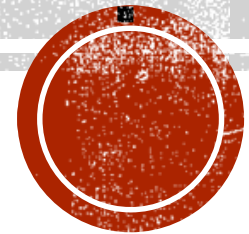




# AMAZON FBA – CƠ HỘI KINH DOANH TOÀN CẦU CHO DOANH NGHIỆP VIỆT

HCMC, 2019 July 18

Speaker: Alex Tran



#1,751 in Clothing, Shoes & Jewelry  
#4 in Women's Crossbody Handbags  
#984 in Women's Shops

ASIN: B07JL63X1H [Show](#)  
Sold by FBA [1 Seller](#)  
[Calculate fees](#)



Sponsored ⓘ

Rattan Bags for Women -  
Handmade Wicker Woven Purse...

★★★★☆ ~ 289

\$28<sup>95</sup>

✓prime

FREE Shipping by Amazon

#1,751 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B07JL63X1H [1 FBA Seller](#)

[Price History](#) [BSR History](#)

#2,090 in Clothing, Shoes & Jewelry  
#6 in Women's Crossbody Handbags  
#1180 in Women's Shops  
#6 in Women's Shoulder Handbags

ASIN: B07CTD3BHR [Show](#)  
Sold by FBA [3 Sellers](#)  
[Calculate fees](#)



Sponsored ⓘ

Handwoven Round Rattan Bag  
Shoulder Leather Straps Natural...

★★★★☆ ~ 620

\$29<sup>87</sup> ~~\$45.99~~

[Save 5%](#) with coupon

✓prime

FREE Shipping by Amazon

#2,090 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B07CTD3BHR [1 FBA Seller](#)

[Price History](#) [BSR History](#)

#4,445 in Clothing, Shoes & Jewelry  
#2506 in Women's Shops  
#16 in Women's Shoulder Handbags

ASIN: B07DS7V3W1 [Show](#)  
Sold by FBA [1 Seller](#)  
[Calculate fees](#)

Amazon's Choice



Handwoven Round Rattan Bag  
Shoulder Leather Straps Natural...

★★★★☆ ~ 186

Prime Day deal

\$29<sup>82</sup>

Join Prime to save \$5.96 on this item

✓prime

FREE Shipping by Amazon

#4,445 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B07DS7V3W1 [1 FBA Seller](#)

[Price History](#) [BSR History](#)

#1,751 in Clothing, Shoes & Jewelry  
#4 in Women's Crossbody Handbags  
#984 in Women's Shops

ASIN: B07JL63X1H [Show](#)  
Sold by FBA [1 Seller](#)  
[Calculate fees](#)



Rattan Bags for Women -  
Handmade Wicker Woven Purse...

★★★★☆ ~ 289

\$28<sup>95</sup>

✓prime

FREE Shipping by Amazon

#1,751 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B07JL63X1H [1 FBA Seller](#)

[Price History](#) [BSR History](#)

#2,090 in Clothing, Shoes & Jewelry  
#6 in Women's Crossbody Handbags  
#1180 in Women's Shops  
#6 in Women's Shoulder Handbags

ASIN: B07CTD3BHR [Show](#)  
Sold by FBA [3 Sellers](#)  
[Calculate fees](#)



Handwoven Round Rattan Bag  
Shoulder Leather Straps Natural...

★★★★☆ ~ 620

\$29<sup>87</sup> ~~\$45.99~~

[Save 5%](#) with coupon

✓prime

FREE Shipping by Amazon

#2,090 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B07CTD3BHR [1 FBA Seller](#)

[Price History](#) [BSR History](#)





Sponsored ⓘ

Cutting Boards: Organic Bamboo Cutting Board with Juice Grooves - Thick, Heavy Duty Wooden Butcher Block for Meat +...

★★★★★ ~ 9

\$18<sup>97</sup>

✓prime Get it as soon as **Wed, Jul 17**  
FREE Shipping on orders over \$25 shipped by Amazon



Sponsored ⓘ

Wall Art Star Wars Charcuterie Board Engraved Bamboo Cutting Board for Star Wars Party Supplies and Accessories

★★★★★ ~ 15

Prime Day deal

\$32<sup>99</sup>

Join Prime to save \$6.60 on this item

✓prime Get it as soon as **Thu, Jul 18**  
FREE Shipping by Amazon



EXTRA LARGE Organic Bamboo Cutting Board with Juice Groove - Best Kitchen Chopping Board for Meat (Butcher Block) Cheese and...

★★★★★ ~ 1,230

\$19<sup>97</sup>

✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping on orders over \$25 shipped by Amazon



Extra Large Bamboo Cutting Board for Kitchen & Dish Drying Tray | Wooden Chopping Board | Wood Cutting Board | Simple Dish...

★★★★★ ~ 27

\$17<sup>99</sup>

✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping on orders over \$25 shipped by Amazon



Extra Large Bamboo Cutting Board (17 by 12 inch) - Utopia Kitchen






★★★★★ ~ 544

\$11<sup>99</sup>

✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping on orders over \$25 shipped by Amazon





 <p>Sponsored ⓘ</p> <p>Reusable Bamboo Drinking Straws   BPA free   Ecological Alternative to Plastic straws   Strong &amp; Durable Bamboo multi-usage...</p> <p>★★★★☆ ~ 58</p> <p>\$7<sup>99</sup></p> <p>✓prime Get it as soon as <b>Wed, Jul 17</b> FREE Shipping on orders over \$25 shipped by Amazon</p> <p>Loading rank... 🌀</p> <p>ASIN: B07CYWPL64</p> <p>Price History   BSR History</p>	 <p>Sponsored ⓘ</p> <p>12 REUSABLE ORGANIC BAMBOO DRINKING STRAWS - 8 inch set with 2 bonus cleaning brushes and cotton bag   biodegradable  ...</p> <p>★★★★☆ ~ 17</p> <p>\$8<sup>97</sup></p> <p>Save 10% with coupon</p> <p>✓prime Get it as soon as <b>Thu, Jul 18</b> FREE Shipping on orders over \$25 shipped by Amazon</p> <p>Loading rank... 🌀</p> <p>ASIN: B07F5QB7MN</p> <p>Price History   BSR History</p>	<div>Amazon's Choice</div>  <p>Organic Bamboo Straws with Coconut Fiber Brush 20cm 8" Drinking Biodegradable Reusable Kids and Adults   Set of 10...</p> <p>★★★★☆ ~ 171</p> <p>\$9<sup>87</sup></p> <p>✓prime Get it as soon as <b>Today, Jul 15</b> FREE Shipping on orders over \$25 shipped by Amazon</p> <p>Loading rank... 🌀</p> <p>ASIN: B07CS7HRSH</p> <p>Price History   BSR History</p>	 <p>200 Pieces Bamboo Print Paper Straws Biodegradable Drinking Straws Disposable Paper Straws for Drinks Juices Smoothies Party...</p> <p>★★★★☆ ~ 1</p> <p>\$11<sup>99</sup></p> <p>✓prime Get it as soon as <b>Today, Jul 15</b> FREE Shipping on orders over \$25 shipped by Amazon</p> <p>Loading rank... 🌀</p> <p>ASIN: B07QGQM5X6</p> <p>Price History   BSR History</p>	 <p>Reusable Bamboo Drinking Straws with Bamboo Travel Case &amp; Natural Cotton Storage Bag   Set of 6, 8 Inch with Cleaning Brush...</p> <p>★★★★☆ ~ 16</p> <p>\$9<sup>99</sup> (\$0.03/Count)</p> <p>✓prime Get it as soon as <b>Today, Jul 15</b> FREE Shipping on orders over \$25 shipped by Amazon</p> <p>Loading rank... 🌀</p> <p>ASIN: B07GJ6C75L</p> <p>Price History   BSR History</p>
---	---	---	---	---





Sponsored ⓘ

Community Coffee Breakfast Blend Single Serve Pods, Medium Roast, 54 Count

★★★★★ ~ 93

\$29<sup>99</sup> (\$0.56/Count)

Save 5% more with Subscribe & Save

✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping by Amazon

#6,602 in Grocery & Gourmet Food (Top 100)

ASIN: B07CZLKLFT **Sold by Amazon**

Price History BSR History



Sponsored ⓘ

Seattle's Best Coffee Portside Blend Medium Roast Ground Coffee, 36 Ounce

★★★★★ ~ 505

\$16<sup>99</sup> (\$0.47/Ounce)

Save 5% more with Subscribe & Save

✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping on orders over \$25 shipped by Amazon

#24,596 in Grocery & Gourmet Food (Top 100)

ASIN: B07LFT2Y11 **Sold by Amazon**

Price History BSR History



Death Wish Ground Coffee, The World's Strongest Coffee, Fair Trade and USDA Certified Organic, 16 Ounce

★★★★★ ~ 17,843

\$19<sup>99</sup> (\$1.25/Ounce)

Save 15% with coupon

Save 5% more with Subscribe & Save

✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping on orders over \$25 shipped by Amazon

#171 in Grocery & Gourmet Food (Top 100)

ASIN: B006CQ1ZHI **1 FBA Seller**

Price History BSR History



Dunkin' Donuts Original Blend Medium Roast Ground Coffee, 12 Ounces

★★★★★ ~ 315

\$5<sup>98</sup> (\$0.50/Item)

Save 5% more with Subscribe & Save

✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping on orders over \$25 shipped by Amazon

#202 in Grocery & Gourmet Food (Top 100)

ASIN: B009HSNDI2 **Sold by Amazon**

Price History BSR History

#495 in Grocery & Gourmet Food  
#5 in Ground Coffee

ASIN: B071WWBKDY **Show**

☐ Sold by AMZ **1 Seller**

**Calculate fees**

**Amazon's Choice**



AmazonFresh Colombia Ground Coffee, Medium Roast, 32 Ounce

★★★★★ ~ 462

**Prime Day deal**

\$15<sup>49</sup> (\$0.48/Ounce)

Save 30% at checkout

Save 5% more with Subscribe & Save






✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping on orders over \$25 shipped by Amazon

#495 in Grocery & Gourmet Food (Top 100)

ASIN: B071WWBKDY **Sold by Amazon**

Price History BSR History



<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
		Best Seller		Amazon's Choice
				
<div><div>Sponsored ⓘ</div><div>Red Boat Vietnamese Extra Virgin Fish Sauce Bottle, 8.45 Ounce</div><div>★★★★☆ ~ 349</div><div>\$11<sup>95</sup> (\$1.41/Fl Oz)</div><div>✓prime Get it as soon as Today, Jul 15</div><div>FREE Shipping on orders over \$25 shipped by Amazon</div><div><div>Loading rank... 🌀</div><div>ASIN: B005J8DT0Q</div><div><div>Price History</div><div>BSR History</div></div></div></div>	<div><div>Sponsored ⓘ</div><div>Four Elephants Premium Fish Sauce 25 Ounce Certified Non-GMO and Gluten Free (1 Pack)</div><div>★★★★☆ ~ 6</div><div>\$12<sup>99</sup> (\$0.52/Fl Oz)</div><div>✓prime Get it as soon as Thu, Jul 18</div><div>FREE Shipping on orders over \$25 shipped by Amazon</div><div>Only 11 left in stock - order soon.</div><div><div>Loading rank... 🌀</div><div>ASIN: B07NP2XWFX</div><div><div>Price History</div><div>BSR History</div></div></div></div>	<div><div>Red Boat Premium Fish Sauce, 500 ml (17 oz.)</div><div>★★★★☆ ~ 411</div><div>\$13<sup>97</sup> (\$0.82/Fl Oz)</div><div>Save 5% more with Subscribe &amp; Save</div><div>✓prime Get it as soon as Today, Jul 15</div><div>FREE Shipping on orders over \$25 shipped by Amazon</div><div><div>Loading rank... 🌀</div><div>ASIN: B00B617XK2</div><div><div>Price History</div><div>BSR History</div></div></div></div>	<div><div>Red Boat Vietnamese Extra Virgin Fish Sauce Bottle, 8.45 Ounce</div><div>★★★★☆ ~ 349</div><div>\$11<sup>95</sup> (\$1.41/Fl Oz)</div><div>✓prime Get it as soon as Today, Jul 15</div><div>FREE Shipping on orders over \$25 shipped by Amazon</div><div><div>Loading rank... 🌀</div><div>ASIN: B005J8DT0Q</div><div><div>Price History</div><div>BSR History</div></div></div></div>	<div><div>Lucky Brand Thai Fish Sauce (1)</div><div>★★★★☆ ~ 84</div><div>\$6<sup>31</sup></div><div>✓prime Get it as soon as Today, Jul 15</div><div>FREE Shipping on orders over \$25 shipped by Amazon</div><div>More Buying Choices</div><div>\$1.85 (18 new offers)</div><div><div>Loading rank... 🌀</div><div>ASIN: B01K3XCUE</div><div><div>Price History</div><div>BSR History</div></div></div></div>







Sponsored ⓘ  
Tanisa Summer Roll/Fresh Spring Roll Kit for Rice Paper Wrappers, Water Bowl for soaking Rice Paper/egg roll, holder for rice...

★★★★☆ ~ 8

\$15<sup>99</sup>

Save 5% with coupon

✓prime Get it as soon as **Thu, Jul 18**  
FREE Shipping on orders over \$25 shipped by Amazon  
**Only 12 left in stock - order soon.**

Loading rank...

ASIN: B07P7F147N

Price History

BSR History



Sponsored ⓘ  
MEET edible sticky rice paper for confectionery and chocolate making, 2.56x3.15 Inches (500 Sheets)

★★★★☆ ~ 1

\$6<sup>99</sup> (\$0.01/Count)

✓prime Get it as soon as **Thu, Jul 18**  
FREE Shipping on orders over \$25 shipped by Amazon

Loading rank...

ASIN: B07P25DL2Y

Price History

BSR History



TANISA rice paper wrapper tray set for spring roll maker (10 round plastic mesh plates + 1 collapsible stand)

★★★★☆ ~ 8

\$16<sup>99</sup>

✓prime Get it as soon as **Thu, Jul 18**  
FREE Shipping on orders over \$25 shipped by Amazon  
**Only 14 left in stock - order soon.**

Loading rank...

ASIN: B07Q72C2YM

Price History

BSR History



2 packs Tanisa Organic Spring Roll Rice Paper Wrapper for Fresh roll (22cm, Round, 12 oz/pack)

★★★★☆ ~ 12

\$27<sup>99</sup>

✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping by Amazon

Loading rank...

ASIN: B07NV4LG8L

Price History

BSR History



Tanisa Spring Roll Rice Paper Wrapper for Deep Fried (22cm, Round, 12 oz) - Cha gio

★★★★☆ ~ 14

\$11<sup>99</sup>

✓prime Get it as soon as **Today, Jul 15**  
FREE Shipping on orders over \$25 shipped by Amazon

Loading rank...

ASIN: B07KXLYJPB

Price History

BSR History



#7,667 in Clothing, Shoes & Jewelry  
#4066 in Women's Shops  
#459 in Women's Dresses

ASIN: B0745C1Y9D [Show](#)

Sold by N/A 1 Seller

[Calculate fees](#)



Sponsored ⓘ

Marycrafts Women's Fit Flare Tea  
Midi Dress for Office Business...

★★★★☆ ~ 420

Prime Day deal

\$33<sup>90</sup>

Join Prime to save \$6.78 on this item

✓prime

FREE Shipping by Amazon

#7,667 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B0745C1Y9D [1 FBA Seller](#)

[Price History](#) [BSR History](#)

#12,413 in Clothing, Shoes & Jewelry  
#6579 in Women's Shops  
#680 in Women's Dresses

ASIN: B073S2N9W4 [Show](#)

Sold by N/A 1 Seller

[Calculate fees](#)



Sponsored ⓘ

Marycrafts Women's Work Office  
Business Square Neck Sheath Mid...

★★★★☆ ~ 386

Prime Day deal

\$33<sup>90</sup>

Join Prime to save \$8.48 on this item

✓prime

FREE Shipping by Amazon

#12,413 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B073S2N9W4 [1 FBA Seller](#)

[Price History](#) [BSR History](#)

#7,667 in Clothing, Shoes & Jewelry  
#4066 in Women's Shops  
#459 in Women's Dresses

ASIN: B0745CFJF5 [Show](#)

Sold by N/A 1 Seller

[Calculate fees](#)



Marycrafts Women's Fit Flare Tea  
Midi Dress for Office Business...

★★★★☆ ~ 420

\$22<sup>90</sup> - \$35<sup>90</sup>

✓prime

FREE Shipping by Amazon

#7,667 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B0745CFJF5 [1 FBA Seller](#)

[Price History](#) [BSR History](#)

#91,863 in Clothing, Shoes & Jewelry  
#44474 in Women's Shops  
#3581 in Women's Dresses

ASIN: B074TWMQJN [Show](#)

Sold by N/A 1 Seller

[Calculate fees](#)



Marycrafts Women's Office  
Business Short Sleeve Pencil Midi...

★★★★☆ ~ 142

\$15<sup>90</sup> - \$29<sup>90</sup>

✓prime

FREE Shipping by Amazon

#91,863 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B074TWMQJN [1 FBA Seller](#)

[Price History](#) [BSR History](#)

#97,540 in Clothing, Shoes & Jewelry  
#47026 in Women's Shops  
#3762 in Women's Dresses

ASIN: B07CSZLHSG [Show](#)

Sold by N/A 1 Seller

[Calculate fees](#)



Marycrafts Women's Floral Print  
Fit Flared Midi Dress

★★★★☆ ~ 52

\$19<sup>90</sup> - \$29<sup>90</sup>

✓prime

FREE Shipping by Amazon

#97,540 in Clothing, Shoes & Jewelry  
(Top 100)

ASIN: B07CSZLHSG [1 FBA Seller](#)

[Price History](#) [BSR History](#)





Did you mean [camellia bees](#)



Sponsored ⓘ

CamelliaBees Realistic Paper Rose in Gift Box for Mothers Day Gift, Gift for Her, Wedding Anniversary, Valentine's Day Christmas Birthday Gift, Handmade Paper Flowers, Burgundy Deep...

Prime Day deal

\$29<sup>99</sup>

Join Prime to save \$6.00 on this item

✓prime Get it as soon as **Tomorrow, Jul 16**

FREE Shipping by Amazon

Only 19 left in stock - order soon.

Loading rank...

ASIN: B07J2GTB8M

Price History

BSR History



CamelliaBees White Paper Rose in Gift Box Romantic Present for Her Wedding Anniversary Valentine's Day Christmas Mothers Day Birthday, Handmade Paper Rose

★★★★★ ~ 5

Prime Day deal

\$29<sup>99</sup>

Join Prime to save \$6.00 on this item

✓prime Get it as soon as **Thu, Jul 18**

FREE Shipping by Amazon

Only 15 left in stock - order soon.

Loading rank...

ASIN: B07LFYSY98

Price History

BSR History







# PROFILE

1. TRẦN QUÝ HIỀN
2. TUỔI: 36
3. BACKGROUND: MARKETING, SALES, LOGISTICS
4. AMAZON FBA: 2017
5. CÔNG VIỆC HIỆN TẠI: ADMIN –FBA FREEDOM GROUP, CO-FOUNDER ECOMSTONE VIETNAM
6. EMAIL: [alex@ecomstone.com](mailto:alex@ecomstone.com)







# Amazon FBA FREEDOM GROUP



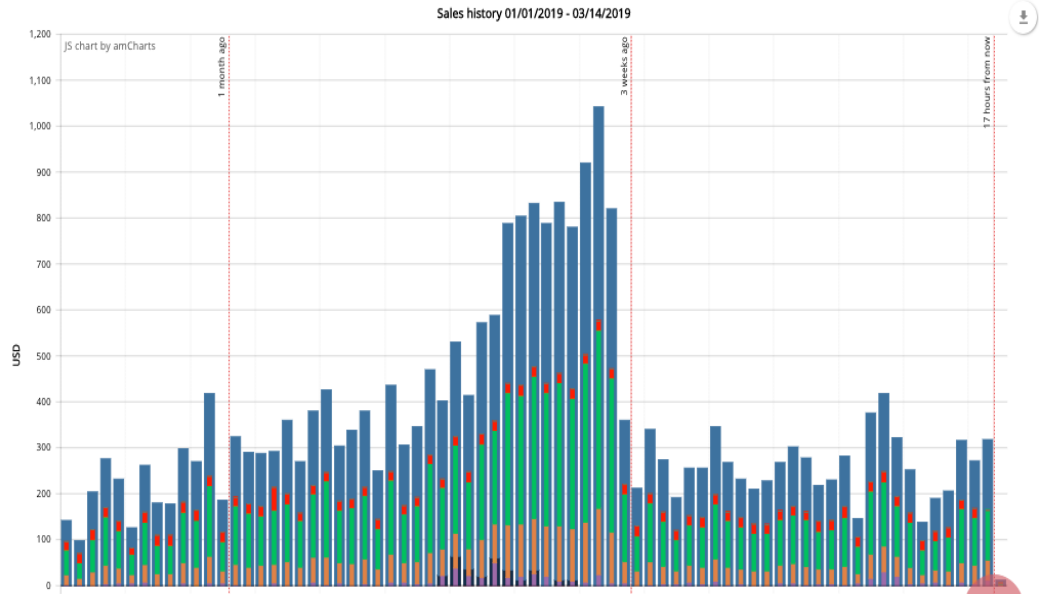


# BÁN HÀNG AMAZON

Yesterday: 03/13/2019			
<b>\$302.73</b>	Orders	25	
Ordered Product Sales	Units	25	
<b>\$317.78</b>	Promo	0	
Revenue	Refunds	0	
<b>\$153.45</b>	Net Margin	50.69%	
Estimated Profit	Net ROI	101.03%	

30 Days: 02/12/2019 - 03/13/2019			
<b>\$8,192.95</b>	Orders	664	
Ordered Product Sales	Units	690	
<b>\$8,529.49</b>	Promo	0	
Revenue	Refunds	10	
<b>\$3,414.24</b>	Net Margin	41.67%	
Estimated Profit	Net ROI	78.65%	

One Year: 03/14/2018 - 03/13/2019			
<b>\$152,050.55</b>	Orders	13,167	
Ordered Product Sales	Units	13,741	
<b>\$155,638.54</b>	Promo	223	
Revenue	Refunds	126	
<b>\$59,195.09</b>	Net Margin	38.93%	
Estimated Profit	Net ROI	71.54%	



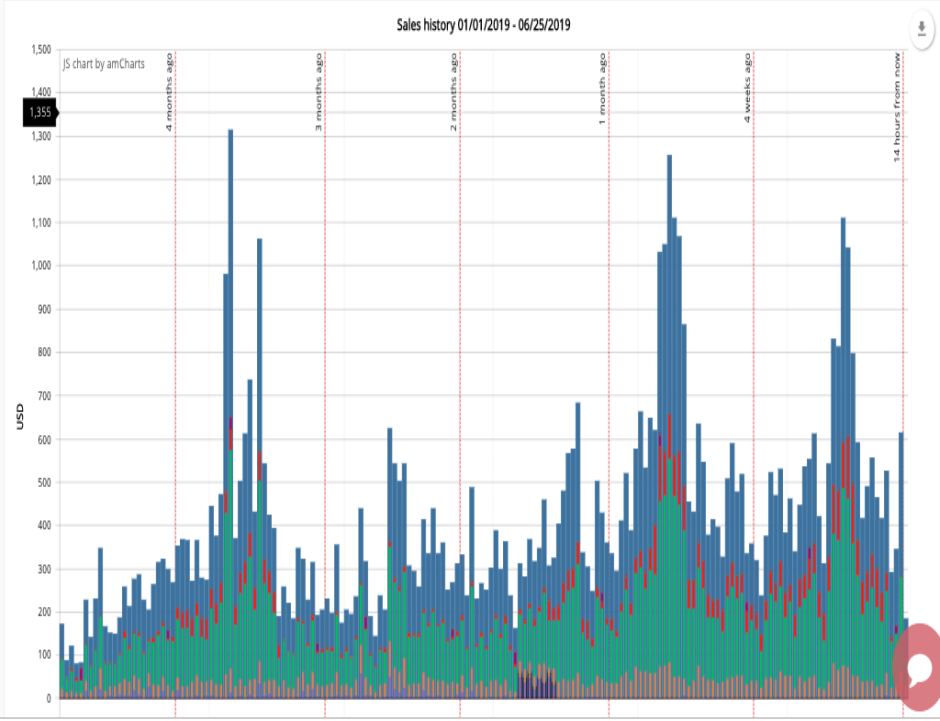
Today: 06/25/2019			
<b>\$183.40</b>	Orders	14	
Ordered Product Sales	Units	16	
<b>\$183.40</b>	Promo	0	
Revenue	Refunds	0	
<b>\$88.44</b>	Net Margin	48.22%	
Estimated Profit	Net ROI	94.33%	

Yesterday: 06/24/2019			
<b>\$612.41</b>	Orders	52	
Ordered Product Sales	Units	52	
<b>\$612.41</b>	Promo	0	
Revenue	Refunds	0	
<b>\$331.08</b>	Net Margin	54.06%	
Estimated Profit	Net ROI	117.68%	

30 Days: 05/26/2019 - 06/24/2019			
<b>\$15,888.50</b>	Orders	1,348	
Ordered Product Sales	Units	1,387	
<b>\$16,009.04</b>	Promo	0	
Revenue	Refunds	13	
<b>\$6,666.22</b>	Net Margin	41.96%	
Estimated Profit	Net ROI	90.93%	

One Year: 06/25/2018 - 06/24/2019			
<b>\$122,135.55</b>	Orders	10,186	
Ordered Product Sales	Units	10,846	
<b>\$124,323.07</b>	Promo	223	
Revenue	Refunds	133	
<b>\$33,671.46</b>	Net Margin	27.57%	
Estimated Profit	Net ROI	54.31%	

Revenue	<b>\$249.86</b>
Promo Sales	<b>\$0.00</b>
Organic Sales	<b>\$249.86</b>
Costs	<b>-\$120.73</b>
Promotions	<b>-\$2.10</b>
Cost of Goods	<b>-\$25.95</b>
Amazon Fees	<b>-\$87.80</b>
Taxes	<b>\$0.00</b>
PPC Costs	<b>-\$4.88</b>
Operating Expenses	<b>\$0.00</b>
Shipping Cost	<b>\$0.00</b>
Miscellaneous Cost	<b>\$0.00</b>
Profit	<b>\$129.13</b>
Units	
Orders	
Units	





# ECOMSTONE- QUẢN LÝ TÀI KHOẢN AMAZON



Bán hàng trên Amazon



Hoàn thiện đơn hàng (FBA)



Quảng cáo trên Amazon



Hướng dẫn người bán



Nhà cung cấp giải pháp

## Tư vấn từ các đơn vị cung cấp dịch vụ

Một loạt các công ty, bao gồm cả các nhà cung cấp dịch vụ được liệt kê dưới đây, cung cấp dịch vụ cho Amazon Global Sellers tại Việt Nam.

Vui lòng liên hệ trực tiếp với nhà cung cấp nếu bạn cần trợ giúp hoặc tư vấn.

Nhà cung cấp giải pháp	Thanh toán	Đóng gói hàng hóa	Vận chuyển	Đào tạo	Nghiên cứu & tìm kiếm sản phẩm	Miêu tả & chụp hình sản phẩm	Quản lý tài khoản	Quảng cáo	Đăng ký thương hiệu	Pháp lý
<b>Payoneer Vietnam</b> linhpe@payoneer.com jenniferph@payoneer.com	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
<b>Ecomstone</b> support@ecomstone.com +84 91 2255 686	✗	✗	✗	✓	✓	✓	✓	✓	✗	✗





# NỘI DUNG

- FBA AMAZON LÀ GÌ?
- BÁN HÀNG TOÀN CẦU NHANH CHÓNG VỚI AMAZON FBA.
- MÔ HÌNH AMAZON FBA LÀ GÌ?
- QUY TRÌNH BÁN HÀNG CĂN BẢN VỚI FBA
- 05 GỢI Ý DÀNH CHO NGƯỜI MỚI BẮT ĐẦU
- QUESTIONS & ANSWERS





# 1- AMAZON FBA LÀ GÌ?

# LỢI ÍCH BÁN HÀNG TOÀN CẦU VỚI AMAZON

1. Tiếp cận hơn 300 triệu khách hàng thường xuyên và 100 triệu khách hàng Prime
2. Thương hiệu của bạn được phủ rộng trên 180 quốc gia và vùng lãnh thổ
3. Tiềm năng tiếp cận khách hàng B2B
4. Thời gian đăng ký nhanh chóng( từ 2 tuần)
5. Cắt giảm phần lớn nhân sự cho việc bán hàng
6. Nhanh chóng mở rộng quy mô và doanh số.







CHUYỂN HÀNG  
VÀO KHO AMAZON



AMAZON LƯU TRỮ  
HÀNG HOÁ



KHÁCH MUA TRÊN  
AMAZON.COM



AMAZON ĐÓNG GÓI  
VÀ VẬN CHUYỂN



AMAZON CHĂM  
SÓC KHÁCH HÀNG

# QUY TRÌNH AMAZON FBA




# 06 BƯỚC CĂN BẢN ĐỂ BÁN HÀNG FBA

- TẠO TÀI KHOẢN BÁN HÀNG
- NGHIÊN CỨU SẢN PHẨM
- LIÊN HỆ NHÀ CUNG CẤP
- ĐÓNG GÓI, VẬN CHUYỂN
- ĐĂNG SẢN PHẨM LÊN AMAZON.COM
- QUẢNG BÁ SẢN PHẨM



Amazon FBA Freedom

Closed group

Interacting as yourself

About

Discussion

Units

Chats

Announcements

Members

Events

Videos

Photos

Files

Group Insights


Get Facebook Support

Moderate Group

Search this group

Giúp bạn có cái nhìn tổng quan về bán hàng Amazon và những kiến thức cơ bản để bắt đầu.

0 of 6 required units completed



UNIT 1

Những khó khăn và thách thức khi làm FBA

3 posts · 236 comments

Câu hỏi thường gặp Q&A:

Tạo tài khoản Amazon FBA seller pro

Khó khăn và thách thức khi làm FBA là gì?

UNIT 2

Kiến thức căn bản Amazon FBA

7 posts · 260 comments

Huong dan viet thu khang cao.docx

Hướng dẫn tạo tài khoản Amazon seller

Bài 5: Tư duy chọn sản phẩm trên Amazon

See 4 more posts

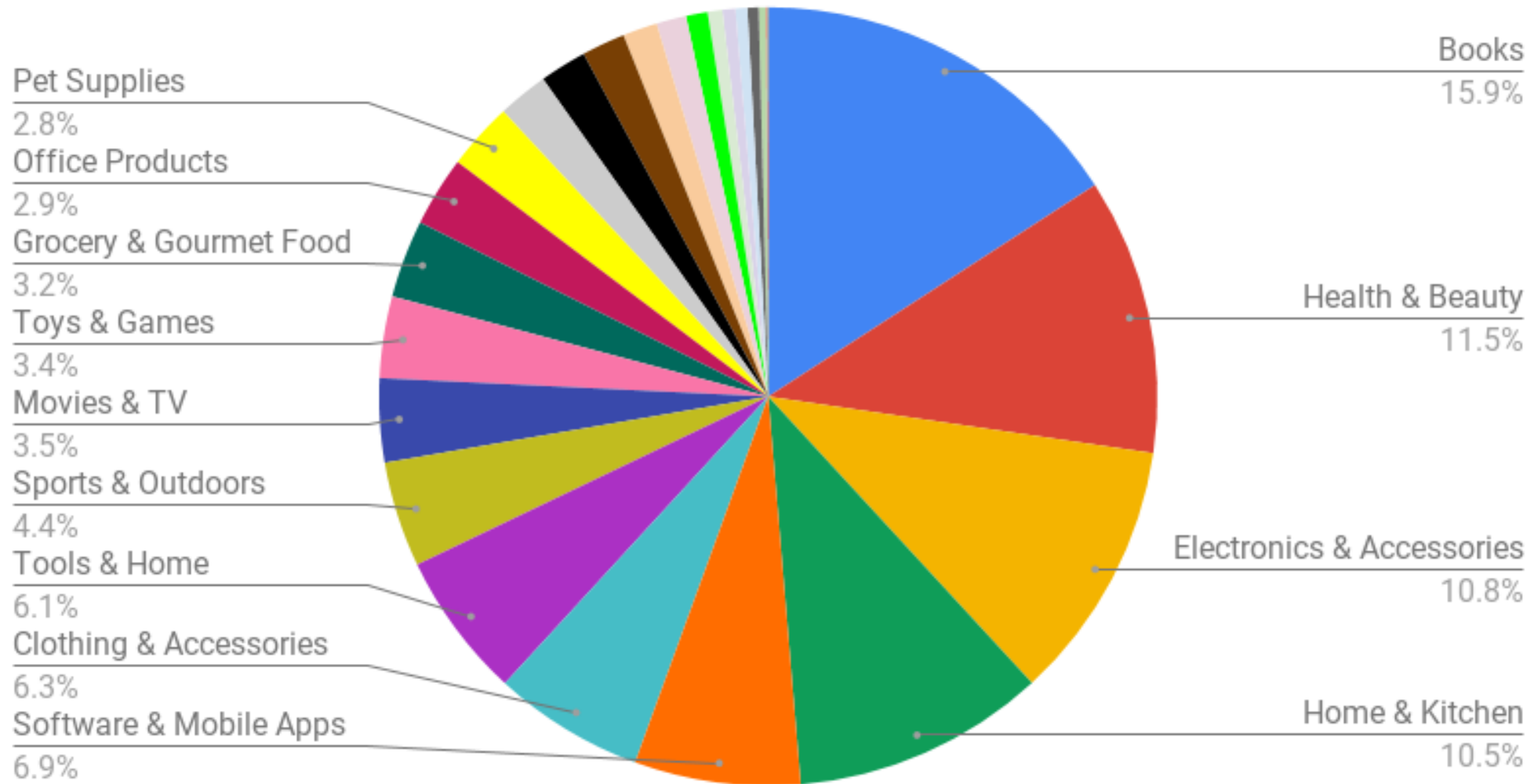
**TÌM HIỂU THÊM:**

**[HTTP://BIT.LY/FBAFREEDOM](http://bit.ly/fbafreedom)**



# Amazon Categories by Percent of Items Sold

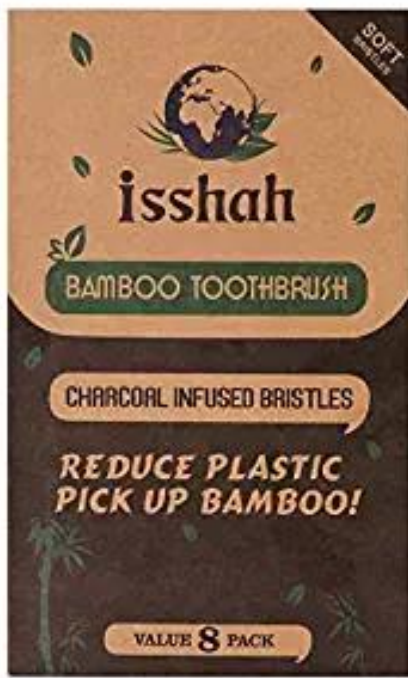
February 1, 2018 - January 31, 2019



# CÁC DANH MỤC VIỆT NAM CÓ LỢI THẾ CẠNH TRANH

- Đồ Thủ công/ handmade
- Đồ da
- Quần áo phụ kiện
- Giày dép
- Đồ nguồn gốc thiên nhiên
- Đồ chơi/ Thiết bị giáo dục







BẮT ĐẦU SỚM ĐỂ  
TÌM HIỂU



LÀM NHỎ ĐỂ LUYỆN  
KỸ NĂNG



GIAO LƯU VỚI CỘNG  
ĐỒNG SELLERS ĐỂ  
HỌC HỎI



KẾT NỐI NGUỒN  
LỰC BÊN NGOÀI



KIÊN TRÌ, KHÔNG BỎ  
CUỘC

# 05 GỢI Ý CHO NGƯỜI MỚI BẮT ĐẦU





CẢM ƠN BẠN ĐÃ LẮNG NGHE!  
CHÚC BẠN THÀNH CÔNG VỚI  
AMAZON FBA.

