

 **Rising Sun Commerce**

**Complete Seller Guide**

**amazon.co.jp<sup>®</sup>**



## Complete Seller Guide to Amazon Japan

By John Cant



Read this guide to discover:

- Why selling on Amazon Japan is a secret goldmine.
- 10 reasons why selling on Amazon Japan is easier than you think.
- How to avoid translation rip-offs when selling overseas.
- 6 costly misconceptions about selling on amazon Japan.
- Uncovered: 4 steps to more profit for you. Without doing any extra work.

Provided as an educational service by Rising Sun Commerce.

Specialists in helping UK brands succeed on Amazon Japan

John Cant, Owner

07985 525740

[jc@risingsuncommerce.co.uk](mailto:jc@risingsuncommerce.co.uk)

All material in this guide is copyright © Curtis cant Ventures Limited trading as Rising Sun Commerce.

## Discover Why Selling on Amazon Japan is a Secret Goldmine

With a population of 120 million, Japan has the world's 3<sup>rd</sup> largest economy and is a country with fast internet speeds and a great delivery network. These factors alone make selling on Amazon Japan appealing, but when you add to this low pay per click (PPC) costs and guaranteed good value when it comes to exchange rates, then you've really no reason not to.

**Here's why you'll see your profit margin increase massively when you sell on Amazon Japan:**

**Firstly, "Britishness" comes at a premium in Japan.** The Japanese love most things British and they are willing to pay for it. For this reason, British brands and products sell extremely well and for a higher cost than they would in the UK. Brands like Paul Smith do brilliantly on the Japanese market and will make fantastic, fast sellers.

### CASE STUDY

**For example we are selling monocles for a UK brand on Amazon Japan for ¥4,999 (+ ¥340 postage). This is approximately £35 and £3 postage.**

**On Amazon UK the same product sells for £25, so here you see we are selling the same product for 40% more on Amazon Japan.**

**Networks are great.** Japan has excellent broadband connections and its delivery network is second to none. Highly efficient, extremely trustworthy and, importantly, speedy courier services will ensure your product reaches your customers in record time, ensuring that you earn a good reputation, get fantastic reviews, attract new customers and secure further sales.

**The Yen (¥) is very strong against the pound,** so when you sell on Amazon Japan, you are really making your money work for you and will see your profit margin widening much more swiftly than if selling in the UK.

**You're more likely to get your product seen on Amazon Japan** than you would be on Amazon UK. This is because there is less competition and many of the competitor's page listings are simply not optimised very well, meaning that a well optimised page is often all you need to get your products to the top of the listings. Get it seen- get it sold.

**Enhanced listings help sell your product.** People are constantly underestimating the value of

an enhanced listing on Amazon Japan. Don't be one of them. Enhanced listings are open to any seller and you should recognise that they can really be a platform for showcasing your product, telling its story and getting it noticed.

**Pay Per Click advertising pays for itself!** in Japan PPC costs are staggeringly cheap and are another tool in the box to help you get your product to the top of those listings and start selling fast!

**Honest reviews don't come at a cost.** Unlike the UK market, there's no need for costly giveaways in order to earn reviews and get to the top of the listing pages. The Japanese market is much more honest and you won't have to fight past hundreds of other sellers who have made their way to the top of the lists on the back of fake reviews. The cheap PPC advertising will start bringing in sales and help you climb to the top of the listings. If you do want reviews- just ask. If your product is good, then customers on Amazon Japan will be happy to give you a good review.

**So, there you have it. A goldmine at your fingertips.  
What are you waiting for?**

## How to Avoid Translation Rip Offs When Selling Overseas

It can be stressful when you're trying to sell products in a country where English isn't the native language. You may find yourself wanting to go for "cheap and easy" solutions, such as using Google Translate or even paying a freelancer to do the translations for you. These often end up being costly mistakes both in terms of wasted money and wasted time, but how do you know what to avoid? We've got the lowdown on avoiding translation rip-offs when selling on Amazon Japan.

**Be cautious of freelancer sites.** Sure, they may look like they are a cheap and easy way of selling your products, but this isn't the case. The age-old saying "you get what you pay for" certainly rings true here. Using a freelancer could result in sloppy translations, meaning that you have to spend more time and more effort sorting out customer queries, as your translation made no sense in the first place. This could even result in your listing being suspended.

**Google Translate is not your friend here.** The word order in Japanese is totally different to English. What you type into translate in English will come out a complete mess in Japanese. The sentence structure will be totally off, words may not make sense in the context of the translated sentence and often the meaning may be lost entirely. It's really not worth the risk. There's also different levels of politeness which need to be conveyed as a basic element of Japanese grammar - get this wrong and you will offend potential customers.

**So, how can you be sure that people are writing content that sells?**

You need to make sure people "know their stuff". Here are some things you should be aware of.:

**There are three alphabets in the Japanese language.**

Yes, three. Amazon runs on keywords. This means that for every word you translate to Japanese from English, there could be two additional, interchangeable keywords that could help you get your product sold. If you're using translate, or a second rate freelancer, you're not going to get a fully optimised listing, as you will only be directly translating one of the words. Not only this, but you will pay a higher price for advertising as your product description will be seen as less relevant.

**Someone "in the know" will be able to tweak your product's story for the Japanese market.**

What may be relevant when selling to a Japanese market may not be all that apparent in the English language. For example, when we were selling our baby car mirrors ([See the big case study here](#)) we make sure to mention that they are suitable for "Kei" cars as well as standard cars. This wouldn't mean much in English, but in Japan "kei" is a category of small/light cars. By including this keyword we saw a jump in conversions, which would have been missed by a non-native Japanese speaker. It's little things like that, where being in the know about certain terms or categorisations in Japan that can really boost your conversion rate (and profit).

Hopefully you have a better understanding of why it's important to do your research and use a reputable service when you need translations from English to Japanese. You know exactly what to look out for when avoiding translation rip offs and you are well on your way to getting your products sold on Amazon Japan.

## Six Costly Misconceptions About Selling on Amazon Japan

Wrongly, people are put off selling on Amazon Japan because they believe that the language is too difficult, their product won't sell, or that slow postage may put people off. However, we've put our myth busting gloves on and are showing you why these issues are not only untrue, but they are costing you money!

### **Misconception 1: The language is too hard, or too intimidating**

This does cause problems for a lot of people, but it lies in the perception of the task at hand, rather than the actual difficulty of translating from English to Japanese. What we mean by this is just because Japanese doesn't look similar to English, or share the same alphabet, does this make it any more difficult than translating to any other language you don't speak?

In short- NO!

If you don't know the language then you will have exactly the same struggles as translating into any other language. The fact that Japanese looks different shouldn't put you off, or make it any more difficult. There's plenty of help available if you need it, so don't let the language stop you!

### **Misconception 2: International Postage is too Slow When you Self Fulfil**

Sure, international postage may take a while, but what you're forgetting here is that you're probably offering a niche product, particularly if you're selling British brand goods which sell at a premium and are held in high regard by Amazon Japan customers.

So, to your customers, that is the payoff; a niche product for a bit of an extended wait. They're delighted as long as you're offering something high quality that they really want.

Of course you have the option to store your products in an Amazon Japan warehouse rather than fulfilling it direct from the UK. While this is a little more complex in terms of getting your products into the warehouses, once there you can offer next day deliveries that Amazon will take care of directly. This is what we have done for Kid Transit ([See the big case study here](#)).

### **Misconception 3: Understanding Customer Emails is Impossible**

In this day and age there's a technology to solve every problem and that's the case here. The Rikaichan add-on for web browsers is like having an instant dictionary; hover over words or sentences and it will tell you their meaning in English. It's useful for getting the gist of what your customers are saying to you, and as we've mentioned before, if your product description is good, then most of the time customer service emails will only require a standard response (we have free templates for those!).

### **Misconception 4: Understanding Japanese addresses is too difficult.**

We've encountered some postal workers who say they can't send off the parcel because they don't understand the Japanese address written on it. There's a simple solution to this problem: write "Japan" on your parcel.

The post office of your country of residence don't need to know the exact delivery address. As long as they know which country the parcel is being delivered to then the post office will be able to send it. This is one area that Google translate works well, so you can put addresses through it if you want them in the roman alphabet. We don't bother though since there really isn't any need to.

### **Misconception 5: No one shops at Amazon Japan**

This couldn't be more wrong. Let's take a look at the stats: In 2015 Amazon Japan had sales of

\$8 billion, making it Amazon's 4th largest marketplace (after .com, .co.uk and .de). Add to this that fact that Japan has a population of 120 million and the 3rd largest economy in the world and we're sure you'll agree, it's a great place to do business. UPDATE: Since this guide was written, Amazon Japan has jumped to be the **3rd largest Amazon marketplace** according to [retailnews.asia](https://retailnews.asia). **IT IS GROWING FAST!**

**Misconception 6: Cultural Values in Japan are Difficult, so it's hard to offer good service**

We'll re-iterate what was said in point four for this one. British brands sell well in Japan. Japanese people are interested in British culture and will pay a premium for high quality british brands. Paul Smith clothing, Triumph motorcycles, Brompton bikes and Trickers shoes all do incredibly well on the Japanese market. As long as you do your research, you'll be able to find something that sells well, despite differences in cultural values.

You don't have to be a big brand either, as long as you offer quality. Our monacle sales proves this, and we sell for 40% more in Japan compared to the UK.

So now you know that most of the issues you are facing when selling on Amazon Japan are either

- A) very easily overcome, or
- B) not really an issue at all(!).

**Selling your products isn't stressful or riddled with problems. In fact, it's actually all pretty straightforward.**

## Uncovered: 4 Steps to More Profit. Without Doing Any Extra Work.

If you haven't sold on Amazon Japan before, you may be thinking that you have a task of mammoth proportions lying ahead of you. However, this really isn't the case. We're going to give you some insider knowledge to demonstrate why selling on Japan is both easy and profitable.

### **It's easier to get to the top spot.**

Unlike Amazon UK, when you're selling on Amazon Japan it's easier to get your product listing to the top of page rankings. You don't need mountains of reviews for people to believe you are a reputable seller. As long as your listing is well optimised and your product well researched and desirable to the Japanese market, your listing will rise to the top. There's no need to use fake reviews and review groups, which is better for both sellers and customers.

### **PPC advertising costs are so much cheaper.**

Based on our data, we know that the costs for PPC in Japan are a lot cheaper than in the UK. Taking the example of our baby car mirrors again; in the UK, the average cost for one click of the phrase "baby car mirror" is £1.08. In Japan it costs us 45 Yen, which translates to about £0.33. This is a massive difference and though different phrases will result in different prices (for example "car mirror" gives you a cost of £0.94 in the UK and £0.40 (56 Yen) in Japan) you can see prices for PPC in Japan are still largely cheaper.

### **The Yen- Pound exchange rate is great at the minute.**

With Brexit looming, there are indications that your finances will suffer if you choose to invest your time and money into selling overseas, but selling on Amazon Japan diversifies the risk. The favourable exchange rate means that some products are selling for almost double the UK RRP on Amazon Japan.

For example our monacles sell for ¥4,999 on Amazon Japan, which is £34.23. The RRP of these is £24.99, but if we sold them on Amazon UK they'd sell for just £20. So by selling on Amazon Japan, you've got an easy way to access fantastic profit margins.

**Taxes are low (and easy) in Japan.** There's no VAT in Japan. All you'll need to pay is an 8% consumption tax on import. Your profit margins won't suffer half as much, as paying VAT is usually what hits people hard. So, no VAT= big win!

There are so many factors that make selling on Amazon Japan a no brainer; not only is it straight forward, it's also realistic to expect to be profitable from the very beginning too.

If you're doing fulfilment by Amazon (FBA), you needn't worry about shipping and listing your products because we can set that up and manage it from start to finish, meaning that there is very little for you to do. It really is all plain sailing.

**THANKS AGAIN...**

...for reviewing our guide to selling on Amazon Japan. I hope you found this information helpful. If you're wondering if your product is a good fit for Japan then we can help you answer



That question with our Getting Started Offer

To Take advantage of this exclusive offer please visit:

<http://risingsuncommerce.co.uk/getting-started-amazon-japan/>

If you have any questions or comments – or if you'd like us to give you any advice, then please call us on 07985 525740.

We've dedicated our business to seller education and service.

We'll be pleased to help you in every way.

We look forward to your call.

And if you just want us to review your product then please visit:

<http://risingsuncommerce.co.uk/getting-started-amazon-japan/>

Best Wishes

John, Neil & Kayo

 **Rising Sun Commerce**

**Selling on Amazon Japan made Easy**