

## 亚马逊选品与运营案例分析

### 一、亚马逊选品

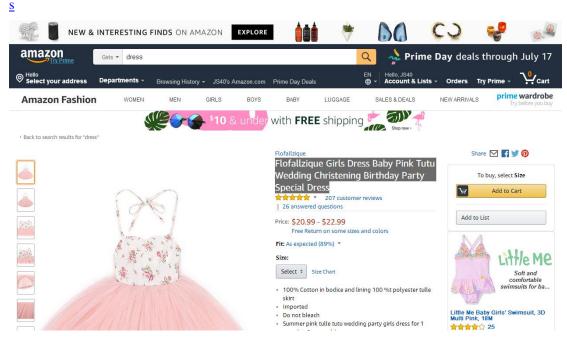
产品选品的关键点:利润、销量、排名及质量。

#### (一)利润计算

产品利润是选品的第一步,也是赚钱与否的关键所在。有利润有销量的产品最终的回报也是非常大。

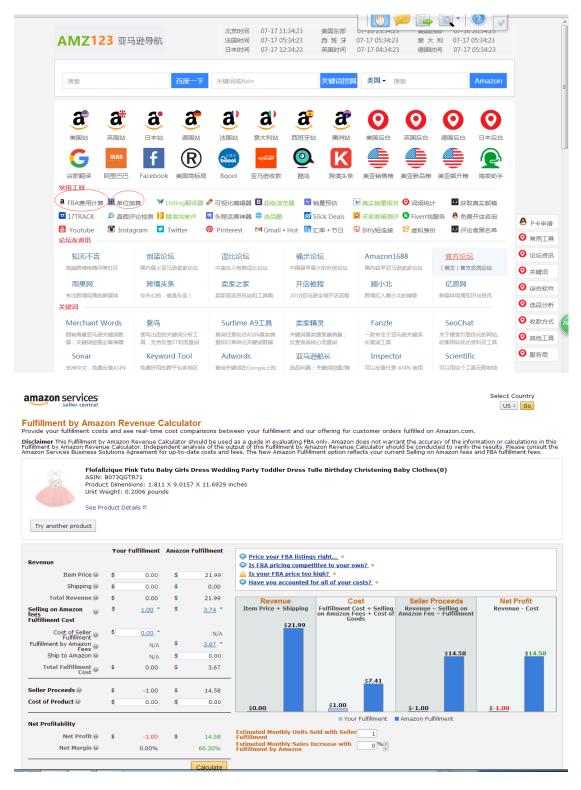
1.www.amazon.com 亚马逊此款产品售价 21.99 美金。

 $\underline{https://www.amazon.com/Flofallzique-Wedding-Toddler-Birthday-Occasion/dp/B071DG52KW/ref=s}\\ r\_1\_19?s=apparel\&ie=UTF8\&qid=1531795128\&sr=1-19\&nodeID=7147442011\&psd=1\&keywords=dres$ 



2.亚马逊初步利润(去掉亚马逊佣金及 FBA 海外仓配舱运输费用),即 14.58 美金。



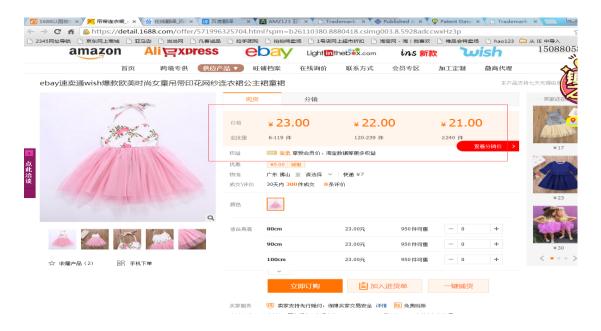


3.去国内阿里 1688 寻找同款或类似产品,售价(300 件批发)21 元/件。

https://detail.1688.com/offer/571996325704.html?spm=b26110380.8880418.csimg003.8.5928adccw

xHz3p





4.查询到该商品的长宽高为 7.9 x 7.9 x 0.4 inches , 重量为 7 ounces , 按单位换算得到的商品重量价格: 35 元/kg\*0.1984kg=6.94 元;按体积换算得到的商品体积价格为: 35 元/kg\*(20.066 x 20.066 x 1.016/5000) = 2.86 元

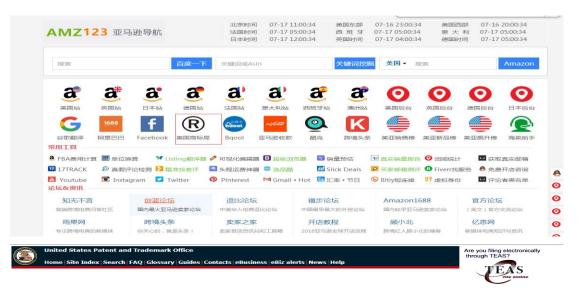
计算得到的体积重小于货物重,按货物重计算商品运输费。

5.利润=销售价格-FBA 佣金费用-成本-运输费用=15.58 美金\*6.6 (即时汇率)-21-6.94=74.89 元 (利润超过 25 元非常可观)

#### (二) 专利与商标情况

在跨境电商领域,侵权不仅会造成产品无法上架,更可能导致账号风险以及法律纠纷,因此, 在确定利润可观的情况下还要确保该产品的商标和专利没有被占用。

去美国商标局查询下该产品的标签与商标、专利注册情况。结果显示,该标签已被注册,而该标签及标签下对应所有者并未申请专利,因此 90%确定该产品无专利,可销售。



Trademarks > Trademark Electronic Search System (TESS)

Welcome to the **Trademark Electronic Search System (TESS)**. This search engine allows you to search the USPTO's database of registered trademarks and prior papplications to find marks that may prevent registration due to a **likelihood of confusion** refusal.

WARNING: Before conducting your search, you must understand the following: (1) what the database includes; (2) how to construct a complete search, and (3) how to ir search results. Click TESS TIPS for detailed information on these and other important search topics.

If mark images do not appear when viewing search results, clear the cache in the Internet browser. If you need detailed instructions for clearing the cache, contact tess@ Thank you.

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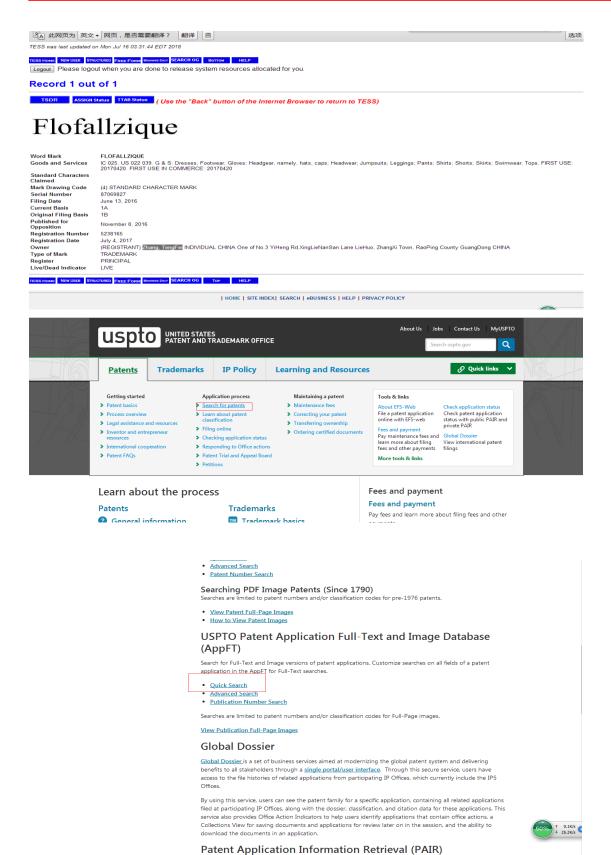
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Search Term: [Flofallzique]		
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Submit Query Clear Query		
Logout. Please logout when you are done to release system resources allocated for you.		
This New User (Basic) search form allows for searching of the most commonly searched fields: word marks, serial or registration numbers, and owners.		
The Combined Word Mark is the default search field and includes the word mark and translation.		
Use the \$ for truncation in any field. For Combined Word Mark searches, the * is a more efficient truncation operator for left and/or right truncation. For example, the search term "DOG" with the Combined Word Mark will retrieve marks with common variations of the word DOG in the word mark or translation statements. Use of the \$ truncation operator sometimes results in a truncated hit list.		
For serial number or registration number searches, enter the 8-digit serial number (e.g., 75123456) or 7-digit registration number (e.g., 1234567) and select Serial or Registration Number as the Field for the search. If multiple serial or registration numbers are searched, separate the numbers by spaces and change the Results Must Contain value to Any Search Terms (OR). (Alternatively, separate the number by the poperator without adjusting the Result Must Contain value.)		
Do NOT include the apostrophe for contractions. For example, search for the word DON'T by searching DON T. Including Boolean operators (e.g., AND, OR, NOT) or proximity operators (e.g., ADJ, NEAR, SAME, WITH) in your search will override the Result Must Contain setting for the search. To actually search for these Boolean or proximity operators, include quotes around the operator.		
TESS HOME STRUCTURE FIRE FORM SHOWEN OC. SEARCH OF TOP HELP		
HOME   SITE INDEX  SEARCH   @BUSINESS   HELP   PRIVACY POLICY		







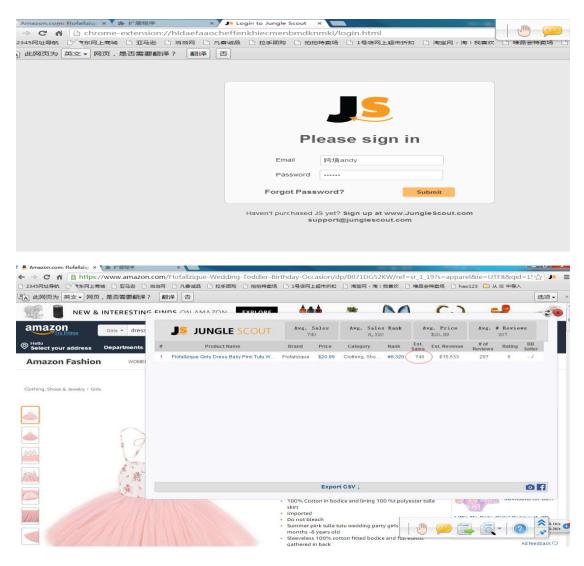
US PATENT & TRADEMARK OFFICE
PATENT APPLICATION FULL TEXT AND IMAGE DATABASE
Help Home Boolean Manual Number
View Shopping Cart
Data current through July 12, 2018.
Query [Help]
Term 1: Flofallzique in Field 1: All Fields
AND AND
Term 2: in Field 2: All Fields ▼
Select years [Help] 2001-present ▼ Search
US PATENT & TRADEMARK OFFICE PATENT APPLICATION FULL TEXT AND IMAGE DATABASE
Help Home Boolean Marual Humber Order Copy PTDLs
Searching PGPUB Full-Text Database
Results of Search in PGPUB Full-Text Database db for: Flofallzique: O applications.
No application publications have matched your query
Refine Search Flofallzique
USPTO PATENT FULL TEXT AND IMAGE DATABASE
Help Home Quick Advanced Pat Num Order Copy PTDLs
Searching US Patents Text Collection
Results of Search in US Patents Text Collection db for: "Zhang TengFei": 0 patents.
No patents have matched your query
Refine Search "Zhang TengFei"

#### (三)销量

产品销量决定了一个产品的整体利润,导入 js 软件,可以查询到亚马逊某一个卖家过去一段时间的销量(注意,不能以 best seller 为例,以排名较为中间的数据做一个参考值),数据显示,该产品的销量为 740.

按照 700 件/月的销量,该产品的月利润为 700\*74.89=55416.6 元。也就是若一次性发货 FBA600 件(8个码数,每个码 70~80 件),占用资金约 1.7 万(28\*600),两期 3.4 万,即占用资金较少,利润可观。





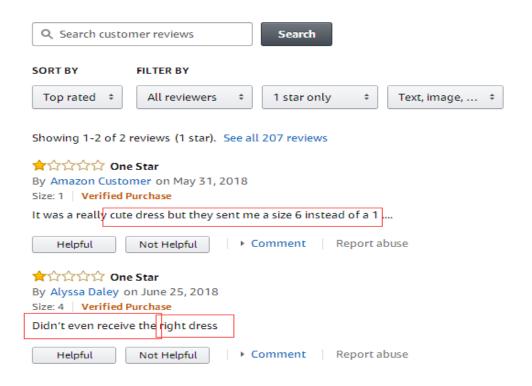
#### (四)质量

产品质量主要从产品的买家评论尤其差评来看,该产品好评4.9,基本算是质量得到认可的产

品。而差评的原因主要是卖家发错码数,而产品质量则得到大部分卖家认可。







综上所述,该产品可作为亚马逊销售的产品。

### 二、亚马逊产品 Listing

所谓 Listing 也就是产品发布时的一系列标题、关键词、描述等,为产品发布以及管理产品服务。

#### 1.产品图片:



图 1 (主图) 图 2 (产品背面)



细节图(图3)



场景图(图4)



效果图(图5)



其他颜色(图6)

2.产品标题: ZHONGAOTONG Top Quality Baby Girls Dress Floral Designs Polyester Tulle Skirt For

Wedding Christening Birthday Party or Daily Wear(Pink/Black 0-9Y)

中澳通 高品质婴幼儿花纹薄纱裙 婚礼 洗礼 生日 宴会 日常 (粉色/黑色 0-9岁)

品牌: ZHONGAOTONG

3.产品价格: 21.99\$

#### 4.产品 5 要素:

• Material: 100% Cotton in bodice and lining 100 % polyester tulle skirt, Do not bleach

材料:100%棉内衬和100% 涤纶薄纱裙,不漂白





• Product Feature: Summer pink tulle tutu wedding party girls dress, Sleeveless, fitted bodice and full elastic gathered in back, Floral print in bodice fabric and supper full 4 multi layer tulle in skirt 产品特点: 夏季粉色薄纱婚纱裙, 无袖,紧身胸衣,花边织物花纹及裙边4层多层薄纱

Especial: A loop in center back bodice that can through the shoulder straps to tie
 特色: 一个中心背心环,可以通过肩带绑

 Applicable Place: wedding/ birthday/ party/ festival/ Christening/Daily Wear, perfect for photo shoot

适合场合:婚礼/生日/派对/节日/洗礼/日常,适合照片拍摄

• Applicable Group: Size 0 fit 1-5 months infant girls; Size 1 fit 6-12 months baby girls; Size 2 fit 18 months-2.5 years toddler girls; Size 3 fit 2.5-3.5 year; Size 4 fit 3.5-4.5 years; Size 5 fit 5-5.5 years; Size 6 fit 6-6.5 years; Size 7 fit 7-8 years; Size 8 fit 8-9 years

适合人群:0适合1-5个月的女婴;大小1适合6-12个月的女婴;大小2适合18个月-2.5岁幼儿; 大小3适合2.5-3.5岁;大小4适合3.5-4.5岁;大小5适合5-5.5岁;大小6适合6-6.5岁;大小7适合7-8岁;大小8适合8-9岁。

#### **5.Product Description**

About the dress

ZHONGAOTONG is not only a product supplier, but also cultural communicator.

<b>▼</b> Materia	l: 100% Cotton in bodice and lining 100 % polyester tulle skirt.
♥ Season:	Summer
	osing Tips (Recommended Size for Baby Girl)
SizeBust	Dress LengthWeight
0T22*2CM	45CM0.185kg





• Friendly Tips: The size is measured by hands, please allow minor error of measurement.

Photo color might be a little different from the actual product due to color display of different monitors.

# More Proposal

♥ Please refer to our size information of Detail Size Chart before ordering. Size Table means age ranges for the baby, but they are for general guidance only.

订购前请参考我们的详细尺寸图的尺寸信息。尺寸表是指婴儿的年龄范围,但它们仅适用于一般指导。

◆ The dress are used delicate and soft cotton fabrics, bringing your princess a new experience. Dress it, letting your sweet be a star on party and wedding. Shining bright spot will bring attract the attention of all the persons

该款服饰配高档蕾丝和棉织物难以变形,给您的公主带来了全新的体验。穿上它,让你的甜心成为派对和婚礼上的明星。闪亮的亮点将引起所有人的关注

♥ The dress suit for any dressy occasion such as for wedding, birthday party, flower girls bridesmaids, formals proms, or children's dress up play etc.

礼服适合任何场合,如婚礼,生日聚会,花花姑娘伴娘,舞会舞会,或儿童装扮游戏等。

- Product Dimensions: 7.9 x0.4x 7.9 inches
- Shipping Weight: 7 ounces

6.**QA**:





Q: What kind of washing method can extend the service life of clothes?

A: Recommend Gently hand wash. Remember can't Bleach . Maximum Temperature 40% Conventional Washing.

问:什么样的洗涤方法能延长衣服的使用寿命?

答:建议轻轻洗手。切记不能漂白。最高温度40%常规洗涤。

Q: Can the bandage of the clothes be adjusted? Where is the length of the skirt? Will the yarn skirt be easily hooked?

A: The clothes bandage can be adjusted according to the baby's height and obesity. We have two products in the same series, one over knee and one without knee. Our products are made of high grade gauze skirts and not easy to hook. Please feel free to buy them.

问:衣服的绑带可以调节么?裙子的长度是到哪里?纱纱裙会不会很容易钩丝?

答:衣服绑带可以调节,依据宝宝的高矮肥胖。我们同一个系列有两款产品,一款过膝盖,一款没过膝盖。我们的产品采取的是高级纱纱裙,不容易钩丝,请放心购买

#### 7.**Review**

Dress fit well and looked like the picture. The tulle shirt is soft one, very comfortable!

产品大小合适,与图片无误差,棉质柔软,非常舒服!

Beautiful dress, just as seen in the pictures, good quality. My daughter was very happy with the dress! 很漂亮的裙子,就像一幅画一样,品质很好,我女儿非常喜欢。

## 三、亚马逊产品上传

在选择完产品, 计算其利润并编辑其 Listing 后,可以在 www.amazon.com 平台上传产品,产品上传前首先得注册亚马逊账号,中澳通给予每个教师一个真实的账号和密码,未来可以教学,这对于授课老师而言非常实用,但存在一个问题,一个 IP 地址只能注册一个亚马逊账号,因此需要特别注意。按照指定的两步验证之后,账号注册。







登陆账号后,点击目录添加产品,按照亚马逊后台,先确定产品的类别,然后依次填写产品相

#### 关信息。

#### amazon services Vital Info Variations Offer Images More Details Advanced View Product Name ZHONGAOTONG Top Quality Baby Girls Dress Floral Designs Polyester Tulle Skirt Brand Name @ ZHONGAOTONG Color 1 Pink , Black Color Map @ Pink Department (3 baby-girls Style 6 Soft item\_length\_description two products in the same series, one over knee and one without knee Outer Material Type 100% Cotton in bodice and lining 100% polyester tulle skirt is\_adult\_product Occasion Lifestyle 🐧 for wedding, birthday party, flower girls bridesmaids, formals proms, or children's dre Advanced View Cancel Save and finish 1996-2018, Amazon, Inc. or its affiliates

Variations Offer Compliance Images Description Keywords More Details Advanced View Vital Info You have the option to save as inactive now and add its offer back in later. Let me skip the offer data and add it later. Manufacturer's Suggested Retail Price 3 \$ 21.99 Product Tax Code 3 Ex: A\_GEN\_NOTAX Handling Time 3 Restock Date (3) 77/24/2018 Offering Can Be Gift Messaged 🔞 Is Gift Wrap Available 🕤 🏻 🗹 Max Order Quantity 3 5 Start selling date 3 07/19/2018 Fulfillment Channel

I want to ship this item myself to the customer if it sells.

I want Amazon to ship and provide customer service for my items if they sell. Learn more Advanced View Cancel Save and finish Vital Info Variations Offer Compliance Images Description Keywords More Details MAIN Products must fill at least 85% of the image. Images must show only the product that is for sale, with few or no props and with no logos, watermarks, or inset images. Images may only contain text that is a part of the product.

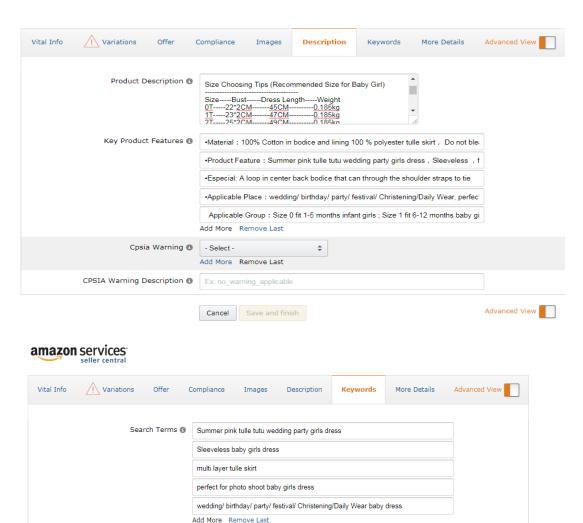
Main images must have a pure white background, must be a photo (not a drawing), and must not contain excluded accessories.

Images must be at least 1000 pixels on the longest side and at least 500 pixels on the shortest side to be zoom-able.

Images must be exceed 10000 pixels on the longest side.

JPEO is the preferred image format, but you also may use TIFF and GIF files. 0 0





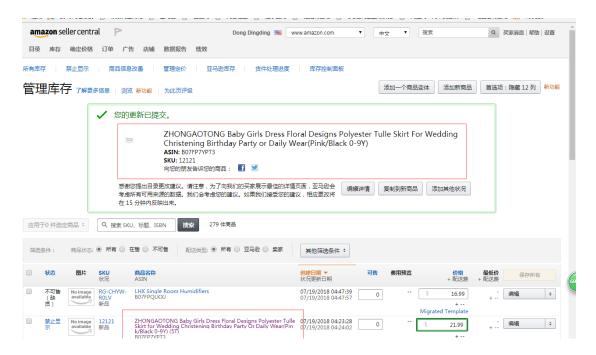
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Advanced View

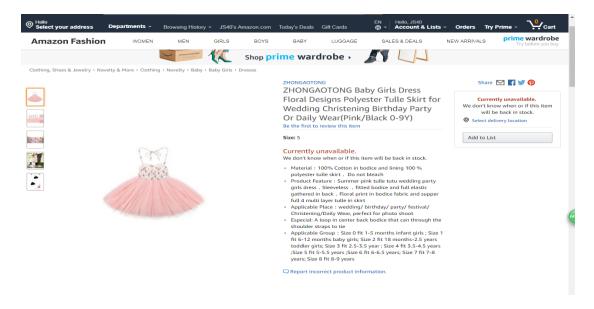
Rate this page Contact Seller Support





产品发布后,在亚马逊前台就会出现已经发布的这款产品,如果需要再次编辑,可以去后台编

辑 那 里 编 辑 , 直 到 更 新 到 想 要 的 产 品 。



## **Product description** ♥ Material: 100% Cotton in bodice and lining 100 % polyester tulle skirt. Size Choosing Tips (Recommended Size for Baby Girl) Size-----Bust------Dress Length-----Weight Friendly Tips: The size is measured by hands, please allow minor error of measurement. Photo color might be a little different from the actual product due to color display of different monitors. More Proposal ♥ Please refer to our size information of Detail Size Chart before ordering. Size Table means age ranges for the baby, but they are for general guidance only. ♥ The dress suit for any dressy occasion such as for wedding, birthday party, flower girls bridesmaids, formals proms, or children's dress up play etc. Product Dimensions: 7.9 x0.4x 7.9 inches Shipping Weight: 7 ounces Product Dimensions: 7.9 x0.4x 7.9 inches Shipping Weight: 7 ounces Q: What kind of washing method can extend the service life of clothes ? A: Recommend Gently hand wash. Remember can't Bleach . Maximum Temperature 40% Conventional Washing. ASIN: 807FP7YPT3 Date first listed on Amazon: July 19, 2018 Average Customer Review: 8e the first to review this item If you are a seller for this product, would you like to suggest updates through seller support?

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#### Customer questions & answers

Q Have a question? Search for answers

