy is an open market or fair. Etsy allows each seller to set up a customised online "shop" with full ecommerce capabilities.

Categories

Etsy's relevant categories are: arts, crafts, jewellery, paper goods, homeware and, locally, artisan candies and baked goods.

The screenshot shows the Etsy website homepage. At the top, there is a search bar with the text "Search for items or shops" and a "Sign in" button. Below the search bar, there are navigation links for various categories: Jewellery & Accessories, Clothing & Shoes, Home & Living, Wedding & Party, Toys & Entertainment, Art & Collectibles, Craft Supplies & Tools, and Vintage. The main banner features the text "If it's handcrafted, vintage, custom or unique, it's on Etsy." and a large image of a wooden shelf with books and a plant. To the right, there is a section titled "Congrats to the couple!" with "Shop engagement gifts" and a "Free delivery? Coming right up" button. Below the banner, there are three key features: "Unique everything" (We have millions of one-of-a-kind items, so you can find whatever you need (or really, really want).), "Independent sellers" (Buy directly from someone who put their heart and soul into making something special.), and "Secure shopping" (We use best-in-class technology to protect your transactions.). The "Popular right now" section displays six product listings with their respective images, titles, prices, and ratings.

Product	Price	Rating	Notes
Calligraphy Starter Kit, Printa...	€28.02	★★★★★ (9,067)	Bestseller
CLEO - Wedding Invitation Te...	€24.30 (10% off)	★★★★★ (203)	
Dark Saber installed with ligh...	€232.54	★★★★★ (120)	Only 3 available and it's in more than 20 people's baskets
Personalized Pet Tag Custom...	€9.33	★★★★★ (1,511)	Bestseller
Fish, Wall Art, Linocut Print, ...	€15.64	★★★★★ (161)	
Large macrame moon dream...	€86.02	★★★★★ (182)	

Etsy: Good to understand

Sellers

Etsy is focused on offering a platform for handcrafters' and other individuals. It feels much less 'commercial' than many other marketplaces.

Structure

Etsy's structure is based on its 'shops', where buyers can meet and contact the shop owner. Shops have a flexible design to allow unique looks for individual stores.

Payments

Etsy manages payment transactions for the seller.

The screenshot shows the Etsy shop page for 'Colorwin'. At the top, there is a search bar and navigation links for various categories like Jewellery & Accessories, Clothing & Shoes, etc. The shop name 'Colorwin' is prominently displayed, along with a description 'Personalized Pet ID Tag Dog Tag Cat Tag', sales volume '10209 Sales', and a star rating of 5 stars from 1511 reviews. A 'Favourite shop (4882)' badge is visible. To the right, the shop owner's profile 'Amelia Vultaggio' is shown with a 'Contact' button. Below this, there is a 'Sort: Custom' dropdown menu. The main section is titled 'Items' and features a search bar and a list of categories: All (46), Pet Tags (14), Stones Leather Bracelets (25), Crystal Wrap Bracelets (6), and Shell Flower Necklace (1). A 'Contact shop owner' button is located at the bottom left. The 'Featured items' section displays four personalized pet tags, each priced at €9.33 and marked as a 'Bestseller'. The tags are for 'SCOUT', 'BELLA', 'COOPER', 'OSCAR', 'MANGO', 'Sophie', 'Piper', 'Milla', 'MAISIE', 'GEORGE', and 'LAINY'.

The screenshot shows the Etsy profile page for 'Amelia Vultaggio'. At the top, there is a search bar and navigation links. The profile name 'Amelia Vultaggio' is displayed with a '+ Follow' button and a message icon. Below the name, it shows '1,049 Following' and '844 Followers'. The shop name 'Colorwin' is listed. At the bottom, there are statistics for 'Favourite items' (39760), 'Favourite shops' (4848), and 'Lists' (0). A small thumbnail of the shop's featured items is visible on the right side of the profile.

Etsy: Entering the platform

Sign-up process

Etsy has a straightforward online set-up process, which starts with selecting a username. Consider using a name that represents what you want to sell, while also keeping it open enough to expand your product line in the future.

Associated costs

Etsy offers a comprehensive ecommerce platform and payment system on which individuals can sell products. As of October 2019, there is no set-up fee to open an Etsy shop. Your only costs are a \$0.20 per item listing fee, along with a 5% transaction fee and a payment processing fee of 3% + \$0.25.

Service

Etsy is largely a self-serve platform.

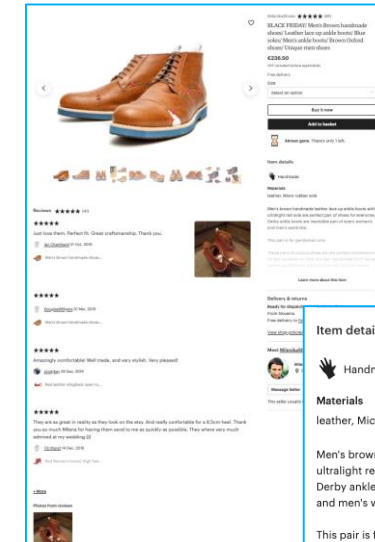
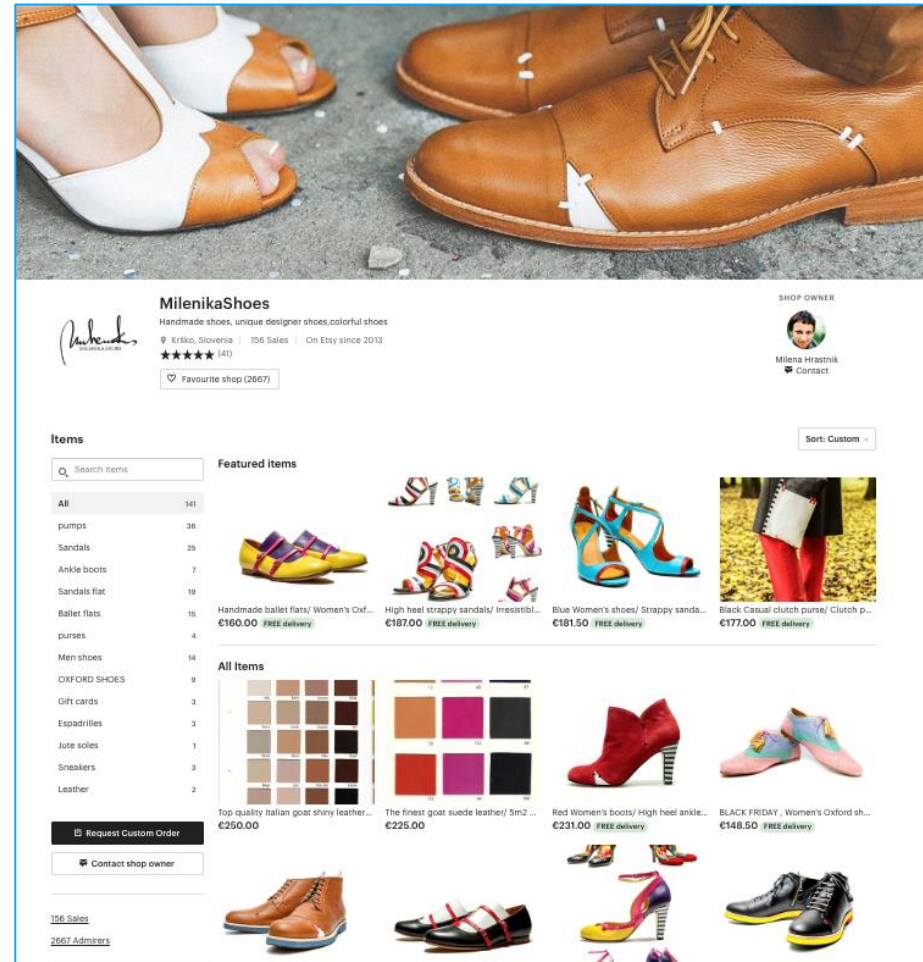
The screenshot shows the Etsy shop setup process. At the top, there is a search bar and navigation icons for Favourites, Notifications (with a red '1'), Shop Manager, You (with a red 'M'), and Basket (with a red '1'). Below this is a progress bar with five steps: Shop preferences (active), Name your shop, Stock your shop, How you'll get paid, and Set up billing. The main content area is titled 'Shop preferences' with the subtitle 'Let's get started! Tell us about you and your shop.' The form includes three dropdown menus: 'Shop language' (set to Deutsch), 'Shop country' (set to Finland), and 'Shop currency' (set to € Euro). Below these are four radio button options for 'Which of these best describes you?': 'Selling is my full-time job', 'I sell part-time but hope to sell full-time', 'I sell part-time and that's how I like it', and 'Other'. Explanatory text is provided for each field, such as 'The default language you'll use to describe your items. Choose carefully! You can't change this once you save it, but may add other languages later.'

Etsy: Content

Content

Etsy is based on 'shops'. Key shop elements to create and address are the banner and shop logo, and the 'about' section where you can upload videos and photos, share the story behind your products and your business, and your vision for your brand.

- Banner and shop logo
 - About section where you can upload videos or photos and share the story behind your business and products, and what your vision is for your brand.
 - Introduce members of your team or people you collaborate with
- Product content on Etsy is very much based on product images and customer reviews. However, the seller is also able to add a long text description of the product.



Item details

Handmade

Materials

leather, Micro rubber sole

Men's brown handmade leather lace up ankle boots with ultralight red sole are perfect pair of shoes for everyone. Derby ankle boots are inevitable part of every woman's and men's wardrobe.

This pair is for gentlemen only.

These pairs of unique shoes are the perfect combination for any occasion or time of a day. Handmade from Italian leather embellished with patches and stitches create sophisticated contrast.

Handmade eternal classic that fits with everything and easily become man's best friend.

DETAILS:

Full leather upper, lining
 Ultralight and soft micro rubber sole
 Calf leather and suede
 Leather patches and leather stitching
 Heel measures approximately 25mm/1 inch
 Handmade, Almond toe
 Lace-up front derby ankle boot
 Size: 41, 42, 43, 44, 45, 46 EU size

For more beautiful shoes

https://www.etsy.com/shop/MilenikaShoes?ref=i2_shopheader_name&ion_id=21487315

Less

Etsy: Marketing and promotions

Marketing and promotions

Etsy has Etsy Ads and promotional listings available for sellers, but they are not as pushy as some other platforms.

Etsy encourages the use of external advertising and discount codes and coupons. They also offer a curated shopping search engine listing, with separate costs associated.

Product	Seller	Price	Discount
Custom Dog Tag For Dogs Pers...	WildHorizonTags	€15.13	€16.81 (10% off)
Microchip Dog Tag Custom Do...	BrielleBelle	€13.07	Bestseller
Dog Tag - Cat Tag - Pet Identif...	TheSilverDiva	€14.01	Eligible orders get 15% off
Made IN USA Laser Etched Alu...	iotags	€4.67	Bestseller
Cat Tag, Small Pet ID Tag, Brass,...	HandStampedCompany	€14.58	€16.29 (10% off) FREE delivery
Personalised Custom Moon Sha...	SmolPetsClub	€18.15	€20.46 (10% off) FREE delivery
Pet Tag Personalized Custom Pe...	FROMMoMo	€15.41	Bestseller
Brass pet tag, pet ID tag, hand s...	FurFamilyTags	€15.88	Bestseller
Ombre Glitter Collection - Pers...	PetParadeBoutique	€9.33	Bestseller
Mod Arrow Dog Tag Double Si...	TheDapperPaw	€12.14	



Air Force 1 Custom, Low air Force 1 ...
BlackCustNew
€49.96 €99.92 (50% off)
FREE delivery

Etsy: Operational considerations

Warehousing

Etsy does not offer warehousing.

Fulfilment

The seller is expected to take care of fulfilment.

Returns

Seller can offer free returns but, if not, the buyer is responsible for return costs.

Home > Shoes > Men's Shoes > Boots (8,985 items)

Boots

Sort by: Relevancy

Special offers
 On sale

◀ All categories
◀ Shoes
◀ Men's Shoes
Boots
Cowboy & Western Boots
[+ Show more](#)

Delivery
 Free delivery
 Ready for dispatch in 1 business day
 Ready for dispatch within 3 business days


Size
 5
 5.5
 6
 6.5
 7
[+ Show more](#)

Colour
 Beige
 Black
 Blue
 Bronze
 Brown
[+ Show more](#)


Shop location
 Anywhere
 Europe
 Finland
 Custom

Item type
 All items
 Handmade
 Vintage


Handmade Boots/Shoes Winter Lea...
GEOARTGE
★★★★★ (1)
€194.92 FREE delivery




BLACK FRIDAY/ Men's Brown handm...
MilenikaShoes
★★★★★ (41)
€236.50 FREE delivery




Shoes Boots Chelsea Men Ankle bo...
aaronasalfit
€46.69 FREE delivery




Boku no hero academia boots, My h...
FunBoots
★★★★★ (8)
€74.34 €82.59 (10% off)
FREE delivery




Purple Leather Moccasins, Moccasi...
holycowhic
★★★★★ (809)
€204.52 FREE delivery




Leather Tabi Ankle Boots, hallux va...
Trazita
★★★★★ (78)
€120.00




Womens ethical boots, wool boots, ...
FeltWoolSlippers
★★★★★ (237)
€203.23 FREE delivery




Gift Black real leather boots Cattle I...
WildGood
★★★★★ (261)
€74.00




Wool boots- valenki boots- felted sh...
VASlippers
★★★★★ (235)
€93.00




Unisex adult shoes-boots Christmas...
feltwool
★★★★★ (57)
€70.00 FREE delivery



Beaded mukluks - vintage moccasi...
GoldDustinOurHands
★★★★★ (192)
€147.44 €246.75 (40% off)
FREE delivery



Regency Boots , Men Boots , Men H...
VictorianBoots
★★★★★ (369)
€240.00



Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount

ebay

Etsy



OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Gmarket summary

Marketplace description	Gmarket is the 'Korean Amazon'. It is the most popular online shopping platform in Korea. The company was founded in 2000 and was acquired by eBay in 2009.
Relevance	
Geographical	Gmarket is relevant in South Korea.
Userbase	Gmarket has 18 million monthly users.
Category	Home appliances & electronics, apparel, home & car accessories, cosmetics, computers, mother & baby, dietary supplements, food & beverage.
Marketplace fundamentals	
New vs. used products	On Gmarket it is possible to sell both new and used products.
Pricing model	Gmarket's pricing model is a combination of online auction and fixed-priced sales.
Marketplace services	Gmarket does not offer warehousing, but it fulfils the shopper's orders with the seller's goods first shipped to them. (Cross Docking)
Cost model	Registration fee, sales commission fee, service fees, advertising programme fees.
Seller service	The platform is self-serve for most sellers.

Gmarket: Basic information

Main market:

South Korea

Monthly users

18 million

Description

Gmarket is the 'Korean Amazon'. It is the most popular online shopping platform in Korea.

Categories

Home appliances & electronics, apparel, home & car accessories, cosmetics, computers, mother & baby, dietary supplements, food & beverage.

The screenshot shows the Gmarket website interface. At the top, there's a search bar with '2020' and navigation icons for Samsung Electronics, user profile, and shopping cart. A green sidebar on the left lists categories like '전체 카테고리', '브랜드 패션', '패션의류', '유아동', '식품', '홈데코', '컴퓨터', '스포츠', '자동차', and '여행'. The main banner features a 'SUPER FRIDAY' promotion with a '12% 할인쿠폰 + 20% 카드할인' offer. Below the banner, a section titled '지금 제일 잘 나가는 상품' (Best-selling products now) displays five featured items with their prices:

Item ID	Product Name	Price
06	[리벤스]코팅 눈습립 바지걸이(네이비) 20개	10,000원
07	[에쓰오일](S-OIL) 모바일주유권 3만원 / 실시간발송/ 주유상품권	28,950원
08	프레첼 믹스너트 1kg+1kg 견과류 아몬드 8종의 향연	10,900원
09	25-32 빅사이즈 라이크라기모팬츠3종/기모밴딩4종세트	19,900원
10	[마미요]마미요 오리지널 물타슈 탱탱 100매 10팩 도통 저자극	8,900원

Gmarket: Good to understand

Language requirements

Registration is in Korean only. While your global seller documentation can be provided in English, your Gmarket seller interface, product descriptions, customer service and terms must be in Korean. Make sure you have researched the local market to understand how your target audience will search and categorise your products, and what style of image, social campaigns, promotion and copy will appeal and convert visits into sales.

Gmarket differentiates itself with strong loyalty and discounting programmes based on different membership grades. For example, Gstamps and Smile Points allow a customer to get discounts as well as monthly promotional coupons for additional discounts.

The screenshot shows the '판매 회원가입' (Seller Registration) page. At the top, there are four steps: 1. 가입 (Registration), 2. 약관동의 (Terms of Service), 3. 정보입력 (Information Input), and 4. 가입완료 (Registration Complete). Below this, there are two tabs: '개인 판매회원' (Individual Seller) and '사업자 판매회원' (Business Seller). The '개인 판매회원' tab is selected. The main content area is titled '개인적으로 물품을 거래하는 회원' (Member who trades goods personally) and includes a link for '판매회원 유형 ?' (Seller Type?). Below the title, it says '본인인증 후 가입이 가능합니다. 휴대폰 또는 아이핀 인증 중 하나를 선택해 주세요.' (Registration is possible after self-authentication. Please select one of mobile phone or iPIN authentication). There are two icons: '휴대폰 인증' (Mobile Phone Authentication) and '아이핀 인증' (iPIN Authentication). At the bottom, there is a note: '구매만 하는 개인/사업자 구매회원은 간단한 가입이 가능합니다.' (Individual/Business purchase members who only purchase can register simply.) and a button labeled '일반회원가입하기 >' (Join General Member >).

Gmarket: Entering the platform

Sign-up process

The online sign-up process is in Korean. To sell on Gmarket, you need to register as an individual e-dealer. Registration requirements include:

- Certificate of business registration in South Korea
- Bank statement
- Copy of passport belonging to representative shown on business registration
- Additional seller details.

Associated costs

Registration fee and sales commission from 8% to 20%, depending on the product category.

Service

Gmarket is largely a self-serve platform, but seller support is available in Korean.

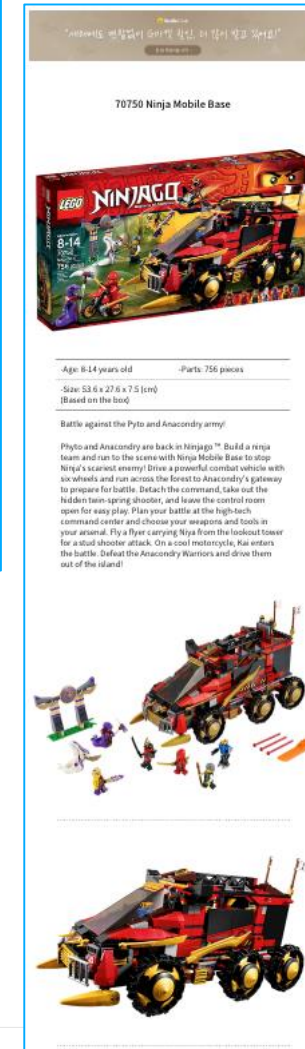
The screenshot shows the '구매 회원가입' (Purchase Member Registration) page. At the top, there are four steps: 1. 가입 (Join), 2. 약관동의 (Terms of Service), 3. 정보입력 (Information Input), and 4. 가입완료 (Registration Complete). Below this, there are two tabs: '개인 구매회원' (Individual Buyer Member) and '사업자 구매회원' (Business Buyer Member). The main content area says 'G마켓에 오신 것을 환영합니다.' (Welcome to Gmarket) and '지금 회원 가입하신 후 G마켓의 다양한 서비스를 만나보세요.' (After joining as a member now, meet the various services of Gmarket). A large blue button labeled '가입하기' (Join) is centered. Below that, there is a section titled '회원가입 유의사항' (Member Registration Precautions) with a person icon and text stating that registration is possible with simple information input, but product quality or small business registration information may be required for service use. At the bottom, there are links for 'ENGLISH' and '中文' (Chinese), and a green button for '판매회원가입하기 >' (Join as a Seller Member).

Gmarket: Content

Content

Gmarket product descriptions are very content-rich and the brand or the seller should prepare to create and upload a lot more content than on Amazon.

Each seller creates their own product cards.



Gmarket: Marketing and promotions

Marketing and promotion options

Ecommerce platforms in Korea use heavy discounting and rewards to gain market share. Gmarket also offers loyalty and discounting programmes, called Gstamp and Smile Points, to help retain existing customers. Gmarket has monthly coupons for additional discounts on top of already-discounted prices. Additionally, Gmarket offers a daily draw to let customers win more Gstamps and Smile Points.

To attract customers, sellers often greatly discount the product price to capture market share. Some even sell products at a loss for that reason. Ecommerce retailers considering selling in South Korea should first carefully assess if their product is unique enough compared to existing offerings.



LEGO Ninjago 70642 Kilo vs. Samurai X Ships Same Day

145,000 won

Use Smile Club for free and **get a 9% discount coupon!**

shipping fee 3,000 won

today if you order before 17:00 - CJ Courier

Smile Club [up to earn 2.3%](#)

Card discount | Interest-free installment Card Benefits

Card Discount Instant Discount
Smile Card First Payment Benefit (up to 5,000 won)
→ However, if you pay
than 5,100 won more

No interest on card or more than 10,000 won

Additional Card Benefits Earn 2% Smile Cash when paying with Partner Card

Place of Origin-China

Gmarket: Operational considerations

Warehousing

Gmarket does not offer warehousing to its sellers.

Fulfilment

Gmarket delivers quickly but, being a marketplace, it first gets the sellers to ship ordered products to Gmarket's warehouse. It then consolidates products from different sellers that are part of the same order into a single box and ships it to the customers. This process takes a couple of days, but the customers prefer it: instead of receiving multiple boxes that may not be packaged appropriately, customers receive just one box from Gmarket.

Returns

Seven-day returns, paid for by the buyer.

The screenshot displays the Gmarket homepage. At the top, there is a navigation bar with the Gmarket logo, a search bar, and icons for user profile, cart, and notifications. Below the navigation bar is the 'G Market Service' section, which features a row of 11 service icons: Smile Club, Smile Card (with a red 'N' badge), Smile delivery, Smile Box, Homeplus (with a red 'N' badge), KT Shop, Travel / aviation, Performance (with a red 'N' badge), Business, Sponsored, Overseas, and G9. The main content area is titled 'Home shopping' and features two 'ON AIR' badges. Below this, there are three live shopping streams. The first stream shows 'Aristow Men's Raising Training' with a price of 38,900 won, featuring a model in a dark jacket and pants, and is associated with the SK Store logo. The second stream shows 'Buffalo Women's Cowhide Fur Ankle Boots Tall Boots Winter Boots' with a price of 46,550 won, featuring several styles of brown and grey boots, and is associated with the K shopping logo. The third stream shows 'Gobi Cashmere 100% Heavy Turtle Pullover' with a price of 199,000 KRW, featuring three styles of pullovers in white, black, and purple, and is associated with the Hyundai Home Shopping logo.

Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Otto summary

Marketplace description	Otto is Germany's second-biggest online retailer. Having started out as a mail order company, it transformed itself into one of Europe's most successful ecommerce companies. Otto is Germany's biggest online retailer for furniture and home furnishing products and is now on track to become a selling platform.
Relevance	
Geographical	Otto is mainly relevant in Germany.
Userbase	Otto has 9 million monthly users.
Category	Fashion, home, sport, multimedia, toys, electronics, tools, furniture.
Marketplace fundamentals	
New vs. used products	Otto is mainly focused on new products.
Pricing model	Items sold on Otto are fixed-price.
Marketplace services	No warehousing; direct seller shipments or cross-docking shipments via Otto fulfilment.
Cost model	One-off registration fee, sales commission fee, advertising fees.
Seller service	Otto appoints a category manager to the seller, and self-serve functionalities are also available.

Otto: Basic information

Main market:

Otto is mainly relevant in Germany

Monthly users

Total 9 million

Description

Otto is Germany's second-biggest online retailer. Having started out as a mail order company, it transformed itself into one of Europe's most successful ecommerce companies. Otto is Germany's biggest online retailer for furniture and home furnishing products and is now on track to become a selling platform.

Categories

Fashion, home, sport, multimedia, toys, electronics, tools, furniture

The screenshot shows the Otto website interface. At the top left is the 'OTTO' logo. Next to it is a search bar with the placeholder text 'Suchbegriff / Artikelnr. eingeben' and a magnifying glass icon. To the right of the search bar are navigation links: 'Service', 'Mein Konto', 'Merktzettel', and 'Warenkorb'. Below the search bar is a horizontal menu with categories: 'Inspiration', 'Damen', 'Herren', 'Kinder', 'Wäsche/Bademode', 'Sport', 'Schuhe', 'Große Größen', 'Multimedia', 'Haushalt', 'Küche', 'Heimtextilien', 'Möbel', 'Baumarkt', 'Spielzeug', 'Marken', and '%Sale%'. Below the menu is a promotional banner with '15€ für Neukunden & Gratis-Liefer-Flat' and 'Code 82242' on the left, and '0% Finanzierung auf alles bis zum 03.02.2020' on the right. The main content area features a banner titled 'Das Beste von PlayStation!' with a background of glowing neon shapes. The banner displays several PlayStation 4 game covers: 'Gran Turismo Sport', 'Days Gone', 'Fortnite', and 'World of Warcraft'. In the center of the banner is a PlayStation Move motion controller and a DualShock 4 controller. Below the banner is the text 'Jetzt entdecken!'. At the bottom left of the banner area is the text 'Train your body! Sportwäsche'. On the right side of the website, there is a vertical sidebar with the text 'Aktuell bei OTTO' at the top. Below this are two logos: 'GOOD PRODUCT' and 'COTTON FROM AFRICA'. Below the logos is a photograph of a smiling woman wearing a red velvet top and a red skirt. At the bottom of the sidebar is the text 'Fashion lieben. Verantwortung tragen.'

Otto: Good to understand

Limitations

Otto has a one-off registration fee of €10k and the seller must already own an online store. Otto also has regulations for its fulfilment service, and the seller needs to have a German VAT registration.

Content on Otto needs to be in German, and the seller must be able to offer German customer service.

OTTO market

DE | **EN** To checklist **Retailer login** ↗

[Home](#)

[Advantages & Services](#)

[Guidelines](#)

[FAQ](#)

[Register as a retailer >](#)

Are we a good fit?

Interested in selling on OTTO Market? If so, there are a few requirements that you must meet. To find out if you fulfil these, we have created a brief check list for you. If you meet all of the requirements, you can register for the marketplace and be one of the first to know when it's launched.

You meet these requirements:

- Your business has a German legal form and a German tax ID
- You present yourself as the merchant to end customers
- You offer customer service in German
- You dispatch from a German warehouse

Otto: Entering the platform

The sign-up process

The first step in the Otto sign-up process is sending an application. A category manager will be assigned to look at your product assortment - they'll also discuss technical requirements for your product data and run over logistical arrangements.

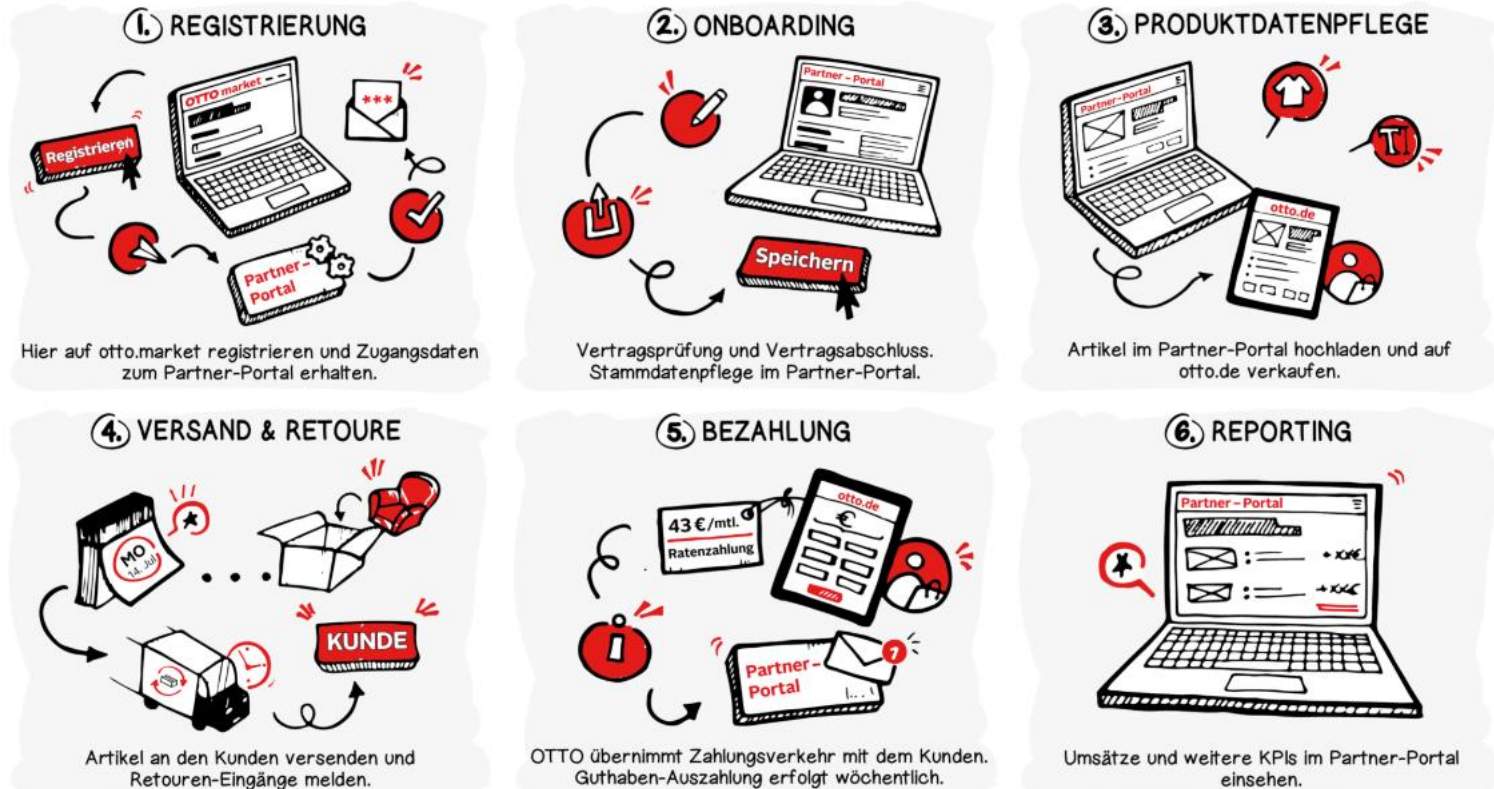
Associated costs

One-off registration fee of €10k; commissions vary from 15% to 50% depending on the category. The one-off fee can be negotiated.

Service

You work with the category manager through the sign-up process, but after that any updates are done through the self-serve platform.

So funktioniert OTTO Market



Otto: Marketing and promotions

Marketing and Promotions

Otto offers a wide array of advertising options:

- Sponsored Products are available for Otto sellers using the Criteo Sponsored Products system.
- Display advertising is offered for both desktop and mobile users. Targeting options for display advertising include: demographic targeting, context, keywords, geo, interest, technical, and user-level targeting. User-level targeting is based on the user's shopping behaviour.
- Branded shops are offered within the marketplace to manage your brand within Otto
- Price promotions are available for sellers.

LEGO Weitere Produktinformationen von LEGO* >

Unsere Partner empfehlen gesponsert

PLAYMOBIL* Konstruktions-Spielset »Gr... € 169,99

PLAYMOBIL* Konstruktions-Spielset »Sc... € 129,99

PLAYMOBIL* Konstruktions-Spielset »M... € 99,99

PLAYMOBIL* Konstruktions-Spielset »C... € 16,99

PLAYMOBIL* Konstruktions-Spielset »Bu... € 14,99

MATTEL* Anziehpuppe » € 24,99

HOME AFFAIR Home affaire Spieluhr »Weihnachtsdorf«, mit Musikwerk € 19,99 € 14,99

CARRERA® RC-Quadrocopter »Quadrocopter Police« € 59,99 € 36,99

CLIFTON Clifton Spielzeug-Musikinstrument »9 teiliges Kinder Percussion Set mit CD«, (Set, 9 tlg) UVP € 29,90 € 25,99

BRIQ® Spielzeug-Eisenbahn »BRIO® WORLD Straßen & Schienen Bahn Set Deluxe«, (Set) UVP € 299,99 € 269,99

LEGO® LEGO® Konstruktionsbausteine »Schloss Aerenielle (41167)«, LEGO® Disney Princess®, Kunststoff, (521 St) € 79,99

JANOD Janod Spielküche »Macaron Maxie Holz, mit Licht- und Soundeffekt UVP € 199,99 € 179,99

> Mehr aus der Serie

OTTO Suchbegriff / Artikelnr. eingeben

Service Mein Konto Merkzettel Warenkorb

Inspiration · Damen · Herren · Kinder · Wäsche/Bademode · Sport · Schuhe · Große Größen Multimedia · Haushalt · Küche · Heimtextilien · Möbel · Baumarkt · Spielzeug · Marken · %Sale%

Startseite | Spielzeug | LEGO (319)

Alle LEGO-Produkte Code 82242 15€ für Neukunden & Gratis-Liefer-Flat 0% Finanzierung auf alles bis zum 03.02.2020

LEGO Architecture LEGO Batman LEGO City LEGO Classic LEGO Creator LEGO Disney Princess LEGO DUPLO LEGO Fantastic Beasts LEGO Friends LEGO Harry Potter LEGO Hidden Side LEGO Juniors LEGO Jurassic World LEGO Kleine Anlässe LEGO Mindstorms LEGO Minifigures LEGO Movie LEGO Neo Knights LEGO Overwatch LEGO Speed Champions LEGO Star Wars LEGO Super Heroes LEGO Technic

LEGO Hidden Side Erwecke deine Figuren zum Leben Jetzt entdecken

Kunden kaufen auch: Adventskalender für Kinder, Adventskalender Kinderzimmerdekoration, Weihnachtsdekoration, Kinderzimmer

Beliebtes Spielzeug- und Lern-Sortiment: Puzzle, LEGO, Puppe, Hascheller, Teddy, Schüssel, Ferngesteuertes Fahrzeug, Schuhsäcke

LEGO Juniors EASY TO BUILD LEGO City LEGO Technic LEGO Friends STAR WARS MARVEL SUPER HEROES

Otto: Operational considerations

Warehousing

MyHermes is also part of the Otto Group: they offer warehousing and fulfilment options that can be easily integrated. A seller can also fulfil their sales themselves, but tracking is essential.

Fulfilment

Otto has two shipping models:

- Direktversand One Stop Shopping (DOSS) is like other channels: you send orders directly to the customer. Note you'll have to use either Hermes or DHL as a carrier.
- Integrationsmodell (INT) is the cross-docking model: you send the products to Otto and Otto will ship the orders.

Returns

Otto offers worry-free returns to its customers free of charge.

Rücksendung bei anderen Verkäufern: 14 Tage kostenlose Rücksendung 

Bestellte Artikel **anderer Verkäufer** kannst du innerhalb von **14 Tagen** ab Erhalt der Ware **kostenlos** zurücksenden.

Rücksendung online anmelden:

Wenn kein Rücksende-Etikett im Paket liegt, erfolgt die Anmeldung der Rücksendung einfach über [Mein Konto](#):

1. Melde dich an und klicke auf "Meine Bestellungen".
2. Am Artikel klickst du auf "Zurücksenden".
3. Wähle einen Rücksendegrund aus und klicke auf "Rücksendung anmelden".
4. Über "Rücksende-Etikett anzeigen" rufst du nun einfach dein Rücksende-Etikett auf.

Bei Fragen sind wir rund um die Uhr gerne für dich da:

Telefon: 040 - 3603 3603

oder [kostenloser Rückruf in den nächsten 5 Minuten](#)

Bitte beachte: Die Ware muss **vollständig, originalverpackt** und in **ungebrauchtem** und **unbeschädigtem** Zustand an den jeweiligen Verkäufer zurückgesendet werden.

Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO



Rakuten

天猫 TMALL.COM

zalando

Ozon.ru summary

Marketplace description	Ozon.ru is Russia's leading multi-category ecommerce platform, established in 1998. OZON.ru offers an assortment of more than 2 million SKUs across 24 product categories.
Relevance	
Geographical	Ozon.ru is mainly relevant in Russia.
Userbase	Ozon.ru has 50 million monthly users.
Category	Electronics, mobiles and accessories, computers and software, home appliances, sport, apparel, beauty products, shoes and footwear, books and music CDs.
Marketplace fundamentals	
New vs. used products	Ozon.ru is mostly focused on new products sold by authorised sellers.
Pricing model	Items sold on Ozon.ru are fixed-price.
Marketplace services	No warehousing, but fulfilment is offered based on Ozon.ru's delivery network.
Cost model	Sales commission fee, advertising fees.
Seller service	Manual seller approval process; from then on Ozon.ru is mainly self-serve, with 24/7 support available.

Ozon.ru: Basic information

Main market:

Russia

Monthly users

50 million

Description

Ozon.ru is Russia's leading multi-category ecommerce platform, established in 1998. Ozon.ru offers a range of more than 2 million SKUs across 24 product categories.

Categories

Electronics, mobiles & accessories, computers & software, home appliances, sport, apparel, beauty products, shoes & footwear, books & music CDs.

Москва

Мобильное приложение | Реферальная программа | Зарабатывая с Ozon | Подарочные сертификаты | Пункты выдачи | Постаматы | Бесплатная доставка | Служба поддержки

OZON Каталог

Везде Искать на Ozon

Хочу Premium | Акции | Супермаркет | Бренды | Магазины | Книги | Электроника | Одежда и обувь | Детские товары | Дом и сад | Ozon Card | Авиа и ж/д билеты

Войти | Заказы | Избранное | Корзина

Новогодний Супермаркет

Встречаем гостей с озоновским размахом

Смотреть всё

Реклама

Есть промокод?

Введите промокод →

Все акции и купоны

Вход

Войдите или зарегистрируйтесь

Вход или регистрация

WOW! Порадуйте близких даже на расстоянии с новым сервисом!

Отправить подарок

Товары из-за рубежа | Одежда, обувь, аксессуары | Бытовая химия | Электроника

ШОК ЦЕНЫ

Подробнее

НЕ ПРОПУСТИ ДО 90%

Лучшие предложения

evian	Hygiene Elite Soft	Mentor	899 P 1.799 P
- 40%	- 45%	- 30%	- 50%
699 P 1.170 P	1.899 P 3.499 P	3.999 P 5.777 P	

Скорее за покупками!

Бытовая техника | Одежда, обувь, аксессуары

Ozon.ru: Good to understand

Market limitations

In order to start selling on Ozon.ru, you have to be an authorised seller. Foreign merchants need to provide several documents to Ozon in order to open a seller account

Cross-border sales

For products valued under €200 it is possible to sell and ship directly to consumers, without import tax or certificates.

Consumer payments

Ozon.ru collects payments from Russian consumers in Russian roubles, giving consumers the convenience of paying for products with their regular payment methods. Ozon.ru transfers the funds to foreign merchants in euros, US dollars or in Russian roubles, based on the choice of the merchant. Ozon offers a cash-on-delivery option, but not for foreign sellers.

ozonseller Войти

Продавайте свои товары на маркетплейсе Ozon

Начните продавать

Ozun.ru: Entering the platform

Sign-up process

In order to start selling on Ozon.ru, you have to be an authorised seller. Foreign merchants need to provide the following to Ozon in order to open a seller account:

- Copy of the company's trade register certificate
- Copy of the company's article of association
- Copy of the CEO's passport
- Copy of company's tax certificate
- Bank account able to accept payments from Russia.

Associated costs

Sales commission varies by category from 5% to 15%. No fixed costs.

Service

Mostly a self-serve platform, but Ozon.ru has 24/7 seller support available.

Starting to sell on Ozon is easy



Sign up

registration will not take longer than one business day



Download Products

prepare beautiful photos of goods and their descriptions



Make a profit

make money with us

[Start selling](#)

Ozon.ru: Content

Content

The content on Ozon.ru is slightly lighter than on other platforms and customer feedback plays an important role.

Content must be in Russian and is updated using the API connections, or manually directly onto the platform.

Промокод 45% -29% Bestseller

Конструктор LEGO Ninjago "Шурилёт"

★★★★★ 34 отзыва В избранное Поделиться

Количество элементов, шт: 361

Тип: Пластиковый конструктор

Серия: LEGO NINJAGO

Количество элементов, шт: 361

Артикул: 70673

Бренд: LEGO

Перейти к описанию

LEGO

1 620 Р

Узнать о снижении цены

81 балл при оплате Ozon.Card

Добавить в корзину

Подарить

От 86 руб./месц в кредит

Доставка
В Москву Изменить

В наличии — осталась одна штука!

Доставка курьером
послезавтра, 6 января

Пункты выдачи и постаматы, бесплатно
послезавтра, 6 января

Описание

Плюс автор на ярлычке! Шурилёт Зейна, чтобы справиться с генералом Вексом в мировом Ниндзя чемпионате! Заставь вынырнуть из воды злого и коварного Шурита. Заставь злого Куритцу, который терроризирует миром Зейна. В комплекте с генералом Вексом тебе помогут зейна и скоровые Зейна. Для Зейна и Дина в бою в большом количестве в мире NINJAGO нечего не измениться... присоединяйся к ним с этим замечательным набором LEGO Ninjago. Собирай по ту сторону Сагвы легендарного Куритцу у главного повара и поощряй ему стать еще сильнее!

Свойства и характеристики

Тип	Пластиковый конструктор	Бренд	LEGO
Серия	LEGO NINJAGO	Страна-производитель	Китай
Количество элементов, шт	361	Возраст ребенка	От 8 лет
Артикул	70673	Вес в упаковке	385

Подборки товаров в категории Пластиковый конструктор

LEGO Ninjago, LEGO Legends of Chima, LEGO Batman Movie, Фантастический Таран, Ice Palace, LEGO Star Wars, LEGO Dupa для девочек, LEGO City для мальчиков, LEGO NEXO KNIGHTS, Mego Black Builders

Отзывы

5 / 5

Парунок Юлия Александровна
7 февраля 2017 ★★★★★
Достоинства: Быстрая, качественная и удобная доставка.
Недостатки: Цена на этот набор на WB.
Купила на заказ вышло на WB

Катя Катя Катя Катя Катя
3 января 2020 ★★★★★
Достоинства: Быстрая доставка.
Недостатки: -

Наталья Светлана
14 декабря 2017 ★★★★★
Достоинства: Быстрая доставка.

Ozon.ru: Marketing and promotions

Marketing and promotion options

Ozon.ru offers a variety of different marketing options to sellers, including sponsored items listing, display advertising and email promotions.

However, Ozon's marketing and promotional opportunities are still developing and are not yet as sophisticated as on Amazon or other platforms. For example, keyword bidding is not yet available.

Спонсорские товары

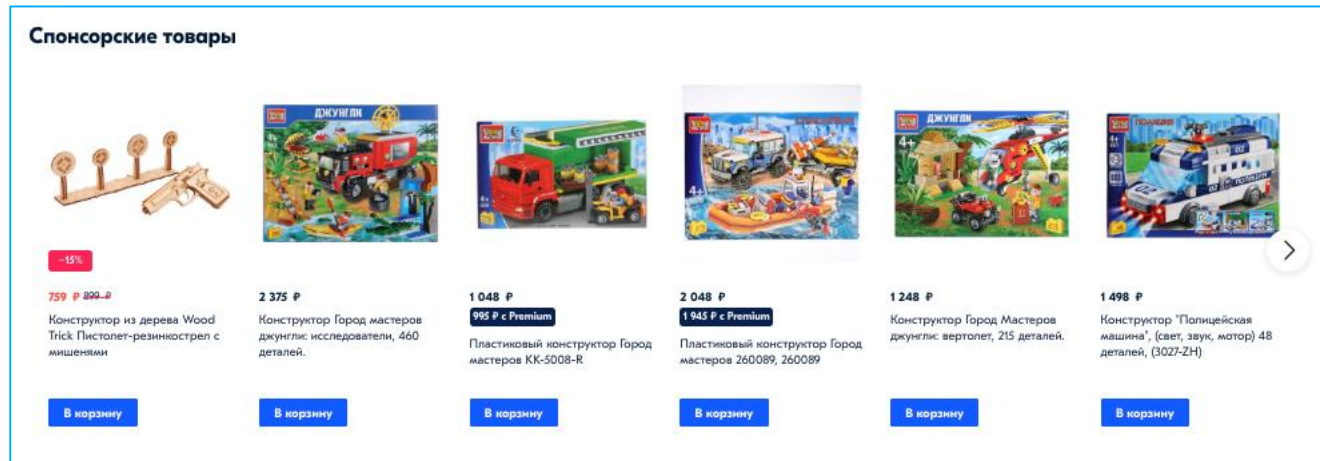








Image	Price	Description	Button
	759 P 899 P -15%	Конструктор из дерева Wood Trick Пистолет-резиноклещ с мишенями	В корзину
	2 375 P	Конструктор Город мастеров джунгли исследователи, 460 деталей.	В корзину
	1 048 P 995 P с Premium	Пластиковый конструктор Город мастеров KK-5008-R	В корзину
	2 048 P 1 945 P с Premium	Пластиковый конструктор Город мастеров 260089, 260089	В корзину
	1 248 P	Конструктор Город Мастеров джунгли вертолет, 215 деталей.	В корзину
	1 498 P	Конструктор 'Полицейская машина', (свет, звук, мотор) 48 деталей, (3027-ZH)	В корзину

Ozon.ru: Operational considerations

Warehousing

Cross-border sales use the manufacturer's own warehousing outside of Russia. Ozon.ru offers warehousing for Russian sellers. Sellers are free to choose to use their own warehouse as well.

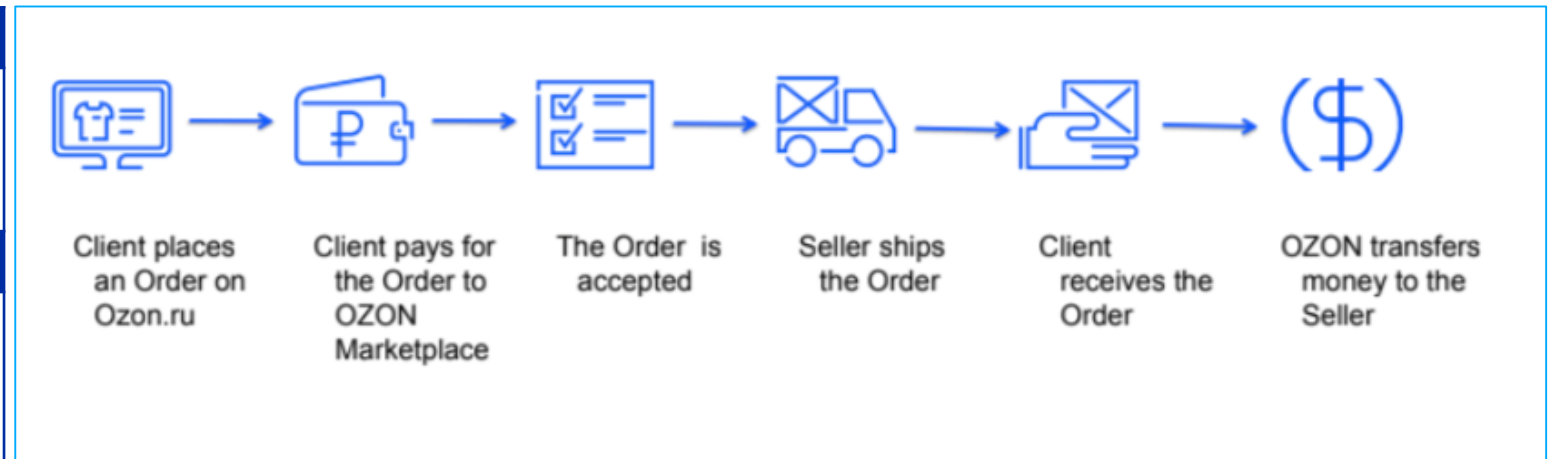
Fulfilment

Cross-border sellers should use their drop shipping partner to manage logistics.

For Russian sellers Ozon.ru offers a choice to either ship directly to the consumer or use Ozon's own fulfilment service. This is also available for products that ship from the seller's own warehouse.

Returns

Ozon.ru offers two week free returns, but for cross-border returns the customer must pay for the return first and is then refunded.



Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Rakuten summary

Marketplace description	Rakuten is the world's fourth largest online marketplace and the leading platform in Japan. It helps companies develop their brand presence and offers them a choice of four store management plans, as well as the option to sell directly to Japanese consumers. Rakuten has multiple branches where it offers its services, while Rakuten Ichiba is their retail marketplace.
Relevance	
Geographical	Rakuten is mainly relevant in Japan.
Userbase	Rakuten has 105 million monthly users.
Category	Music & video, home, toys, kids, jewellery, sports, health & wellness, beverages, computers, bags & accessories, fashion, gardening, pets, TV & audio, food, beauty, books, car supplies, sake, alcohol, healthcare & medical supplies, shoes, watches, kitchen, electronics, mobile phones.
Marketplace fundamentals	
New vs. used products	Rakuten is mostly focused on new authentic products sold by authorised sellers.
Pricing model	Items sold on Rakuten are fixed-price.
Marketplace services	No warehousing or fulfilment as a service.
Cost model	Rakuten has a three-step cost structure: monthly seller fee (39.00 USD); per-item fee (0.99 USD); and a product category selling fee (5%-14.5% of the overall product price).
Seller service	Manual seller approval process; from then on it is mainly self-serve, with a sales advisor available.

Rakuten.co.jp: Basic information

Main market:

Japan

Monthly users

105 million

Description

Rakuten is the world's fourth largest online marketplace and the leading platform in Japan. Rakuten has multiple branches where it offers its services, while Rakuten Ichiba is their retail marketplace.

Categories

Music & video, home, toys, kids, jewellery, sports, health & wellness, beverages, computers, bags & accessories, fashion, gardening, pets, TV & audio, food, beauty, books, car supplies, sake, alcohol, healthcare & medical supplies, shoes, watches, kitchen, electronics, mobile phones.

The screenshot shows the Rakuten.co.jp homepage. At the top, there is a search bar with the text "キーワードから探す" and a "詳細検索" button. To the right of the search bar are icons for shopping cart, notifications, my coupons, account history, login, and purchase history. Below the search bar, there is a navigation bar with "ようこそ楽天市場へ" and "会員登録で楽天スーパーポイントが貯まる、使える。" and a "楽天会員登録(無料)" button with a "ログイン" button.

The main banner features a yellow background with colorful floral patterns and the text "人気の福袋や初売りアイテムが大集合! 福袋・初売り特集 お得なクーポン配布中". Below the banner, there are several promotional tiles:

- RSPUI:** 楽天市場のお買い物が16倍最大ポイント (1/5(日) 23:59まで)
- Rakuten Card:** 新規入会 & 利用で5,000ポイントプレゼント (楽天の翌日配達「あす楽」 1/6(月)お届け)
- 楽天スーパーDEAL:** 全ショップ対象! エントリーでポイント3倍 (1/5(日) 23:59まで)
- 毎月5と0のつく日は:** エントリー&楽天カードご利用でポイント5倍
- 祝! ヴィッセル神戸 天皇杯優勝!:** 超ポイント祭 エントリーでポイント最大41倍
- MAX 70% OFF:** 2020 1/1~2/3 (Rakuten Fashion THE SALE)
- 福袋・初売り特集 2020:** お得なクーポン配布中

Below these tiles, there is a "ジャンル" (Genre) section with a list of categories: ファッション・インナー, ファッション小物, キッズ・ベビー・玩具, スポーツ・ゴルフ, 家電・TV・カメラ, PC・スマホ・通信, 食品・スイーツ, and ドリンク・お酒.

The bottom section features "Rmagazine" with several featured items:

- 楽天年間ランキング 2019:** 2019年に楽天市場で最も売れたアイテムは?
- Disney zone:** ミッキー・マウスがカラフルなタキシード姿で新年をお祝い!
- Rakuten Fashion:** おしゃれキッズ、ママ必見! Jr.ブランド福袋
- ROOM:** 今年も良品勢ぞろい! ROOMで見つけた隠れヒット商品
- オトコ編:** 「このマンガがすごい! 2020」オトコ編ランキング紹介

Rakuten.co.jp: Good to understand

Partner requirements

As the marketplace is predominantly at Japanese sellers, Western companies need a Rakuten service partner in order to enter the platform.

Language requirements

The interface is in Japanese, so sellers will need assistance from someone proficient in the Japanese language to make sure their product page content is aligned with Rakuten's standards.

Complex sign-up

Rakuten's sign-up process is complex compared to other platforms and can take up to several months to complete.

Unique structure

Every seller has to design and create an individual store page. It's a mini-website within the Rakuten marketplace that serves as the home of the seller's store on the site.

Rakuten.co.jp: Entering the platform

The Rakuten service partner

Western companies need to have a contract with a Rakuten service partner before they can start the entry process.

Sign-up process

In order to obtain your seller account, you will need to enter your company's details and wait 3-10 business days for confirmation from Rakuten. You will then go through a brand-screening process, which takes around four weeks. All sellers must undergo the business verification and brand-screening processes.

Associated costs

The service partner will have their fees, but Rakuten has a three-step cost structure:

- Monthly seller fee (39.00 USD)
- Per-item fee (0.99 USD)
- Product category fee (5%-14.5% of the overall product price)

Service

Your Rakuten service partner will provide the service and collaborate with Rakuten.



Rakuten.co.jp: Content

Content

At Rakuten each product from every company is sold individually. A seller that wants to put a product up for sale on Rakuten is required to create a different card for that product. This card must contain all the information about the product, including the name, photos, description, technical information, price, etc.

The Japanese content standard is much richer than what brands have become accustomed to on Western platforms. Scandinavian simplicity is not the way to approach the creation of content for Rakuten.

商品カテゴリ

- 家電・カメラ
- パソコン・周辺機器
- 楽器
- ホビー
- おもちゃ
- ゲーム
- ヘルス・ビューティ
- スポーツ・アウトドア
- ホーム
- 文房具・オフィス用品
- DIY・工具
- カー・バイク用品
- ペット用品
- 赤ちゃん人形



おもちゃ Lego レゴ ninjabo ニンジャゴ 70750 - Ninja DB X

商品番号 109088758

価格 27,390円 (税込)

② 273ポイント(1倍) 内訳を見る

送料無料 東京都への最安送料 宅配便

すべての配送方法と送料を見る

※ログインすると、登録した都道府県の最安送料が表示されます。
※最安送料での配送をご希望の場合、注文確認画面にて配送方法の変更が必要な場合があります。
※離島・一部地域は追加送料がかかる場合があります。

25,390円で購入可! ※送料別 (楽天カード入金&ポイント利用の場合)

プレミアム・学割 対象

⑨ キャッシュレス5%還元対象
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2020/01/05 1:08更新

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[商品の保証について]
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8日目以降は当店の保証の対象外となりますので、お客様がメーカーと対応してください。
[その他]
商品の詳細情報を知りたい方はお気軽にお問い合わせください。

楽天ランキング受賞商品

本日のランキング受賞件数は 11 件です。 2020/01/05 1:08更新

1位	Swarovski (スワロフスキー) SCS Jubilee Edition 2012 Dragon 1096752 ラファエリ(ルカ)おもちゃゲームの物	2020/01/04 20:35 72,490円 (累計日1/03)
1位	USA ミズノ サムライG4 ホッケー用キャッチャー 一マスク "両脚モデル"	2020/01/04更新 17,600円 (累計日1/03)
5位	USA ミズノ サムライG4 ホッケー用キャッチャー 一マスク "両脚モデル"	2020/01/04更新 17,600円 (累計日1/03)
14位	アラレちゃん7帽子 大人用 キャップ フリーサイズ レッド RM-4083	2020/01/04更新 2,528円 (累計日1/03)
	Breville (プレビル) スマート コーヒーグラインダ	2020/01/04更新 14,740円 (累計日1/03)

この商品を買った人は、こんな商品にも興味を持っています



LEGO Ninjabo 70750 - Ninja DB X
48,730円
送料別



LEGO Ninjabo 70750 - Ninja DB X
17,600円
送料別



LEGO Ninjabo 70750 - Ninja DB X
14,740円
送料別

Rakuten.co.jp: Marketing and promotions

Marketing options

The seller account allows brands to customise their own merchant store front. Rakuten offers multiple tools for advertising on the site, including email newsletters, sponsored products and display advertising.

Promotions

Rakuten offers many different variations of its popular loyalty programmes to its users. Rakuten Super Points can be used for future purchases or for Rakuten Cash Back. As a seller, you will pay Rakuten a commission every time a customer makes a purchase at your store.

Four times a year Rakuten has Super Sale, equivalent to Primeday. Sellers can participate if they are willing to reduce prices by 50%. Super sales are always supported with a loud advertising and PR campaign.

<p>PR 【送料無料】 128GB microSDXCカード マイクロSD Samsung サムスン EV...</p> <p>1,999円 送料無料</p> <p>38ポイント(1倍+1倍UP)</p> <p>☑ 風見鶏</p> <p>🔴 キャッシュレス5%還元対象</p>	<p>PR 【送料無料】 SAMSUNG GALAXY サムスン キャラクシー...</p> <p>20,466円 送料無料</p> <p>204ポイント(1倍)</p> <p>☑ Rakuten USA Direct</p>	<p>PR 【ポイント5倍バック】 【送料無料】 SmallRig Samsung T5 SS...</p> <p>2,799円 送料無料</p> <p>135ポイント(1倍+4倍UP)</p> <p>★★★★☆ 3 (1件)</p> <p>☑ cinemarig</p> <p>🔴 キャッシュレス5%還元対象</p>	<p>128GB microSDXCカード マイクロSD Samsung サムスン EVO...</p> <p>1,980円 送料無料</p> <p>38ポイント(1倍+1倍UP)</p> <p>★★★★★ 4.73 (22件)</p> <p>☑ 風見鶏</p> <p>🔴 キャッシュレス5%還元対象</p>
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128GB microSDXC card Micro SD Samsung Samsung EVO Plus Class10 UHS-I U3 R: 100MB / s W: 90MB / s With SD adapter Overseas retail MB-MC128GA / APC

Item Number 8806088676371

price 1,999 yen (tax included)

🔴 38 points (1x+1x UP) See the breakdown ⓘ

Point up period: Until 2020/01/05 (Sun) 23:59

free shipping Cheapest shipping to Tokyo
Trackable mail service (Japan Post)
See all shipping methods and shipping rates ⓘ

楽[®]天
スーパー
SALE 50%
OFF

コスパ最高&高品質
格安テレビ
特集

Rakuten.co.jp: Operational considerations

Warehousing

Foreign sellers are expected to ship goods from the overseas warehouse directly to the Japanese consumer.

Fulfilment

Sellers manage and operate their own deliveries. Logistics are very well organised in Japan, so overseas shipping is not a problem.

This allows sellers to have full control of their operations. There are also third-party shipping companies that offer their services on Rakuten's platform.

Returns

Rakuten offers 16-day free returns.

Solutions

i-order can do all of these services for your company!

Once we receive your company's product data, we can support you through all the steps of setting up your online shop.

It is crucial to make an elaborate, Japanese user-friendly webpage because generally Japanese people feel unease when something is very foreign or new to them.

As such, i-order can manage and run your online shop with Japanese customers' desires in mind. You can leave your online shop's management entirely with i-order. You can see some examples of Japanese friendly websites we done recently here on the **our clients page**.

OPERATION

- I Order can do all the services for your company, set up your market account, Page creation, localization of website

CUSTOMERS SERVICE

Order management, Return management, Payment process, Store page maintenance and Translation.

MARKETING

- Manage marketing promotion on your behalf, Exhibition Support, Collaboration with PR Events

APPRECIATION SERVICES

- Photo shooting service
- B2B service

Fulfilment

- We have experts to help you import your products into Japan.
- We can also match warehouse companies depending on your products, to make sure it has been handled properly.
- Our team will handle all the returns and will take actions with your confirmation.

Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Tmall summary

Marketplace description	Tmall.com, part of the Alibaba Group, is a Chinese-language B2C online retail marketplace. It is a platform for local Chinese and international businesses to sell brand name goods to consumers in China. It is the world's third most visited website. Tmall's business model is to rent online real estate to brand operators. It charges platform fees, advertising fees, commission fees and campaign fees.
Relevance	
Geographical	Tmall is mainly relevant in mainland China, Hong Kong, Macau and Taiwan
Userbase	Tmall has 500 million monthly users
Category	Music & video, home, toys, kids, jewellery, sports, health & wellness, beverages, computers, bags & accessories, fashion, gardening, pets, TV & audio, food, beauty, books, car supplies, sake, alcohol, healthcare & medical supplies, shoes, watches, kitchen, electronics, mobile phones.
Marketplace fundamentals	
New vs. used products	Tmall is mostly focused on new authentic products sold by brand authorised sellers.
Pricing model	Items sold on Tmall are fixed-price.
Marketplace services	Western sellers are expected to use a third-party service provider: their service includes warehousing and fulfilment.
Cost model	Deposit 25k, yearly fee 5k-10k dependent on category, additional categories \$5k-10k yearly fee, sales commission 2%-4%, payment providers' commission 1%.
Seller service	Tmall has strict governance around ensuring a seller is authorised by the brand to sell their product.

Tmall: Basic information

Main market:

Mainland China, Hong Kong, Macau and Taiwan

Monthly users

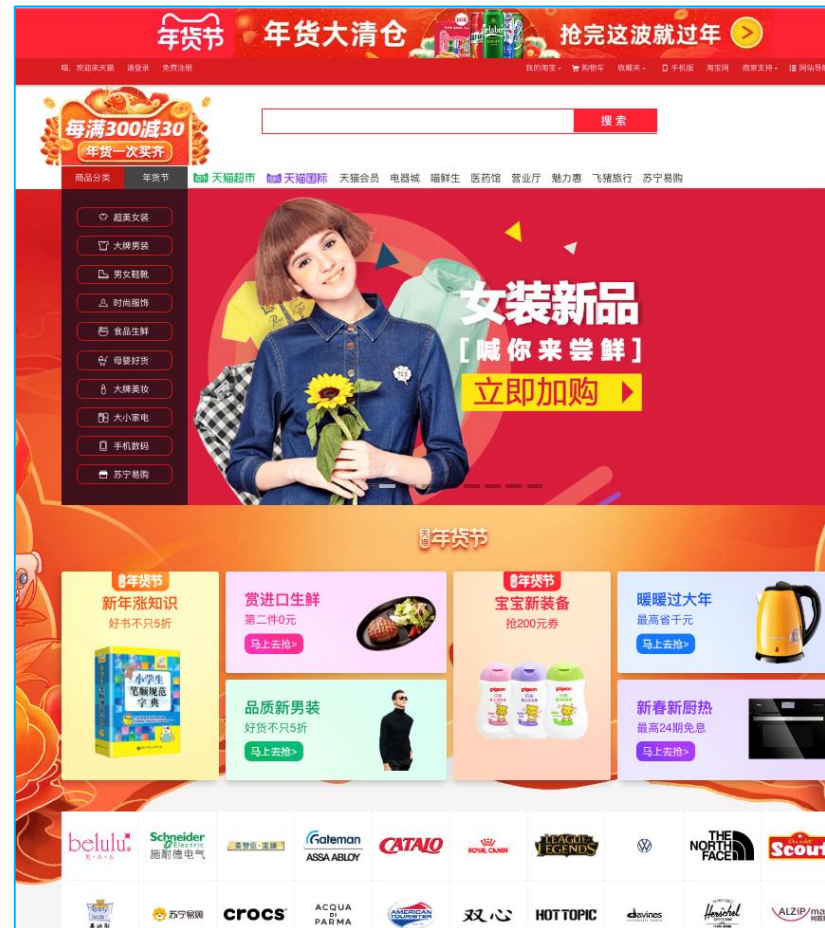
500 million

Description

Tmall.com, part of the Alibaba Group, is a Chinese-language B2C online retail marketplace. It is a platform for local Chinese and international businesses to sell brand name goods to consumers in China. It is the world's third most visited website. Tmall's business model is to rent online real estate to brand operators.

Categories

Music & video, home, toys, kids, jewellery, sports, health & wellness, beverages, computers, bags & accessories, fashion, gardening, pets, TV & audio, food, beauty, books, car supplies, sake, alcohol, healthcare & medical supplies, shoes, watches, kitchen, electronics, mobile phones.



Tmall: Good to understand

Annual fees

Tmall has strict governance around ensuring that the seller is authorised by the brand to sell the product. Tmall costs:

- Deposit: \$25k
- Yearly fee: \$5k-10k, depending on the category
- Yearly fee for additional categories: \$5k-10k.

TP requirements

Western sellers are required to do business through Third Parties (TPs) authorised by the platform. Third Parties typically look after fulfilment and marketing. Selecting a TP with good relations with the platform is recommended, as platform rules are different depending on the TP-platform relationship.

Choosing the right TP depends on the industry and region the brand is interested in, and the required services.

The screenshot shows the BAO ZUN website with a blue header containing navigation links: Home, About Us, Our Services, Innovation, Investor Relations, BECS Summit, Join Us, and an 'En' language selector. The main content area is titled 'INDUSTRIES' and includes a paragraph: 'Our business covers 8 vertical industries with more than 220 honorable brands. Our GMV (Gross Merchandise Volume) exceeded 10 billion RMB in 2016 by establishing and operating brand E-commerce business and deploying Omni-channel capability, with our clients.'

Below this text are four industry categories, each with a grid of brand logos:

- Fashion:** Nike, CALVIN KLEIN, ZARA, I.T, GUESS
- 3C Digital:** realme, Microsoft, Adobe, NOKIA, GoPro
- Auto:** MICHELIN, Continental (德國馬牌), Shell, HANKOOK, GOODYEAR
- Appliances:** PHILIPS, Panasonic, OSIM, POVOS

Tmall: Entering the platform

Sign-up process

Western sellers are required to do business through Third Parties (TPs) authorised by the platform. Tmall accepts foreign merchants only if they work with a TP. TPs can assist with almost anything, from basic store set-up to logistics and warehousing.

Associated costs

Tmall costs:

- Deposit \$25k,
- Yearly fee \$5k-10k, depending on the category,
- Yearly fee for additional categories: \$5k-10k
- Sales commission: 2%-4%
- Payment providers' commission: 1%.

Service

TPs provide services to Western brands.

TMALL 天猫 商家中心



招商入驻



- 招商资质细则
- 入驻费标准
- 入驻流程
- 热招品牌

智库学习



- 2014年双十一天猫在线直播内容
- 天猫中级商家成长计划
- 如何提升流量成长计划
- 天猫商家运营经典案例

商家规则



- 2014年处罚一览表
- 淘宝旅行平台管理规范变更公示通知
- 《淘宝通讯市场管理规范》变更公告
- 除湿器、加湿器和网络播放器抽检公示

活动中心



- 活动中心常见问题
- 活动中心年度优秀模板排行榜
- 旺旺焦点图高点击率创意解读
- 我们家的流量在那里，活动中心萌小二告白

天猫服务



- 天猫延迟发货规则专题解析
- 2014年双十一招商及服务保障
- 商家服务提升案例分享

商家品控



- 品控千牛服务号，获取第一手品控信息
- 双十一抽检培训早知道
- 申诉资质复检资料提交格式要求
- 测一测，行业标准知多少

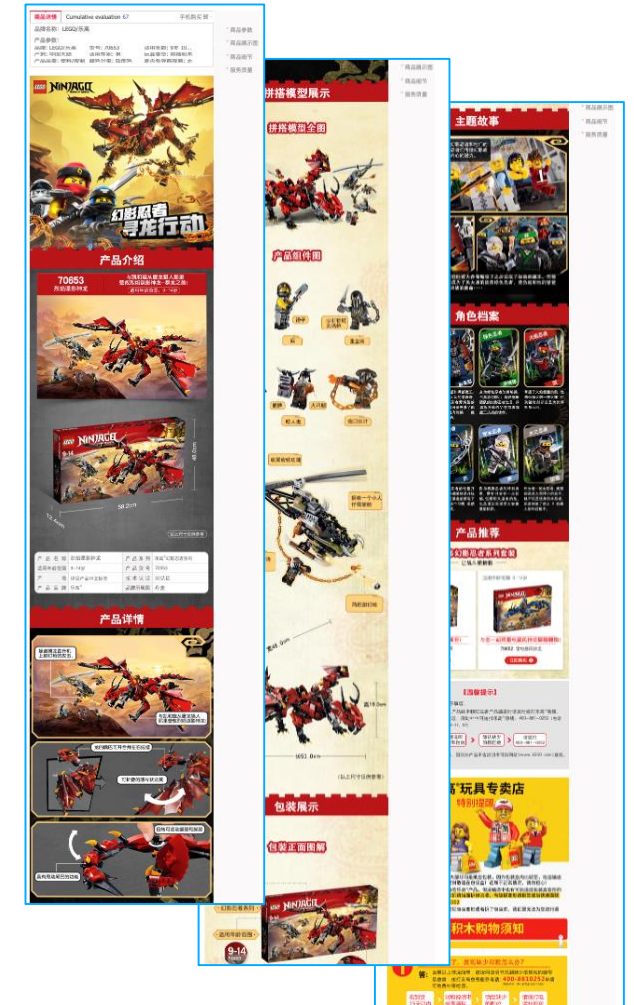
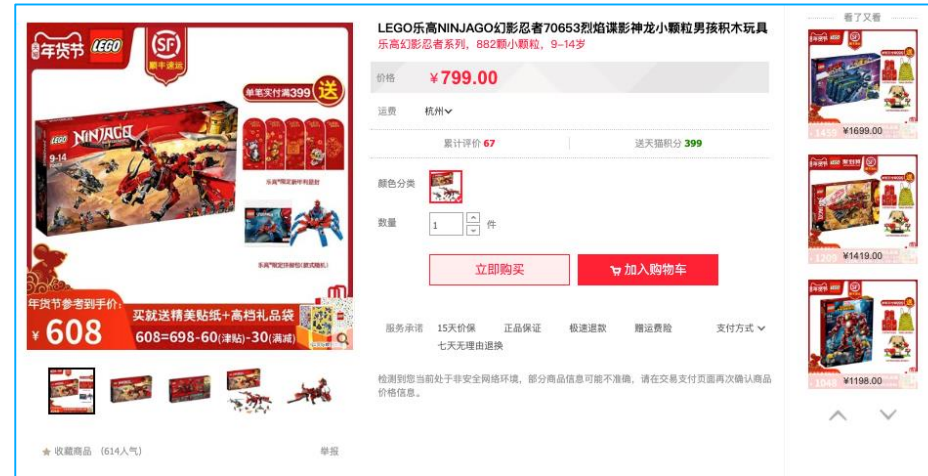
Tmall: Content

Content

The well designed product page has everything that the consumer needs to make the purchase decision and to end up as a satisfied buyer.

The content is very rich in text and especially images. Images are one of the most important marketing tools on the Tmall platform: high-quality pictures and videos help products to stand out and capture the consumer's attention.

Using multiple pictures helps to give the consumer a good understanding about the product.



Tmall: Marketing and promotions

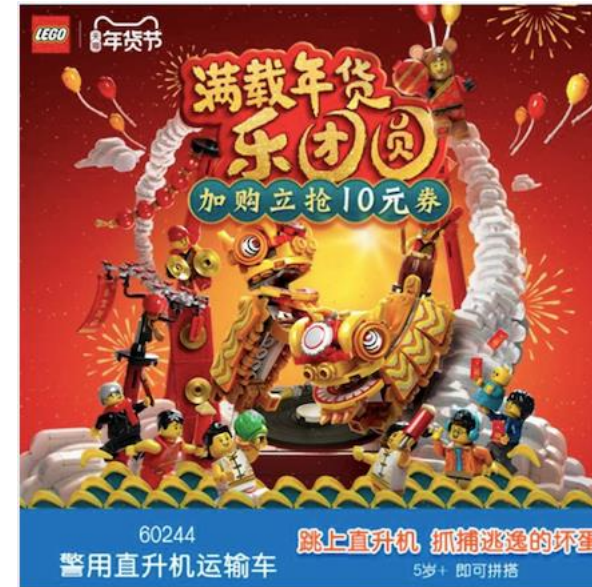
Marketing and promotion options

Tmall has an enormous number of marketing and promotional opportunities: as a part of the Alibaba group, all Alibaba-owned properties and services can be connected to Tmall advertising.

In a nutshell the following services are available:

- Keyword advertising
- Display advertising
- Promotional season specials
- Brand takeover
- Brand stores (multiple levels and versions)
- Outdoor and other ATL advertising

Media Type	Product Name EN	Product Name CN	Format	TA Buy	Buying Model
Paid Media	Brandzone	品牌专区	Keywords	No	Traditional
Paid Media	Starstore	明星店铺	Keywords	No	Real-time Bidding
Paid Media	ZhiTongChe	直通车	Keywords	No	Real-time Bidding
Paid Media	ZuanZhan	钻展	Display	Yes	Real-time Bidding
Paid Media	Native Ads	衍生广告	ContentDisplay	Yes	Traditional
Paid Media	TA-PACK (Brand Radar)	品牌雷达	Display	Yes	Traditional
Paid Media	Interactive City (Festival)	互动城	Campaign	No	Traditional
Platform Campaign	Taobao Second Floor	淘宝二楼	Campaign	-	Pitch
Platform Campaign	Little Black Box	小黑盒	Campaign	-	Pitch
Platform Campaign	Super Brand Day	超级品牌日	Campaign	-	Pitch
Owned Media	品牌号	品牌号	Content	No	3rd Party Operation
Media Exchange	TianHe Plan	天合计划	Display	No	-



Tmall: Operational considerations

TP role

As mentioned earlier, the TPs manage much of the brand's activity on the Tmall platform.

Warehousing and fulfilment

A TP will take care of the brand's warehousing and fulfilment needs.

FULL-LINK SUPPLY CHAIN MANAGEMENT SERVICES OF BAOZUN



ONLINE ORDER FULFILLMENT (INCLUDING WAREHOUSING AND EXPRESS DELIVERY)

Covering orders from online platforms/official websites/WeChat/APP

Inbound/ Outbound/ Return/ Storage

Last-mile delivery

Value-added services



OFFLINE RETAIL STORAGE AND DISTRIBUTION SERVICE

Store distribution

Platform assortment

Store/warehouse transfer/return

Reverse logistics



SUPPLY CHAIN NETWORK LAYOUT AND INVENTORY OPTIMIZATION

Consumption data analysis

Inventory allocation analysis

National sub-warehouse planning

Inventory management

Marketplaces covered in this assessment

allegro

amazon

bol.com[®]

Cdiscount

ebay

Etsy

Gmarket

OTTO

OZON

Rakuten

天猫 TMALL.COM

zalando

Zalando summary

Marketplace description	Zalando is a European ecommerce company based in Berlin, Germany. The company follows a platform approach, offering fashion and lifestyle products to customers in 17 European markets. Zalando was founded in Germany in 2008.
Relevance	
Geographical	DE, AU, CH, FR, BE, NL, IT, ES, POL, SE, DK, FI, NO, IRE, LUX, CZE, UK.
Userbase	Zalando has 22 million monthly users.
Category	Fashion, shoes, accessories.
Marketplace fundamentals	
New vs. used products	Zalando is focused on selling new products.
Pricing model	Items sold on Zalando are fixed-price.
Marketplace services	No warehousing or fulfilment offered; fulfilment logistics by Hermes.
Cost model	No sign-up or listing fees, although there is a sales fee. High expectations on customer service.
Seller service	Manual application to seller approval process; sales advisor available.

Zalando: Basic information

Main market:

DE, AU, CH, FR, BE, NL, IT, ES, POL, SE, DK, FI, NO, IRE, LUX, CZE, UK

Monthly users

22 million globally

Description

Zalando is a European ecommerce company based in Berlin, Germany. The company follows a platform approach, offering fashion and lifestyle products to customers in 17 European markets. Zalando was founded in Germany in 2008.

Categories

Fashion, shoes, accessories.

WOMEN | MEN | KIDS

zalando

Get the Look New Clothing Shoes Sports Accessories Beauty Premium Brands Sale %

Search

More brands than any other fashion retailer

Explore almost 2,000 brands from High Street to High End – Free Shipping & Returns

Women Men Kids

HELP & CONTACT

VOUCHERS

ZALANDO BUSINESS

All Help Topics How To Return An Order? Buy Gift Cards Corporate Website

Zalando: Good to understand

Strict requirements

To be considered as a seller on Zalando, you must have a registered office in Germany and your own online shop. If you don't have an online shop, ensure you get a website before you apply to avoid outright rejection. You should sell clothing, shoes, sportswear and equipment or accessories, offer free delivery and returns, be willing to give a 100-day returns policy, and offer shipping with Hermes. The set-up process is demanding and requires seamless cooperation with multiple departments. Zalando also has very high standards for product images: they must match requirements 100% or they will be denied.

Partner Program Your Gateway to the Zalando Platform

Connect directly to Zalando customers across 15 European markets

The Zalando Partner Program is the backbone of our platform strategy. Through Partner Program, brands have direct access to >28 million customers spanning 15 European markets. As a result, customers benefit from increased assortment choice, and the ability to shop multiple brands at a single destination with maximum convenience.

Our Value Proposition

The Partner Program is your gateway to the Zalando Platform, offering growth opportunities and advantages to all parties. Innovative technical solutions allow brands, retailers, and even offline players to sell their products via Zalando's Fashion Store.

As our partner, you retain full control over your assortment and pricing. Make use of our value added services, vast e-commerce knowledge, and data sharing to unlock new market potential.

We handle payment processing and customer service on our end, while continuously expanding our presence and impact in the market, improving our customers' experience, and working towards our vision of becoming the starting point for fashion.

Join many leading fashion brands already successfully pve on Partner Program, including Mango, Bestseller, Nike, Superdry, The North Face, Wrangler, Oysho, Esprit, and s.Oliver.

Zalando: Entering the platform

Sign-up process

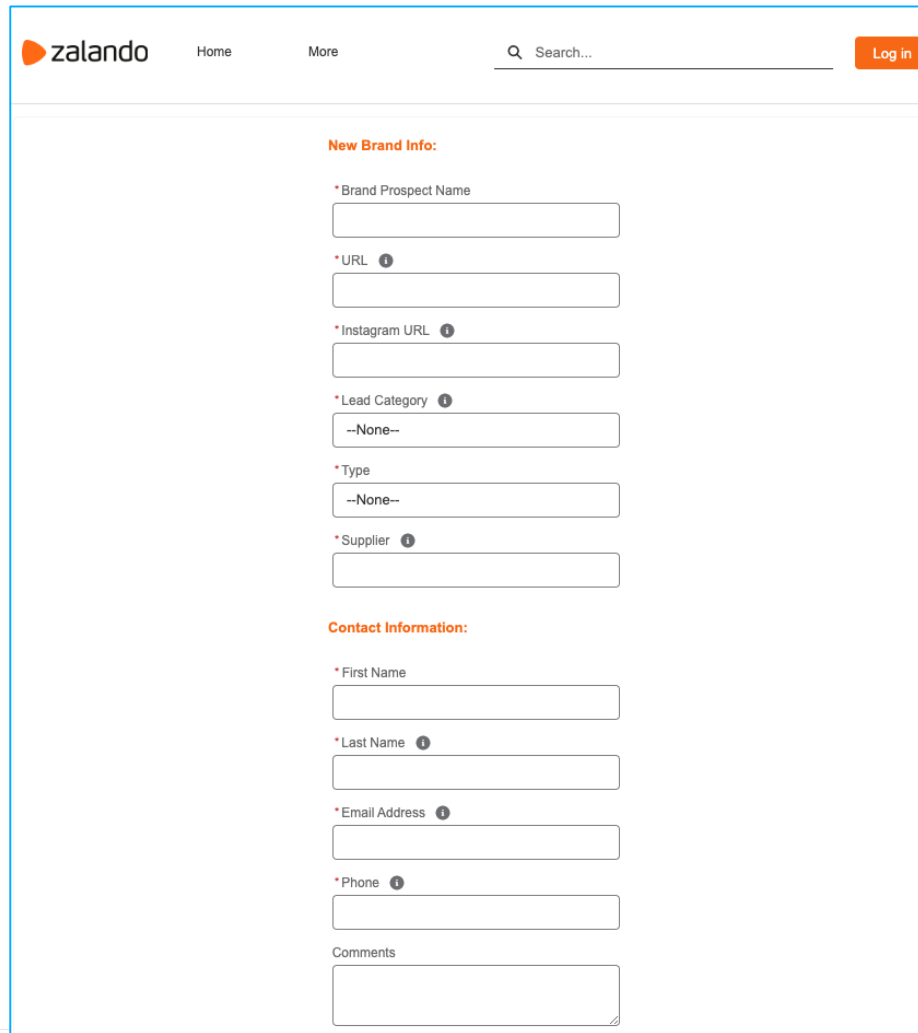
No direct online sign-up. Instead, the seller must apply for authorisation to sell products on Zalando's marketplace.

Associated costs

8% commission per sale; however, seller performance has an impact on the commission structure to reward top sellers.

Service

Largely a self-serve platform, but support service is available.



The screenshot shows the 'New Brand Info' form on the Zalando website. The form is titled 'New Brand Info:' and contains several required fields, each marked with an asterisk and a small information icon. The fields are: 'Brand Prospect Name', 'URL', 'Instagram URL', 'Lead Category' (with a dropdown menu showing '--None--'), 'Type' (with a dropdown menu showing '--None--'), and 'Supplier'. Below these is the 'Contact Information:' section, which includes fields for 'First Name', 'Last Name', 'Email Address', and 'Phone'. At the bottom of the form is a 'Comments' text area. The website header includes the Zalando logo, 'Home', 'More', a search bar, and a 'Log in' button.

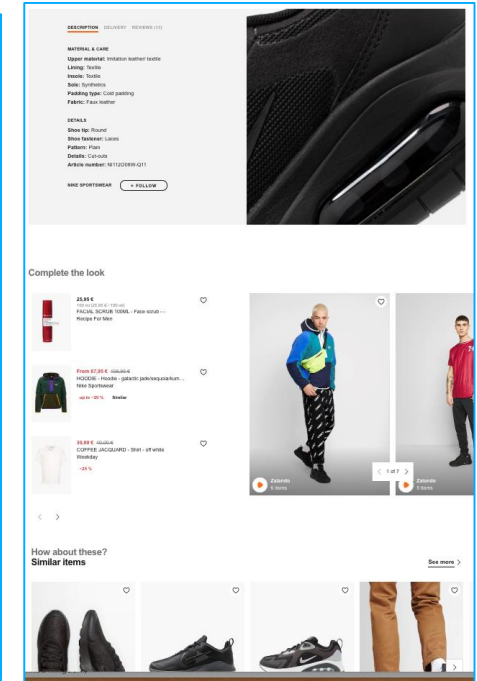
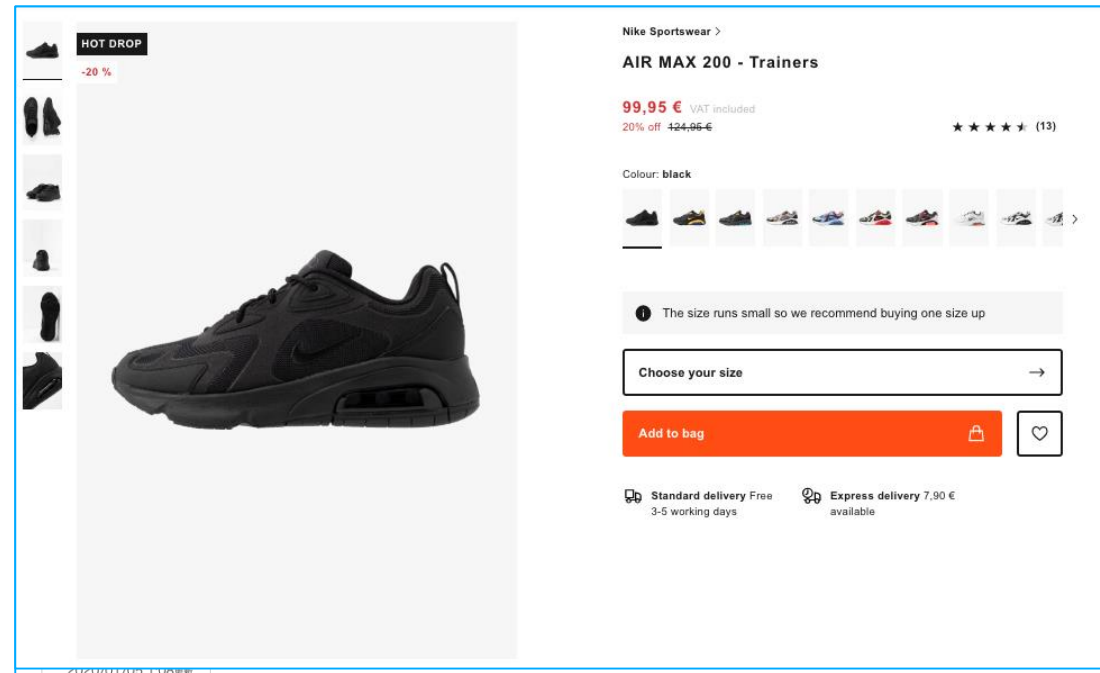
Zalando: Content

Content

Zalando content is managed in the partner portal: Zalando is very specific and demands accurate data. The preferred method of updating content is an API connection to the seller's product information system.

The basic content does not include many branding opportunities; however, there are more branding opportunities available for extra cost.

The seller is able to freely decide pricing.



Zalando: Marketing and promotions

Marketing options

Zalando has multiple advertising products for advertising, and also does internal sales promotion, called 'organic advertising'.

Promotions

As the seller is responsible for the product pricing, it is up to them to join promotional activities. All products matching the required discount levels will be listed on Zalando's promotion pages, for example Black Friday, January Sale or Double 11.

The screenshot displays a promotional banner for a 'SALE: LAST CHANCE' with 'UP TO 70% OFF' and a 'SAVE NOW' button. Below the banner, a navigation menu lists categories: Sale, Clothing, Shoes, Sport, Accessories, Premium, and Beauty. The main content area features a 'Sale from Marimekko' section with a large image of a woman in a red shirt and the 'marimekko' logo. Below this, there are filter options for Size, Brand, Colour, Price, Discount, Material, and Pattern. A '33 items' indicator is visible. At the bottom, three sponsored Nike products are shown: Nike Performance TEAM HUSTLE Basketball shoes (From 39,95 €), Nike Performance ONE ICON CLASH Leggings (From 49,90 €), and Nike Performance SHORT - Sports shorts (From 29,90 €). Each product has a heart icon for favoriting.

Zalando: Operational considerations

Warehousing

Zalando offers a warehousing service to sellers.

Fulfilment

Sellers can choose if they want to use Zalando fulfilment or manage and operate their own deliveries. This allows them to have full control of their operations. However, the seller must be able to meet the four-day delivery time (for German customers). Missing the delivery deadline leads to account suspension.

Returns

Zalando offers 100-day free returns. Zalando shoppers are accustomed to ordering multiple sizes of the same product and returning those that don't fit. This leads to a high returns volume.

Returns and Refunds

Orders

Delivery

Payments

My Account

Sizing

Vouchers

Zalando Partner

How do I return my order?

If you're not happy with your order, you have **100 days** to send us back any items - **FREE**.

To make a return, just mark the items you are sending back on the return form that came with your parcel, pack what you are returning, and use the enclosed return label to send back your items. Make sure to cover up or remove the original delivery bar code on the box.

If you're missing a return label, register your return online below and you'll also be able to save and print a digital PDF label for your return.

[Return items](#)

You can return your items via:

- [DHL shops and packing stations](#)
- [DPD shop](#)
- [Hermes PaketShop](#)

Don't forget to keep the return receipt from the courier until your refund has been processed. Your refund can take up to **14 days** after receipt of the return.

Returning items from multiple orders?

Not a problem. Just place all return slips for the respective orders/items inside one parcel. You can use the pre-printed return label from any of your orders.

Need to return items delivered by a Partner?

If you received the partner items in a separate parcel from the Zalando items, please also return them separately. Just use the enclosed return label to send back your items - this will guarantee your return reaches the correct address.



Deep dive on Chinese ecommerce market

Content

- Ecommerce in China in words and numbers
- Current popular Chinese platforms
- Third Party: the concept explained
- Conclusions

Ecommerce in China

- China is the world leader in ecommerce and ecommerce innovation
- The world's largest ecommerce platforms are from China
- There are 610 million ecommerce shoppers in China
- For Western companies, the way into to China is through cross-border platforms

Gross Merchandise Value (GMV)* Worldwide of Select Retailers with an Ecommerce Marketplace, 2018

billions

	GMV*	Country of origin
Taobao	\$515.0	China
Tmall	\$432.0	China
Amazon	\$344.0	US
JD.com	\$259.0	China
eBay	\$96.0	US
Walmart	\$36.0	US
Wish.com	\$8.0	US
Houzz	\$7.9	US

Note: *GMV is the total value of goods sold on the marketplace and of the companies' own inventory

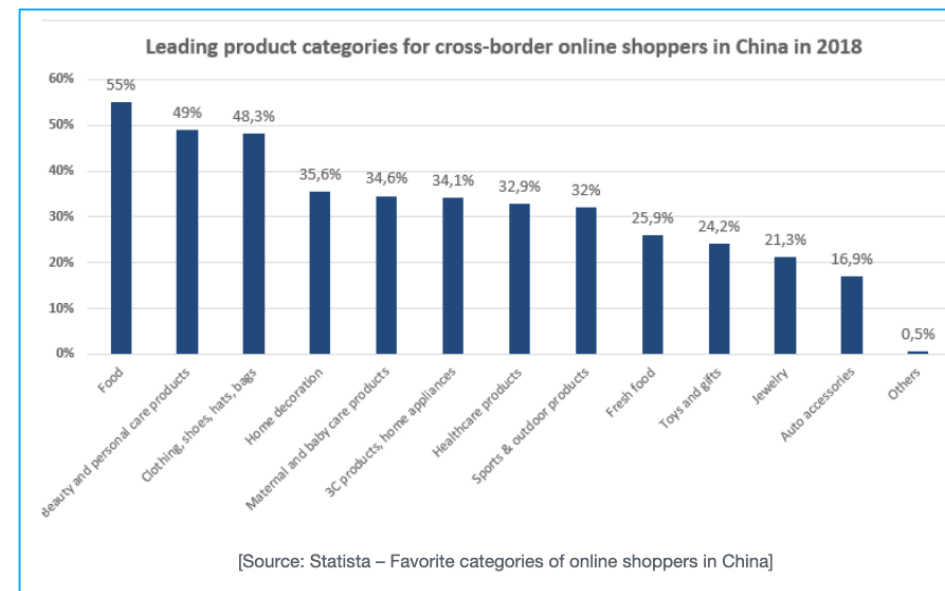
Source: Internet Retailer as cited in company blog, Feb 8, 2019

245448

www.eMarketer.com

Ecommerce in China

- Because of cultural differences, brands need to adjust their thinking and activities to manage their operation in China.
- Chinese consumers are willing to pay more for high-quality products and are not interested in counterfeits.
- Cross-border ecommerce is growing and has a huge audience.
- There is a multitude of marketplaces in China, but it helps to understand that Alibaba Group and Tencent are behind almost all of them.
- These two mega-companies and Chinese culture make the market even more interesting, and totally different to any other market.



Ecommerce in China

- Alibaba and Tencent are rivals and their platforms compete against each other - there is very little connection across these two companies or their ecosystems.
- This means that there are two completely unique online ecosystems in China.
- Those ecosystems have all their services tightly connected to one another: this opens up a new world in advertising.
- For example, a Tmall seller can connect every single ad view anywhere on the Alibaba ecosystem to a conversion on the Tmall marketplace.
- At the same time, it is hard to even link to Tmall from the Tencent ecosystem.



Chinese marketplaces

Platform	Taobao	Tmall	JD.com	Pinduoduo	Suning	Vip.com	Gome	Amazon
Description	The world's largest ecommerce platform. The C2C giant sells almost everything, literally, from notebooks to vehicles. Unlike its Western counterpart, eBay, Taobao owes its success as the market leader in this industry to offering free registration for its users.	The world's second largest ecommerce platform. It is a platform for local Chinese and international businesses to sell brand name goods to consumers in mainland China, Hong Kong, Macau and Taiwan.	JD.com is China's largest online retailer and its biggest overall retailer, as well as the country's biggest internet company by revenue. JD.com takes a strict zero-tolerance approach to counterfeits to ensure that only the highest quality, genuine products reach JD.com's customers.	Group shopping, which has attracted many Chinese customers online, is the main purpose of Pinduoduo. Customers can choose group orders for all kinds of goods, achieving a relatively low price. Based on group orders, the platform will make a large number of orders directly from the manufacturer and get quantity discounts from them.	This omnichannel retailer has an extensive network of 11,000 physical stores. Most stores are based in China. Online-to-offline (O2O) integration is a core focus for Suning. The retailer has also opened smart retail spaces equipped with next-generation retail technologies.	Vipshop is the biggest online flash sale platform with almost 10 years of history in China. The platform has pioneered the online discount retail model in China and had 57.8 million active users during the whole of 2017.	Gome operates 2,000 physical stores in over 30 provinces and specialises in consumer electronics. It also carries products in categories such as food & beverages, personal care & beauty, apparel & accessories, home furnishing, toys, and auto products & services. Gome is currently struggling and has opened a store on Tmall	Amazon has been quietly developing in China, after it acquired Joyo.com, a Chinese online shopping website in 2004. Amazon China has been pivoting its focus from general ecommerce services to cross-border operations. Amazon closed its marketplace functionality in China in 2019.
Owner	Alibaba	Alibaba	Tencent	Listed in NASDAQ	Alibaba	Listed in NASDAQ	Private	Amazon
Platform	Jumei	Kaola	Xiaohongshu (Little Red Book)	Juanpi	Mia.com	Vancl	Yihaodian	Dangdang
Description	Jumei is one of the largest e-retailers in China for cosmetics. The platform mainly offers luxury foreign products such as Estee Lauder and Avon. Jumei is a pioneer of the "cosmetic group purchase" model. Every day, the platform recommends a dozen of popular cosmetics.	Kaola.com's business model is direct purchasing, either self-operated or operated by third-party merchants on the platform. According to research from iMedia, Kaola.com held the largest market share of China's cross-border ecommerce platforms. In 2016, the platform was ranked first in a survey of user satisfaction for China's cross-border self-operating ecommerce platforms.	For most users in China, Xiaohongshu is not only a shopping platform but also a social platform. On the platform, users can introduce any product with photos and communicate with other users through comments, thus sharing the purchase and user experience.	Juanpi.com is one of China's most popular online discount shopping platforms and has become one of the largest unlisted ecommerce platforms in China. Between 2016 and 2017, the platform's userbase exceeded 100 million, of whom 80% are female. On Juanpi.com, a lower price is the main point that attracts consumers: the average product price is around 100 CNY and 50% products come from small and medium brands.	Mia.com is China's first online flash sale platform for imported maternity and baby brands. It is the largest ecommerce platform selling imported maternity and baby products in China. According to data from Mia.com's official website, there are 1300 brands cooperating with Mia.com and the platform's userbase exceeds 30 million. 70% of products on the platform are imported from foreign countries.	Vancl is a clothing e-tailer. It sells its own brand of clothing and makes them affordable for shoppers.	Yihaodian is a B2C ecommerce website that provides people with a platform to shop for their groceries online. Yihaodian has 'virtual stores' that exhibit images of stocked grocery shelves on walls and other surfaces in urban public areas in China.	Dang Dang is one of the oldest ecommerce platforms launched in 1999. The platform starts as an online bookselling website and achieved 35.1% of China's online book retail market in 2017. Dangdang.com has expanded its business from books to all kinds of products; the main focus is on books, maternity & baby, beauty cosmetics and home textiles
Owner	Listed in NYSE	Alibaba	Alibaba & Tencent	Private	Private	Private	Tencent	Listed in NYSE

The role of the Third Party in China

- So-called Third Parties (TPs) play a vital role for Western companies in Chinese ecommerce.
- To even get access to Tmall, Western companies must be directly invited by Tmall or apply through the lobbying of a TP.
- This has led to rapid proliferation of China's ecommerce market. Hundreds, if not thousands of TPs have emerged recently, aiming to capitalise on this lucrative business.
- TPs offer a vast array of different services and expertise, including marketing, logistics, IP protection and IT development.

Secondary services include:

- Anti-counterfeiting solutions
- App/Web development
- Business strategy development
- Cold-chain logistic solutions
- CRM
- Cross-border payment solutions
- Data analysis
- Digital marketing
- Digital media support
- Industry market scans
- Legal solutions
- Multilingual customer service
- O2O integration
- Operations
- Order fulfilment solutions
- Platform integration
- Procurement solutions
- Sales promotion
- Store design
- WeChat integration

Examples of TPs

Company	Website	Ownership	Description	Marketplace coverage	Client profile
Baozun	https://www.baozun.com/	Listed in NYSE	Baozun is the biggest ecommerce business partner in the industry and currently accounts for 25% of the market. The company was founded in 2006.	Includes all major marketplaces like JD, Tmall, Redbook and Amazon.	The company mainly handles clients in appliances, apparel, 3C, home furnishing, cosmetics, automotive, insurance and fast-moving consumer goods.
Azoya Group	https://www.azoyagroup.com/	Private	Azoya is one of Tmall's biggest partners in China and has offices in 12 different locations worldwide.	Includes major platforms like Tmall, JD (Jingdong), VIP, Kaola and RED.	Azoya has helped a number of large and medium sized companies, many operating in the pharmaceutical and healthcare industry. Their clients also sell food, clothes and more.
Web2Asia	https://www.web2asia.com/	Private	Web2Asia is one of the biggest and most reputable TPs in China. The company employs more than 200 people and has won a number of awards over the years.	Includes the major online platforms like Tmall Global, Tmall, JD worldwide, JD and Kaola.	Web2Asia mainly helps larger and medium-sized companies.
Export Now	https://www.exportnow.com/	Private	Export Now is a well established ecommerce agency which was founded in 2010. Export Now offers an easy, turnkey solution to brands wanting to take advantage of the China market to accelerate their growth. The company currently has 70+ employees and has the highest rating from Tmall for its TP services.	You can get help to sell your products on Tmall Global, Tmall, JD, JD Worldwide.	Export Now mainly helps small and medium-sized clients.
TLG Commerce	https://www.tlgcommerce.com/	Private	TLG was originally founded in Barcelona in 1999 and became a global company when it opened offices in Hong Kong, Beijing and Shanghai in 2008.	You can get help to sell your products on Tmall Global, Tmall, JD, JD Worldwide and other ecommerce platforms.	TLG mainly helps medium-sized and larger clients.

Examples of TPs and their specialisms



The Chinese ecommerce market: conclusion

- China and its different regions create a very attractive ecommerce market for most brands.
- It is also a very demanding market: companies tend to underestimate the scale of investment needed.
- Mobile is the primary channel for ecommerce in China.
- Finding and choosing the right partners to help in the market is crucial.
- When selecting a TP, the following elements are critical:
 - The TP has experience in your industry
 - They have experience in the region that interests you
 - They are able to cover the services and platforms that are relevant for you
 - They have presence in a suitable area
 - Their pricing structure leaves margin for you as well.
- In any case, the entrance to the Chinese market requires careful planning and adequate dedicated resources from the brand team.

Checklist for Chinese ecommerce

Entering the Chinese market is big decision and should be considered and prepared for very carefully.

With the below checklist the brands and sellers should avoid the most typical pitfalls:

- Trademark application in China (including the local `nickname`): Worth doing, even if you are not going to start selling immediately
- Landscape analysis: Which products, regions and marketplaces are most attractive?
- Identifying local partners
- Legal regulations, needed permits and other documents
- Launch plan
- Logistics plan
- Marketing plan
- Localisation
- Launch

Case studies

The image features a dark, starry background with a bright, glowing light source in the upper center. In the foreground, a satellite view of Earth is shown, overlaid with a complex network of white lines and nodes. The lines form a grid-like pattern that follows the curvature of the Earth, with nodes at various points along the lines. The overall color palette is dominated by deep blues and bright whites, creating a high-tech, digital atmosphere.

Case study: Delipap on Amazon

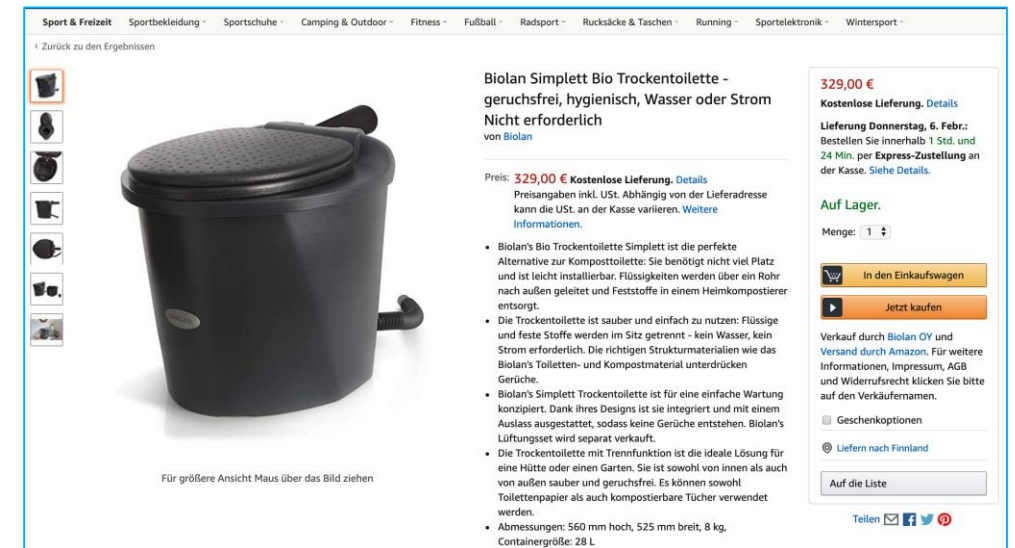
- Delipap is a small family-owned Finnish company that develops, manufactures, markets and sells hygiene products geared to the needs of all family members.
- Delipap entered Amazon UK in the summer 2018 and has grown its sales on the platform incrementally.
- Today Delipap is one of the leaders in the eco diaper category and is expanding its product selection and the number of markets.
- Delipap's advice for brands with Amazon ambition is:
 - Do your homework
 - Practise with a limited catalogue
 - Prepare for the unexpected
 - For brands with limited resources, patience is needed when it comes to sales growth
 - Outsource challenging tasks to professionals, but make sure you control the project

The image displays a grid of Amazon product listings for various brands of nappies and baby products. Each listing includes a product image, a title, a price, a discount, a star rating, and a 'prime FREE delivery' badge.

Product	Price	Discount	Rating	Delivery
Mum & You Nappychat Eco-Nappies, Size 6, (58 Nappies). Up to 12 Hour Dryness. Hypoallergenic, Dermatologically Tested, no...	£14.99	Save 5% more with Subscribe & Save	★★★★☆ ~ 127	prime FREE delivery
Bambo Nature XL Size 6 (33-66lb / 16-30kg) Premium Eco-Nappies - 44 pieces per Tall Pack	£14.92 (was £15.67)	20% off your first subscription order	★★★★☆ ~ 18	prime FREE delivery
Muumi Baby Premium Eco Pull Up Pants (Size 7, 16-26kg, 34 pcs)	£17.99	prime FREE delivery	★★★★☆ ~ 19	Only 2 left in stock.
Amazon Brand - Mama Bear XXL Nappy Pants - Size 6 (18-30kg), 2 packs of 36	£12.79 (€0.18/Each)	Save 5% more with Subscribe & Save	★★★★☆ ~ 103	prime FREE delivery
Bambo Nature Maxi Size 4 (15-40lb / 7-18kg) Premium Eco-Nappies - 60 pieces per Tall Pack	£16.63 (€0.28/Count)	20% off your first subscription order	★★★★☆ ~ 71	prime FREE delivery
Bambo Nature Maxi Size 4 (15-40lb / 7-18kg) Premium Eco-Nappies - 30 pieces per pack	£8.96 (€0.30/each)	Save 5% more with Subscribe & Save	★★★★☆ ~ 71	prime FREE delivery
Bambo Nature New Born Size 1 (4-9lb / 2-4kg) Premium Eco-Nappies - 28 pieces per pack	£6.57	Save 5% more with Subscribe & Save	★★★★☆ ~ 47	prime FREE delivery
Pampers Baby-Dry Size 6, 124 Nappies, 13-18 kg, Air Channels for Breathable Dryness Overnight, Monthly Pack	£19.38 (€0.16/Count) £38.00	Save 5% more with Subscribe & Save	★★★★☆ ~ 2,526	prime FREE delivery

Case study: Biolan On-boarding to Amazon

- Biolan manufactures and sells products for ecological gardening as well as environmental products since the 1970's.
- The Amazon export opportunity become interesting after Biolan identified that the efficient opening of new markets would be a relevant option for growth.
- The process in onboarding a selected catalogue to Amazon took 10 months and some changes were needed in the logistics process in order to match Amazon requirements.
- Biolan's advice for brands with Amazon ambition is:
 - Do your homework
 - Start with a small catalogue to manage the complications easier
 - Decide how much control you want to have
 - Aim for great value for money
 - Remember to budget enough for the sales promotion on the platform



Case study: Naturelle On-boarding to Ozon

- eCommerce in Russia is often considered complicated, with Cross Border shopping directly to the consumers most obstacles are removed.
- Ozon opened the Cross-Border opportunity for Western brands in the Fall 2019 and brands are only now discovering its opportunity.
- The process in onboarding to Ozon is quick and Streamlined and the products can be at sellable from within a week from starting.
- Naturelle's advice for brands with Ozon ambition is:
 - Do your homework
 - Select you catalogue carefully
 - Make sure your team has a native Russian speaker on-board
 - Make sure your price point is competitive and offers value for money
 - Outsource challenging one-time tasks to professionals but prepare to manage the day to day operation in-house

Категория
Основа под макияж
Скрабы для лица

Быстрая доставка
 Товары из-за рубежа
 Товары со скидкой

Цена
от 2825 до 3745

Популярные

Из-за рубежа

-10%
3745 P 4200 P
Juice Beauty Green Apple Peel Full Strength. Пилинг для лица Зеленое яблоко

В корзину
Naturelle, доставка из-за рубежа

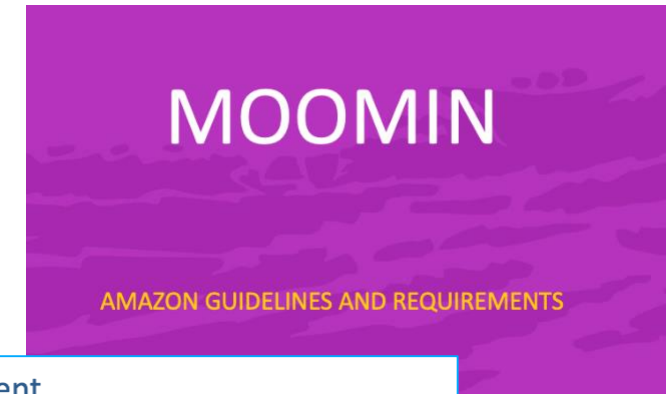
Из-за рубежа

-13%
2825 P 3250 P
Juice Beauty Phyto-Pigments Illuminating Primer. Праймер

В корзину
Naturelle, доставка из-за рубежа

Case study: Moomin on Amazon

- Moomin grants licences to companies to use its artwork on carefully selected products.
- Amazon carries a huge number of products with the Moomin license. Moomin wanted to ensure that the products match Moomin standards, including how they are presented on the platform. al
- In 2019 Moomin added an Amazon section to their brand guidelines, in order to unify the way the licenced products are presented.
- Moomin's advice for brands with Amazon ambition is:
 - Amazon is a retail and communications channel just like any other
 - On Amazon every product and brand has standard elements available; in order to provide a consistent brand experience it is worth having it in your brand guidelines.



Content

MOOMIN CHARACTERS ROLE ON AMAZON	5
MOOMIN CHARACTERS ROLE ON AMAZON	6
AMAZON REQUIREMENTS	7
MOOMIN BRAND EXPRESSION ON AMAZON	8
AMAZON CONTENT ELEMENTS	9
PRODUCT DETAIL PAGE	10-16
A+ / ENHANCED BRAND CONTENT	17
AMAZON BRAND STORE	18
AMAZON ASSETS	19
AMAZON BRAND REGISTRY APPROVAL PROCESS	
CONTACT INFO	

1.2 Product imagery and video

Images are one of the most important marketing tools on Amazon. High quality pictures help products to stand out and capture consumers attention. Use multiple pictures to give the consumer as good understanding about the product as possible as they are not able to feel and touch it.

Good product images:

- Clear
- Easy to understand
- Information-rich
- Enticing
- High quality and high-resolution
- Image zoom available for pictures over 1,001 pixels on the longest side.
- White background

Ensure official Moomin Characters – logo is shown in pictures if possible.



About this Document

- This Document was created by Markus Varsikko, the CEO of Dash Retail Consulting Oy
- The final editing was made on 21st of January 2020
- Other people contributing in creating this document:
 - Kari Pokkinen, Business Finland
 - Satu Virkkula-Öhman, Dash Retail Consulting Oy
 - Mari Nikitin, Marimekko Oyj
 - Marko Kangaskolkka, Flying Lynx Oy
 - Francesca Sessa, Simply VAT Ltd
 - Alexandra Matthews, Dash Retail Consulting Oy
 - Leevi Parsama, Experience Commerce Finland