

Factors to consider when deciding to expand globally

Before you decide to enter a new marketplace through one of the various Amazon online stores worldwide, it's important to understand the following strategic considerations and the impact they could have on your business.

Click each header to learn more.

+ Taxes and regulations

+ New costs

+ International shipping times

— Language barriers

- Proficiency in the local marketplace language is necessary for providing customer support for a particular marketplace (a requirement for selling in an Amazon marketplace) unless you use Fulfillment by Amazon.
- Local language proficiency is also helpful for conducting country-specific research and understanding how to best position your products.

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- Consider potential new costs when selling outside your primary marketplace which may change your profitability calculation:
 - Shipping costs to send orders to customers internationally
 - Shipping costs to send your inventory to fulfillment locations
 - Customer support costs
 - Conversion costs
 - Translation costs for listing ASINs in another language
 - Taxes and duties

Tools for global expansion

Taking the first step in expanding your business globally takes a lot of preparation and strategic planning. Amazon provides a variety of tools to help your business grow into a new marketplace including currency conversion, international fulfillment, customs and duties assistance, and customer service in local languages. Learn more about some of the various tools that Amazon offers to support selling partners as they expand to new marketplaces.

Click each header to learn more.

+ Sell in other marketplaces

— Other tools

The Amazon Global Selling program also provides access to a variety of tools including [Currency Converter](#) (use this link if you have access to Seller Central), which helps sellers get paid in their local currency, and the [Build International Listings](#) (use this link if you have access to Seller Central) tool which helps create and update offers from a single source marketplace and expand to multiple marketplaces.

Resources on [Seller Central](#) (use this link if you have access to Seller Central) and [Vendor Central](#) (use this link if you have access to Vendor Central) provide more specifics on the above factors for each available marketplace.

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SEO/localised keyword research

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