

DaytodayeBay

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AMAZON PRODUCT LAUNCH – DIVAS LONDON

[Sales within 1st week of product Launch]

"Retail ecommerce sales in the UK will reach £81.55 billion (\$110.07 billion) in 2017, accounting for 19.1% of total retail sales. By 2021, that share will rise to 25.2%." [emarketer](#)

Amazon is the key player in the UK eCommerce industry with 38% of online shoppers starting their product search on [Amazon](#).

Amazon has an attractive marketplace for UK sellers and international sellers alike. One of the main reasons is Amazon's ultra efficient fulfilment solution, Fulfilment by Amazon (FBA).



Product Launch

In the past we have helped sellers from India, South Africa, Finland, Germany, Israel launch products on Amazon UK. Recently we helped a London based Jewellery seller, [Divas London](#), launch their products on Amazon.

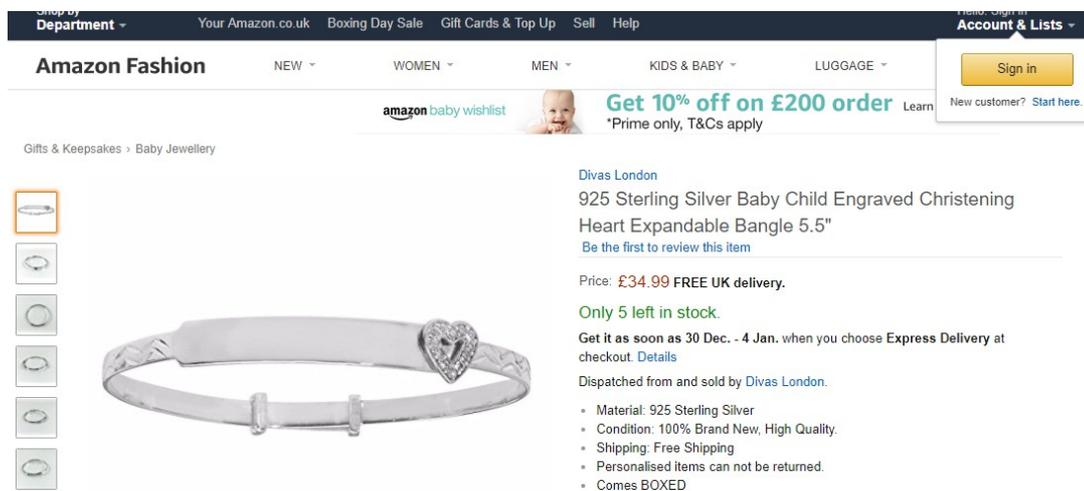
What we did?

We were tasked to list products in the jewellery category on Amazon with the data available from their eBay store. We were given a list of eBay IDs and prices. We pulled product content from eBay including titles, multiple images, product specifics and description to list products on Amazon following Amazon guidelines.

Our Amazon experts are able to take product information from your eBay, website or any other sources and convert them into compatible Amazon format to list.

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The screenshot shows an Amazon product listing for a baby bangle. The product is titled "925 Sterling Silver Baby Child Engraved Christening Heart Expandable Bangle 5.5\". The price is £34.99 with free UK delivery. The listing includes a main image of the bangle and a vertical strip of six smaller images showing different views. The seller is Divas London. The listing also features a promotional banner for a 10% discount on orders over £200 and a sign-in button.

Within the first 2 weeks of the product launch sales started to come through and the average growth each month is 30%.

Amazon UK is an attractive marketplace and whether you are based in the UK or abroad, we'd love to help. Our services includes Amazon product content creation/ optimisation, photo editing and product listing.

Please [get in touch](#) with Prabhat today to discuss more. We promise no sales pitch on discussion.

