

TÜRKIYE iHRACATÇILAR MECLISI

5986 SAYILI E-İHRACAT DESTEKLERİ İNCELEMECİ KURULUŞLAR VE YARARLANICILAR İÇİN PAZARYERİ KILAVUZU AMAZON



E-İHRACAT SEKRETARYASI MART - 2023

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID:8177ABA738424C8177AB. Bu kod ile http://evrak.tim.org.tr/ adresinden doğrulayabilirsiniz.

İşbu kılavuzun amacı 24/08/2022 tarihli ve 5986 sayılı Cumhurbaşkanı Kararı ile yürürlüğe konulan E-İhracat Destekleri Hakkında Karar kapsamında gerçekleştirilecek iş ve işlemlerde yeknesaklık sağlanarak süreçlerin kolaylaştırılmasıdır.

Kılavuzda yer alan bilgiler çerçevesinde ilgili destek başvurularının değerlendirilmesinde 5986 sayılı E-İhracat Destekleri Hakkında Karar ve E-İhracat Desteklerine İlişkin Genelge uyarınca Ticaret Bakanlığı ve incelemeci kuruluşlar yetkilidir.

E-İhracat Sekretaryası söz konusu kılavuzda zaman içinde değişiklik yapabilir. Destek başvurularına ilişkin inceleme süreçlerinde 5986 sayılı E-İhracat Destekleri Hakkında Karar ve E-İhracat Desteklerine İlişkin Genelge esas olup, kılavuzda yer alan bilgilere dayanılarak yapılan işlemlerden E-İhracat Sekretaryası sorumlu tutulamaz.

Bu kılavuz; tamamen ya da kısmen E-İhracat Sekretaryası'nın yazılı izin alınmaksızın hiçbir surette kullanılamaz, yayınlanamaz, işlenemez, çoğaltılamaz, aksi halde; E-İhracat Sekretaryası'nın tüm hukuki hakları saklıdır.

İÇİNDEKİLER

1)	AMAZON AVRUPA HAKKINDA	1
2)	AMAZON AVRUPA'DA SATIŞ YAPMAK İÇİN GEREKEN ADIMLAR	3
	 2.1) Şirket Adı Bilgisi Doğrulama 2.2) Kimlik Doğrulma 2.3) Adres Doğrulama 	3 3 3
	2.4) Amazon Hesabi Erişim Onayı Doğrulama	4
	2.5) Şirket Bilgiteri ne figiti Doğrutama 2.6) Banka Hesabi Doğrulama	5 5
	2.6.1) AB Ülkeleri İçinde Banka Hesap Bilgisi Olmayan Satıcılar 2.6.2) AB Ülkeleri İçinde Banka Hesap Bilgisine Sahip Olan Satıcılar	5 6
3)	SATICI HESABI OLUŞTURMA	6
4)	KULLANICI YETKİLENDİRME	12
5)	FİRMA TÜZEL KİŞİLİK BİLGİLERİ KONTROLÜ	17
6)	ÖDEME HARCAMA BİLGİLERİ KONTROLÜ	17
7)	MEVCUT ÜRÜN BİLGİLERİ ÜZERİNDE DEĞİŞİKLİK	19
8)	YENİ ÜRÜN LİSTELEME	21
9)	REKLAM GİDERLERİNİN FATURA KONTROLÜ	24
10)	REKLAM GIDERLERININ RAPORLANMASI	27
11)	SİPARİŞ KARŞILAMA HİZMETİNİN RAPORLANMASI	31
	11.1) CSV Dosyasının Excel Ortamında Çalıştırılması 11.1.2) Sipariş Karşılama Giderlerinin Kontrol Edilmesi (İade Hariç)	33 36
12)	DEPOLAMA HİZMETİNİN RAPORLANMASI	37
13)	SİPARİŞ KARŞILAMA VE DEPOLAMA HİZMETİNİN FATURALANDIRILMASI	41
	13.1) Faturaya İlişkin Ödemelerin Kontrolü	42
14)	RAPORLARDA KTÜN EŞLEŞTİRİLMESİNİN YAPILMASI	44
	14.1) Ürün Listesi Raporunun İndirilmesi 14.2) Raporlarda KTÜN Eşleştirmesinin Yapılması	45 47

1) AMAZON AVRUPA HAKKINDA

Amazon, Birleşik Krallık, Almanya, Fransa, İtalya, İspanya ve diğerleri dâhil olmak üzere birçok ülkedeki operasyonlarıyla Avrupa'da önemli bir varlığa sahiptir. Şirket Avrupa'da perakende platformu, Amazon Web Hizmetleri (AWS) ve Amazon Prime Video yayın hizmeti de dâhil olmak üzere çeşitli iş birimleri işletmektedir.

Amazon'un Avrupa'daki perakende platformu, diğer bölgelerde olduğu gibi, şirketin web sitesinde satışa sunulan geniş bir ürün yelpazesi ile çalışmaktadır. Avrupa'daki müşteriler Amazon'un web sitesinden ürün sipariş edebilir ve doğrudan evlerine gönderilmesini sağlayabilir veya çeşitli yerlerdeki Amazon dolaplarından teslim alabilirler.

Pazaryeri Künyesi				
Kuruluş Tarihi	5 Temmuz,1994			
Kurucusu	Jeff Bezos			
Merkezi	ABD			
Bölge Başı	Tanuja Randery (2021-)			
Gelir*	€ 51.3 Milyar			
E-ticaret Dünya Sıralaması	1			
Bölgedeki Sıralaması	1			
Faaliyet Gösterilen Ülkeler	Birleşik Krallık, Almanya, Fransa, İtalya, İspanya, Hollanda, İsveç, Danimarka, Polonya, Çek Cumhuriyeti, Avusturya, Belçika, Lüksemburg, İrlanda, Portekiz, Finlandiya, Yunanistan, Macaristan, Romanya, Bulgaristan, Hırvatistan, Slovakya, Slovenya			
Pazaryeri Komisyon Oranları	6-45%			
Ödeme yöntemi	Amazon Pay Visa MasterCard			
En çok ürün satılan kategoriler	Hediye kartı Elektronik Kitap & Kırtasiye Kıyafet, ayakkabı, mücevher Makyaj, kişisel bakım			

*Kaynak, Statista 2022

Amazon'un Avrupa'da elde ettiği gelir son 10 yılda neredeyse 6 katına çıkmıştır. Avrupa gibi rekabetin yüksek olduğu pazarda elde edilen artış kayda değerdir. Avrupa'da böylesine başarılı bir ivme kazanması bölge de yaptığı ciddi yatırımların sonucudur.

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Lüksemburg merkezli işletme, 2021 yılında %17 artışla 51,3 milyar Euro'luk satış kaydetti. Amazon EU içinde bulunan Almanya ve İngiltere pazarları, yalnızca Avrupa'nın en eski Amazon pazaryerleri değil, aynı zamanda net satışlar açısından da en kazançlı pazarlardır. Amazon.de, 2021'de 31,6 milyar Euro net satışla Avrupa'nın en karlı pazarı sıralamasında birinci oldu ve onu 27,9 milyar Euro ile Amazon.co.uk izledi.



Amazon'un Avrupa'da oldukça fazla sipariş karşılama istasyonu mevcuttur. Bu istasyonların büyük çoğunluğu Almanya ve Birleşik Krallık 'ta bulunmaktadır.



2) AMAZON AVRUPA'DA SATIŞ YAPMAK İÇİN GEREKEN ADIMLAR

Amazon Avrupa hesabı ile satış yapabilmesi için gereken bazı doğrulama adımlarını ve bu adımlar ile ilgili temin edilmesi gereken bazı belgeler mevcuttur. Bu doğrulama adımları dikkat edilmesi gereken bazı hususlar barındırmaktadır.

2.1) Şirket Adı Bilgisi Doğrulama

Şirket ismi, faaliyet belgesi ile bire bir aynı olacak şekilde ve kısaltma kullanmadan yazmalıdır. Kısaltma olarak sadece LTD. ŞTİ. ve A.Ş. kısaltmaları kabul edilir. Eğer şirket ismi 50 karakteri geçiyor ise, ismi kısaltma kullanmadan (sadece Ltd Şti. kullanılabilir) yasal şirket adı kutucuğuna sığdığı kadarı ile yazılması gerekmektedir. Şirket isminin büyük harflerle ve Türkçe karakter kullanmadan yazması önerilir. Bu gerekliliklere, banka dokümanında şirket ismini yazarken de dikkat edilmelidir.

2.2) Kimlik Doğrulma

Kimlik doğrulama işlemi için kayıt esnasında belirtilen "**Amazon hesabı yetkilisi**"nin ve %25'ten fazla paya sahip "**işletme sahipleri**"nin her biri için aşağıdaki seçeneklerden yalnızca biri ile ilgili belgelerin temin edilmesi gerekmektedir.



İlk kayıt aşamasında (SIV) yüklenen satıcı kimliğine ek olarak, doküman doğrulama sırasında SIV aşamasında kullanılan kimlikten farklı bir kimlik belgesi türü yüklenmesi gerekmektedir. Örnek olarak, eğer SIV aşamasında TC Kimlik Kartı kullanıldıysa, diğer aşamada ehliyet/pasaport/nüfus kayıt örneği gibi farklı bir kimlik belgesi yüklenmelidir.

2.3) Adres Doğrulama

Adres doğrulama işlemi için kayıt esnasında belirtilen "Amazon hesabı yetkilisi"nin ve %25'ten fazla paya sahip "işletme sahipleri"nin her biri için aşağıdaki seçeneklerden yalnızca biri ile ilgili belgelerin temin edilmesi gerekmektedir. Belgelerin son 180 gün içerisinde hazırlanmış olması gerekmektedir.



Ev adresini içermeyip iş adresini içeren dokümanlar/faturalar adres doğrulama için kabul edilmemektedir. Ev adresini içerip içermemesine bakılmaksızın banka hareketleri dökümü ile ilgili dokümanlar adres doğrulama için kabul edilmemektedir. Ev adresini içerip içermemesine bakılmaksızın kredi kartı hesap özeti ile ilgili dokümanlar adres doğrulama için kabul edilmemektedir.

2.4) Amazon Hesabı Erişim Onayı Doğrulama

Belge sahibi: Kayıt esnasında belirtilen "Amazon hesabı yetkilisi" (Amazon hesabını yürütecek kişi) imza yetkilisi değilse bu kişi için bir yetkilendirme onay belgesi hazırlanması gerekmektedir.

Hazırlanacak belge; yasal imza yetkilisince yazılmış, bahsi geçen kişinin işletmenin Amazon hesabına erişebileceğine ve bu hesabı yürütebileceğine dair kaşeli ve imzalı bir onay belgesi olmalıdır. Onay belgesini imzalayacak kişinin isminin temin edilen imza sirkülerinde yer alması gerekmektedir ve söz konusu yetkilendirmeyi yapmaya yetkisi bulunmalıdır. Yasal imza yetkilisince imzalanmayan onay belgesi kabul edilmemektedir. Eğer Amazon hesabını yürütecek kişi imza yetkililerinden biri ise bu belgeye gerek kalmamaktadır.

Örnek Yazı:

Amazon Services Europe Dikkatine,

Şirketin imza yetkililerinden biri olarak, Amazon web sitelerinde yer alan hesaplarımızın yürütülmesi için gerekecek olan her tür sözleşme, belge, taahhüt dahil ve fakat bunlarla sınırlı olmaksızın hesabımızla ilgili her türlü belgenin onaylanması ve işlemin gerçekleştirilmesi için aşağıda kimlik bilgileri verilen kişiyi yetkilendirdiğimizi teyit ederim.

Yetkili ismi: Yetkili T.C. Kimlik No: Bilgilerinize Tarih: İmza yetkilisi: İmza:

Amazon hesabınızı yürütmek için imza yetkilisi olmayan bir kişiye yetki vermeniz durumunda bu kişi için de "kimlik doğrulama" ve "adres doğrulama" ile ilgili belgeleri sisteme yüklemeniz gerekmektedir.

2.5) Şirket Bilgileri İle İlgili Doğrulama

Bu aşamada kayıtlı işletmeye ait gerekli belgeler işletme tipine uygun olacak şekilde temin edilmelidir. İşletme tipleri ve istenecek olan belgeler aşağıda listelenmiştir.

İşletme Tipi	İstenen Belge/Belgeler					
Esnaf ve Sanatkârlar	 5 yıldan yeni Esnaf ve Sanatkâr Sicil Tasdiknamesi veya son 180 gün içinde alınmış olan Mesleki Faaliyet Belgesi (Oda Kayıt Belgesi) 					
Şahıs/Gerçek Kişi İşletmesi	 180 gün içerisinde alınmış Ticaret/Sanayi Odası Faaliye Belgesi 					
Anonim Şirket	 180 gün içerisinde alınmış Ticaret/Sanayi Odası Faaliyet Belgesi Tüzel kişiliğin ortaklık yapısını gösteren şirket pay defterinin güncel pay sahipliği durumunu gösteren kısmının noter onaylı sureti veya şirketin imza yetkilileri tarafından imzalanmış bir beyan. Temsil yetkisini gösteren noterden alınmış en yakın tarihli İmza Sirküleri 					
Limited Şirket	 180 gün içerisinde alınmış Ticaret/Sanayi Odası Faaliyet Belgesi Tüzel kişiliğin ortaklarına ilişkin son durumu gösterir en yakın tarihli Ticaret Sicili Gazetesi örneği. Sicil Gazetesi https://www.ticaretsicil.gov.tr adresinden temin edilebilir. Temsil yetkisini gösteren noterden alınmış en yakın tarihli İmza Sirküleri. (Yalnızca Kamuya Ait İşletmeler için) Kuruluş Kanunu/BKK içeren Resmi Gazete: www.resmigazete.gov.tr veya www.mevzuat.gov.tr 					

2.6) Banka Hesabi Doğrulama

Bu aşamada banka hesabına ait istenen gerekli belge, banka hesabının bulunduğu ülkeye uygun olacak şekilde temin edilmelidir. Banka hesabı doğrulanırken istenen belgeler satıcının Avrupa Birliği ülkeleri içinde banka bir hesabının olup olmadığına bağlı olarak değişkenlik göstermektedir.

2.6.1) AB Ülkeleri İçinde Banka Hesap Bilgisi Olmayan Satıcılar

Firmanın AB ülkeleri içinde bir banka hesabı mevcut değilse, hesap doğrulama için Amazon Europe tarafından **Transferwise Hesap Doğrulama Formu**'nun temini istenmektedir. Türkiye'deki banka hesap bilgisinin kullanılması için bir Transferwise Hesabı oluşturulmadır.

Transferwise üçüncü parti hizmet sağlayıcısıdır. Satıcılar için Avrupa'ya kayıtlı bir sanal banka hesabı (IBAN no) oluşturur. Transferwise hesapları ile satıcılar Avrupa hesaplarından (EUR) birçok farklı para birimine (TL de dahil) para transferi yapabilirler. Avrupa'da satış yapmak için gerekli koşullardan birisi satıcıların Avrupa'da Euro hesabına sahip olmasıdır. Satıcıların bu koşulu sağlamak için Transferwise üzerinden hesap açmaları, Amazon Europe tarafından önerilmektedir. Transferwise hesabı oluşturulduktan sonra Amazon'da hesap oluştururken kullanılan Türkiye banka hesabı Transferwise hesabına bağlanır. Daha sonra Transferwise Avrupa sanal banka hesabı oluşturulur. Oluşturulan Avrupa banka hesabı bilgileri Amazon sistemine tanımlanır. Bu aşamada bu banka bilgisinin (Avrupa IBAN no) firmaya ait olduğunu belgeleyen Transferwise Hesap Doğrulama Formu Transferwise sisteminden indirilir. Bu belge, banka hesabı doğrulama işlemi için kullanılanılabilir.

2.6.2) AB Ülkeleri İçinde Banka Hesap Bilgisine Sahip Olan Satıcılar

Firmanın AB ülkeleri içinde bir banka hesabı mevcut ise, hesap doğrulama için Amazon Europe tarafından **hesap cüzdanı, hesap özeti, dekont veya banka görevlilerince imzalı hesap mektubu** (**Banka/referans mektubu**) belgelerinden birisinin temini istenmektedir. Belgeler tarih, İşletme Adı ve IBAN/Hesap Numarası içermelidir.

180 günden daha önce temin edilmiş olan belgeler ve AB ülkeleri içinde bulunmayan bir bankadan alınan belgeler Amazon Europe tarafından kabul edilmemektedir.

3) SATICI HESABI OLUŞTURMA

amazon seller central	amazon seller central	amazon seller central
Get started selling on	Create account	
Amazon	Your name	Verify email address
Email or mobile phone number		To watth your amail watus capt a Ope Time
Password Forgot your password?	Email	Password (OTP) to (Change)
	Password	Enter OTP
Next	At least 6 characters	
	¿ Passwords must be at least 6 characters.	
Keep me signed in. Details *	Re-enter password	Create your Amazon account
New to Amazon?	L	-
Create your Amazon account	Next	Resend OTP

Ekran 1: Kayıt işlemi gerçekleştirmek için Amazon Seller Central'a giriş yapılır. "**Create your Amazon account**" seçeneğinden ilerlenir. *Ekran 2:* Kayıt işlemi için ilgili bilgiler doldurulur.

Ekran 3: Mail adresi doğrulama işlemi gerçekleştirilir. "**Create your Amazon account**" butonu ile ilerlenir. Ekran 4: Açılan ekranda işletmenin kurulu olduğu ülke seçimi yapılarak ilerlenir.

	Before starting, please ensure you have the following handy We may require additional information or documents later	
I		
usiness and Co	ontact address Mobile or Telephone number Chargeable Credit card	Identity details
	Business location	1
	Select a country *	1
	If you don't have a business, enter your country of residence. An incorrect selection may affect the status of your account.	
	By clicking on 'Agree and continue', you agree to the Amazon Services Business Solutions Agreement and Amazon's Privacy Notice.	
	If you use the selling services offered in Amazon's stores other than in Canada, United States, or Mexico, you also agree to the additional terms listed on the International Selling Agreements page with respect to those services.	

Ekran 5: İşletme türü ve işletmenin yasal adı girildikten sonra bilgilerin doğruluğu onaylanıp "**Agree to continue**" seçeneği ile devam edilir.

ss and	I Contact address Mobile or Telephone number Chargeable Credit card Iden	tity
	Business location	
	United States 0	
	If you don't have a business, enter your country of residence. An incorrect selection may affect the status of your account.	
	Business type	
	Privately-owned business B	
	Business Name, used to register with your state or federal government	
	(INsential)	
	I confirm my business location and type are correct, and I understand that this information cannot be changed later.	
	By clicking on 'Agree and continue', you agree to the Amazon Services Business Solutions Agreement and Amazon's Privacy Notice.	
	If you use the selling services offered in Amazon's stores other than in Canada, United States, or Mexico, you also agree to the additional terms listed on the <u>International Selling Agreements</u> page with respect to those services.	

Ekran 6: "Business information" alanında ilk olarak ticaret sicil numarası girişi yapılır.

1 Business information	2 Seller information	3 Billing	4 Store	5 Verification	
Business information					
Business name, used to registe	r with your state or federal government				
Ticaret Sicil Number					

Ekran 7: Şirket adres bilgileri girişi yapılır. Telefon doğrulaması yapılır ve "**Seller information**" adımına geçilir.

Registered business address				
Turkey		~	ZIP / Postal code	
Address Line 1			Address Line 2	
Municipality				
City / Town				
Receive PIN through				
SMS	O Call			
Phone number for verification				
e +90				
SMS verification language				
English (United States)			~	Send SMS
funkish Tax ID			Turkish Tax Office	
Turkish Tax ID			Turkish Tax Office	
Turkish Tax ID			Turkish Tax Office	
Turkish Tax ID Mersis Number			Turkish Tax Office	



Personal Information for	enter i patri i	CONTRACTOR -		
Country of citizenship				
Select country	٠			
Country of birth		Date of birth		
Select country	٠	Day Month	Year •	
Mobile number				
(1000) (1000-004)				
is a beneficial owner of the busin	ness 📀			
is a legal representative of the b	ousiness 📀			
I have added all the Beneficial Own	ners of the	Business.		
I confirm of acting on own behal	If or on beh	alf of registered busines	ss, and I commit to	

Ekran 8: Bu aşama da satıcıya ait bilgi girişi yapılır ve fatura aşamasına geçiş yapılır.

Ekran 9: "**Billing**" aşamasını tamamlamak için banka hesap bilgileri ve kredi kartı bilgilerine ihtiyaç duyulmaktadır.

lusiness information	Seller information	Billing	Store	Verification
ank account verification p	ending			
(i) Bank account verif	ication pending			
The financial institutio registration to comple	n you selected is not eligible for instant w te manual bank account verification. Plea	erification. You will be required se click Continue to proceed with	to upload a bank statement late h the next steps in registration.	er during

Ekran 10: Kredi kartı bilgileri girildikten sonra "Store" aşamasına geçiş yapılır.

siness Information	Seller Information	Bitting		Store		Verificati	
	Billing Information Credit card details						
	Global Selling Fee You will be charged a Professional selling subscription fee of 39.99 USD for the first month. You will continue to be charged this fee each month if you have active listings. If you do not have active listings, you will not be charged a subscription fee in that month. If you expand to sell in other stores, you will pay the equivalent of 39.99 USD per month, split proportionately across each country or region in which you have an active listing and charged separately in each local currency. You can downgrade at any time. For more information, see this page.						
	at any time. For mo	separately in each local curr ore information, see this page	e.	i can downgra	ade		
	Credit card number	separately in each local curr re information, see this page Expires on	e.	i can downgra	ade		
	Credit card number	Expires on	e.	2022	¢		
	Credit card number	Expires on	e.	2022	•de		
	Credit card number	Expires on	e.	2022	•de		
	Credit card number	Expires on	e.	2022	•de		
	Credit card number	Expires on	e.	2022	¢		
	Credit card number	Expires on	e.	2022	e de		

Ekran 11: İlgili adımda ürün ve mağaza bilgileri seçildikten sonra "**Verification**" aşamasına geçiş yapılır.

siness Information	Seller Information	Billing	Store	Verificatio
	Store and Product Informa	ation		
	Answer a few questions about your	r business so we can best assi	st you during onboarding. The	
	answers you provide do not impact	t your ability to register for a	setting account.	
	Store name		1	
	Enter a name for your store			
	Do you have Universal Product Co	des (UPCs) for all your prod	usts?	
	⊖ Yes	des (or cs) for all your prou	ucsi	
	○ No			
	Do you have any diversity certificates business) that you wish to add to	ations (e.g. Minority, Womer your account?	n, Veteran, or LGBT-owned	
	O No			
	Are you the manufacturer or bran of the products you want to sell o Yes	nd owner (or agent or repres on Amazon?	entative of the brand) for any	
	O No			
	Some of them			

Ekran 12: "Vertification" adımında kimlik bilgileri doğrulaması yapılmaktadır. Kimlik bilgileri eklendikten sonra Amazon tarafından iletişime geçilecek yol belirlenir.

Jusiness Information	Seller Information	Bitting	Store	Verification
		Identity Verification	1	
	Lan	n the sole owner or point of contact for	Help this account	
	Upload Document			
	Name		Point of contact	
	Date of birth			
	Country of birth			
	Country of citizensh	ip		
	Identity data	Kimlik Number# : Expiration date : Country of issue :	2000 - 2000 - 2000 1200 - 2000 - 2000 12	
	Identity document	Uploa	d front side	
		Uploa	d back side	
		Upload the back sid	e even if it's blank	
	Residential address	a same analy		

Ekran 13: Bu aşama da kimlik doğrulaması için yapılacak görüşme planlanır. Uygun takvim işaretlenerek "**Next**" butonuna tıklanır..

	Identity Verification	Identity Verification
	Please choose one of the available options to connect with an Amazon associate to complete your verification (not all options might be available at your location).	Verification using video call
0	Scheduled Video Call Schedule an appointment with an Amazon Associate on a future date. Carry your original government issued photo ID document and other documents you uploaded during registration Scheduling wait time: 2 - 3 days	Please choose a data and time to schedule an appointment, and click Next to conferen your appointment. All appointment times shown in Eastern Standard Time. Please plan for approximately 20 minute appointment.
<	Instant Video Call Stay in genera and meet with next available Amazon Associate. Carry your original government issued photo ID document and other documents you uploaded during registration. Standard workday operation hours are from 05:00 to 14:45 in Pacific Standard Time	< we have been been been been been been been be
	Next	Provideus Next

Ekran 14: Kimlik doğrulamasında dikkat edilecek hususlar okunur ve ilgili kutucuk işaretlenir.



4) KULLANICI YETKİLENDİRME

Ekran 15: Panel İngilizce harici bir dil seçeneğinde görüntülendiğinde dil çubuğundan **English** dil seçeneği aktifleştirilir.

	amazon seller central	Section (Description)		Suchen		٩		🖂 🏟 DE 🕶 Hilfe
			Fügen Sie hier Ihre Lieblingssei	ten hinzu, indem Sie auf dieses	s Symbol im Navigationsmen	ü klicken.	Q Sprache oder Land/Re	jion
Diagra	mm ausblenden HEUTIGE UMSATZ ✓		OFFENE BESTELLUNGEN	KÄUFER-NACHRICHTEN	GESAMTSALDO	1PI	Deutsch ✓ Deutschland (de-DE)	中文(简体) 中国大陆 (zh-CN)
40 20	Å						English Germany (en-DE)	中文(繁體) 中國台灣 (zh-TW)
7	0-0-0 0-0-0- Feb. 9 11 13						Español España (es-ES)	
К	ampagnenende	··· Nachrichter	ı	Mehr zu Versand d	lurch Mit	Coupons werben	Français France (fr-FR)	

Ekran 16: Amazon Seller Central ana sayfasında sağ üstte yer alan ayarlar butonunun altından "**User Permission**" başlığına tıklanır.

amazon seller central	Search		9	🗃 🏟 EN
Manage All Inventory Manage Orde	ers Payments Campaign Manager Add Product	8		Account Info Notification Preferenc
GLOBAL PROMOTIONS SALES	s TODAY'S SALES BUYE S0.00 V 0	R MESSAGES DUY BOX WINS	TOTAL BALANCE	Login Settings Return Settings Gift Options Shipping Settings
1				Tax Settings User Permissions
Case Log	Selling Applications	Improve Images	News	User Permissions His
You have cases to manage	Submit your applications to list products requiring approval	And an array	DEG 14, 2022 Changes to shipping charge corrections for seller-fulfilled returns Read more >	Your Info & Policies Fulfillment by Amazor
1 You have open cases that require your	3	(non-figurines) (non-	DEC 14, 2022 Seller University: Learn how to set the right bids for your campaigns Read more >	Log out
androch	recent approarions percently sources on	Create A/B Experiment	DEG 13, 2022 Seller University: Learn about	
Manage Your Case Log	View Selling Applications	< Back Dismiss Next >	advertising metrics Read more >	
Customer Experience	Customer Experience	Promote with Coupons	Add more to FBA	
You have Prime eligibility issues that require attention	You have in-stock issues that require attention	Merchandise your products with coupon badging	Offer Prime shipping for eligible items	
		Â	1 High-potential ASINs to en- roll in FBA	

Ekran 17: Yetki alacak iş birliği kuruluşunun unvan / isim ve mail adres bilgilerinin girişi yapılıp "**Invite**" butonu ile davet edilir.

User Permissions

Amazon takes the security of your ac	count seriously. Invite only people or businesses that you trust to access your bus	siness information.	
irrent Users			
Name	Email Address		
100010080-001508	and advertising the same	Manage Permissions	Delete
10000	contribution and an effective and	Manage Permissions	Delete
and the second second	- and the set of the s	Manage Permissions	Delete
damon (10)	reasonable internation	Manage Permissions	
1001210000000	reserved agrees one	Manage Permissions	Delete
d a New User			
Name	Email Address Lan	guage	

Ekran 18: Yetki alınması gereken konular işaretlenir ve devam edilir. Onay verilmek üzere incelemeci kuruluş tarafından incelemeci kuruluş mail adresine gelen bağlantıya tıklanır ile yetkilendirme işlemi tamamlanır.

radio porte de la companya de la finitaria della della della del apreciata por la presidante della companya del	1.100			1
Advertising	None	View	View & Edit	Admin
A+ Content Manager	۲	0	0	
Campaign Manager	0		0	
Coupons	۲	0	0	
Customer Engagement	۲	0		
Customer Reviews	۲	0	0	
Deals	۲	0	0	0
Early Reviewer Program	۲	0	0	
Posts(Beta) Enable users to view, edit, and create posts.	۲		0	
Prime Exclusive Discounts	۲	0	0	
Promotions	۲	0	0	0
Register for Sponsored Products	۲	0		
Vine	0	۲	0	
Amazon Pay	None	View	View & Edit	Admin
Manage Refunds	0		۲	
Growth	None	View	View & Edit	Admin
Flexible Customer Financing	۲	0	0	
Marketplace Product Guidance Discover opportunities to expand your catalog to International stores. Access personalized asin recommendations and category insights to add new products across Amazon stores	۲	0	0	
Inventory	None	View	View & Edit	Admin
Fulfillment Programs	۲		0	
Image Management	۲	0		
Inventory Planning	۲		0	
Inventory performance	۲	0	0	0
Item Classification Guide	۲	0	0	
Manage FBA Inventory/Shipments	۲		0	
Manage Inventory/Add a Product	۲		0	
Manage Seller Fulfilled Products	0	0		
Access to Recommendations and Fulfillment Insights Dashboard (tab is hidden if there is no data available)				
Seller Fulfilled Prime Performance	۲	0	0	0
Selling applications	۲	0	0	
Upload Inventory	۲		0	
Upload and Manage Videos Upload and manage your product videos	۲	0	0	

User Permissions

*Mavi işaretli kutucukların adım adım seçilmesi gerekmektedir.

Media Upload	None	View	View & Edit	Admin
Image Uploading	۲	0	0	
Orders	None	View	View & Edit	Admin
Manage Orders	0	۲	0	
Manage Refunds	۲		0	
Manage Returns	۲		0	
Manage SAFE-T Claims	۲	0	0	
Transactions Enables scheduling and download of Order Reports, and upload of Adjustments and Shipping Confirmations.	0		۲	
Performance	None	View	View & Edit	Admin
Appeals Enables access to appeal listing and account deactivations.	۲		0	
Brand Referral Bonus	۲	0	0	
KPI Toolbar	۲	0		
Marketplace Appstore A directory of internal and external selling tools to manage and grow your business	۲	0	0	
Service Provider Network A directory of external providers that help with the complexity of selling on Amazon.	۲	0		
Voice of the Customer	۲	0	0	
Enables access to the voice of the Customer page				
Enables access to the voice of the Customer page	None	Maw	View & Edit	(Admin)
Pricing Automate Pricing	None	View	View & Edit	Admin
Pricing Automate Pricing Negotiated Pricing	None	View	View & Edit	Admin
Pricing Pricing Automate Pricing Negotiated Pricing Pricing	None	View	View & Edit	Admin
Pricing Automate Pricing Prici	None		View & Edit	Admin
Pricing Pricing Automate Pricing Prici	None None None None None		View & Edit	Admin
Pricing Pricing Automate Pricing Pricing Pricing	None None None None None		View & Edit	Admin
Pricing Pricing Automate Pricing Pricing Pricing Pricing Pricing Pricing Pricing Pricing Pricing Pricing Coach Amazon Insights Amazon Selling Coach	None Image: I		View & Edit	Admin
Pricing Pricing Automate Pricing Pricing Pricing Pricing Pricing	None Image: I		View & Edit	Admin
Pricing Pricing Automate Pricing Pricing Pricing Pricing Pricing Pricing Pricing Pricing Health Reports Amazon Insights Amazon Selling Coach Brand Analytics Brand Catalog Manager	None		View & Edit	Admin
Pricing Pricing Automate Pricing Pricing Pricing Pricing Pricing Pricing Pricing Pricing Callog Manager Brand Dashboard	None		View & Edit	Admin
Pricing Pricing Automate Pricing Pricing Pricing Pricing Pricing Pricing Pricing Pricing Health Reports Amazon Insights Amazon Selling Coach Brand Analytics Brand Catalog Manager Brand Dashboard Business Reports, Sales Summary	None	View View 0 </th <th>View & Edit </th> <th>Admin</th>	View & Edit	Admin
Pricing Pricing Automate Pricing Pricing Pricing Pricing Pricing Pricing Pricing Pricing Pricing Health Reports Amazon Insights Amazon Selling Coach Brand Analytics Brand Catalog Manager Brand Dashboard Business Reports, Sales Summary Custom Reports	None 1 Image: Ima		View & Edit · · · <	Admin
Pricing Pricing Automate Pricing Prici	None		View & Edit	Admin
Pricing Pricing Pricing Automate Pricing Reports Amazon Insights Amazon Selling Coach Brand Analytics Brand Catalog Manager Brand Dashboard Business Reports, Sales Summary Custom Reports Custom Reports Feedback	None 1 Image:	Image: Constraint of the sector of	View & Edit O	Admin
Pricing Pricing Pricing Automate Pricing Pricing Pricing Pricing	None 1 None 1 Image:	Image: Constraint of the sector of	View & Edit · <td< th=""><th>Admin</th></td<>	Admin
Pricing Pricing Automate Pricing Automate Pricing Pric	None 1 None 1 Image:	Image: Constraint of the sector of the se	View & Edit · <td< th=""><th>Admin</th></td<>	Admin

*Mavi işaretli kutucukların adım adım seçilmesi gerekmektedir.

Growth Opportunities is a centralized growth recommendation experience containing	0	۲		
targeted recommendations to help grow your business.	0		0	
A-to-z Guarantee Claims	U		U	
Payments	0		۲	
Enables access to the Payments report and visibility of the home page Payments Summary.	0			
Product Ads Invoice History	0			
Product Ads Performance Reports	0			
Promotions Performance	0			
		0		
Sell Globally: Getting Started		0	0	
Seller Fee Tax invoices	0			
lax Document Library	0			
Services	None	View	View & Edit	Admin
Compliance Centr	ral 💿	0	0	0
Settings	None	View	View & Edit	Admin
Amazon Business Seller Feature Acces	ss O	۲	0	
Amazon Global Logistic	cs 🔍	0	0	0
Business Insuran	ce 🔍	0	0	
Enables viewing and editing of your obsiness insurance details on the Account into pag	gs (0)		0	
Gift Option	ns 💿	0	0	
Manage Carrier Accoun	its 💿	0	0	0
Manage Quot	es 💿		0	
Manage Your Case	es 💿	0	0	
Enables user to create, view, and reply to all support cases on your Selling Account	nt.	0	0	0
messaging Access Enables user to read and send messages to your Amazon customer	rs.	0	U U	0
Seller Configuration	on 🔍	0	0	0
Shipping Setting	gs 💿	0	0	
Tax Setting	gs 💿		0	
User Permission	ns 💿		0	
Warning: by granting this right you are making this user a superus	er.			
Store Design	None	View	View & Edit	Admin
Storefront Names	0	۲	0	
Stores Builder	۲	0	0	

*Mavi işaretli kutucukların adım adım seçilmesi gerekmektedir.

5) FİRMA TÜZEL KİŞİLİK BİLGİLERİ KONTROLÜ

Ekran 19: Amazon Seller Central ana sayfasında sağ üstte yer alan ayarlar butonuna tıklanır. "Account info" başlığından ilerlenir.

=	amazon seller centra	al Immedia	同時の	100/70340	Search	[Q		٠	EN 👻	Help
	Manage All Inventory M	Aanage Orders	Payments	Campaign Manag	jer Add I	Products					Account I	nfo Profe		it
GLC	MARKETPLACES	PPEN ORDERS	•	TODAY'S SALES	~	BUYER MESSAGES	BUY BOX WINS	•	TOTAL BALANCE	IPI	Login Set Return Se Gift Optio Shipping Tax Settir	tings ettings ns Settings	l l	
S St	elling Applications		Impr	ove Images	s-4.8	··· News DEC 14, 2022 Changes to 1	•	••	Customer Experi You have Prime eligibility require attention	issues that	User Perr User Perr Your Info	missions missions & Polici	i History es	

Ekran 20: Açılan sayfa da "**Legal Entity**" başlığından şirket yasal bilgileri görüntülenebilmektedir.

Receipt Webler 191 public	Your Seller Profile	Payment Information	>	Legal Entity	
listings Status	Going on a vacation?	Deposit Methods	Charge Methods		
Amazon.ca Current Status of Listings:	Active (Listings available for sale on	Invoiced order payment settings	Charge Methods for Advertising	Legal business name	
0.0000 - 500 - 500 - 500	Amazon)	Business Information		Calculation of the second	
Amazon.com Current Status of Listings:	Active (Listings available for sale on	Business Address	Legal Entity		
	Amazon)	Official Registered Address	Merchant Token	Back	
Amazon.com.br Current Status of	Inactive (Listings not available for sale on	Business Insurance	Manage Your Brands		

6) ÖDEME HARCAMA BİLGİLERİ KONTROLÜ

Ekran 21: Amazon Seller Central ana sayfasında sağ üstte yer alan ayarlar butonuna tıklanır. "Account info" başlığından ilerlenir.

=	amazon seller cer	ıtral	808 3	Net Table	Search				Q	🗳 🏟 EN 🗸 Help
	Manage All Inventory	Manage Orders	Payments	Campaign Manag	jer Add Pi	roducts				Account Info
GL(DBAL PROMOTIONS SALES	OPEN ORDERS	•	TODAY'S SALES	•	BUYER MESSAGES	BUY BOX WINS	TOTAL BALANCE	IPI	Notification Preferences Login Settings Return Settings Gift Options Shipping Settings Tax Settings
S re	elling Application ubmit your applications to I quiring approval	ns	Imp	rove Images	No. of the local division of the local divis	••• News DEC 14, 2022 Changes to shi for seller-fulfil Beed more >	••• pping charge corrections led returns	Customer Experi You have Prime eligibility require attention	ence	User Permissions User Permissions History Your Info & Policies Fulfillment by Amazon

Ekran 22: Açılan ekran da ödeme / harcama bilgileri kontrolü için "**Bank Account Information**", "**Charge Method for Advertising**" ve "**Charge Method**" bilgileri ayrı ayrı kontrol edilebilir.

Payment Information	
Bank Account Information	Charge Method
Charge Method for Advertising	
Business Information	
Identity Information	Legal Entity
Transfer Legal Account	Business Address
Manage Your Brands	Language for feed processing report
Your Merchant Token	Display Name
Shipping and Returns Information	
Return Address	Shipping Settings
Easy Ship Settings	International Returns Providers
Buy Delivery Preferences	

Deposit Methods

Charge Methods

Default Deposit Methods			
BANK ACCOUNT NUMBER	BANK LOCATION	CREDIT CARD	EXPIRES ON
ending in 506		ending in 8240	CARD HOLDER'S NAME
Default		Replace Charge Method	BILLING ADDRESS

Ekran 23: Bu aşama da firmanın incelemeci kuruluşa vereceği hesap bilgisi kontrol edilebilir.

Ekran 24: Bu aşama da firmanın incelemeci kuruluşa vereceği kredi kartı bilgisi kontrol edilebilir.

7) MEVCUT ÜRÜN BİLGİLERİ ÜZERİNDE DEĞİŞİKLİK

Ekran 25: Amazon Seller Central ana sayfasında sol menüde yer alan "**Inventory** > **Manage All Inventory**" başlığından ilerlenir.

×		Sector Sector Sector	auch Q	≅ ¢	EN 👻	Help
Catalog	>	n Orders Payments Campaign Manager				
Inventory	>	Manage All Inventory	A) Listing Quality Dashboard (9) Potential Dublicates Manage Pricing Brand Health			
Pricing	>	Sell Globally	marie Labulitable Jaumane (7) Chieseaster EDA Oneostication EDA Architica			
Orders	>	Fulfiliment by Amazon (FBA)	ntove onionistave inventory (3) - onipinental Pox Opportunities Pox Analysics			
Advertising	>	FBA Inventory	Add a Variation Add a product Prefer	ences: 8 colum		
Stores	>	Inventory Planning				
Growth	>	Shipments				
Reports	>	Opportunities	Search Suppressed Fulfiled By: All Amazon Merchant Additional filters V			

Ekran 26: Açılan ürün listesi ekranında ilgili ürün seçilerek "Edit" butonu ile ilerlenir.

	Status	Image	SKU Condition	Product Name ASIN	Date Created Status Changed Date	Available	Estimated fee per unit sold	Price + Shipping Pricing status ①	Business Price + Postage	Save all
)	Active	-	The second secon	[22] Statutowskie, Status Caster, Sapitage Caster V. Salles D. Parameter. Status methods. Internet: Residuation of the Status methods. Internet: Residuation.	005-0021-502647 206-0021-1-1-565	-	1240 marks 1247 Marks	1222-4520 Record (1996 - 1922) 47 Jane (1996 - 1922) 47 Jane (1996 - 1922)	11 1358- -46031 -46031 -460324751	Edit
1	Variations (3)			Second Contraction and Second Street Contractions	205.32120208 205.32110208				All garder	Edit
	Variations (1)		10martist	2. Statistics and the second secon	205-32 12204 205-32 12208				Alternation of the second seco	Edit
	Active	e	Same -	Contractions of the second sec	104.02 92293 794.02 91945	12-	12.2.797 angular 12.2987 384 (inc.		(i) 1206((E)(2) (E)(2) (E)(2) (E)(2) (E)(2)	Edit
	Active		Television (CCC)		304-302 10208-5 713-302 101962	- 20-	12.2 78 C 410 000	12086		Edit

Ekran 27: "**Product Identity**" sekmesinde "**Brand Name**" bölümünde marka bilgileri kontrol edilir.

Supplier Description Product Identi	tity Offer Product Details Variations Safety & Compliance Images Shipping	
You are currently viewing a new version For more information, go to our Help page.	detain page n of Add a Product interface, with the enhanced requirement of product information.	
* Item Name ⑦	Commentation and a second second second second second second second second second second second second second s Variables and second second second second second second second second second second second second second second	
* Brand Name 🕥		â
* Recommended Browse Nodes ⑦	Lagdings Homan Lagdings Homa Lagdings Homann Homa Langs & Colonese Lagdings Homan Lagdings Homa Lagdings Homann Homan Langs & Colonese :	Edit

Ekran 28: "Variations" sekmesinde "External Product ID Type" alanında GTIN ya da EAN seçeneği seçilerek "External Product ID" alanına KTÜN girişleri yapılır.

	anes an image to be active on	the Amazon website.					
Apply Chang	ges Delete selected	Undelete selected	7 variations			Offer Condition Note Sale Pr	rice
* Colour	Contribution SKU	External Product ID	External Product ID Type	* Offering Condition Type	* Your Price	* Quantity	
]				-Select- 🗸	EUR€		
Gualates	TongettistintOT-++++++++	8686	GTIN ~	Neu ~	EUR€ 4	12	1
Tradice	TempelenadmitCO-++++CRO	8686	GTIN ~	Neu ~	EUR€ 44155	12	
2240049980	Tappeoniaimmetri-oc.icz()	100	GTIN ~	Neu ~	EUR€ 4	12	
[Direc]	Tangeiöhikhungtra-osi.iom	1000000000000000	GTIN ~	Neu 🗸	EUR€ 4	12	
Tiestinget	Tangeroussimmers-warder	100 VIC 1520	GTIN ~	Neu 🗸	EUR€ 4	12	
diterini	Thege Million (17	1010-002-02-02-02-02-02-02-02-02-02-02-02-0	GTIN ~	Neu 🗸	EUR€ 4	12	
Tanaa	Thuge Haldind (CO) - 68-1589	10000000000000000000000000000000000000	GTIN ~	Neu ~	EUR€ 44155	12	

Ekran 29: "Safety & Compliance" sekmesinde "Country/Region of Origin" alanında üretim yeri ülkesi olarak "Türkiye" seçimi yapılır.

5								
Supplier Description	Product Identity	Offer	Product Details	Variations	Safety & Compliance	Images	Shipping	
(i) When multiple selle Show content of You are currently vie For more information	rs sell the same produc currently live on the de ewing a new version of h, go to our Help page.	et through a s etail page Add a Produc	ingle detail page, v	we combine and	present the best product d	ata to ensure ation.	e customers get the best	experience.
* Country/F	Region of Origin ⑦	Türkei					× v]
Pr	roduct Warranty	Example: 2 Ja	hre Herstellergaran	tie				
Battery ?								
Battery Life 🕥								
	Battery Life 곗	Example: 6	Stunden, 30 Minute	n				
Average	Battery Life Unit 곗	Example: St	unden, Minuten				~	
Dangerous Go	ods Regulations	Example: GHS	5, Lagerung, Transpo	ort			~	•
	А	dd More						

Ekran 30: "**Product Details**" sekmesinde "**Product Description**" alanına "**Made in Türkiye**" ifadesinin eklenmesi gerekmektedir.

Supplier Desc	ription Product Identity Offer Product Details Var	iations Safety & Compliance Images Shipping
(i) When multing Show co Vou are curr For more info	ole sellers sell the same product through a single detail page, we com ontent currently live on the detail page ently viewing a new version of Add a Product interface, with the enh- ormation, go to our Help page.	bine and present the best product data to ensure customers get the best experience. nced requirement of product information.
	* Product Description ⑦	Made in Türkiye
	Add More * Bullet Point ②	

8) YENİ ÜRÜN LİSTELEME

Ekran 31: Amazon Seller Central ana sayfasında sol menüde yer alan "**Catalog** > **Add Products**" başlığından ilerlenir.

×			Search	٩	≅ ¢	EN + Hel
Catalog	>	Add Products	A I Products			
Inventory	>	Add Products via Upload				
Pricing	>	Complete Your Drafts	BUTER PESSAUS BUTER WINS TOTAL OLDANCE PT	~		
Orders	>	View Selling Applications				
Advertising	>	Improve Listing Quality				
Stores	>	Upload Images				
Growth	>	Upload and Manage Videos				
Reports	>	Manage Product Documents	News Customer Experience			

Ekran 32: Katalogda bulunmayan bir ürünün kataloğa eklenmesi için ilgili alana tıklayarak ilerleyiniz.



Ekran 33: Katalog sistemine eklenecek olan ürünün kategorisi ilgili listeden seçilir.

Select a product type

Choosing the best product type ensures that you see the most appropriate data fields for your product. Browse the product types directly or use search. See if your product already exists on Amazon.

Favorites	
You haven't added any favorite categories yet.	
Search	What is a Product Type?
Search for a category	
Browse	What is a Product Type?
Select a category	
Appliances	
Arts, Crafts & Sewing	
Automotive	
Baby Products	
Beauty & Personal Care	
Books	

Ekran 34: "**Product Identity**" sekmesinde "**Brand Name**" bölümünde marka bilgileri kontrol edilir.

Supplier Description	Product Identity	Offer Pr	oduct Details	Variations	Safety & Compliance	Images	Shipping	
	try live on the detail	page						
You are currently viewing For more information, go to	a new version of A our Help page.	dd a Product i	nterface, with the	enhanced requ	irement of product inforr	nation.		
*	Item Name ⑦							
					Constant of the second second second			
* Br	and Name ⑦	interest in the second s						ê
* Recommended Brow	vse Nodes 🧿 🔛	Ng Handar - Lata		1000	ne 4. S-Stones			Edit
		ining summer	Citiling political da	filig <u>i</u> - Anders - A	New Longs 45 Strates			
ltem T	Type Name ⑦	ample: Uhr						
							le	

Ekran 35: "Variations" sekmesinde "External Product ID Type" alanında GTIN ya da EAN seçeneği seçilerek "External Product ID" alanına KTÜN girişleri yapılır.

Suppli	er Description Product le	dentity Offer Produ	ct Details Variations	Safety & Compliance	mages Shipping		
Your variation c child listing req	hild ASINs have been created. uires an image to be active on	To complete your listings, find the Amazon website.	the variation child listings in y	our inventory and select 'Edit'	to add an image for each v	ariation child. Please note that each varia	ition
Apply Chang	ges Delete selected	Undelete selected	7 variations		[Offer Condition Note Sale Pri	ce
* Colour	Contribution SKU	External Product ID	External Product ID Type	* Offering Condition Type	* Your Price	* Quantity	
				-Select- 🗸	EUR€		
(Gisting)	Tonge Hallinn Covered as	8686	GTIN ~	Neu ~	EUR€	12	Edit
Fridian		8686	GTIN ~	Neu 🗸	EUR€	12	Edit
- Zianterine	Temperenseries (Sector)	110	GTIN ~	Neu 🗸	EUR€	12	Edit
Line:	Cannon Contraction		GTIN ~	Neu 🗸	EUR€	12	Edit
Termonet	Thursday Thursday	-110-110-110-110-110-110-110-110-110-11	GTIN ~	Neu 🗸	EUR€	12	Edit
-			gtin ~	Neu 🗸	EUR€ 4	12	Edit
Temes	Tonge-Blaining	10000000000000000000000000000000000000	gtin ~	Neu ~	EUR€ 4	12	Edit
			- L	1			
							_
						Cancel Save and finish	

Ekran 36: "Safety & Compliance" sekmesinde "Country/Region of Origin" alanında üretim yeri ülkesi olarak "Türkiye" seçimi yapılır.

View Listings on Amazon					
Supplier Description Product Identity	Offer Product Details	Variations	Safety & Compliance	Images	Shipping
When multiple sellers sell the same product Show content currently live on the de	<mark>:t through a single detail page,</mark> stail page	we combine and	present the best product da	ita to ensure	customers get the best experience.
You are currently viewing a new version of For more information, go to our Help page.	Add a Product interface, with	the enhanced req	uirement of product inform	ation.	
* Country/Region of Origin ⑦	Türkei				× ~
Product Warranty ⑦	Example: 2 Jahre Herstellergara	intie			
Battery ⊘					
Battery Life					
Battery Life ⑦	Example: 6 Stunden, 30 Minut	ten			
Average Battery Life Unit ⑦	Example: Stunden, Minuten				~
Dangerous Goods Regulations ⊘	Example: GHS, Lagerung, Transp	port			~
A	dd More				

Ekran 37: "**Product Details**" sekmesinde "**Product Description**" alanına "**Made in Türkiye**" ifadesinin eklenmesi gerekmektedir.

 When multiple seller Show content cu You are currently viet For more information, 	rs sell the same produ urrently live on the d wing a new version of , go to our Help page.	ct through a single deta etail page f Add a Product interface	il page, we combine and	l present the best produc	t data to ensur ormation.	re customers get the best experience.
You are currently viet For more information, * Produ	urrently live on the d wing a new version of , go to our Help page.	etail page f Add a Product interface	e, with the enhanced rec	juirement of product info	ormation.	
You are currently vier For more information, * Produ	wing a new version of	f Add a Product interface	e, with the enhanced rec	quirement of product info	ormation.	
* Produ	, go to our netp page.			aniart - Jakanan Tretagijan		
* Produ		Halling Character of La	and in any more waters	aktiket, to kaken Control and	ant " hartstort	Trouman Care
* Produ						
and the second sec	luct Description ⑦	erator na viaco di senotoje montri secolo di in Chenek		anna an Anna Anna Anna Anna Màr Anna Anna Anna Anna Anna Màrtan anna Anna Anna Anna	urtuug geennee Kolleggeenst va Const Pellikers	o do name 2 do tampo de la compositiona de la compositiona de la compositiona de la compositiona de la composi En la compositiona de la compositiona de la compositiona de la compositiona de la compositiona de la compositio
	Ì			Made in Türk	ive	
	۔ ۲	Add More		in oue in run		
	* Bullet Point ⑦	Adden die Althoughlie von		Here to December 10 Frank		
		A CONTRACTOR OF A CONTRACT OF		1999		
	+	Hitressifting and geal Mittigeniase under ag	ettisto eesu Minogradi gentin aasin oo dhirto fua	la ficilitati da 13 cultura A Cistori il cattolia di bai	o anti della Consta Gligita contribucat	al Chang, Jacones (La Malatti) Stal 1977 - Malatter Chang, Malatter (Chang, San San San San San San San San San San San San San San San San San San San
	1	mbo s satalitisa de d	saaser aandis. maatististis ee saliitaaqe	naliten demostration	anterna arrive	the traisessorthing solutioners is

9) REKLAM GİDERLERİNİN FATURA KONTROLÜ

Ekran 38: Amazon Seller Central ana sayfasında sol menüde yer alan "Advertising > Campaign Manager" başlığından ilerlenir.

×					
Catalog	>	se Orders Pityments Campaign Manager Add Products			
Inventory	>				
Pricing	>	Involced Orders Learn more Rate this page			
Orders	>	on View All Statements Disbursements Date Range Reports Advertising Invoice History			
Advertising	>	Campaign Manager 🖾 🔳			
Stores	>	A+ Content Manager Ind a transaction -: Enter order number (60)			
Growth	>	Vine			



Ekran 39: Amazon Ads paneli üzerinden sol altta yer alan "Ayarlar" sekmesine giriş yapılır.

Ekran 40: "**Billing**" sekmesi açık halde gelecektir. İncelenecek döneme ilişkin tarih filtresi uygulanır.

ama	izona	ds Billing and payments						Steering)	- ¢	0	٢
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	Billi	ing Payment settings Promotion cre	dits								
•		The credit card payment experier Your bank may require one-time verification	ice is changing across on when you add your card. You m	line retailers, whic ay see a 1,00 € tempora	ch may affect ye	our campalgns. u may also be required	to verify each payment moving fo	orward.		×	<
il G		Statement balance Includes all unpaid and outstanding charges		Т	otal: <b>0,00 €</b>	Payment meth Active promotions View all promotio	nods				
		Current billing period     Accumulating charges: 35,50 €     Default payment method: Seller Account       3 Feb 2023 - Present.     Back-up payment method     No back-up payment method									
		Billing activity									
		Unpaid						Custom 1 Dec	2022 - 31 [	ec 2022	
		Invoice issued date	Invoice 🛛	Status	Amount bille	d	Payment method	Due	ate		
				N	lo unpaid invoices						
Ø		Paid									

*Ekran 41:* **Download** simgesine tıklanır ve ilgili fatura indirilir. Fatura ödeme durumu "**Status**" sütununda görüntülenir.

amazona	ads Billing and payments						-	~ I	Ĵ (	) (2)
~ • •	Current billing period 3 Feb 2023 - Present Billing activity				Default payment Back-up paymen No back-up paym Manage paymen	: method: Seller Account t method ent method it settings				
ш	Billing activity									
	Unpaid						Custom 1 Ja	n 2023 -	31 Jan 20	23
	Invoice issued date	Invoice 🛛	Status	Amount bille	d	Payment method	Due	date		
			No	unpaid invoices						
	Paid									
	Invoice issued date	Invoice	Status	Amou	nt billed	Payment method	Due o	ate		
	30 Jan 2023	C00004	Paid In Full Details ~	6	e	Seller Account	31 Ja	1 2023		

*Ekran 42:* İlgili faturada fatura tarihi, hizmet dönemi, ödeme bilgisi ve alınan hizmetlerin kampanya adları mevcuttur.

amazonadvertising		Tota	I Amount	EUR 2,391.55	
FROM Amazon Online Germany GmbH Marcel-Breuer-Str. 12, Muenchen, 80807, Germany VAT Number: DE288084764	TO	Invo Ama 4153 Invo Invo Invo Pay	ice Number: CDW4 zon Reference Num 24 ice Date: 02-05-202 ice Period: 01-04-2 ice Currency: EUR nent Type: Deduct 1	11P91Y-61 10ber: DE-AOG-2022- 22 22 22 22 22 22 22 22 22	
Campaign	Campaign Type	Clicks	Average CPC	Amount (ex. VAT)	
Video90_2(1)	SPONSORED BRANDS	45	0.93 EUR	41.64 EUR	
11-JAN-parent	SPONSORED PRODUCTS	1230	0.74 EUR	911.82 EUR	
11JAN_KEYWORD	SPONSORED PRODUCTS	1483	0.96 EUR	1,425.84 EUR	
Gesetzliche Anzeigengebühren			Campaign Ch	arges tot <mark>e</mark> : 2,379.30 EU	
Land			Betrag		
Österreich			11.72 EUR		
Italien		0.23 EUR			
Vereinigtes Königreich			0.04 EUR		
Frankreich			0.16 EUR		

Spanien

Gesetzliche Anzeigengebühren gesamt: 12.25 EUR

Total Amount Billed	2,379.30 EUR
Total Adjustments	0.00 EUR
Gesamtbetrag gesetzliche Anzeigengebühren	12.25 EUR
Net Amount (VAT Exclusive)	2,391.55 EUR
VAT Rate	0.00%
VAT Amount	0.00 EUR
Total Amount (VAT inclusive)	2,391.55 EUR

0.10 EUR

# 10) REKLAM GİDERLERİNİN RAPORLANMASI

*Ekran 43:* "**Reports > Advertising Reports**" işlem adımları izlenir.

×			
Catalog	×		
Catalog	<i>.</i>		
Pricing	>		
Orders	>	ALANCE IPI GLOBAL PROMOTIONS SALES	
Advertising	>		
Stores	>		
Growth	>		
Reports	>	Payments	Communications
Performance	>	Amazon Selling Coach	
Apps and Services	>	Business Reports Fix Stranded Inventory ***	News
B2B	>	Fulfiliment	
Brands	>	Advertising Reports 🛛 🔲	Learn quick ways to improve your Sponsored Brands campaigns
Leam	>	Custom Reports	
		Inventory Reports	Convert more shoppers with Buy with
		Tax Document Library Use MCF for all orders	Prime on your site Read more > MAR 15, 2003
		A reactive that many that reactive the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of the finance of t	Simplify your global omnichannel operations with OpenText Read more >

*Ekran 44:* Amazon Ads panelinde "**Measurement and Reporting**" sekmesi altında yer alan "**Sponsored ads Reports**" başlığına tıklanır.

ama	zonads Campaigns					
~~	Measurement & Reporting	×	Sales	×	ROAS 🔀	×
	Sponsored ads reports	3 TOTAL	€169.05 TOTAL		1.55 AVERAGE	
۲	Amazon Attribution					
ш		/				$\wedge$
Ē						$ \land$
		8/1/2022 9/1/20	10/1/2022	11/1/2022	12/1/2022	1/1/2023
		opaign Q Find a car	naign	Filter by		
			ihaidii	Theory *		
		▲ Campaigns ①		Status	Туре	Start date

Ekran 45: "Create Report" butonu ile yeni rapor oluşturulur.

amaz	çonads Repe	orts								4	9 @ ®
~~	Create report	Search for	a report by rep	iort name							Columns
	Status	La	ist run	Download	Next run	Report name	Report category	Report type	Report period	Time unit	Actions
۲	Completed One-time	Ma 1:0	ay 27, 2022 00 pm MEST	*		Sponsored Products Advertised product report	Sponsored Products	Advertised product	March 1, 2022 - March 31, 2022	Summary	Actions ~
<u></u>	Completed One-time	Ma 10 ME	ay 26, 2022 :36 am EST	*		Sponsored Brands video Attributed purchases report	Sponsored Brands video	Attributed purchases	Last month	Daily	Actions ~
	Completed One-time	Ma 10 ME	ay 26, 2022 :34 am EST	*		Sponsored Brands video Campaign report	Sponsored Brands video	Campaign	Last month	Summary	Actions ~
	Scheduled Monthly	Ma 10 ME	ay 26, 2022 :33 am EST	*	Jun 1, 2022 10:33 am MEST		Sponsored Products	Advertised product	Last month	Daily	Actions ~
	Scheduled Monthly	Ma 10 ME	ay 26, 2022 :30 am EST	۵	Jun 1, 2022 10:30 am MEST	Sponsored Products Advertised product report	Sponsored Products	Advertised product	Last month	Daily	Actions ~

*Ekran 46:* Rapor kategorisi olarak "**Sponsored Products**" seçilir. Buraki işlem "**Report Category**" sekmesindeki tüm reklamlar (Product, Brand, Video, Display) için yapılmalıdır.

×	New report			Cancel	Run report
		Configuration			
		Report category 🐵	Sponsored Products		
		Report type	Sponsored Brands Sponsored Brands video		
		Time unit	Sponsored Display		
		Report period	Amazon Attribution		

*Ekran 47:* Rapor tipi olarak "Advertised product" seçilir. İlgili seçim raporlarda ASIN sütunu oluşturacaktır.

× New report				Cancel	Run report
	Configuration				
	Report category 🛞	Sponsored Products v			
	Report type	Search term			
	Time unit	Targeting Advertised product	K		
	Report period	Campaign Budget Beta			
		Placement Performance over time			
		Search term impression share			

Ekran 48: Zaman dilimi olarak "Daily" seçilir.

× New report	Cancel Bun report
Configuration	
Report category Report ty Time u Report per	<ul> <li>Sponored Products v</li> <li>Advertised product v</li> <li>Summary of the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second secon</li></ul>

Ekran 49: Rapor dönemi ilgili faturadaki hizmet dönemine göre oluşturulur ve kaydedilir.

		inncel Schedule report	0
Time unit	Summary		
	) baiy		
Report period	🖸 i ast 30 days		
Reporting settings			
Report name	Sponsored Products Search term report		
Recipients optional	Enter email Add		
Request time	Now Now		
[	Fature     Recurring		
	Noomby v Modela Modela Magnet 1, 2023		

*Ekran 50:* İlgili rapor isimlendirilir ve geri dönük şekilde verilere erişilebilmesi adına "**Recurring**" seçeneği seçilir, Frequency alanında "**Montly**" rapor dönemi seçilir ardından "**Schedule report**" butonuna tıklanır ve sistemin aylık olarak yinelenen raporlar oluşturulması için planlama yapılır.

*Ekran 51:* Oluşan raporlara **Measurement and Reporting** > **Sponsored ads reports** işlem adımları izlenerek ulaşılabilir.

88	Measurement & Reporting		
	Amazon Attribution		Last run
_		roducts Advertised product report	Feb 22, 2023 6:50 AM GMT-8
۲	Sponsored ads reports 🕅	roducts Campaign report 🚊	Dec 23, 2022 9:09 AM GMT-8
۵		roducts Search term report 🗶	Sep 2, 2021 7:21 AM GMT-7
2		roducts Search term report 🛓	Aug 29, 2021 7:28 AM GMT-7
ш	]	roducts Search term report 🗶	Aug 24, 2021 12:38 PM GMT-7
		roducts Search term report 🛓	Aug 18, 2021 1:17 PM GMT-7
		roducts Search term report 🗶	Jul 23, 2021 10:52 AM GMT-7
		>	4
		geting and will not show ads. Learn more	

*Ekran 52:* İndirilen rapor da faturadaki hizmet kalemlerine ilişkin ürün bazında yapılan harcamaların tarihi, ASIN bilgisi, ACOS oranı, satış ve harcama miktarı mevcuttur.

1	A	В	D	E	F	G	н	1	J	К	L	м	N	0
1	Start Date	End Date	Currency	Campaign Name	Ad Group Nam	Advertised SKU	Advertised ASIN	Impressions	Clicks	Click-Thru	Cost Per	Spend	7 Day Total Sales	Total Advertising Cost of Sales (ACOS)
2	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(1)	BREALWANKS	778	18	%	€0.114	€5002	€CDHD	
3	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2	ENERGY TUNNETLY	18117	0.04	%	€0313	€21221	€39886	5
4	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2	BIRLING AND	1085	110	%	€0333	€5333	€CDHD	
5	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2( Magazine 10)	BIEL MARRIE	1293	12	103-2%	€0115	€0015	COND	
6	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(	BARRY LOOPING	30	12	%	€0009	€0339	€CDID	
7	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2	BARELS VOIMEN		.2	1000%	€0113	€0066	€CIND	
8	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2	BARENALTA		- 4	%	€0146	€1883	€000D	
9	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(	HIRE MANAGES	==0	8	%	€OIIB	€4/52	€000D	
10	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(+	BIREPROSMUZ	294	100	%	€0112	€5021	€CDHD	
11	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(+	BRENDOLISS		:::9	-%	€0##2	€7390	€1062	
12	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(+	Billion ( Black	1.86		%	€0##1	€1756	€2114	E%
13	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(1)389	ENERALIZED	7	2	10.00 %	€0353	€1006	€CUSID	
14	Oca 16, 2023	Oca 18, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(1) 187	Base of the second	0	%		€0000	€000D		
15	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(1)	BIRE SHITING		11	%	€0204	€0224	€000D	
16	Oca 16, 2023	Oca 18, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(1)	Bally was seen	-12	10	%		€0000	€000D	
17	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(1) 186	Party No. 1985	-37	(0)	%		€CLIDO	€CIHD	
18	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(1)	BURGERS COMPLEX		2	1.000%	€0113	€0146	€CDID	
19	Oca 16, 2023	Oca 18, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(1) 184	BARD TRANSPORT	5	0	%		€0000	€COND	
20	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2(1) 185	Billion Steve Toronto	49	2	%	€0112	€0224	€000D	
21	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2( Manual Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content of Content	BIBES USERS	158	-14	1	€003	€0193	€CI10D	
22	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2	Contrast Contrast	275	(6)	%	€0365	€2114	€CDID	
23	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2( Manual Content of the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second se	BARRY LOWARD	19	18	1-6-%	€0117	€138	€000D	
24	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2	Balling a stationed		3	%	€0112	€0556	€CDHD	
25	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2( Terrestant Terrestant	Babers Linearth	1273	-6	%	€0001	€1383	€CUID	
26	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2( Insurant Control Control Control	BARENILLAND	333	2	%	€0Z	€0043	COND	
27	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2( Warmen 11	Electronic Contraction		5	%	€0113	€1115		
28	Oca 16, 2023	Şub 13, 2023	EUR	Kampanya - 16.1.	2 Reklam grubu -	16.1.2( Weinsent T	Billers Voest	22589	7	%	€0,05	€18,14		2-1-20%

Not: Faturalarda şirket cari bilgilerinin yer alması zorunludur. Eğer ilgili faturalarda "**To** (**Kime**)" alanı boş olarak gelmekte ise aşağıdaki yönergelere uygun olarak düzenlemelidir.

*Ekran 53:* Amazon Ads paneline giriş yapıldıktan sonra sağ altta yer alan "Ayarlar" sekmesine gidilir.

amazonads	New campaign			
2				
		Choose your campaigr	n type	View drafts
۲		Sponsored Products	Sponsored Brands	Sponsored Display
ш				
ø				
		Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon. Continue © Explore Sponsored Products	Help shoppers discover your brand and products on Amazon with rich, engaging creatives. Continue © Explore Sponsored Brands	Grow your business by reaching relevant audiences on and off Amazon, Continue © Explore Sponsored Display
		Want help from an	Amazon Ads specialist to create your first campaig	gn? Request a call
8		© 2022 Amazon.com, Inc. or its affiliates. Co	onditions of use Privacy notice Amazon Advertisi	ing Agreement Request support

Ekran 54: Yönetim panelinden "Sponsored ads billing" sekmesine geçiş yapılır.

ama	zonads New campaign			
2 E	Administration	Choose your campaigr	n type	View drafts
۲	Sponsored ads billing	Sponsored Products	Sponsored Brands	Sponsored Display
i i	Account transparency log			
		Promote products to shoppers		

Ekran 55: Ödeme ayarlarından hesap detaylarında yararlanıcının şirket bilgileri girilir.

~~"	Billing Payment settings Promotion credits	
	Account Information	
۲	Default payment method Change payment m	nethod
ш	Deduct from payment	Falls
œ		Edit
	Backup payment method	
	Visa ending in Expires	
	You'll be charged when you reach your spend limit or at the end of the month, which could result in multiple charges per month.	
	Account details	
	Account manager	Edit
	Advertiser name:	

# 11) SİPARİŞ KARŞILAMA HİZMETİNİN RAPORLANMASI

*Ekran 56:* Amazon Seller Central ana sayfasında sol menüde yer alan "**Reports** > **Payments**" başlığından ilerlenir.

×		
Catalog	>	Search
Inventory	>	Q Add your favorite pages here by clicking this icon in the navigation menu.
Pricing	>	X WINS TOTAL BALANCE IPI GLOBAL PROMOTIONS SALES
Orders	>	~ · ·
Advertising	>	
Stores	>	
Growth	>	
Reports	>	Payments
Performance	>	Amazon Selling Coach
Apps and Services	>	Business Reports
B2B	>	Fufiliment

*Ekran 57:* Açılan ekranda "**Date Range Reports**" seçeneğine tıklanır ve raporu oluşturmak için "**Generate Report**" sekmesi ile devam edilir.

amazon seller central	Search					
Add your favorite pages here by clicking this icon in the navigation menu.						
Payments from Standard Orders Invoiced Orders Learn more Rate this page						
Statement View Transaction View All Statements Disbursemen	ts Date Ra	Advertising	Invoice History			
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Ekran 58: Açılan ekranda işaretli seçimler yapılarak "Generate" butonu ile devam edilir.

amazon seller central Se			
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Ekran 59: "Download" butonuna tıklanarak oluşturulan rapor indirilir.

## 11.1) CSV Dosyasının Excel Ortamında Çalıştırılması

*Ekran 60:* CSV formatında indirilen dosyayı excel ortamında çalıştırmak üzere boş bir excel çalışma sayfası açılır. **Veri > Metinden** adımları izlenerek indirilen dosya seçilir ve **Al** butonuna tıklanır.

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*Ekran 61:* Dosyayı excel ortamında çalıştırırken 3 adımdan oluşan **Dosya İçe Aktarma Sihirbazı**nda bazı tanımlamalar yapılır. Birinci ekranda; dosya türü olarak **Sınırlandırılmış** seçeneği seçilir, dosya kaynağı olarak **65001 : Unicode (UTF-8)** seçilir ve **İleri** butonuna tıklanır. *Ekran 62:* İkinci adımda **Ayırıcılar** alanında **Diğer** seçeneği seçilir ve yanındaki kutucukta **virgül (,)** işareti ayırıcı olarak belirtilir. Ardından **İleri** butonuna tıklanır.

Metin İçeri Aktarma Sihirbazı - Adım 3 / 3	? >	Metin İçeri Aktarma Sihirbazı - Adım 3 / 3	?
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*Ekran 63:* Üçüncü aşamada para birimlerinde ondalık ve binlik ayracı ayarlamak üzere **Gelişmiş** seçeneğine tıklanır.

*Ekran 64:* Ondalık ayırıcı olarak **nokta** (.) Binlik ayırıcı olarak **virgül** (,) işareti seçilir, **Negatif sayılara eksi işareti konulsun** seçeneği işaretlenir ve **Tamam** butonuna tıklanır. Ardından **Son** butonuna tıklanır.

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Ekran 65: Son olarak verilerin açılacağı çalışma sayfası seçilir ve Tamam butonuna tıklanır.

*Ekran 66:* Açılan dosyanın ilk satırlarında yer alan genel rapor açıklamaları rapor düzenini sağlamak amacıyla silinir.

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*Ekran 67:* **11.2) Raporlarda KTÜN Eşleştirmesinin Yapılması** bölümündeki yönergeler uygulanarak raporda KTÜN eşleştirilmesi yapılır.

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### 11.1.2) Sipariş Karşılama Giderlerinin Kontrol Edilmesi ( İade Hariç)

*Ekran 68:* Veri > Filtre adımları izlenir ve typ (tip) sütununda yalnızca Bestellung (sipariş) harcama tipi seçilerek rapor filtrelenir. İlgili rapor dili pazaryeri ülkesine bağlı olarak değişebilir. Bu durumda parantez içinde belirtilen Türkçe karşılıkları dikkate alınarak filtreleme işlemi yapılabilir.

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*Ekran 69:* Raporda bulunan **Gebühren zu Versand durch Amazon (FBA ücretleri)** sütununda iade hariç sipariş karşılama giderleri görüntülenir. **Marketplace (pazaryeri)** sütununda giderlerin oluştuğu pazaryeri görüntülenir. **KTÜN** sütununda ise KTÜN bilgileri üzerinden ürünlerin ön onay durumu kontrol edilebilir.

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5 18.01.2023 13:3 Bestellung 30 58-1V 8685 General amazon.de -6,56 -4,63	
6 21.01.2023 01:4 Bestellung 30-70-11 092 8685 General amazon.de -1,91 -4,26	
7 24.01.2023 00:2 Bestellung 02: 91-5 8685 King 1,5 1 amazon.de -7,18 -4,63	
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## 12) DEPOLAMA HİZMETİNİN RAPORLANMASI

*Ekran 70:* Amazon Seller Central ana sayfasında bulunan sol menüden "**Reports** > **Fulfillment by Amazon**" işlem adımlar izlenir.

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		Iliteration   Germany		
Catalogue	>			
Inventory	>			
Orders	>			
Advertising	>	DORTS Learn more		
Stores	>	for download: Monthly Storage Fees		
Growth	>			
Reports	>	Payments	Rate this page	
Performance	>	Amazon Selling Coach	f your inventory stored	in an Amazon fulfilment centre.
B2B	>	Business Reports		
Brands	>	Fulfilment by Amazon	Ω	
Learn	>	Advertising Reports 🗹		
		Custom Reports		
		Inventory Reports		
		Tax Document Library	Request .txt Down	

*Ekran 71:* Açılan sekmede "**Payments > Monthly Storage Fees**" başlığı seçilir.

Dangerous Goods (DG) Status			
Global FBA Inventory	Recently Viewed	Most Popular Reports	What's New
Restock Inventory	Recently viewed	Hose Topular Reports	what sitew
Stranded Inventory	Monthly Storage Fees	1. All Orders	
Show more	Recommended Removal	2. Inventory Ledger	
Sales	Amazon Fulfilled Shipments	3. Manage FBA Inventory	
Outlet Deals	Amazon Fulfilled Shipments – Tax Remittance	4. FBA customer returns	
Subscribe & Save Performance	Manage FBA Inventory		
Amazon Fulfilled Shipments	Amazon Fulfilled Inventory		
Amazon Fulfilled Shipments – Tax Remittance	Long-Term Storage Fee Charges		
Chevermon	Fee Preview		
Show more	FBA Inventory		
Payments	All Orders		
Fee Preview			
Inventory storage overage fees			
Monthly Storage Fees Long-Term Storage Fee Charges	Replenishing inventory		

*Ekran 72:* İlgili aya ilişkin filtreleme işlemin gerçekleştirildikten sonra "**Request. csv Download**" butonuna tıklanır. Kısa bir süre bekledikten sonra Report Status alanında "**Download**" butonu aktif olur. İlgili butona tıklanarak dosya indirilir.

Welcome to Reports	Monthly Storage Fees	arn more Rate this page			
Favorite	Estimated monthly storage fees for	each ASIN of your inventory stored in an Amazon fulfilment centr	re.		
Reports marked as favorite will appear here	Download				
Inventory Inventory Ledger NEW Multi-Channel Fuffillment Inventory Dangerous Goods (DG) Status Global FBA Inventory	Event Month January V 20 Request .csv Down Use .csv to open the re Learn more	23 VI Noad Request .txt Download port in a spreadsheet. Opening the report in .csv format will drop	o the leading zeros in MSKUs, ASINs, an	d FNSKUs.	
Restock Inventory					
Stranded Inventory	Report Type	Date Range Covered	Date Requested	File Format	Report Status
Reserved Inventory Subscribe & Save Forecasting	Monthly Storage Fees	11/1/22, 12:00 AM - 11/30/22, 11:59 PM	Jan 1, 2023	.CSV	Download
Inventory Reconciliation					

*Ekran 73:* CSV formatında indirilen dosyayı excel ortamında çalıştırmak üzere boş bir excel çalışma sayfası açılır. **Veri > Metinden** adımları izlenerek indirilen dosya seçilir ve **Aç** butonuna tıklanır.

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*Ekran 74:* Dosyayı excel ortamında çalıştırırken 3 adımdan oluşan **Dosya İçe Aktarma Sihirbazı**nda bazı tanımlamalar yapılır. Birinci ekranda; dosya türü olarak **Sınırlandırılmış** seçeneği seçilir, dosya kaynağı olarak **65001 : Unicode (UTF-8)** seçilir ve **İleri** butonuna tıklanır. *Ekran 75:* İkinci adımda **Ayırıcılar** alanında **Diğer** seçeneği seçilir ve yanındaki kutucukta **virgül (,)** işareti ayırıcı olarak belirtilir. Ardından İleri butonuna tıklanır.

Metin İçeri Aktarma Sihirbazı - Adım 3 / 3	×	Metin İçeri Aktarma Sihirbazı - Adım 3 / 3	
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*Ekran 76:* Üçüncü aşamada para birimlerinde ondalık ve binlik ayracı ayarlamak üzere **Gelişmiş** seçeneğine tıklanır.

*Ekran 77:* Ondalık ayracı olarak **nokta** (.), Binlik ayırıcı olarak **virgü** (,) işareti seçilir, **Negatif sayılara eksi işareti konulsun** seçeneği işaretlenir ve **Tamam** butonuna tıklanır. Ardından **Son** butonuna tıklanır.

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Ekran 78: Son olarak verilerin açılacağı çalışma sayfası seçilir ve Tamam butonuna tıklanır.

*Ekran 79:* Açılan dosyada ürün listesinden faydalanılarak **11.2**) **Raporlarda KTÜN Eşleştirmesinin Yapılması** bölümündeki yönergelere göre KTÜN eşleştirmesi sağlanır. Raporda **month_of_charge** sütununda harcama dönemi, **estimated_monthly_storage_fee** sütununda depolamaya yönelik oluşan yaklaşık giderler görüntülenmektedir. Bu giderin **9.1**) **Sipariş Karşılama Giderlerinin Raporlanması** alanında **description** alanında **FBA Inventory Storage Fee** filtresi uygulanarak kontrol edilebilecek olan gerçekleşen toplam depolama giderinin üstünde olması halinde düşük olan tutar esas alınarak desteğe ilişkin hesaplamalar gerçekleştirilir.

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14	BOSING	GOD	861	Martine Concerning And And And And And And And And And And	AFW1	US	2022-12	2,4	USD	1,2271
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16	BOSIN	CDB	868	With an and a state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the stat	AFW1	US	2022-12	2,4	USD	2,9135
17	BOSIN	WXX	865	Water and the second second second second second second second second second second second second second second	AFW1	US	2022-12	2,4	USD	0,0079
18	BOOMER	XOF	861	Water and the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second se	AFW1	US	2022-12	2,4	USD	2,2089
19	BOST	DWH	865 4	Material and an and a second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second s	AFW1	US	2022-12	2,4	USD	4,2087
20	BORNAL	DXB	861 34	Manual Annual Contract of the Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annual Annua	AFW1	US	2022-12	2,4	USD	2,1297
21	BO	2001X	868 34	Management and an and an and an and an and an and an and an and an and an and an and an and an and an and an an	AFW1	US	2022-12	2,4	USD	1,2747
22	BOOM	32H	868	Manual and an and a state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of th	AFW1	US	2022-12	2,4	USD	1,4726

## 13) SİPARİŞ KARŞILAMA VE DEPOLAMA HİZMETİNİN FATURALANDIRILMASI

*Ekran 80:* Amazon Seller Central ana sayfasında bulunan sol menüden "**Reports > Tax Document Library**" işlem adımları izlenir.



*Ekran 81:* Açılan ekranda ilgili döneme ilişkin **'Invoice Type"** sütununda **"Fulfillment by Amazon Tax Invoice"** belge tipine sahip fatura bulunur ve **"View"** butonuna tıklanır. Bu aşamada **"Marketplace"** sütununda ilgili faturalandırmanın hangi pazaryerine ilişkin yapıldığı görüntülenir.

e Invoices Seller Fee	Lredit Notes									
Fee Invoices										
ail address : imagin	Section	t i								
Invoice Type	Invoice File Type	Invoice Number	Payer Name	Payer Registration	Supplier Name	Supplier Registration	Marketplace	Start Date	End Date	
Fulfillment by Amazon Tax Invoice	PDF	2023-	TEARNAGES.		Amazon Services Europe S à r.l.	DE29508	Amazon de	Sun Jan 01 14:52:51 UTC 2023	Tue Jan 31 23:00:00 UTC 2023	
Merchant VAT Credit Note	PDF	# SHASE-	Terretainer:		Amazon Services Europe S.à r.l.	LU19647	Amazon de	Sun Jan 01 14:52:51 UTC 2023	Tue Jan 31 23:00:00 UTC 2023	
Merchant VAT Invoice	PDF	2023-	Terrantes Terranett		Amazon Services Europe S.à r.I.	LU19647	Amazon.co.uk	Sun Jan 01 14:52:51 UTC 2023	Tue Jan 31 23:00:00 UTC 2023	
Merchant VAT Invoice	PDF	2023-	CERTAINS		Amazon Services Europe S.à r.L	LU19647	Amazon de	Sun Jan 01 14:52:51 UTC 2023	Tue Jan 31 23:00:00 UTC 2023	
Product Ads VAT Invoice	PDF	2023-	CERTAILES.		Amazon Online Germany GmbH	DE28808	Amazon de	Sun Jan 01 14:52:51 UTC 2023	Tue Jan 31 23:00:00 UTC 2023	
Fulfillment by Amazon	PDF	2022-	CHINAGE .		Amazon Services	DE29508	Amazon de	Thu Dec 01 14:52:51	Sat Dec 31 23:00:00	

*Ekran 82:* Faturada; Firma bilgilerine, fatura tarihine, ilgili döneme ilişkin toplu şekilde fatura edilmiş depolama giderine, sipariş bazında fatura edilmiş sipariş karşılama giderlerine ve bu giderlere ilişkin uygulanan vergi oranına ulaşılabilir.

amazo	on services Europe				RECHNUN	G
Rechnung: Rechnung: Name des	sdatum: 31/01/2023 snr: DE-AS Verkaeufers:	<b>ra Tarihi</b> Firma Bilgileri Name des An Amazon Servia Adresse des A 38 avenue Joh UStID des Ant	<b>bieters:</b> ces Euro nbieters n F. Ken bieters: E	pe S.à r.l. :: nedy, L-18: DE29======	55, Luxemburg	
Datum	Dienstleistung	Preis(ohne Ust.)	USt.%	USt.	Gesamtsumme	Depolama Ücreti
07/01/2023	Gebühren im Zusammenhang r "Versand durch Amazon"	nit EUR 67.79	19.00%	EUR 12.88	EUR 80.67	(Toplu Şekilde)
17/01/2023	Gebühren im Zusammenhang r "Versand durch Amazon"	nit EUR 3.35	19.00%	EUR 0.64	EUR 3.99	
18/01/2023	Gebühren im Zusammenhang r "Versand durch Amazon"	nit EUR 3.89	19.00%	EUR 0.74	EUR 4.63	Sipariş Karşılma Ücretleri
21/01/2023	Gebühren im Zusammenhang r "Versand durch Amazon"	nit EUR 3.58	19.00%	EUR 0.68	EUR 4.26	(Sipariş Bazında)
24/01/2023	Gebühren im Zusammenhang mit "Versand durch Amazon"		19.00%	EUR 0.74	EUR 4.63	
30/01/2023	Gebühren im Zusammenhang r "Versand durch Amazon"	nit EUR 3.89	19.00%	EUR 0.74	EUR 4.63	
	GESAMT	EUR 86.39	C	EUR 16.42	EUR 102.81	<b>]</b>

## 13.1) Faturaya İlişkin Ödemelerin Kontrolü

*Ekran 83:* Sol menüden **Reports > Payments** işlem adımları izlenir.



*Ekran* 84: **Disbursements** sekmesine tıklanır. Fatura dönemine ilişkin tarih filtrelemesi gerçekleştirilir ve **Search** butonuna tıklanır.

							ary en)		P	op
=	amazon seller central	s	earch		٩			۵	EN	-
		Add your favourite pages he	ere by clicking this icon	in the navigation menu						
	Payment	ts - All Settlements Find out mo	re Take Tour Ra	te this page						
	Statement Vie	w Transaction View All Statements Disburse	ements Date Range F	eports Advertising In	nvoice History					
	Account Type	From	То		Order ID:					
	Standard orders	× 🛅 01/01/202	23 🔝 28/02/20	23 Search	Order ID:	Submit				
	10/02/2023 - Present	· · · · · · · · · · · · · · · · · · ·	0	Trace ID:	Disburrament Statur	View Summary				
		Scheduled Processing Sent to bar	nk Acknowledged	frace ib.	i Started	Not Available (Open)				
	Standard orders	disbursement	by bank		Disbursement					
				Settlement Group:	Amount:					
					1222					
	27/01/2023 - 10/02/2023	O No disbursement was made. Closing ball	lance: -€			View Summary				
	Etandard order	-				Download Flat File V2 🗸				
	standard orders									
			-							

*Ekran 85:* Tarih filtreleme işleminden sonra sorgu sonuçlarında işlemler görüntülenir. Buradaki işlem sayısı işlem hacmine göre değişkenlik gösterebilmektedir. İlgili döneme ilişkin yapılan mahsuplaşmalar sonucu firma hesabına yapılan ödemeler **Payout Status** ekranında görüntülenir. **Done** statüsündeki işlemler belirtilen döneme ilişkin mahsuplaşmanın yapıldığını ve kalan tutarın firma hesabına transfer edildiğini göstermektedir. Bu aşamada işlemlere ait daha detaylı bilgi alabilmek için **View Summary** yönlendirmesine tıklanabilir.

Account Type		Fro	m	То		Order Id:	
Standard Orders		~	12/01/2022	12/31/20	022 Search	Order Id:	Submit
2/31/2022 – 1/2/2023	•	•	•	-•	Trace Id:	Payout Status:	View Summar
tandard orders	Scheduled payout 1/2/23 9:20 AM	Processing 1/2/23 9:20 AM	Sent to Amazon's bank provider 1/3/23 9:36 AM	Acknowledged by Amazon's bank provider 1/3/23 7:59 PM	Settlement Group:	Done Payout Amount: \$137.83	Download Flat File V2 🗸
2/29/2022 -	•	•	•		Trace Id:	Payout Status:	View Summar
2/31/2022	Scheduled payout	Processing 12/31/22	Sent to Amazon's bank	Acknowledged by Amazon's	- <u>12.71-21</u> 2044-558580	✓ Done	Download Flat File
tandard orders	12/31/22 11:19 AM	11:19 AM	provider 1/1/23 11:27 AM	bank provider 1/3/23 1:25 PM	Settlement Group:	Payout Amount: \$207.30	
2/27/2022 -	•	•	•	•	Trace Id:	Payout Status:	View Summar
2/29/2022	Scheduled	Processing	Sent to	Acknowledged	546250101495011760	✓ Done	Download Elat File
Standard orders	9:42 AM	9:42 AM	Amazon's bank provider 12/30/22 9:47 AM	by Amazon's bank provider 12/30/22 8:20 PM	Settlement Group:	Payout Amount: \$514.97	V2 V2

*Ekran 86:* View Summary yönlendirmesine tıkladıktan sonra gelen ekstre görünümde işlem dönemine ilişkin gelir ve giderler görüntülenir. Önceki işlem dönemlerinde ödemesi alınamamış harcamalar **Beginning Balance** alanında görüntülenir. Dönem içinde yapılan satışlar **Sales** alanında, harcamalar **Expenses** alanında görüntülenir. Amazon bazı hesaplarda gelecek dönemlerde oluşabilecek giderlerin ödemesini güvence altına almak için kısmi tutarlarda

alıkoymalar gerçekleştirebilir. Varsa Amazon tarafından alıkonulan (rezerv edilen) bu ücretler **Account Level Reserve** alanında görüntülenir. Yapılan mahsuplaşma sonucu hesaba transfer edilecek tutar ise **Net Proseeds** alanında görüntülenir.



Ekstrenin altında ise ilgili transferin gerçekleştiği hesap ve transfer tarihi görüntülenmektedir.

Yurt dışı pazaryerleri ve dijital platformlar tarafından yapılan mahsuplaşma işlemleri için Genelgenin 37 nci maddesinin dördüncü fikrası "(4) Dijital pazaryeri tanıtım giderlerinin, sipariş karşılama hizmetlerinin, pazaryeri komisyon giderlerinin, eihracat tanıtım desteği giderlerinin yurt dışı pazaryeri tarafından yararlanıcının eticaret satış hasılatından veya ön ödemelerden mahsup edilmesi halinde ödeme yapıldığı bilgisinin yer aldığı belge, Genel Müdürlüğün uygun görüşü ile fatura veya ödeme belgesi olarak kabul edilir." hükmünü amirdir. Bu kapsamda, yurt dışı pazaryerleri ve dijital platformlarda gerçekleştirilecek mahsuplaşma işlemlerinin Genelgenin 37 nci maddesinin dördüncü fikrası çerçevesinde işlemlerin hazırlanan ekli kılavuzlarda belirtildiği şekilde sonuçlandırılması uygun görülmektedir.

#### 14) RAPORLARDA KTÜN EŞLEŞTİRİLMESİNİN YAPILMASI

İlgili pazaryerinde indirilen raporlar SKU yada ASIN gibi KTÜN harici bir ürün kimliğine sahiptir. Ön onay durumunun tespiti için KTÜN eşleştirmelerine gerek duyulduğunda aşağıdaki yönlendirmeler takip edilerek ilgili eşleştirme sağlanabilir. KTÜN eşleştirmesinde ürün listesi raporundan faydalanılacaktır.

#### 14.1) Ürün Listesi Raporunun İndirilmesi

*Ekran 87:* **Reports > Inventory Reports** adımları izlenir. Açılan Ekranda **All Listings Report** seçilir ve **Request Report** butonuna tıklanır. Kısa bir süre bekledikten sonra ilgili sorguya ilişkin rapor hazır olduğunda Download butonu aktif olacak. **Download** butonuna tıklayarak ilgili rapor indirilir.

🛱 Add yo	im more			
Payment Information	Download an All Listings Report	t to get details about all existing listings in your account re	gardless of their status (	(e.g. a
Deposit Methods	inactive, incomplete). Customize the columns for this i	report		
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*Ekran 88:* CSV formatında indirilen dosyayı excel ortamında çalıştırmak üzere boş bir excel çalışma sayfası açılır. **Veri > Metinden** adımları izlenerek indirilen dosya seçilir ve **Aç** butonuna tıklanır.

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*Ekran* 89: Dosyayı excel ortamında çalıştırırken 3 adımdan oluşan **Dosya İçe Aktarma Sihirbazı**nda bazı tanımlamalar yapılır. Birinci ekranda; dosya türü olarak **Sınırlandırılmış** seçeneği seçilir, dosya kaynağı olarak **65001 : Unicode (UTF-8)** seçilir ve **İleri** butonuna tıklanır. *Ekran 90:* İkinci adımda **Ayırıcılar** alanında **Diğer** seçeneği seçilir ve yanındaki kutucukta **virgül (,)** işareti ayırıcı olarak belirtilir. Ardından **İleri** butonuna tıklanır.

Metin İçeri Aktarma Sihirbazı - Adım 3 / 3 ? X	Metin İçeri Aktarma Sihirbazı - Adım 3 / 3 ? X
Bu ekran sötunnları seçmenizi ve Veri Biçiminib belirlemenizi sağlar. Sötun veri biçimi Gigeni Genel, saysal değerleri sayılara, tarih değerlerisi <u>tarihlere ve diğer</u> tüm değerleri metne dönüştürür. Gelişmeş	Bu ekran süturları seçmenizi ve Veri Biçimini belirfemenizi sağlar. Sütun veri biçimi O ganet O Batin O Tarihi CAY Suturu ceri atarına dağı değerleri sayılara, tarih değerlerini tarihlere ve diğer tilm değerleri metne dönüştürür. O Tarihi CAY Suturu ceri atarına dağı
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*Ekran 91:* Üçüncü aşamada para birimlerinde ondalık ve binlik ayracı ayarlamak üzere **Gelişmiş** seçeneğine tıklanır.

*Ekran 92:* Ondalık ayracı olarak **nokta** (.), Binlik ayırıcı olarak **virgül** (,) işareti seçilir, **Negatif sayılara eksi işareti konulsun** seçeneği işaretlenir ve **Tamam** butonuna tıklanır. Ardından **Son** butonuna tıklanır.

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Ekran 93: Son olarak verilerin açılacağı çalışma sayfası seçilir ve Tamam butonuna tıklanır.

#### 14.2) Raporlarda KTÜN Eşleştirmesinin Yapılması

*Ekran 94:* Ana rapor dosyasında bulunan (eşleştirilecek olan kaynak) **ürün kimliği ve product-id** sütunları kopyalanır. Örneğin; sipariş karşılama giderleri kontrol edilirken indirilen harcama dökümü SKU bazlı gösterim sağlamaktadır. Bu rapor üzerinde KTÜN eşleştirmesi yapılırken ürün listesi raporunda seller-sku ve product-id sütünü koyalanmalıdır.

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*Ekran 95:* Ana raporda + butonuna tıklanır ve yeni bir excel çalışma sayfası oluşturulur.

*Ekran 96:* Kopyalanan bilgiler oluşturulan yeni çalışma sayfasına yapıştırılır. Tüm sayfa seçilir ve seçilen sayfaya bir isim atanır. Görselde KTÜN ismi atanmıştır.

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*Ekran 97:* Ana raporda boş bir sütün açılır. Açılan sütuna DÜŞEYARA formülü yazılır. Uygulanan formül yeni açılan sütünün tamamına uygulanır.

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10	Dec 1, 202	1700000011	Order	114-00771	7651 5067		Weeks again the lower states and	1	amazon.com
11	Dec 1, 202	17000000011	Order	114-028	7651 5068		Were and the first the same	1	amazon.com
12	Dec 1, 202	17000000011	Order	113-170	7651 5069		Wenned Signification (Second Second Second	1	amazon.com
13	Dec 1, 202	17000000011	Order	112 453	7651 5065		Weens Separate Comments	1	amazon.com
14	Dec 1, 202	160000001	Order	113 594	7651 5051		Weens Spallane Incontrate - comm	1	amazon.com
15	Dec 1, 202	1700000000011	Order	112 901	7651 2616		Westerneitenstration	1	amazon.com
16	Dec 1, 202	170000000011	Order	113-778	7651 5044		Wenterlinegalitieterstatestate	1	amazon.com
17	Dec 1, 202	17 11	Order	114-534	7651 5068		Wenned August Street Control State	1	amazon.com
18	Dec 1, 202	17 11	Order	113-0052	7651 5042		Wesselesselesselesselesselesselesse	1	amazon.com
19	Dec 2, 202	17 11	Order	112 901	7651 5065		Without And And And And And And	1	amazon.com
20	Dec 2, 202	17/2 11	Order	112 901	7651 5065		Weenstein States and States and	1	amazon.com
21	Dec 2, 202	17/////1	Order	114-119	7651 2616		Witten in the second second second	1	amazon.com
22	Dec 2, 202	17 11	Order	112 993	7651 5045		Witten Additional States - ann	i 31	amazon.com
23	Dec 2, 202	1700000011	Order	113 593	7651 2615		Witten in the state of the same	1	amazon.com
24	Dec 2, 202	1700000011	Order	117 728	7651 5067		Witten Agentication Cale	1	amazon.com
25	Dec 2, 202	17	Order	111-0003	7651 5068		Witten and statistic states and	1	amazon.com
26	Dec 2, 202	170000000011	Order	112-088	7651 5067		Witten Automation States - comm	1	amazon.com
27	Dec 2, 202	170000000011	Order	111 146	7651 5069		Witten identified to the same	1	amazon.com
28	Dec 2, 202	17000000011	Order	11200513	7651 2615		Witten spanister to the same	1	amazon.com
29	Dec 2. 202	17	Order	113-5581	7651 5066		Warman Application Takes and	1	amazon.com

*Ekran 98:* Raporun son halinde görseldeki görünüm elde edilecektir. İlgili ürünler için pazaryerinde KTÜN bilgisi girişi sağlanmadığında ilgili ASIN ya da SKU karşılığında herhangi bir KTÜN bilgisi bulunmayacaktır. İlgili satırlarda veri bulunmayacak veya YOK yazan sütunlar mevcut olacaktır.

F2		- : ×	fx =D	ÜŞEYARA(B	E2;KTÜN;2;YANLIŞ)				
1	А	В	C	D	E	F	G	н	L.
1	date/time	e settlement id	type	order id	sku		description	quantity	marketplace
2	Dec 1, 202	2 170661	Order	112-05439	76	8681185	Weeen State Francisco Rees Skinn	1	amazon.com
3	Dec 1, 202	2 170661	Order	113-97577	76	8681185	Version and the second second	1	amazon.com
4	Dec 1, 202	2 170727	Order	111-37259	76	868118	Vieren a line a sur line line	1	amazon.com
5	Dec 1, 202	2 17072	Order	111-68994	76	8681185	Vieren - Sea Charman - Bern Shinn	1	amazon.com
6	Dec 1, 202	2 17072	Order	114-30272	76 64	8681185	Viewers of the Chargers of the Chargers in the	1	amazon.com
7	Dec 1, 202	2 17072	Order	114-12995	76	8681185	Viewers of Real Property State of Real Province	1	amazon.com
8	Dec 1, 202	2 17072	Order	111-14700	76	8681185	Viewers of Real Property State of Real Province	1	amazon.com
9	Dec 1, 202	2 17072	Order	111-14700	76	8681185	Viewers of Real Property of Revent Section	1	amazon.com
10	Dec 1, 202	2 170727	Order	114-68771	7(	8681185	Viewers - Right Report - The Report Fishing	1	amazon.com
11	Dec 1, 202	2 170727	Order	114-61028	76	8681185	Vereza de la regenta de la Reventación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la regentación de la reg	1	amazon.com
12	Dec 1, 202	170727	Order	113-89170	76-11-11-11-11-11-11-11-11-11-11-11-11-11	8681185	Veren a line of some constant	1	amazon.com
13	Dec 1, 202	17072	Order	112-25453	76	8681185	Veren - Net Store - Isinn	1	amazon.com
14	Dec 1, 202	2 16911	Order	113-19594	76	8681185	Veren - her i sen stor liere - isinn	1	amazon.com
15	Dec 1, 202	2 17072	Order	112-57901	76-16	8681185	Veren - the Peren State - Ininn	1	amazon.com
16	Dec 1, 202	2 17072	Order	113-41778	76	8681185	Veren - the Peren of Ree - Ising	1	amazon.com
17	Dec 1, 202	2 17072	Order	114-49534	7668	8681185	Western a Rise of Horn School Reversion income	1	amazon.com
18	Dec 1, 202	2 170727	Order	113-93052	76	8681185	Were the Page Store Store Beer	1	amazon.com
19	Dec 2, 202	2 170727	Order	112-62901	76	8681185	Were a file of wars of the listing	1	amazon.com
20	Dec 2, 202	2 170727	Order	112-62901	76	8681185	Were the Part of Mere-	1	amazon.com
21	Dec 2, 202	2 17072	Order	114-62119	76 16	8681185	Verral Real wars the law think	1	amazon.com
22	Dec 2, 202	2 17072	Order	112-16993	7645	8681185	Veren - the same to the ining	1	amazon.com
23	Dec 2, 202	2 17072	Order	113-58593	7615	8681185	Veren - the Peren State - Ininn	1	amazon.com
24	Dec 2, 202	2 17072	Order	112-24728	7667	8681185	Veren - the Peren State - Ising	1	amazon.com
25	Dec 2, 202	2 17072	Order	111-65003	7668	8681185	Verezu - Ria d' Harri - de Miller - disinn	1	amazon.com
26	Dec 2, 202	2 17072	Order	112-44088	70	8681185	Verezu Plant wars standere deinn	1	amazon.com
27	Dec 2, 202	170727	Order	111-09146	76	868118	Wereau Pilian Piliana State (Ree - Sising	1	amazon.com
28	Dec 2, 202	2 17072	Order	112-83513	703103333023 + 33022015	868118	Vector and conterver when skinn	1	amazon.com

# TÜRKIYE iHRACATÇILAR MECLISI

5986 SAYILI E-İHRACAT DESTEKLERİ İNCELEMECİ KURULUŞLAR VE YARARLANICILAR İÇİN PAZARYERİ KILAVUZU AMAZON



E-İHRACAT SEKRETARYASI MART - 2023

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID:8177ABA738424C8177AB. Bu kod ile http://evrak.tim.org.tr/ adresinden doğrulayabilirsiniz.

İşbu kılavuzun amacı 24/08/2022 tarihli ve 5986 sayılı Cumhurbaşkanı Kararı ile yürürlüğe konulan E-İhracat Destekleri Hakkında Karar kapsamında gerçekleştirilecek iş ve işlemlerde yeknesaklık sağlanarak süreçlerin kolaylaştırılmasıdır.

Kılavuzda yer alan bilgiler çerçevesinde ilgili destek başvurularının değerlendirilmesinde 5986 sayılı E-İhracat Destekleri Hakkında Karar ve E-İhracat Desteklerine İlişkin Genelge uyarınca Ticaret Bakanlığı ve incelemeci kuruluşlar yetkilidir.

E-İhracat Sekretaryası söz konusu kılavuzda zaman içinde değişiklik yapabilir. Destek başvurularına ilişkin inceleme süreçlerinde 5986 sayılı E-İhracat Destekleri Hakkında Karar ve E-İhracat Desteklerine İlişkin Genelge esas olup, kılavuzda yer alan bilgilere dayanılarak yapılan işlemlerden E-İhracat Sekretaryası sorumlu tutulamaz.

Bu kılavuz; tamamen ya da kısmen E-İhracat Sekretaryası'nın yazılı izin alınmaksızın hiçbir surette kullanılamaz, yayınlanamaz, işlenemez, çoğaltılamaz, aksi halde; E-İhracat Sekretaryası'nın tüm hukuki hakları saklıdır.

## İÇİNDEKİLER

1.	AMAZON HAKKINDA	4
2.	SATICI HESABI OLUŞTURMA	6
3.	FİRMA TÜZEL KİŞİLİK BİLGİLERİ KONTROLÜ	12
4.	ÖDEME HARCAMA BİLGİLERİ KONTROLÜ	13
5.	KULLANICI YETKİLENDİRME	14
6.	ÜRÜN LİSTELEME	18
7.	LİSTELENEN ÜRÜNLERİN KONTROLÜ VE DÜZENLENMESİ	20
8. FA	REKLAM GİDERLERİNİN RAPORLANDIRILMASI VE TURALANDIRILMASI	22
9.	SİPARİŞ KARŞILAMA HİZMETİNİN RAPORLANMASI	28
	9.1.CSV Dosyasının Excel'e Aktarılması	30
	9.1.1.Sipariş Karşılama Giderlerinin Kontrol Edilmesi (İade Hariç)	33
	9.1.2.İade Edilen Ürünlerde Sipariş Karşılama Harcama Giderlerinin Kontrolü	34
10.	DEPOLAMA HİZMETİNİN RAPORLANMASI	35
11. FA	SİPARİŞ KARŞILAMA VE DEPOLAMA HİZMETİNİN TURALANDIRILMASI	39
12.	RAPORLARDA KTÜN EŞLEŞTİRMESİNİN YAPILMASI	42
	12.1.Ürün Listesi Raporunun İndirilmesi	42
	12.2.Raporlarda KTÜN Eşleştirilmesinin Yapılması	45

#### 1. AMAZON HAKKINDA

Amazon, küresel kapsamı ve yaygınlığı nedeniyle dünya çapında en değerli markalardan biri olarak nitelendirilmektedir. Bu özelliği de Amazon'u e-ticarette en çok tercih edilen sitelerden biri yapmaktadır.

	Pazaryeri Künyesi
Kuruluş Tarihi	5 Temmuz,1994
Kurucusu	Jeff Bezos
Merkezi	ABD
СЕО	Andy Jassy (05/07/2021-)
Gelir*	\$ 469.8 Milyar
Net Gelir**	\$ 33,4 Milyar
Net Değeri***	\$875.51 Milyar
E-ticaret Dünya Sıralaması	1
Ülkesindeki Sıralaması	1
Faaliyet Gösterilen Ülkeler	Mısır, Çin, Hindistan, Japonya, Singapur, BAE, Suudi Arabistan, Almanya, Birleşik Krallık, Fransa, Hollanda, İspanya, İtalya, Türkiye, İsveç, Polonya, Brezilya, ABD, Kanada, Meksika, Avustralya
Pazaryeri Komisyon Oranları	8-15%
Ödeme Yöntemi	Amazon Pay Visa MasterCard
Ziyaretçi Trafiği (Mayıs 2022)	2,4 Milyar kişi Doğrudan: 5.6 Milyar Organik Arama (Reklamsız Arama): 2.1 Milyar Yönlendirmeler: 61 Milyon Sosyal Medya: 437 Milyon Ödemeli Arama (Reklamlı Arama): 389 Milyon Eposta: 249 Milyon Görüntülü Reklamlar: 28 Milyon
En Çok Ürün Satılan Kategoriler	Hediye kartı Elektronik Kitap & Kırtasiye Kıyafet, ayakkabı, mücevher Makyaj, kişisel bakım
Müşteri Demografisi	Kadın - %40 Erkek - %60 25 – 34 yaş arası %28 ile en kalabalık grup
Müşterilerin Platformu Tercih Etme Sebepleri	Düşük kargo maliyetleri - %40 Hızlı teslimat - %37 Rekabetçi fiyat - %36 Prime üyeliğine sahip olunması - %36 Marka çeşitliliği - %28

*Kaynak, Statista 2022

Amazon pazaryerini, Mayıs 2022 tarihi itibari ile 2.4 Milyar kişi ziyaret etmiştir. Ziyaretçilerin büyük bölümü pazaryerini doğrudan ziyaret etmişlerdir. İlgili pazaryerinin en yoğun yönlendirilmiş trafiği Youtube ve Facebook üzerinden aldığı gözlemlenmektedir.



*Tüm Gelir

**Tüm Gelir – Tüm Harcama

***Şirketin sahip olduğu varlıkların değerinden borçlarını çıkarılması ile bulunur.

*Kaynak, Statista 2022



#### Ürün Kategorilerin Satış Dağılımı (%)

*Kaynak, Statista 2022

Amazon'un ana gelir kaynağı çevrimiçi mağaza satışlarından oluşmaktadır. İkinci ana gelir kaynağı ise 3. taraf satıcılarından kazanım elde ettiği komisyonlardan oluşmaktadır. Bulut teknolojilere artan yatırımı sayesinde ilgili kanal üzerinden de gelir kaydetmeye başlamıştır. 4. sırada ise abonelik sistemi yer almaktadır. Amazon prime üyeliği olan kullanıcıların siparişleri

neredeyse bir gün içeresinde ulaşır ayrıca da video akış hizmeti de sunmaktadır. Bu doğrultuda Amazon, gelir kaynaklarını başarıyla çeşitlendirmiştir.



*Kaynak, Statista 2022

#### 2. SATICI HESABI OLUŞTURMA

Ekran 1: Kayıt işlemi gerçekleştirmek için Amazon Seller Central'a giriş yapılır. "Create your Amazon account" seçeneğinden ilerlenir.

ilgili bilgiler doldurulur.

Ekran 2: Kayıt işlemi için Ekran 3: Mail adresi doğrulama işlemi gerçekleştirilir. "Create your Amazon account" butonu ile ilerlenir.

amazon seller central	amazon seller central	amazon seller central
Get started selling on	Create account	
Amazon	Your name	Verify email address
Email or mobile phone number	L	To verify your email, we've sent a One Time
Password Forgot your password?	Email	Password (OTP) to (Change)
	Password	Enter OTP
Next	At least 6 characters	
	/ Passwords must be at least 6 characters.	· J
Keep me signed in. Details +	Re-enter password	Create your Amazon account
New to Amazon?		
Create your Amazon account	Next	Resend OTP

Ekran 4: Açılan ekranda ülke seçimi yapılarak ilerlenir.

Before	starting, please ensure yo We may require additional infor	ou have the following har mation or documents later	ndy
m			
d Contact address	Mobile or Telephone number	Chargeable Credit card	Identity
Business locati	on 😳		
Select a country	y		•
If you don't have a	a business, enter your country of resid	dence.	
An incorrect select	tion may affect the status of your acc	count_	
An incorrect select By clicking on 'Age and Amazon's Priv	tion may affect the status of your acc ree and continue', you agree to the Ar racy Notice.	mazon Services Business Solutions Ag	reement
An incorrect select By clicking on 'Age and Amazon's Priv- If you use the self	ree and continue', you agree to the Ar nacy Notice.	rount. mazon Services Business Solutions Agu rs other than in Canada, United States	reement

*Ekran 5:* İşletme türü ve işletmenin yasal adı girildikten sonra bilgilerin doğruluğu onaylanıp "**Agree to continue**" seçeneği ile devam edilir.

s and	I Contact address Mobile or Telephone number Chargeable Credit card	Identity
	Business location	
	United States a	
	If you don't have a business, enter your country of residence. An incorrect selection may affect the status of your account.	
	Business type	
	Privately-owned business 1	
	Business Name, used to register with your state or federal government	
	12Niaes1217	
	I confirm my business location and type are correct, and I understand that this information cannot be changed later.	
	By clicking on 'Agree and continue', you agree to the Amazon Services Business Solutions Agreement and Amazon's Privacy Notice.	
	If you use the selling services offered in Amazon's stores other than in Canada, United States, or Mexic you also agree to the additional terms listed on the International Selling Agreements page with respect to those services.	0. X

Ekran 6: "Business information" alanında ilk olarak ticaret sicil numarası girişi yapılır.

1 Business information	2 Seller information	3 Billing	4 Store	S Verification	
Business information					
Business some used to register	with your state or federal equatoment				
California a contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the contraction of the	with your state or rederat government				
Ticaret Sicil Number					

*Ekran 7:* Şirket adres bilgileri girişi yapılır. Telefon doğrulaması yapılır ve "**Seller information**" adımına geçilir.

-				
Turkey		~	ZIP / Postal code	
Address Line 1			Address Line 2	
Municipality				
City / Town				
Receive PIN through				
SMS	O Call			
Phone number for verification				
<b>•</b> +90				
5MS verification language				
English (United States)			~	Send SMS
furkish Tax ID			Turkish Tax Office	
Mersis Number				



	Personal Information for							
	Country of citizenship				Î			
	Select country	۰						
	Country of birth		Date of	birth				
	Select country	٠	Day •	Month   Year	•			
	Mobile number							
	1000 (100 ALC)							
	<ul> <li>□ is a beneficial owner of the business [©]</li> <li>□ is a legal representative of the business [©]</li> </ul>							
	I have added all the Beneficial Owners of the Business. O Yes O No							
	I confirm of acting on own behalf or on behalf of registered business, and I commit to updation the beneficial superchip information whenever a change has been updated.							

Ekran 8: Bu aşama da satıcıya ait bilgi girişi yapılır ve fatura bilgileri aşamasına geçiş yapılır.

*Ekran 9:* "**Billing**" aşamasını tamamlamak için banka hesap bilgileri ve kredi kartı bilgilerine ihtiyaç duyulmaktadır.

lusiness information	Seller information	Billing	Store	Verificatio
ank account verification	pending			
(i) Bank account ver	ification pending			
(i) Bank account ver The financial institut registration to comp	ification pending tion you selected is not eligible for instant v lete manual bank account verification. Plea:	erification. You will be required se click Continue to proceed wit	to upload a bank statement late h the next steps in registration.	er during
Bank account ver The financial institut registration to comp	ification pending tion you selected is not eligible for instant v lete manual bank account verification. Plea	erification. You will be required se click Continue to proceed wit	to upload a bank statement late h the next steps in registration.	er during
(i) Bank account ver The financial institut registration to comp	ification pending tion you selected is not eligible for instant v lete manual bank account verification. Plea	erification. You will be required se click Continue to proceed wit	to upload a bank statement late h the next steps in registration.	er during

Ekran 10: Kredi kartı bilgileri girildikten sonra "Store" aşamasına geçiş yapılır.

	Billing Inform						
		~					
	G Ye fo yc ch st	lobal Selling Fee ou will be charged or the first month. ou have active listi narged a subscripti ores, you will pay roportionately acro	a Professional selling subs You will continue to be cha ings. If you do not have acti ion fee in that month. If yo the equivalent of 39.99 US oss each country or region i	cription fe rged this ve listings u expand D per mor in which y	ee of 39.99 US fee each mon s, you will not to sell in othe nth, split you have an ac	iD th if be r	
	lis at	iting and charged any time. For mo	separately in each local cur re information, see this pag	rency. You je.	u can downgra	ade	
	Credit card numb	iting and charged any time. For mo	separately in each local cur re information, see this pag Expires on	rency. You je.	u can downgra	ade	
	Credit card numt	iting and charged any time. For mo	Expires on	rency. You je.	2022	e e	
	Credit card numt	iting and charged : any time. For mo ber me	Expires on	e.	2022	sde •	
	Credit card numt	iting and charged any time. For mo per	Expires on	e.	2022	*	
	Credit card numt	iting and charged any time. For more per me	Expires on	¢	2022	¢	
	Credit card numt	ting and charged any time. For more the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second seco	Expires on	e.	2022	¢	

*Ekran 11:* İlgili adımda ürün ve mağaza bilgileri seçildikten sonra "**Verification**" aşamasına geçiş yapılır.

Business Information	Seller Information	Billing	Store	Verificatio				
	Store and Product Information							
	Answer a few questions about your answers you provide do not impact	business so we can best assi your ability to register for a	st you during onboarding. The selling account.					
	Store name							
	Enter a name for your store							
	Do you have Universal Product Codes (UPCs) for all your products?							
	○ Yes ○ No							
	Do you have any diversity certifications (e.g. Minority, Women, Veteran, or LGBT-owned business) that you wish to add to your account?							
	○ No							
	Are you the manufacturer or brand owner (or agent or representative of the brand) for any of the products you want to sell on Amazon? Yes							
	<ul> <li>No</li> <li>Some of them</li> </ul>							

*Ekran 12:* "**Vertification**" adımında kimlik bilgileri doğrulaması yapılmaktadır. Kimlik bilgileri eklendikten sonra Amazon tarafından iletişime geçilecek yol belirlenir.

usiness Information	Seller Information	Bitting	Store	Verificatio
		Identity Verification	1	
	I am the so	le owner or point of contact for t	Help this account	
	Name	Sector canton data, r	Point of contact	
	Date of birth	10.1945-1945		
	Country of birth			
	Country of citizenship			
	Identity data	Kimlik Number# : Expiration date : Country of issue :	analasi katen si katen Satu si katen 1 17	
	Identity document	Upload	d front side	
		Uploa	d back side	
		Upload the back sid	e even if it's blank	
	Residential address	10. State (1997)		
		and the state of the		
	Additional document	Choose a document down list	type from the drop-	
		Bank account state	ment •	

#### Ekran 13: Bu aşama da uygun seçenekler işaretlenerek devam edilir.

	Identity Verification	Identity Verification
	Please choose one of the available options to connect with an Amazon associate to complete your verification (not all options might be available at your location).	Verification using video call
۲	Scheduled Video Call Schedule an appointment with an Amazon Associate on a future date. Carry your original government issued photo ID document and other documents you uploaded during registration Scheduling wait time; 2 - 3 days	Please choose a date and time to schedule an appointment, and cick like to confirm your appointment. All appointment times shown in Easte Standard Time. Please plan for approximately 20 minute appointment.
0	Instant Video Call Stay in queue and meet with next available Amazon Associate. Carry your original government issued photo ID document and other documents you uploaded during registration. Standard workday operation hours are from 05:00 to 14:45 in Pacific Standard Time	5 20 PM 5 40 PM
	Next	Previous Next

#### Ekran 14: Kimlik doğrulamasında dikkat edilecek hususlar okunur ve ilgili kutucuk işaretlenir.



#### 3. FİRMA TÜZEL KİŞİLİK BİLGİLERİ KONTROLÜ

*Ekran 15:* Amazon Seller Central ana sayfasında sağ üstte yer alan ayarlar butonuna tıklanır. "Account info" başlığından ilerlenir.

amazon seller cer	ntral   Insertie	HE CHERTER	Search				Q	🗳 🔹 EN 👻 Help
Manage All Inventory	Manage Orders F	ayments Campaign Mana	iger Add Product	\$				Account Info
		T Parameters	Terrez		1	[automatica ]	Teer	Notification Preferences
	OPEN ORDERS		~ BUYE		BUY BOX WINS		IPI	Return Settings
GLOBAL PROMOTIONS SALES								Gift Options Shipping Settings Tax Settings
Selling Application	ns	Improve Images		News		Customer Experi	ence	User Permissions User Permissions History
Submit your applications to requiring approval	list products	Bull Branches	an ain	DEC 14, 2022 Changes to sh for seller-fulfi	ipping charge corrections illed returns	You have Prime eligibility require attention	issues that	Your Info & Policies Fulfillment by Amazon

Ekran 16: Açılan sayfa da "Legal Entity" başlığından şirket yasal bilgileri görüntülenebilmektedir.

Manager - Manholis, 1 St. Statis	Your Seller Profile	Payment Information	×	Legal Entity
Listings Status	Going on a vacation?	Deposit Methods	Charge Methods	
Amazon.ca Current Status of Listings:	Amazon.ca Current Active (Listings Status of Listings: available for sale on	Invoiced order payment settings	Charge Methods for Advertising	Legal business name
61 (1999) - Sector - 199	Amazon)	Business Information		Committee and the second
Amazon.com Current Status of Listings:	Active (Listings available for sale on	Business Address	Legal Entity	
	Amazon)	Official Registered Address	Merchant Token	Back
Amazon.com.br	Inactive (Listings not	Business Insurance	Manage Your Brands	
Listings:	Amazon)	Language for feed processing report	Display Name	

## 4. ÖDEME HARCAMA BİLGİLERİ KONTROLÜ

Seller Account Information

*Ekran 17:* Amazon Seller Central ana sayfasında sağ üstte yer alan ayarlar butonuna tıklanır. "Account info" başlığından ilerlenir.

amazon seller cer	ntral	6.180 (S	ALC: THEME	Search				Q	🗳 🏟 EN 🗸 Help
Manage All Inventory	Manage Orders	Payments	Campaign Manac	er Add	Products				Account Info
									Notification Preferences
	OPEN ORDERS	*	TODAY'S SALES	~	BUYER MESSAGES	BUY BOX WINS	TOTAL BALANCE	IPI	Login Settings Return Settings
GLOBAL PROMOTIONS SALES									Gift Options Shipping Settings Tax Settings
Selling Applicatio	ns	Impr	rove Images		News		Customer Experi	ence	User Permissions History
Submit your applications to requiring approval	list products	3.44 			Changes to shi for seller-fulfil Read more >	pping charge corrections lled returns	You have Prime eligibility require attention	issues that	Your Info & Policies Fulfillment by Amazon

*Ekran 18:* Açılan ekranda ödeme harcama bilgileri kontrolü için "**Deposit Methods**" ve "**Charge Methods**" bilgileri ayrı ayrı kontrol edilmelidir.

Received and the second	Your Seller Profile	Payment Information	
Listings Status	Going on a vacation?	Deposit Methods	Charge Methods
Amazon.ca Current Status of Listings:	Active (Listings available for sale on	Invoiced order payment settings	Charge Methods for Advertising
	Amazon)	Business Information	
Amazon.com Current Status of Listings:	Active (Listings available for sale on Amazon)	Business Address Official Begistered Address	Legal Entity

*Ekran 19*: Bu aşamada firmanın incelemeci kuruluşa ön onay sırasında vereceği hesap bilgisi kontrol edilmelidir.

*Ekran 20*: Bu aşamada firmanın incelemeci kuruluşa ön onay sırasında vereceği kredi kartı bilgisi kontrol edilmelidir.

#### Deposit Methods

#### **Charge Methods**

Default Deposit Methods			
BANK ACCOUNT NUMBER	BANK LOCATION	CREDIT CARD	EXPIRES ON
ending in 506		ending in 8240	CARD HOLDER'S NAME
Default		Replace Charge Method	BILLING ADDRESS

### 5. KULLANICI YETKİLENDİRME

Erişim yetkisi yararlanıcı tarafından incelemeci kuruluşa verilecektir.

*Ekran 21:* Amazon Seller Central ana sayfasında sağ üstte yer alan ayarlar butonunun altından "**User Permissions**" başlığına tıklanır.

=	amazon seller cer	ntral	6.1811	the final	Searc	ħ						٩	🖴 🏟 EN
	Manage All Inventory	Manage Orders	Payment	s Campaign Manag	er Ada	d Products							Account Info Notification Preferenc
GLO	DBAL PROMOTIONS SALES	OPEN ORDERS	•	TODAY'S SALES	v	BUYER MESSAGES	v	BUY BOX WINS	•	TOTAL BALANCE	v	191 	Login Settings Return Settings Gift Options Shipping Settings
-	·	1	Call	ina Analisatia	-	Ima	reve li			Mourt			Tax Settings User Permissions

*Ekran 22:* Yetki alacak işbirliği kuruluşunun unvan / isim ve mail adres bilgilerinin girişi yapılıp "Invite" butonu ile davet edilir.

#### User Permissions

Amazon takes the security of your ac	count seriously. Invite only people or businesses that you trust to access your bu	siness information.	
urrent Users			
Name	Email Address		
100010886-8455-0	- and a subsection of the group - sub-	Manage Permissions	Delete
10000	controls - assess differences and	Manage Permissions	Delete
and the second second	cardination development	Manage Permissions	Delete
damon 100	representative integrations	Manage Permissions	
10010-0000000	reserved agreement	Manage Permissions	Delete
dd a New User			
Name	Email Address Lar	nguage	

#### **User Permissions**

Advertision	New	(March)	Minus & Edia	(Admin)
Advertising	None	view	View & Edit	Admin
A+ Content Manager		0	0	
Campaign Manager	0	۲	0	
Coupons	•	0	0	
Customer Engagement	۲	0		
Customer Reviews	۲	0	0	
Deals	۲	0	0	0
Early Reviewer Program	۲	0	0	
Posts(Beta) Enable users to view, edit, and create posts.	۲		0	
Prime Exclusive Discounts	۲	0	0	
Promotions	۲	0	0	0
Register for Sponsored Products	۲	0		
Vine	0	۲	0	
Amazon Pay	None	View	View & Edit	Admin
Manage Refunds	0		۲	
Growth	None	View	View & Edit	Admin
Flexible Customer Financing	۲	0	0	
Marketplace Product Guidance Discover opportunities to expand your catalog to International stores. Access personalized asin recommendations and category insights to add new products across Amazon stores	۲	0	0	
Inventory	None	View	View & Edit	Admin
Fulfillment Programs	۲		0	
Image Management	۲	0		
Inventory Planning	۲		0	
Inventory performance	۲	0	0	0
Item Classification Guide	۲	0	0	
Manage FBA Inventory/Shipments	۲		0	
Manage Inventory/Add a Product	۲		0	
Manage Seller Fulfilled Products	0	0		
Access to Recommendations and Fulfillment Insights Dashboard (tab is hidden if there is no data available)				
Seller Fulfilled Prime Performance	۲	0	0	0
Selling applications	۲	0	0	
Upload Inventory	۲		0	
Upload and Manage Videos Upload and manage your product videos	۲	0	0	

*Mavi işaretli kutucukların adım adım seçilmesi gerekmektedir.

Media Upload	None	View	View & Edit	Admin
Image Uploading	۲	0	0	
Orders	None	View	View & Edit	Admin
Manage Orders	0	۲	0	
Manage Refunds	۲		0	
Manage Returns	۲		0	
Manage SAFE-T Claims	۲	0	0	
Transactions Enables scheduling and download of Order Reports, and upload of Adjustments and Shipping Confirmations.	0		۲	
Performance	None	View	View & Edit	Admin
Appeals Enables access to appeal listing and account deactivations.	۲		0	
Brand Referral Bonus	۲	0	0	
KPI Toolbar	۲	0		
Marketplace Appstore A directory of internal and external selling tools to manage and grow your business	۲	0	0	
Service Provider Network A directory of external providers that help with the complexity of selling on Amazon.	۲	0		
Voice of the Customer Enables access to the Voice of the Customer page	۲	0	0	
Pola	(777)		(1000)	(111)
Entering Automate Delater				Admin
Automate Pricing	-	Ŭ	Ŭ	
Automate Pricing	۲		0	
Automate Pricing Negotiated Pricing Pricing	•		0	
Automate Pricing Negotiated Pricing Pricing	•	•	0	
Automate Pricing Negotiated Pricing Pricing Pricing Health	None	View	Uiew & Edit	Admin
Automate Pricing Negotiated Pricing Pricing Pricing Pricing Reports Amazon Insights	None	View	View & Edit	Admin
Automate Pricing Negotlated Pricing Pricing Pricing Pricing Health Reports Amazon Insights Amazon Selling Coach	<ul> <li>None</li> <li></li> </ul>		View & Edit	Admin
Automate Pricing Negotiated Pricing Pricing Pricing Health Reports Amazon Insights Amazon Selling Coach Brand Analytics	<ul> <li>None</li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li><th>View     O     O     O     O     O     O     O     O     O     O</th><th>View &amp; Edit</th><th>Admin</th></li></ul>	View     O     O     O     O     O     O     O     O     O     O	View & Edit	Admin
Automate Pricing Negotiated Pricing Pricing Pricing Pricing Health Reports Amazon Insights Amazon Selling Coach Brand Analytics Brand Catalog Manager	<ul> <li>None</li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li< th=""><th></th><th>O           O           O           View &amp; Edit           O           O</th><th>( Admin )</th></li<></ul>		O           O           O           View & Edit           O           O	( Admin )
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Automate Pricing Negotiated Pricing Pricing Pricing Health Reports Amazon Insights Amazon Selling Coach Brand Analytics Brand Catalog Manager Brand Catalog Manager Brand Dashboard Brand Dashboard Custom Reports Custom Reports Feedback	Image: Constraint of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the se	Image: Constraint of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the se	·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·           ·	Admin
Automate Pricing Negotiated Pricing Pricing Pricing Health Reports Amazon Insights Amazon Selling Coach Brand Analytics Brand Catalog Manager Brand Dashboard Brand Dashboard Business Reports, Sales Summary Custom Reports Custom Reports Feedback	Image: Constraint of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the sector of the se	Image: Section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of t	•           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •           •	. Admin

*Mavi işaretli kutucukların adım adım seçilmesi gerekmektedir.

Growth Opportunities Growth Opportunities is a centralized growth recommendation experience containing	0	۲		
targeted recommendations to help grow your business.	0		0	
Operations Report A-to-z Guarantee Claims	0		0	
Payments	0		۲	
Enables access to the Payments report and visibility of the home page Payments Summary.				
Product Ads Invoice History	0		۲	
Product Ads Performance Reports	0	۲		
Promotions Performance	0	۲		
Sales Tax Report	0		۲	
Sell Globally: Getting Started	۲	0	0	
Seller Fee Tax Invoices	0		۲	
Tax Document Library	0		۲	
Services	None	View	View & Edit	Admin
Compliance Centra	u 💿	0	0	0
Settings	None	View	View & Edit	Admin
Amazon Business Seller Feature Access	s ()	۲	0	
Amazon Global Logistics	s 🔍	0	0	0
Business Insurance	e 🔍	0	0	
Enables viewing and editing of your business insurance details on the "Account Info" page			0	
Putititien Setunga		0	0	
Gift Option	5	0	0	
Manage Carrier Accounts	6 🔍	0	0	0
Manage Quotes	s 💿		0	
Manage Your Cases Enables user to create, view, and reply to all support cases on your Selling Account	s 💿	0	0	
Messaging Access	s (0)	0	0	0
Enables user to read and send messages to your Amazon customers				
Seller Configuration	n 🔍	0	0	0
Shipping Setting:	6 🔘	0	0	
Tax Setting:	s 🔍		0	
User Permissions	s 💿		0	
Warning: by granting this right you are making this user a superuser	f.			
Store Design	None	View	View & Edit	Admin
Storefront Names	0	۲	0	
Stores Builder	۲	0	0	
Your Info & Policies	0		0	

#### Ekran 23: Yetki verilmesi gereken konular işaretlenir ve devam edilir.

*Mavi işaretli kutucukların adım adım seçilmesi gerekmektedir.

## 6. ÜRÜN LİSTELEME

*Ekran 24:* Amazon Seller Central ana sayfasında sol menüde yer alan "**Catalog** > **Add Products**" başlığından ilerlenir.

×					
Catalog	>	Add Products	Products		
Inventory	>	Add Products via Upload			
Pricing	>	Complete Your Drafts	BUTER MESSAGES BUT BOX WINS TOTAL DALANCE PI		
Orders	>	View Selling Applications			
Advertising	>	Improve Listing Quality			
Stores	>	Upload Images			
Growth	>	Upload and Manage Videos			
Reports	>	Manage Product Documents	News Customer Experience	8	

*Ekran 25:* Amazon kataloğunda bulunmayan bir ürünün kataloğa eklenmesi için ilgili alana tıklayarak ilerlenir.



Ekran 26: Katalog sistemine eklenecek olan ürünün kategorisi ilgili listeden seçilir.

#### Select a product type

Choosing the best product type ensures that you see the most appropriate data fields for your product. Browse the product types directly or use search. See if your product already exists on Amazon.

Favorites	
You haven't added any favorite categories yet.	
Search	What is a Product Type?
Search for a category	
Browse	What is a Product Type?
Select a category	
Appliances	
Arts, Crafts & Sewing	
Automotive	
Baby Products	
Beauty & Personal Care	
Books	

*Ekran 27:* "**Vital Info**" sekmesinde "**Product ID**" bölümünde KTÜN bilgileri, "**Brand Name**" bölümünde marka bilgileri kontrol edilir.

	Vital In	fo Variations sellers sell the same	Offer Compliance	Images Descr e detail page, we com	ription Keywords	More Details est product data to ensure	customers get the best ex
nglish 🗸	Show conte	ent currently live on th	ne detail page				
tributes  Required Relevant		* Product ID			ean EAN		~ 0
All attributes		* Product Name	The State State The Active State	an an an an an an an an an an an an an a	n fan ei Sin Stan 1 State 1 State	- Regular ar Hansain - An Alfanica, Regular - An An	to tento avalia: Alato
		* Brand Name	illii Rais				
			To list your products after approval, and specify a can always edit the prod	r your brand is enrolled unique value for the Key luct details later in Man	I, enter the brand name e y Attribute that you selec age Inventory.	exactly as you submitted it fo ted in the brand registry app	r brand lication. You

*Ekran 28:* "More Details" sekmesinde "Country / Region of Origin" alanının Turkey olarak doldurulması gerekmektedir.

Vital Info Variations	Offer Compliance Images Description Keywords More Details
Product Exemption Reason	-Select-
Manufacturer Part Number 🗌	SB-122
model 🗌	A238
Style Name	Cape Cod
Number of Items	6
Package Quantity	5 Once submitted, this field cannot be changed
Launch Date	iii 11/16/2022
Release Date	Image: MM/DD/YYYY
Country/Region of Origin	Turkey
*Ekran 29:* "**Description**" sekmesinde "**Product Description**" alanına "**Made in Türkiye**" ifadesinin eklenmesi gerekmektedir.

Vital Info Variations	Offer Compliance Images Description Keywords More Details
(i) When multiple sellers sell the sam	product through a single detail page, we combine and present the best product data to ensure customers get the best experience the detail page
Product Description	B-Piece luxury comforter set product includes 1 comforter, 1 bed skirt, 2 shams, 2 euro shams, and 2 decorated pillows.

### 7. LİSTELENEN ÜRÜNLERİN KONTROLÜ VE DÜZENLENMESİ

*Ekran 30:* Amazon Seller Central ana sayfasında sol menüde yer alan "**Inventory** > **Manage All Inventory**" başlığından ilerlenir.

×		Soard	Q. Q.	🗃 💠 EN - Help
Catalog	>	n Orders Payments Campaign Manager Ad		
Inventory	>	Manage All Inventory	King Quality Dashboard (9) Potential Dublicates Manage Pricing Brand Hea	
Pricing	>	Sell Globally	marka Hafullitable Inventeer (7) Childrenate CDA Operativation CDA Architect	
Orders	>	Fulfillment by Amazon (FBA)	nove on one model of your complete the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the opportunities and the oppor	
Advertising	>	FBA Inventory	Add a Variation Add a product Pre	ferences: 8 columns hidden NOW
Stores	>	Inventory Planning		
Growth	>	Shipments		
Reports	>	Opportunities	Search Suppressed Fulfiled By: 💽 All 🔿 Amazon 💮 Merchant Additional Filters 🗸	

Ekran 31: Açılan ürün listesi ekranında ilgili ürün seçilerek "Edit" butonu ile ilerlenir.

Listing To FBA Inver	ols: All In	ventory	Search Suppre	ssed and Inactive L	istings (1) Shipn	Listing	Quality Dashboard	Potential Duplicates	Manage Pricin	9			
Manag	e Inve	ntory	Learn more Tal	ke the tour					Add a Variation	Add a product	Preferences: 8 c	olumns hidden	NEW
Action on 0	selected $\vee$	Q Sea	urch SKU, Title, ISB	Search 1 pro	duct(s)								
Filters:	Status: 🗿 A	II 🔿 Activi	e 🔿 Inactive 🔿 Inc	complete 🔿 Listing F	temoved 🔿	Search Supp	ressed Fulfilled By:	All 🔿 Amazon 🔿 Merch	Addition	nal filters 🗸			
Status	Image	SKU Condition	Product Name ASIN	Date Created ▼ Status Changed Date	Available	Estimated fee per unit sold	Price and shipping cost Pricing status ()	Business + Shi	Price FNSKU oping	Fulfilled By	Your Minimum Price	Save all	
Inactive (Out of Stock)	47	100		11/16/2022 07:44:15 11/16/2022 07:45:23	0 ~	2	Bill 1- mouth de concerne	S Add qu discour	+ antity its ~	Amazon	ş -	Edit	•

*Ekran 32:* "**Vital Info**" sekmesinde "**Product ID**" bölümünde KTÜN bilgileri, "**Brand Name**" bölümünde marka bilgileri kontrol edilmelidir.

English	When multiple	sellers sell the same plant currently live on th	product through a single ne detail page	detail page, we combine an	d present the best product da	ta to ensure customers g	et the best
tributes  Required Relevant		* Product ID			ean EAN	v	
Relevant     All attributes		* Product Name	Fig. Scotter Same		n in teat innear D Maria in diana ina	nerya ona yan na oo Manako (Mi	
		* Brand Name	To list your products after	your brand is enrolled, enter t	he brand name exactly as you s	ubmitted it for brand	

*Ekran 33:* "More Details" sekmesinde "Country / Region of Origin" alanının Turkey olarak doldurulması gerekmektedir.

Vital Info Variations	Offer Compliance Images Description Keywords More Details
Product Exemption Reason	-Select-
Manufacturer Part Number	SB-122
model 🗌	A238
Style Name	Cape Cod
Number of Items	6
Package Quantity	5 Once submitted, this field cannot be changed
Launch Date	11/16/2022
Release Date	MMDDAYYYY
Country/Region of Origin	Turkey

*Ekran 34:* "Description" sekmesinde "Product Description" alanına "Made in Türkiye" ifadesinin eklenmesi gerekmektedir.

	Vital Info Variations	Offer Compliance Images Description Keywords More Details
(i) ^{Whe} ✓	on multiple sellers sell the same Show content currently live on t	product through a single detail page, we combine and present the best product data to ensure customers get the best experienc he detail page
	Product Description	8-Piece luxury comforter set product includes 1 comforter, 1 bed skirt, 2 shams, 2 euro shams, and 2 decorated pillows.

#### 8. REKLAM GİDERLERİNİN RAPORLANDIRILMASI VE FATURALANDIRILMASI

*Ekran 35:* Amazon Seller Central ana sayfasında sol menüde yer alan "**Advertising** > **Campaign Manager**" başlığından ilerlenir.

×		Search	0	🔅 EN	- Help
Catalog	>	is Orders Payments Campaign Manager Add Products			
Inventory	>				
Pricing	>	Involced Orders Learn more Rate this page			
Orders	>	on View All Statements Dispursements Date Range Reports Adventising Invoice History			
Advertising	>	Campaign Manager 🛛 🔳			
Stores	>	A+ Content Manager Ind a transaction -: Enter order number Co			
Growth	>	Vine			

Ekran 36: Amazon Ads paneli üzerinden sağ altta yer alan "Ayarlar" sekmesine giriş yapılır.



Ekran 37: Açılan sekmede "Billing and Payments" başlığına tıklanır.



amazo	nads Billing and payments						4 0 8
~	Billing Payment settings Promotion cred	its					
	The credit card payment experience Your bank may require one-time verification w	e is changing across online retailers, v hen you add your card. You may see a 1,00 € tem	which may affect your campaigns. sporary authorisation. You may also be requir	ed to verify each	payment moving forward.		×
ul ن	Amount due Includes all unpaid and outstanding charges		Payment methods Active promotions View all promotions				
	Current billing period 1 May 2022 - Present		Accumulating charges: 2.4	37,70 €	Default payment method: I Manage payment settings	Deduct from payment	
	Billing activity						🗎 Custom 28 May 2021 - 28 May 2022
	Invoice issued date	Invoice 🛛	Status Amount billed Payment method			Payment method	Due date
			No unpa	id invoices			
	Paid						
	Invoice issued date	Invoice 0		Amount bil	led	Payment method	Due date
	2 May 2022	CDW41P91Y-61	Paid In Full Details ~	2.391,55 €		Deduct from payment	2 Jun 2022
	2 Apr 2022	CDW41P91Y-60	Paid In Full Details ~	2.792,82 €		Deduct from payment	3 May 2022
\$	2 Mar 2022	CDW41P91Y-59	Paid In Full Details ×	2.763,74 €		Deduct from payment	2 Apr 2022
	2 Feb 2022	CDW41P91Y-58	🛓 Paid In Full	5.507,35 €		Deduct from payment	5 Mar 2022

*Ekran 39:* İlgili faturada fatura tarihi, hizmet dönemi, ödeme bilgisi ve alınan hizmetlerin kampanya adları mevcuttur.

amazonadvertising	I.	Tota	I Amount	EUR 2,391.55	
FROM Amazon Online Germany GmbH Marcel-Breuer-Str. 12, Muenchen, 80807, Germany VAT Number: DE288084764	то	Invo Ama 4153 Invo Invo Invo Payr	ice Number: CDW4 zon Reference Num 24 ice Date: 02-05-202 ice Period: 01-04-2 ice Currency: EUR nent Type: Deduct f	11P91Y-61 10ber: DE-AOG-2022- 22 0022 to 30-04-2022 from Payment	
Campaign Charges					
Campaign	Campaign Type	Clicks	Average CPC	Amount (ex. VAT)	
Video90_2(1)	SPONSORED BRANDS	45	0.93 EUR	41.64 EUR	
11-JAN-parent	SPONSORED PRODUCTS	1230	0.74 EUR	911.82 EUR	
11JAN_KEYWORD	SPONSORED PRODUCTS	1483	0.96 EUR	1,425.84 EUP	
Gesetzliche Anzeigengebühren			Campaign Ch	arges tot. <mark>I:</mark> 2,379.30 EUR	
Land			Betrag		
Österreich			11.72 EUR		
Italien	Italien				
		0.04 EUR			
Vereinigtes Königreich			0.04 EUR		
Vereinigtes Königreich Frankreich			0.04 EUR 0.16 EUR		

**Total Amount Billed** 

Net Amount (VAT Exclusive)

Total Amount (VAT inclusive)

Gesamtbetrag gesetzliche Anzeigengebühren

Total Adjustments

VAT Rate

VAT Amount

Ekran 38: Fatura tarihine göre ilgili fatura indirilir.

2,379.30 EUR

2,391.55 EUR

2,391.55 EUR

0.00 EUR

12.25 EUR

0.00%

*Ekran 40:* Amazon Ads panelinde "**Measurement and Reporting**" sekmesi altında yer alan "**Reports**" başlığına tıklanır.

amazonads Billing and payments					4 0 Ø					
A Measuremonand reporting	ation credits									
Reports     Amazon Attribution	cperience is changing across online retailers, which rification when you add your card. You may see a 1,00 € temporary	rience is changing across online retailers, which may affect your campaigns. ation when you add your card. You may see a 1.50 € temporary authorisation. You may also be required to verify each payment moving forward.								
ت ا س	Total: 0,00 € Active premotions View all promotions									
		Accumulating charges: 2.439,70 C								
	Invoice 🛛	Status Am	ount billed	Payment method	Due date					
		No unpa	d invoices							
	Invoice 0	Status	Amount billed	Payment method	Due date					
	CDW41P91Y-61	Paid In Full Details ~	2.391,55 €	Deduct from payment	2 Jun 2022					
	CDW41P91Y-60	Paid In Full Details ~	2.792,82 €	Deduct from payment	3 May 2022					
©	CDW41P91Y-59	Paid In Full Details ~	2.763,74 €	Deduct from payment	2 Apr 2022					
	CDW41P91Y-58	Paid In Full	5.507,35 €	Deduct from payment	5 Mar 2022					

*Ekran 41:* "Create Report" butonu ile yeni rapor oluşturulur.

nads Rej	ports								¢	0 0
Create report	Search	for a report by rep	oort name							Colum
Status		Last run	Download	Next run	Report name	Report category	Report type	Report period	Time unit	Actions
Completed One-time		May 27, 2022 1:00 pm MEST	۸		Sponsored Products Advertised product report	Sponsored Products	Advertised product	March 1, 2022 - March 31, 2022	Summary	Actions
Completed One-time		May 26, 2022 10:36 am MEST	*		Sponsored Brands video Attributed purchases report	Sponsored Brands video	Attributed purchases	Last month	Daily	Actions
Completed One-time		May 26, 2022 10:34 am MEST	*		Sponsored Brands video Campaign report	Sponsored Brands video	Campaign	Last month	Summary	Actions
Scheduled Monthly		May 26, 2022 10:33 am MEST	*	Jun 1, 2022 10:33 am MEST		Sponsored Products	Advertised product	Last month	Daily	Actions
Scheduled Monthly		May 26, 2022 10:30 am MEST	۵	Jun 1, 2022 10:30 am MEST	Sponsored Products Advertised product report	Sponsored Products	Advertised product	Last month	Daily	Actions

*Ekran 42:* Rapor kategorisi olarak "**Sponsored Products**" seçilir. Buraki işlem "**Report Category**" sekmesindeki tüm reklamlar (Product, Brand, Video, Display) için yapılır.

× New report			د د	Cancel	Run report
	Configuration				
	Report category 💿		e e e e e e e e e e e e e e e e e e e		
	Report type	Sponsored Brands Sponsored Brands video			
	Report period	Amazon Attribution			

*Ekran 43:* Rapor tipi olarak "Advertised product" seçilir. İlgili seçim raporlarda ASIN sütunu oluşturulur.

× New report			Cancel	Run report
	Configuration			
	Report category © Report type Time unit Report period	Sponsored Products V Search term Targeting Advertised product Campaign Budget ETTE Placement		
		Performance over time Search term impression share		

Ekran 44: Zaman dilimi olarak "Daily" seçilir.

× New report			Cancel	Run report
	Configuration			
	Report category @	Sponsored Products v		
	Time unit	Average project > Summ		
	Report period	Last month v		

Ekran 45: Rapor dönemi ilgili faturadaki hizmet dönemine göre oluşturulur ve kaydedilir.

× New report		Cancel Run re
Configuration		
Report cat Rej Report Repo	gery © Sponsored Products ↓ Advertised product ↓ me unit © Summary © Daby t period Today ↓ April 2022 May 2022 ↓	
Reporting set	Vertex to aster         Vertex         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         V         I         I         I         I         I         I         I         I         I         I         I         I         I         I         I         I         I         I <thi< th="">         I         I         I</thi<>	
Delivery	Carcel	

*Ekran 46:* Ekran 50: İlgili rapor isimlendirilir ve geri dönük şekilde verilere erişilebilmesi adına "**Recurring**" seçeneği seçilir, Frequency alanında "**Montly**" rapor dönemi seçilir ardından "**Schedule report**" butonuna tıklanır ve sistemin aylık olarak yinelenen raporlar oluşturulması için planlama yapılır.

	c c	ancol Schedule report	1
Time unit	Summary     Train		
Report period	Unit 33 days		
Reporting settings			
Report name	Sponsored Products Search term report		
Recipients optional	Fotor email         Add		
Request time	<ul> <li>Tow</li> <li>Present</li> <li>Presenting</li> <li>Presenting</li> <li>Presenting</li> <li>Includes</li> <li>■ August 37, 853</li> </ul>		

Ekran47:OluşanraporlaraMeasurementandReporting>Sponsoredadsreportsişlemadımlarıizlenerekulaşılabilir.

88	Measurement & Reporting		
	Amazon Attribution		Last run
		roducts Advertised product report	★ Feb 22, 2023 6:50 AM GMT-8
۲	Sponsored ads reports 🕅	roducts Campaign report	<ul> <li>Dec 23, 2022</li> <li>9:09 AM GMT-8</li> </ul>
e		roducts Search term report	<ul> <li>Sep 2, 2021</li> <li>7:21 AM GMT-7</li> </ul>
~		roducts Search term report	▲ Aug 29, 2021 7:28 AM GMT-7
ш		roducts Search term report	Aug 24, 2021
		roducts Search term report	Aug 18, 2021
		roducts Search term report	▲ Jul 23, 2021     10:52 AM GMT
			► 4
		geting an <mark>c</mark> will not show ads. Learn more	

*Ekran 48:* İndirilen rapor da faturadaki hizmet kalemlerinin günü, ASIN ve harcama miktarı karşılıkları mevcuttur.

100	A 8		C	D	8	-	G	H	1	1		L	M	N	0	
(D)	ste Portolio	name	Currency	Campaign Name	Ad Group Nane	Advertised A5	IN Impressions	Clicks	Click-Thru Rate (CTR)	Cost Per Click (CPC)	Spend	14 ay Total Sales	Total Advertising Cost of Sales (ACOS)	Total Return on Advertising Spend (ROAS)	14 Day Total Orders (#)	14 Da
2	Not group Not grou	ped	EUR	11-JAN-parent	Ad group 1	BUSH	293	0	0,0000%		£0,00	€0,00				0
3	Nis 24, 2022 Not grou	aped	EUR	11-JAN-parent	Ad group 1	BO9F¢	1095	1	0,0913%	€0,78	€0,78	€15,78	4,9430%	20,23		1
4	NIS 25, 2022 Not grou	aped	EUR	11-JAN-parent	Ad group 1	BO9FC	1199	3	0,2502%	£0,75	€2,25	€10,74	20,9497%	4,77		1
5	Nis 26, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BOSEC	1027	2	0,194790	€0,71	€1,42	€0,00		0,00		3
6	Nis 27, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BOSEC	1377	1	0,0726%	<0,78	€0,78	€0,00	1	0,00		0
7	Nis 28, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	B09FC	916	1	0,1092%	€0,78	€0,78	€0,00		0,00	(	0
8	NIs 29, 2022 Not grou	iped	EUR	11-JAN-parent	Ad group 1	BOSEC	789	2	0,2535%	€0,73	€1,45	€0,00		0,00		3
9	Nis 30, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	B09F¢	676	1	0,1479%	€0,78	€0,78	€0,00	l	0,00		3
10	NIs 01, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BO9FF	43583	10	0,0229%	£0,71	€7,14	€31,77	22,4740%	4,45		2
11	NIS 02, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BOSFE	23835	7	0,0294%	€0,78	€5,43	€40,55	13,3909%	7,47		8
12	Nis 03, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	B09FF	11234	13	0,1157%	60,73	€9,46	€28,20	33,5461%	2,98		2
.3	NIS 04, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BO9FF	6624	10	0,1510%	€0,78	€7,77	€15,78	49,2395%	2,03		1
4	Nis 05, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	B09FF	13483	10	0,0742%	€0,80	€8,01	€17,46	45,8763%	2,18		1
5	NIs 06, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BO9FF	25465	7	0,0275%	€0,71	€5,12	€10,59	48,3475%	2,07		1
6	Nis 08, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	809Ff	0	0			€0,00	€0,00	(			ð
7	NIs 16, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BO9FI	621	1	0,1610%	€0,70	€0,70	€0,00		0,00		0
8	Nis 17, 2022 Not grou	aped	EUR	11-JAN-parent	Ad group 1	BO9FF	2902	6	0,2068%	€0,75	€4,47	€0,00		0,00		3
9	NIs 18, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BO9FF	10929	12	0,1098%	60,76	5 <b>€</b> 9,13	€0,00	1	0,00	(	a l
10	Nis 19, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BO9FF	12651	9	0,0711%	€0,75	€6,74	€24,84	27,1337%	3,69		1
1	Nis 20, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BO9FF	19183	13	0,0678%	€0,73	€9,53	€24,69	38,5986%	2,59		2
2	Nis 21, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BOSFI	27212	9	0,0331%	€0,72	€6,50	€24,84	26,1675%	3,62		1
3	Nis 22, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BO9FE	21018	13	0,0619%	60,73	2 €9,34	€43,98	21,2369%	4,71		3
4	Nis 23, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	B09FF	13177	14	0,1062%	€0,75	€10,47	€15,55	67,3312%	1,49		1
5	NIs 24, 2022 Not grou	aped	EUR	11-JAN-parent	Ad group 1	BOSEF	24808	9	0,0363%	€0,71	€6,42	€49,52	12,9645%	7,71		2
6	Nis 25, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	B09FF	35574	13	0,0365%	€0,73	€9,34	€28,12	33,2148%	3,01		2
7	NIs 26, 2022 Not grou	ped	EUR	11-JAN-parent	Ad group 1	BOSEL	24772	12	0,0484%	60,73	5 €9,01	€14,10	63,9007%	1,50		1
9	Alle 37 3033 Alot arou	inod	ET ID	11 IAM parant	Ad mount 1	DOGGT	\$ 70776	- 22	0.13205		216 36	eso 76	35 6034K	2.01		a

Not: Faturalarda şirket cari bilgilerinin yer alması zorunludur. Eğer ilgili faturalarda "**To-Kime**" alanı boş olarak gelmekte ise aşağıdaki yönergelere uygun olarak düzenlemelidir.

*Ekran 49:* Amazon Ads paneline giriş yapıldıktan sonra sağ altta yer alan "Ayarlar" sekmesine gidilir.



Ekran 50: Yönetim panelinden "Sponsored ads billing" sekmesine geçiş yapılır.



Ekran 51: Ödeme ayarlarından hesap detaylarında ilgili şirket bilgileri girilir.

~~	Billing	Payment settings	Promotion credits	
			Account Information	
۲			Default payment method	Change payment method
ш			Deduct from payment	Edit
			100x0802-3088-0800001330888082120888012(7001880882-0000)	
			Backup payment method Visa ending in	
			Expires	
			charges per month.	
			Account details	
			Account manager	Edit
			Advertiser name:	

## 9. SİPARİŞ KARŞILAMA HİZMETİNİN RAPORLANMASI

*Ekran 52:* Amazon Seller Central ana sayfasında sol menüde yer alan "**Reports** > **Payments**" başlığından ilerlenir.

×						
Catalog	>					
Inventory	>					
Pricing	>					
Orders	> ~ ~	v V		OTIONS SALES		
Advertising	>					
Stores	>	les MCE for all orders			Nous	alastian Desam
Growth	>	Use MCF for all orders			New S	election Recom
Reports	> Payments	Д	95			
Performance	> Amazon Sel	lling Coach				
Apps and Services	> Business Re	eports				
B2B	> Fulfillment		ant			

# *Ekran 53:* Açılan ekranda "**Date Range Reports**" seçeneğine tıklanır ve raporu oluşturmak için "**Generate Report**" sekmesi ile devam edilir.

=	amazon seller central	Search							
	Add	d your favorite pag	les here by clicking this icon in th	e navigation menu.					
Pa	Payments from Standard Orders Invoiced Orders Learn more Rate this page								
No	Not seeing the document you need     Generate Report								
20	Reports								
Doc	ument Name	Request date	Date Range	Action					
Mor 23:5	thly Unified Transaction Report for Nov 1, 2022 00:00 PDT - Nov 30, 2022 9 PST	Dec 29, 2022	Nov 1, 2022 - Nov 30, 2022	Download					
Mor	thly Summary Report for Dec 1, 2022 00:00 PST - Dec 31, 2022 23:59 PST	Dec 28, 2022	Dec 1, 2022 - Dec 31, 2022	Scheduled Cancel					
Cust	tom Transaction Report for Dec 1, 2021 00:00 PST - Dec 20, 2021 23:59 PST	Dec 20, 2022	Dec 1, 2021 - Dec 20, 2021	Download					
Cust	tom Transaction Report for Dec 1, 2021 00:00 PST - Dec 20, 2021 23:59 PST	Dec 21, 2021	Dec 1, 2021 - Dec 20, 2021	Request Report					
Cust	tom Summary Report for Dec 1, 2021 00:00 PST - Dec 12, 2021 23:59 PST	Dec 13, 2021	Dec 1, 2021 - Dec 12, 2021	Request Report					
Cust	tom Transaction Report for Dec 1, 2021 00:00 PST - Dec 12, 2021 23:59 PST	Dec 13, 2021	Dec 1, 2021 - Dec 12, 2021	Request Report					

Ekran 54: Açılan ekranda işaretli seçimler yapılarak "Generate" butonu ile devam edilir.



*Ekran 55:* "Download" butonuna tıklanarak oluşturulan rapor indirilir.

amazon seller central	Search		
ے۔ Add ۵	your favorite page	es here by clicking this icon in th	e navigation menu.
ayments from Standard Orders Invoiced Orders Learn more Rate this	s page		
Statement View Transaction View All Statements Disbursement	s Date Rang	ge Reports Advertising I	nvoice History
lot seeing the document you need? Generate Report	Find a transa	action ~: Enter order number	er GO!
) Reports			
ument Name	Request date	Date Range	Action
thly Unified Transaction Report for Nov 1, 2022 00:00 PDT - Nov 30, 2022 9 PST	Dec 29, 2022	Nov 1, 2022 - Nov 30, 2022	Download
thly Summary Report for Dec 1, 2022 00:00 PST - Dec 31, 2022 23:59 PST	Dec 28, 2022	Dec 1, 2022 - Dec 31, 2022	Scheduled
tom Transaction Report for Dec 1, 2021 00:00 PST - Dec 20, 2021 23:59 PST	Dec 20, 2022	Dec 1, 2021 - Dec 20, 2021	Download
tom Transaction Report for Dec 1, 2021 00:00 PST - Dec 20, 2021 23:59 PST	Dec 21, 2021	Dec 1, 2021 - Dec 20, 2021	Request Report
tom Summary Report for Dec 1, 2021 00:00 PST - Dec 12, 2021 23:59 PST	Dec 13, 2021	Dec 1, 2021 - Dec 12, 2021	Request Report
tom Transaction Report for Dec 1, 2021 00:00 PST - Dec 12, 2021 23:59 PST	Dec 13, 2021	Dec 1, 2021 - Dec 12, 2021	Request Report

#### 9.1. CSV Dosyasının Excel'e Aktarılması

*Ekran 56:* CSV formatında indirilen dosyayı excel ortamında çalıştırmak üzere boş bir excel çalışma sayfası açılır. **"Veri > Metinden"** adımları izlenerek indirilen dosya seçilir ve **"Al"** butonuna tıklanır.

Dosya Giriş Elde Sayfa Düzeni Formüller Veri Gö	tden Geçir Görünüm 🛛 Ne yapmak istediğinizi söyleyin		Oturum Aç 👂 Payla
Accessiten Diger Diger Metinden Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger Diger	Baglantilar Tümünü Venile - Gaşlantilar         2J ≦12 Gaşlantilar         Tümünü Sırala Pitter Bireinden Uygula Kİ Sırala Venire Uygula Sırala venire tügüla         N	Aetni Sütunlara Hizli Yinelenenleri Veri Birleştir İlişki Dönüştür Doldurma Kaldır Doğrulama - Veri Araşları	Per Durum Tahmin Gruplandır Grub Alt Çozümlemesi - Sayfası Tahmin Sayfası
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A B C D E F	Metin Dosyasını İçeri Aktar	×	S T U V W
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4	Düzenle • Yeni klasor	≣ • □ 0	
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9 10	Masaustu 🖈	102.021956 Methologies	
11 12	↓ Indiritenter 🖈	NULLICOUS Net-leges	
13 14 15	Resimler *	REISSITS Reservice 4	
16 17	🕑 Müzikler 🖈	NULLES TO Mesself Section. 1	
18 19 20	ETSY		
21	Dosya adı: 2022DecMonthlyUnifiedTransaction (5).csv	Metin Dosyaları (*,prn;*,txt;*,csv; ~	
23		Araçlar 👻 Al İptal	
25 26			
27			
20			

*Ekran 57:* Dosyayı excel ortamında çalıştırırken 3 adımdan oluşan "**Dosya İçe Aktarma Sihirbazında**" bazı tanımlamalar yapılır. Birinci ekranda; dosya türü olarak "**Sınırlandırılmış**" seçeneği seçilir, dosya kaynağı olarak "**65001: Unicode (UTF-8)**" seçilir ve "**İleri**" butonuna tıklanır. *Ekran 58:* İkinci adımda "**Ayırıcılar**" alanında "**Diğer**" seçeneği seçilir ve yanındaki kutucukta **virgül (,)** işareti ayırıcı olarak belirtilir. Ardından "**İleri**" butonuna tıklanır.

Matin İzari Aktarma Sihirhazı - Adım 1 / 3	2	×	Matin Jean Aldarma Sihidaan Adum 2/2	2
Mean ryen Aktanna Shinbazi - Adim 17 S		^	wetin içen Aktarına Sinirbazi - Adım 27 S	1
Metin Sihirbazı verinizin Sınırlandırılmış olduğunu belirledi.			Bu ekran verilerinizin içerdiği ayırıcıları ayarlamanıza olanak verir. Aşağıdaki önizlemede metninizin ne şekilde etkilendiğini görebilirsiniz.	
Bu doğru ise, İleri'yi ya da verinize en uygun veri türünü seçin.			Ayırıcılar	
Özgün veri türü			Sekme	
Verinizi en ivi tanımlayan dosya türünü seçin:			Noţtalı Virgül     Ardışık ayırıcıları tek olarak işle	
Sahit cenisliki - danlar, aralarında boşluklarla sütunlara hizalanmış.			Virgūl Metin niteleyiçisi: *	
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🗋 vernerinnin usi ginginen var.			<u>V</u> eri önizleme	
Ct/Users\DELL\Downloads\2022DecMonthlyUnifiedTransaction (5).csv dosyasının önizlemesi.				
I FIncludes Amazon Marketnlace. Fulfillment by Amazon (FRA), and Amazon Webstore transactions		л I	Includes Amazon Marketplace, Fulfillment by Amazon (FBA), and Amazon Webstore transactions	-
2 "All amounts in USD, unless specified"		1	All amounts in USD, unless specified	
Solutions:" Sales tax collected: Includes sales tax collected from buyers for product sales, shipping,	, and gift )	w	Sales tax collected: Includes sales tax collected from buyers for product sales, shipping, and gi	t
5 "Selling fees: Includes variable closing fees and referral fees." <u>6</u> "Other transaction fees: Includes shipping chargebacks, shipping holdbacks, per-item fees	and sales	t.	Dther transaction fees: Includes shipping chargebacks, shipping holdbacks, per-item fees and sal	18
		'		
	• — •			
iptal < Geri ileri >	Son		lptal < <u>G</u> en Ilen >	

*Ekran 59:* Üçüncü aşamada para birimlerinde ondalık ve binlik ayracı ayarlamak üzere "**Gelişmiş**" seçeneğine tıklanır.

*Ekran 60:* Ondalık ayırıcı olarak **nokta** (.) Binlik ayırıcı olarak **virgül** (,) işareti seçilir, **Negatif sayılara eksi işareti konulsun** seçeneği işaretlenir ve "**Tamam**" butonuna tıklanır. Ardından "**Son**" butonuna tıklanır.

Metin İçeri Aktarma Sihirbazı - Adım 3 / 3 ? X	Metin İçeri Aktarma Sihirbazı - Adım 3 / 3 ? X
Bu ekran sütunları seçmenizi ve Vari Biçimini belirlemenizi sağlar. - Sütun veri biçimi O genel Metein O Tginb: GAV - Sütunu içeri attarma (atla)	Bu ekran sühunları seçmenizi ve Veri Biçimini belirtemenizi sağlar. Sühun veri biçimi Ganel Genel; sayısal değerleri sayılara, tarih değerlerini tarihlere ve diğer tüm değerleri metne dönüştürür. Tarih: GAY Gelişmiş Metin İçeri Aktarma Ayarları Sungınu İçeri aktarma (atla) Sungınu İçeri aktarma (atla) Not: Sayıtal verileri tanımak için kullandın ayarlar Unduk ayıncı:
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Ekran 61: Son olarak verilerin açılacağı çalışma sayfası seçilir ve Tamam butonuna tıklanır.

*Ekran 62:* Açılan dosyanın ilk satırlarında yer alan genel rapor açıklamaları rapor düzenini sağlamak amacıyla silinir.

D	osya	Giriş	Ekle	Sayfa	Düzeni	Formü	iller	Veri	Gözd	en Geçir	Görünü	im	♀ Ne ya	pma	k istediğ	inizi söy	/leyin
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	_					_	A	4							E	}	C
1	፠	<u>K</u> es		C	ce, Fulfill	ment by	/ Ama	zon (FB	BA), and	Amazor	n Webstor	re trai	nsactions	S			
2	Ē	Kopyala		ł	pecified												
3	ĥ	Yapıstırma	a Secene	kleri:	sales ta	v collect	ted fro	om huw	ers for	product	salas shir	oning	and gift	wrai	<b>.</b>		
5		<u>e</u>	3		e closing	fees an	d refe	erral fe	ers 101	product	sales, sin	phile	and girt	wia	J.		
6					ides shin	ning cha	argeha	acks sh	inning l	holdhacl	ks ner-ite	m fee	s and sa	les t	ax colle	ction f	205
7		Özel Yapışt	ir	n	ansactio	n amou	nts. F	or mor	e detail	ls, see th	e "Type" a	and "I	Descripti	on" o	olumns	for ea	ch order ID.
8		E <u>k</u> le		-	anouotio	aniou			o aotan	,			o co criper		settlem	ent id	type
9		Sil		5	т										170661	02621	Order
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12	* •	<u>H</u> ücreleri B	içimlend	ir											170727	38911	Transfer
13		Satır Yüksel	kliği	·											170727	38911	Order
14		Gizl <u>e</u>		i i											170727	38911	FBA Customer F
15		Göster		5	Т										170727	38911	Refund
16		· -,		J	Т										170727	38911	Order

*Ekran 63:* **12.2) Raporlarda KTÜN Eşleştirmesinin Yapılması** bölümündeki yönergeler uygulanarak raporda KTÜN eşleştirilmesi yapılır.

	B	c	0	F	F	6	н	1
date/time sett	ement id	type	order id	sku		description	quantity	marketplace
Dec 1, 202	1706800621	Order	112-0543	76510 0057	+DÜSEYARAJE 2:XTÜN: 2:YANUSE	M	idee	1 amazon.com
Dec 1, 202	17068 2621	Order	113-97577	76510 12816	Considering and an and an an and an an and an and an and an and an an and an an and an and an and an and an an	We	ame.	1 amazon.com
Dec 1, 202	17072009911	Order	111-37259	76530 5067		Vr	iller .	1 amazon.com
Dec 1, 202	170/0009911	Order	111-68994	76519 5063		W	NOTE:	1 amazon.com
Dec 1, 202	17000008911	Order	114-30272	76510 3064		W	alant .	1 amazon.com
Dec 1, 202	17070009911	Order	114-12995	76510 5039		W	kine .	1 amazon.com
Dec 1, 202	1707000011	Order	111-14700	76510 0005		W	sine .	1 amazon.com
Dec 1, 202	170 000 0011	Order	111-14700	76510 12598		W	ione .	1 amazon.com
Dec 1, 202	12020008811	Order	114-68771	76510 5067		Western	Kitter I	1 amazon.com
Dec 1, 202	17070 8911	Order	114-61028	76510 5068		W	ider .	1 amazon.com
Dec 1, 202	12020000911	Order	113-89170	7651000009		W	kinri .	1 amazon.com
Dec 1, 202	1707 8911	Order	112-25453	76510 005065		Vo	ident.	1 amazon.com
Dec 1, 202	1691000291	Order	113-19594	76510 5061		W	aine .	1 amazon.com
Dec 1, 202	1707	Order	112-57903	76539 2636		Wanter	idan .	1 amazon.com
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Dec 1, 202	170000008911	Order	114-49534	76310 1068		W	ident .	1 amazon.com
Dec 1, 202	170/00/0911	Order	113-93053	76510 5042		Wrenter	tinr .	1 amazon.com
Dec 2, 202	1707000011	Order	112-62901	26530 15065		Warman	kint .	1 amazon.com
Dec 2, 202	1707.00911	Order	112-62903	76510 0065		W	int .	1 amazon.com
Dec 2, 202	17070009911	Order	114-62119	76510 2016		W	kinn	1 amazon.com
Dec 2, 202	17070 9911	Order	112-16993	76510 5045		W	iibe .	1 amazon.com
Dec 2, 202	17070000011	Order	113-58590	76510 2015		W	kiter .	1 amazon.com
Dec 2, 202	170////////////////////////////////////	Order	112-24728	76510 15067		Western	ioint .	1 amazon.com
Dec 2, 202	17070009911	Order	111-65000	76510 00000000000000000000000000000000000		Water	kinn	1 amazon.com
Dec 2, 202	17073 9911	Order	112-44088	76539 5067		W	iden .	1 amazon.com
Dec 2, 202	17010009811	Order	111-09146	76510 5069		W	lone	1 amazon.com
Dec 2, 202	17077008911	Order	112-83513	7651 2615		V	kine .	1 amazon.com
Dec 2.202	17070709911	Order.	113-88581	7651 2066		Without and a strength of the	kine	1 amazon.com

#### 9.1.1. Sipariş Karşılama Giderlerinin Kontrol Edilmesi (İade Hariç)

*Ekran 64*: "**Veri** > **Filtre**" adımları izlenir ve "**Type**" sütununda yalnızca "**Order**" harcama tipi seçilerek rapor filtrelenir.

Dosya Giriş	Ekle	Sayfa Düzeni	Formüller	Veri Gözd	len Geçir	Görünüm 🛛 👰 Ne yap	mak is			
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3 De: 77907	27:85:57	44.095		120	06600857	Order	ZI	Zidon Alva Surala		113-195779-2241007
4 Dec 2007	119-12-4	ANCEST		120	07778891	Order	A			111-372996-9977000
5 De: 1,7002	0713-890 (4	ANCES		120	02278891	Transfer		Renge Göre Sırala		
6 Dec 2002	HettBescoll 4	ANCEST		120	072738991	Order	1×	"type" Filtresini Temizle		111-68997243666493
7 Dec 1,2002	and for some	ANTEST		120	07778891	FBA Customer Return	Fe	Renge Göre Filtre		113-5241365-48658448
8 0=1,2002	St. BLOS	-440-985		120	07278891	Refund		Metin Filtreleri		111-2409005758457
9 Dec 2002	11122760	CAN COME		120	02278991	Order		-	0	114
10 =	1-45-12	1411-162		120	0223891	Order	_	Ara	þ	114-129558-1435460
11 De: 1202	12/12/14	1411(195)		120	07273891	Order		(Tümünü Seç)		111-2470038-9992558
12 0=002	12/72/04	「中国」「中国」		12.0	077-1889T	Order		EBA Customer Return Fee		111-3440008-009225-8
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17	The second second	RECEST		154	01920000	Refund	-	Order Retrocharge		1112-1050000-186577868
18 7= 797	114	BALLIPS		155	01540000	Order				1111.0890.007.08537888
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20	-	RM-1-85		120	02238991	Order				113-4177888-5588240
21 3- 3007		Dia (1945)		170	07778801	Order				1111.055309:1657305

*Ekran 65*: Raporda bulunan "**fba fees**" sütununda iade hariç sipariş karşılama giderleri görüntülenir. "**Marketplace**" sütununda giderlerin oluştuğu pazaryeri görüntülenir. "**KTÜN**" sütununda ise KTÜN bilgileri üzerinden ürünlerin ön onay durumu kontrol edilebilir.

1	A	В	c	D	E	F	G	н	1	J	к	AA	AB	
1	date/time	settlement *	type	🖛 order id	sku	KTÜN 💽	description	* qu	* marketpla( *	account type	fulfillme *	selling fees 👻	fba fees 💌	othe
2	Dec 1, 2022 12:29:10 AM PST	170661	Order	112 438	7651 57	8681100003	Weiterson React Fronts State / Refer	kinr	1 amazon.com	Standard Orders	Amazon	-5,1	-6,42	
3	Dec 1, 2022 12:38:47 AM PST	170661	Order	113-007	7651	86811======2	Version Real Press Liter / Rele-	Skinr	1 amazon.com	Standard Orders	Amazon	-5,1	-6,42	
4	Dec 1, 2022 7:05:23 AM PST	170727	Order	111 000	7651	86811=====3	Valence - Real Pratty - In Chief	Skinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
6	Dec 1, 2022 8:08:20 AM PST	170727	Order	111 433	7651 63	86811	Weber Print Print Star Party	minr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
9	Dec 1, 2022 11:02:50 AM PST	170727	Order	114 210	7651	86811==================================	Water and the State State	kinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
10	Dec 1, 2022 12:45:22 PM PST	170727	Order	114 460	7651	86811	Went to Place Proto Line 1 Refer	Rinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
11	Dec 1, 2022 12:52:14 PM PST	170727	Order	111253	7651 65	86811	Valence Real Press of the Refer	Skinr	1 amazon.com	Standard Orders	Amazon	-5,95	-4,75	
12	Dec 1, 2022 12:52:14 PM PST	170727	Order	111 - 253	7651 98	86811	Weberg of Rids of Party State ( Beiter	kinr	1 amazon.com	Standard Orders	Amazon	-5,1	-6,42	
13	Dec 1, 2022 2:04:29 PM PST	170727	Order	114 810	7651 67	86811 3	Variation Print and the	kinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
14	Dec 1, 2022 2:55:57 PM PST	170727	Order	114 404	7651 68	86811	Veneral Plant Party and Refer	sinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
15	Dec 1, 2022 3:43:51 PM PST	170727	Order	113-228	7651 69	86811 3	Valence Real Press of Ren	Skinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	4
16	Dec 1, 2022 4:53:05 PM PST	170727	Order	112 252	7651 65	86811	Water - The Part of the	kinr	1 amazon.com	Standard Orders	Amazon	-5,95	-4,75	
18	Dec 1, 2022 5:54:17 PM PST	169115	Order	113-268	7651 51	86811	Versa - Natif Kess Liter ( Bee-	kinr	1 amazon.com	Invoiced Orders	Amazon	-5,95	-6,42	
19	Dec 1, 2022 6:38:54 PM PST	170727	Order	112 024	765116	86811 2	Weiters - Teat of Harrs - To 1 Beller	skinr	1 amazon.com	Standard Orders	Amazon	-5,1	-6,42	
20	Dec 1, 2022 9:12:47 PM PST	170727	Order	113-242	7651 44	86811 2	Valence - Real Press, Star Ren	Skinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	4
21	Dec 1, 2022 9:29:02 PM PST	170727	Order	114	7651 68	86811	Waters of Real Party Line (Real	kinr	1 amazon.com	Standard Orders	Amazon	-5,95	-7,94	
22	Dec 1, 2022 10:52:41 PM PST	170727	Order	113	7651 42	86811	Metro - National Anna Carl Reit	sinr	1 amazon.com	Standard Orders	Amazon	-5,44	-6,42	
24	Dec 2, 2022 12:24:37 AM PST	170727	Order	112 20021	7651 65	868113333	Weiters of Real Prints of the Real	sinr	1 amazon.com	Standard Orders	Amazon	-11,9	-4,75	
25	Dec 2, 2022 12:24:37 AM PST	170727	Order	112 22021	7651 65	86811 3	Waters of Real Party in a linker	Rinr	1 amazon.com	Standard Orders	Amazon	0	-4,75	
26	Dec 2, 2022 8:26:50 AM PST	170727	Order	114 005	7651 16	8681122242	Weberg of Balance Beerg State / Beier	kinr	1 amazon.com	Standard Orders	Amazon	-5,1	-6,42	
88	Dec 2, 2022 1:10:31 PM PST	170727	Order	112 252	7651 45	86811	Weight a line of the other line of the	kinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	4
89	Dec 2, 2022 1:26:15 PM PST	170727	Order	113 339	7651 15	86811	Version Plants Plants Plants	minr	1 amazon.com	Standard Orders	Amazon	-5,1	-6,42	
90	Dec 2, 2022 5:30:30 PM PST	170727	Order	112 112 100 100	7651 67	86811 3	Western Print Print I and Refer	Skinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	4
91	Dec 2, 2022 5:52:48 PM PST	170727	Order	111 402	7651 68	8681122222	Weberg and Balance States of Belleville	kinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
92	Dec 2, 2022 6:23:20 PM PST	170727	Order	112-210	7651 67	86811	Weinter Plant Rent Cont Relevant	kinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
93	Dec 2, 2022 8:37:00 PM PST	170727	Order	111	7651 69	86811=3	Version Plants Frank Lotter / Refer	kinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
94	Dec 2, 2022 8:38:10 PM PST	170727	Order	112 836	7651	86811	Mercula Reductivents in the Reference	Skinr	1 amazon.com	Standard Orders	Amazon	-5,1	-6,42	
96	Dec 2, 2022 9:20:37 PM PST	170727	Order	113 412	7651 66	8681122222	Wetta Plaid Pants for Men	- Skinr	1 amazon.com	Standard Orders	Amazon	-5,95	-6,42	
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Haz	ir 1357 kaydın 437 tanesi bulundu							Ortalama: -	6,409565217 Say:	138 Toplam: -2800,9	18 🖩 1	e e	- 1	+ %100

#### 9.1.2. İade Edilen Ürünlerde Sipariş Karşılama Harcama Giderlerinin Kontrolü

*Ekran 66:* Dosyada uygulanan mevcut filtreler temizlenir. "Description" sütununda "FBA Customer Return Per Unit Fee" seçilerek rapor filtrelenir.

Ca Access'ten	Diğer Kaynaklardan - B Dış Veri Al	Varolan ağlantılar	Yeni Sorgu + Co Sor Al ve Do	rguları Göster olodan n Kaynaklar önüştür	Tumunu Yenile *	Bağlantılar Özellikler Bağlantıları Bağlantıları	Düzenle	2↓ <mark>⊼ 2</mark> ⊼↓ ^{Sırala}	Filtre Sırala ve Fil	Temizle Veniden U Gelişmiş tre Uygula	ygula	Metni Sütunlara Dönüştür	Hızlı Doldurma	Yinelenenle Kaldır Veri Araçı	eri V Doğru an	eri Birleşi Iama *	ir İlişkiler	Durum Çözümleme Tał	Tahmin esi • Sayfası ımin	Gruplandir	Grubu Çöz * T Anahat	Alt oplam
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*Ekran 67:* Filtreleme işlemi sonrasında "**fba fees**" sütununda iadelere yönelik oluşan sipariş karşılama giderleri görüntülenir. "**Marketplace**" sütununda giderlerin oluştuğu pazaryeri görüntülenir. "**KTÜN**" sütununda ise KTÜN bilgileri üzerinden ürünlerin ön onay durumu kontrol edilebilir.

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1	date/time 👻	settlement 👻	type 🔹	order id 🔹	sku	- KTÜN -	description	T qu -	marketpla( *	account type 👻	fulfillme -	selling fees 👻	fba fees 🔄 of	th
7	Dec 1, 2022 9:27:24 AM PST	170 11	FBA Customer	11	XOD	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
23	Dec 1, 2022 11:08:45 PM PST	170 11	FBA Customer	11 +22	X	868 6	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
177	Dec 3, 2022 9:33:07 AM PST	170 21	FBA Customer	11	X NZ1	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
289	Dec 3, 2022 6:21:21 PM PST	170-21	FBA Customer	11	X 27	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
290	Dec 3, 2022 6:26:17 PM PST	170 21	FBA Customer	11 135	X WB	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
521	Dec 4, 2022 6:23:27 PM PST	170 21	FBA Customer	11	X	868	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
597	Dec 5, 2022 8:38:35 PM PST	170-841	FBA Customer	11	X	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
608	Dec 5, 2022 10:48:51 PM PST	170-41	FBA Customer	11	X WB	868 6	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
624	Dec 6, 2022 8:53:53 AM PST	170-51	FBA Customer	1148	X	868	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
666	Dec 6, 2022 10:35:26 PM PST	170 51	FBA Customer	1135	X	868	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
700	Dec 7, 2022 5:19:01 PM PST	171 91	FBA Customer	11-266	XIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,85	
702	Dec 7, 2022 5:29:47 PM PST	171 91	FBA Customer	1166	X	868 6	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
723	Dec 8, 2022 7:14:26 AM PST	171 91	FBA Customer	11 67	x09	868	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
755	Dec 9, 2022 6:10:09 AM PST	171 91	FBA Customer	11	X NXX	8685	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
756	Dec 9, 2022 6:14:18 AM PST	171 91	FBA Customer	11	x 9Z	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
775	Dec 9, 2022 8:55:24 PM PST	171 191	FBA Customer	11	X SJ	8685	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
820	Dec 11, 2022 7:37:09 PM PST	171 11	FBA Customer	11	X RF	8615	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
828	Dec 11, 2022 11:07:45 PM PST	171	FBA Customer	11	X	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
833	Dec 12, 2022 4:53:33 AM PST	171 41	FBA Customer	11	x 92	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
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880	Dec 13, 2022 10:11:15 AM PST	171 61	FBA Customer	11 245	X000000013	868 6	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,4	
887	Dec 13, 2022 1:20:17 PM PST	171 61	FBA Customer	11	X Distances JD	861 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
889	Dec 13, 2022 1:26:10 PM PST	171 61	FBA Customer	11	X 09	861 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
954	Dec 13, 2022 8:42:52 PM PST	171 61	FBA Customer	11 +12	XIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	868 5	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,4	
986	Dec 14, 2022 5:29:14 PM PST	171-11	FBA Customer	11 332	x 9Z	868 6	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
1007	Dec 15, 2022 11:00:18 AM PST	17: 81	FBA Customer	11-38	X	860	FBA Customer Return Per	Unit Fee	Amazon.com	Standard Orders		0	-2,96	
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#### 10. DEPOLAMA HİZMETİNİN RAPORLANMASI

*Ekran 68:* Amazon Seller Central ana sayfasında bulunan sol menüden "**Reports** > **Fulfillment**" sekmesi açılır.



	Ekran 69: Açılan sekmede	"Payments > Monthly	Storage Fees"	başlığı seçilir.
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Dangerous Goods (DG) Status			
Global FBA Inventory	Pecantly Viewed	Most Popular Paparts	What's New
Restock Inventory	Recently viewed	Plost Popular Reports	Wildt Sivew
Stranded Inventory	Monthly Storage Fees	1. All Orders	
Show more	Recommended Removal	2. Inventory Ledger	
Sales	Amazon Fulfilled Shipments	3. Manage FBA Inventory	
Outlet Deals	Amazon Fulfilled Shipments – Tax Remittance	4. FBA customer returns	
Subscribe & Save Performance	Manage FBA Inventory		
Amazon Fulfilled Shipments	Amazon Fulfilled Inventory		
Amazon Fulfilled Shipments – Tax	Long-Term Storage Fee Charges		
Cheverance	Fee Preview		
Show more	FBA Inventory		
Payments	All Orders		
Fee Preview			
Inventory storage overage fees			
Monthly Storage Fees	Replenishing inventory		
Long-Term Storage Fee Charges	Repensing menory		

*Ekran 70:* İlgili aya ilişkin filtreleme işlemin gerçekleştirildikten sonra "**Request. csv Download**" butonuna tıklanır. Kısa bir süre bekledikten sonra Report Status alanında "**Download**" butonu aktif olur. "**Download**" butonu ile ilgili dosya indirilir.

Welcome to Reports	Monthly Storage Fees	earn more Rate this page			
Favorite	Estimated monthly storage fees for	each ASIN of your inventory stored in an Amazon fulfilment cent	re.		
Reports marked as favorite will appear here	Download				
Inventory	Event Month				
Inventory Ledger NEW	January 🗸 20	23 🗸			
Multi-Channel Fulfillment Inventory	Request .csv Down	load Request .txt Download			
Dangerous Goods (DG) Status	Use .csv to open the re	port in a spreadsheet. Opening the report in .csv format will drop	p the leading zeros in MSKUs, ASINs, ar	d FNSKUs.	
Global FBA Inventory	Learn more				
Restock Inventory					
Stranded Inventory	Report Type	Date Range Covered	Date Requested	File Format	Report Status
Reserved Inventory					
Subscribe & Save Forecasting	Monthly Storage Fees	11/1/22, 12:00 AM - 11/30/22, 11:59 PM	Jan 1, 2023	.CSV	Download
Inventory Reconciliation					

*Ekran 71:* CSV formatında indirilen dosyayı excel ortamında çalıştırmak üzere boş bir excel çalışma sayfası açılır. "**Veri > Metinden**" adımları izlenerek indirilen dosya seçilir ve "**Aç**" butonuna tıklanır.

Dosya Giriş Ekle Sayfa Düzeni Formüller Veri Göz	len Geçir Görünüm 🛛 🖓 Ne yapmak istediğinizi söyleyin	
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*Ekran 72:* Dosyayı excel ortamında çalıştırırken 3 adımdan oluşan "**Dosya İçe Aktarma Sihirbazında**" bazı tanımlamalar yapılır. Birinci ekranda; dosya türü olarak "**Sınırlandırılmış**" seçeneği seçilir, dosya kaynağı olarak "**65001: Unicode** (**UTF-8**)" seçilir ve "**İleri**" butonuna tıklanır. *Ekran 73:* İkinci adımda **Ayırıcılar** alanında **Diğer** seçeneği seçilir ve yanındaki kutucukta **virgül (,)** işareti ayırıcı olarak belirtilir. Ardından "**İleri**" butonuna tıklanır.

Metin İçeri Aktarma Sihirbazı - Adım 1 / 3	?	×	Metin İçeri Aktarma Sihirbazı - Adım 2 / 3	?	×
Metin Shiribazı verinizis Sınırlandınimış olduğunu belirledi. Bu doğur ise, İkriy'ya da verinize en uygun veri türünü seçin.			Bu ekran verilerinizin içerdiği ayıncıları ayarlamanıza olanak verir. Aşağıdaki önizlemede metninizin ne şekide etkilendiğini görebilirsiniz. Ayıncılar		
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iptal < Geri ileri >	Son		lptal < <u>G</u> eri   eri >	Son	

*Ekran 74:* Üçüncü aşamada para birimlerinde ondalık ve binlik ayracı ayarlamak üzere "**Gelişmiş**" seçeneğine tıklanır.

*Ekran 75:* Ondalık ayracı olarak **nokta** (.), Binlik ayırıcı olarak **virgü** (,) işareti seçilir, **Negatif sayılara eksi işareti konulsun** seçeneği işaretlenir ve "**Tamam**" butonuna tıklanır. Ardından "**Son**" butonuna tıklanır.

Metin İçeri Aktarma Sihiribazı - Adım 3 / 3 7 X	Metin İçeri Aktarma Sihirbazı - Adım 3 / 3	? ×
Bu ekran sötunları seçmenizi ve Veri Biçimini belirhemenizi sağlar. Sütun vri biçimi Genel Medin Tarah: Gav Sütunu içeri aktarma (atla) Gelçmiş,	Bu ekzan situnları seçmenizi ve Veri Biçimini belirlemenizi sağlar. Sutur veri biçimi Genel', sayısal değerleri sayılara, tarih değerlerini tarihlere ve diğer tüm değerleri metne dön Tarih: GAV Sötynu içeri aktarma (atla) Sötynu içeri aktarma (atla) Sötynu içeri aktarma (atla) Not: Sayıla verileri tanımak için kullanıları ayarlar Qınalık ayıncı: I Binik ayıncı: Not: Sayıla, denetim masasındalı 60/gesel Ayarlar'da belirtilen sayısal	üştürür.
<pre>Xeri Onideme  Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Strict Stri</pre>	yeri önizleme Senei Includes Amason Markepiat Includes Amason Markepiat All abounts in USS, unleit Senei Tamam Iptal Isactions tallites tax ollectedi Includes seles tax collected from huyers for product seles, shipping, and gi beling fees Includes variable closing fees and referrant fees. Other transaction fees: Includes shipping chargebacks, shipping holdbacks, per-item fees and sel iptal < Geri Neris	ft wrap es tax

Ekran 76: Son olarak verilerin açılacağı çalışma sayfası seçilir ve Tamam butonuna tıklanır.

	А	В	С	D	E	F	G	Н	1	J	К
1											
2											
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4											
5					Veri İçeri A	ktar		?	×		
6					Ru vorilori co	licma kitabuniz	da nacıl görün	tülemek istedi	žinizi cocin		
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9						PivotChart	poru		-		
10						Yalnızca Bağlı	antı Olustur		-		
12					Verileri nere	ye koymak istiy	orsunuz?		-		
12					O Varo	lan çalışma say	/fasi:		-		
14					=\$4	\$1					
15					O Yeni	calışma savfas	I				
16					- Ru verile	ri Vari Madalih	a okło				
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18					Özelli <u>k</u> le	r	Tamam	iε	otal		
19											
20											

*Ekran* 77: Açılan dosyada ürün listesinden faydalanılarak **12.2**) **Raporlarda KTÜN Eşleştirmesinin Yapılması** bölümündeki yönergelere göre KTÜN eşleştirmesi sağlanır. Raporda "**month_of_charge**" sütununda harcama dönemi, "**estimated_monthly_storage_fee**" sütununda depolamaya yönelik oluşan yaklaşık giderler görüntülenmektedir. Bu giderin **9. Sipariş Karşılama Giderlerinin Raporlanması** bölümündeki "*description*" alanında "**FBA Inventory Storage** *Fee*" filtresi uygulanarak kontrol edilebilecek olan gerçekleşen toplam depolama giderinin üstünde olması halinde düşük olan tutar esas alınarak desteğe ilişkin hesaplamalar gerçekleştirilir.

1	A	В	c	D	E	F	s	T U	v
1	asin	fnsku	KTÜN	product_name	fulfillment_center	country_code	month_of_charge	storage_rate curren	:y estimated_monthly_storage_fee dang
2	BOSIN	7SJ	865 54	Many constant and the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second sec	ACY1	US	2022-12	2,4 USD	0,0464
3	BOST	213	865 54	Water and the second	ACY1	US	2022-12	2,4 USD	0,0436
4	B09	ZVS	861 54	Mittaliane	AFW1	US	2022-12	2,4 USD	0,253
5	BOSIN	91Y	868	Management	AFW1	US	2022-12	2,4 USD	0,253
6	BOGMENT	81M	861 4	Water Longer Comment	AFW1	US	2022-12	2,4 USD	0,253
7	809999	388	868	Millioner	AFW1	US	2022-12	2,4 USD	0,253
8	BOSING	4CY	868 54	Management	AFW1	US	2022-12	2,4 USD	0,253
9	BORNER	ZHR	865 54	Weiter State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of th	AFW1	US	2022-12	2,4 USD	4,1723
10	809-44-5	3Q7	865 54	Management of the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second secon	AFW1	US	2022-12	2,4 USD	1,3963
11	BOSING	319	861 04	Management of the second	AFW1	US	2022-12	2,4 USD	2,3355
12	BOCO	JWB	865 34	Managements N	AFW1	US	2022-12	2,4 USD	0,1504
13	BOSHERIN	<b>MERCENSIGHE</b>	868 54	Water I was a state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the stat	AFW1	US	2022-12	2,4 USD	2,2089
14	BOSINER	GOD	868	Managements N	AFW1	US	2022-12	2,4 USD	1,2271
15	BOSIN	C9Z	868 54	With a second	AFW1	US	2022-12	2,4 USD	0,1663
16	BOSHMENT	CDB	868	Without and the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second s	AFW1	US	2022-12	2,4 USD	2,9135
17	BOOMERSHIELD	WXX	865 54	Management of the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second	AFW1	US	2022-12	2,4 USD	0,0079
18	BOSSEE	XOF	86	Water and the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second se	AFW1	US	2022-12	2,4 USD	2,2089
19	BOSSESSE	DWH	868 54	Managements N	AFW1	US	2022-12	2,4 USD	4,2087
20	BORN	DXB	861 54	Managements N	AFW1	US	2022-12	2,4 USD	2,1297
21	BO	IX	868	Water and the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second se	AFW1	US	2022-12	2,4 USD	1,2747
22	BOSSE	2H	868 54	Were into N	AFW1	US	2022-12	2,4 USD	1,4726
23	BOSHIERE	2000-073F	8680004	Manager and the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second s	AFW1	US	2022-12	2,4 USD	4,1723
24	BOSSER	20000007L3	861 4	Wares and the second	AFW2	US	2022-12	2,4 USD	0,0315
25	800mm	3WB	868 54	Meren and Anna Anna Anna Anna Anna Anna Anna	AFW2	US	2022-12	2,4 USD	0,2434
26	BOGAR	GOD	861 34	Management of the second	AFW2	US	2022-12	2,4 USD	0,2444
27	BOSIN	C9Z	865 54	Management of the second	AFW2	US	2022-12	2,4 USD	0,0157
28	BOSSER	CA9	868 54	Water and a second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second seco	AFW2	US	2022-12	2,4 USD	0,0393
29	BOOMERSTOCK	WXX	868	nts N	AFW2	US	2022-12	2,4 USD	0,0157 -

# 11. SİPARİŞ KARŞILAMA VE DEPOLAMA HİZMETİNİN FATURALANDIRILMASI

*Ekran 78:* Amazon Seller Central ana sayfasında bulunan sol menüden "**Reports** > **Payments**" sekmesi açılır.

×		
Catalog	>	Search
Inventory	>	Add your favorite pages here by clicking this icon in the navigation menu.
Pricing	>	IX WINS TOTAL BALANCE IPI GLOBAL PROMOTIONS SALES
Orders	>	~ · ·
Advertising	>	
Stores	>	Use MCE for all orders Videos May Grow Sales New Selection Recom
Growth	>	
Reports	>	Payments
Performance	>	Amazon Selling Coach 94 High demand product recom-
Apps and Services	>	Business Reports

*Ekran 79:* Açılan ekranda "**Date Range Reports**" sekmesine tıklanır. Daha sonra rapor oluşturmak için "**Generate Report**" butonuna tıklanır.

≡	amazon seller central	Search				
	L Ad	d your favorite pa	ages here by clicking this icon in t	he navigation menu.		
Payments from Standard Orders       Invoiced Orders       Learn more       Rate this page         Statement View       Transaction View       All Statements       Date Range Reports       Advertising Invoice History						
Not	seeing the document you need Generate Report	Find a tra	nsaction ~: Enter order numb	er Go!		
20 F	Reports					
Docu	ment Name	Request date	Date Range	Action		
Mont 23:59	hly Unified Transaction Report for Nov 1, 2022 00:00 PDT - Nov 30, 2022 PST	Dec 29, 2022	Nov 1, 2022 - Nov 30, 2022	Download		
Mont	hly Summary Report for Dec 1, 2022 00:00 PST - Dec 31, 2022 23:59 PST	Dec 28, 2022	Dec 1, 2022 - Dec 31, 2022	Scheduled Cancel		
Custo	m Transaction Report for Dec 1, 2021 00:00 PST - Dec 20, 2021 23:59 PST	Dec 20, 2022	Dec 1, 2021 - Dec 20, 2021	Download		
Custo	m Transaction Report for Dec 1, 2021 00:00 PST - Dec 20, 2021 23:59 PST	Dec 21, 2021	Dec 1, 2021 - Dec 20, 2021	Request Report		
Custo	m Summary Report for Dec 1, 2021 00:00 PST - Dec 12, 2021 23:59 PST	Dec 13, 2021	Dec 1, 2021 - Dec 12, 2021	Request Report		
Custo	m Transaction Report for Dec 1, 2021 00:00 PST - Dec 12, 2021 23:59 PST	Dec 13, 2021	Dec 1, 2021 - Dec 12, 2021	Request Report		

*Ekran 80:* Açılan pencerede "**Summary**" rapor tipi seçilerek, rapora ait dönem seçilir ve "**Generate**" butonuna tıklanır. Kısa bir süre bekledikten sonra ilgili sayfa yenilenir. Rapora ilişkin "**Download**" butonu hazır olunca indirmek için tıklanır.



	Date Range	Action
23	Nov 1, 2022 - Nov 30, 2022	Download
23	Dec 1, 2022 - Dec 31, 2022	Download
:022	Nov 1, 2022 - Nov 30, 2022	Download
:022	Dec 1, 2022 - Dec 31, 2022	Download
022	Dec 1, 2021 - Dec 20, 2021	Download

*Ekran 81:* "**Legal Name**" alanında firma tüzel kişilik bilgisi bulunmaktadır. Pazaryeri logosunun hemen altında bulunan alanda ise hesap dökümünün kapsadığı dönem görüntülenmektedir.

"Expenses" alanında bulunan "FBA transaction fees" içinde sipariş karşılama giderleri görüntülenmektedir. "9.1.1. Sipariş Karşılama Giderlerinin Kontrol Edilmesi (İade Hariç)" aşamasında görüntülenen giderler bu harcama kalemi içinde kontrol edilebilir.

"Expenses" alanında bulunan "FBA inventory and inbound services fees" içinde envanter ve iade işlemi sonucu oluşan giderler gibi harcamalar bulunmaktadır. "9.1.2. İade Edilen Ürünlerde Sipariş Karşılama Harcama Giderlerinin Kontrolü" ve "10. Depolama Hizmetinin Raporlanması" aşamasında görüntülenen giderler bu harcama kalemi içinde kontrol edilebilir.

**"Transfers"** alanında bulunan **Transfers to bank account**'ta ise ilgili döneme ilişkin oluşan giderler sonrasında hesaba yapılan ödeme görüntülenmektedir.

amazon services		-	Display name		, age i oi
uestions? Get Help Online		L.	legal hame.	and a second second	
Account activity from Dec 1, 2022	2 00:00 PST through Dec 31, 2022 23:59 PS	т		VI amounts in USD, i	unless specified
Summaries Can Acco	nclude Amazon Marketplace, Fulfillment by Amazon (FBA unt Types Included - Standard Orders, Involced Orders	<ol> <li>and Amazon Webs</li> </ol>	tore transactions		
					Totals
Income	Net sales, credits, and refunds				Contraction of the second
Expenses	Net fees, including Amazon service fees, selling	g tees, FBA tees, ship	ping, and taxes		
Тах	Net taxes collected on product sales and servic	es			
Transfers	Net deposits and withdrawals				
Account Types Included - Standar	d Orders, Invoiced Orders				
Income		133837767	Expenses		HETTER
	Debits	Credits		132000	200000
Product sales (non-FBA)		~	Seller fulfilled selling fees		
Product sale refunds (non-FBA)			FBA selling fees	100 Mar 100 Mar 100	
FBA product sales			Selling fee refunds		
FBA product sale refunds			FBA transaction fees		
FBA inventory credit		0.00000	FBA transaction fee refunds		
FBA liquidation proceeds		Company of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local division of the local d	Other transaction fees		
FBA Liquidations proceeds adjustments			Other transaction fee refunds		
Shipping credits		Contract of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local diversion of the local	EPA investory and inhound convises food		
Shipping credit retunds			Chipping label surphases		
Gift wrap credits			Shipping label purchases		
Promotional relates			Shipping label relations		
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A-to-z Guarantee claims			Service fees		
Chargebacks			Refund administration fees	110102-01	
Amazon Shipping Reimbursement		- 2000	Adjustments		
SAFE-T reimbursement		3000	Cost of Advertising		
			Refund for Advertiser		
			Liquidations fees	1000	
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	Debite	Credite	Product, shipping, oilf wrap taxes and regulatory fee collected		-
Transfers to bank account	Lebits	Credits	Product, shipping, gift wrap taxes and regulatory fee refunded	100000	
Failed transfers to bank account		0.00	Amazon Obligated Tax and Regulatory Fee Withheld		
Disburse to Amazon Gift Card balance					
Charges to credit card		0.00	subtotals		



Yurt dışı pazaryerleri ve dijital platformlar tarafından yapılan mahsuplaşma işlemleri için Genelgenin 37 nci maddesinin dördüncü fikrası "(4) Dijital pazaryeri tanıtım giderlerinin, sipariş karşılama hizmetlerinin, pazaryeri komisyon giderlerinin, eihracat tanıtım desteği giderlerinin yurt dışı pazaryeri tarafından yararlanıcının eticaret satış hasılatından veya ön ödemelerden mahsup edilmesi halinde ödeme yapıldığı bilgisinin yer aldığı belge, Genel Müdürlüğün uygun görüşü ile fatura veya ödeme belgesi olarak kabul edilir." hükmünü amirdir. Bu kapsamda, yurt dışı pazaryerleri ve dijital platformlarda gerçekleştirilecek mahsuplaşma işlemlerinin Genelgenin 37 nci maddesinin dördüncü fikrası çerçevesinde işlemlerin hazırlanan ekli kılavuzlarda belirtildiği şekilde sonuçlandırılması uygun görülmektedir.

#### 12. RAPORLARDA KTÜN EŞLEŞTİRMESİNİN YAPILMASI

İlgili pazaryerinde indirilen raporlar SKU ya da ASIN gibi KTÜN harici bir ürün kimliğine sahiptir. Ön onay durumunun tespiti için KTÜN eşleştirmelerine gerek duyulduğunda aşağıdaki yönlendirmeler takip edilerek ilgili eşleştirme sağlanabilir. KTÜN eşleştirmesinde ürün listesi raporundan faydalanılacaktır.

#### 12.1. Ürün Listesi Raporunun İndirilmesi

*Ekran* 82: "**Reports** > **Inventory Reports**" adımları izlenir. Açılan Ekranda "**All Listings Report**" seçilir ve "**Request Report**" butonuna tıklanır. Kısa bir süre bekledikten sonra ilgili sorguya ilişkin rapor hazır olduğunda Download butonu aktif olacak. "**Download**" butonuna tıklayarak ilgili rapor indirilir.

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Inventory	>		🖾 Add you	in more			
Pricing	>						
Orders	>			Colort Descet Trees Calific Sectors			
Advertising	>		Payment Information	Download an All Listings Report	to get details about all existing listings in your account reg	gardless of their status (	s.g. active,
Stores	>	Profile	Deposit Methods	inactive, incomplete). Customize the columns for this i	eport		
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Reports	>	Payments		Request Report			
Performance	>	Amazon Selling Coach	ation				
Apps and Services	>	Business Reports	looss				10 ~
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*Ekran 83:* CSV formatında indirilen dosyayı excel ortamında çalıştırmak üzere boş bir excel çalışma sayfası açılır. "**Veri > Metinden**" adımları izlenerek indirilen dosya seçilir ve "**Aç**" butonuna tıklanır.

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*Ekran 84:* Dosyayı excel ortamında çalıştırırken 3 adımdan oluşan "**Dosya İçe Aktarma Sihirba**zında" bazı tanımlamalar yapılır. Birinci ekranda; dosya türü olarak "**Sınırlandırılmış**" seçeneği seçilir, dosya kaynağı olarak "**65001:** Unicode (UTF-8)" seçilir ve "**İleri**" butonuna tıklanır. *Ekran 85:* İkinci adımda "**Ayırıcılar**" alanında "**Diğer**" seçeneği seçilir ve yanındaki kutucukta **virgül (,)** işareti ayırıcı olarak belirtilir. Ardından "**İleri**" butonuna tıklanır.

		1			
Metin İçeri Aktarma Sihirbazı - Adım 1 / 3	?	×	Metin İçeri Aktarma Sihirbazı - Adım 2 / 3	?	×
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*Ekran 86:* Üçüncü aşamada para birimlerinde ondalık ve binlik ayracı ayarlamak üzere "**Gelişmiş**" seçeneğine tıklanır.

*Ekran 87:* Ondalık ayracı olarak **nokta** (.), Binlik ayırıcı olarak **virgül** (,) işareti seçilir, **Negatif sayılara eksi işareti konulsun** seçeneği işaretlenir ve "**Tamam**" butonuna tıklanır. Ardından "**Son**" butonuna tıklanır.

Metin İçeri Aktarma Sihirbazı - Adım 3 / 3 ? X	Metin İçeri Aktarma Sihirbazi - Adım 3 / 3
Bu ekran sübunları seçmenizi ve Veri Biçimini belirlemenizi sağlar. Sübun veri biçimi Genel Metin Tarih: GAV Sotganu içeri aktarma (atla) Sotganu içeri aktarma (atla) Sotganu içeri aktarma (atla)	Bu ekzan sütunları seçmenizi ve Veri Biçimini belirfemenizi sağlar. Sütun veri Biçimi O ganel Metin Tarih: GaΔY Sütgınu içeri aktarma (atla)
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#### Ekran 88: Son olarak verilerin açılacağı çalışma sayfası seçilir ve "Tamam" butonuna tıklanır.

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10						PivotChart					
11						Yalnızca Bağl	antı Oluştur				
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#### 12.2. Raporlarda KTÜN Eşleştirilmesinin Yapılması

*Ekran 89:* Ana rapor dosyasında bulunan (eşleştirilecek olan kaynak) "**ürün kimliği ve productid**" sütunları kopyalanır. Örneğin; sipariş karşılama giderleri kontrol edilirken indirilen harcama dökümü SKU bazlı gösterim sağlamaktadır. Bu rapor üzerinde KTÜN eşleştirmesi yapılırken ürün listesi raporunda seller-sku ve product-id sütunu kopyalanmalıdır.

1	A	В	С	D	Q	R	S	w	х
1	item-name	item-description	listing-id	seller-sku	asin1	asin2	asin3	product-id	bid-for-featured
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*Ekran 91:* Kopyalanan bilgiler oluşturulan yeni çalışma sayfasına yapıştırılır. Tüm sayfa seçilir ve seçilen sayfaya bir isim atanır. Görselde KTÜN ismi atanmıştır.

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*Ekran 92:* Ana raporda boş bir sütün açılır. Açılan sütuna "DÜŞEYARA" formülü yazılır. Uygulanan formül yeni açılan sütunun tamamına uygulanır.

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ŀ	Dec 2, 202	170200000011	Order	112-728	7651 5067		Water and a state of the state	1	amazon.cor
5	Dec 2, 202	1700 11	Order	111-003	7651 5068		Witten and the same		amazon.com
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7	Dec 2, 202	17000000011	Order	111 146	7651 5069		Witter Basilians and Basilians	1	amazon.com
3	Dec 2, 202	1700 000011	Order	112-00513	7651 2615		Witter automation and	1	amazon.cor
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*Ekran 93*: Raporun son halinde görseldeki görünüm elde edilecektir. İlgili ürünler için pazaryerinde KTÜN bilgisi girişi sağlanmadığında ilgili ASIN ya da SKU karşılığında herhangi bir KTÜN bilgisi bulunmayacaktır. İlgili satırlarda veri bulunmayacak veya YOK yazan sütunlar mevcut olacaktır.

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4	А	В	С	D	E	F	G	н	1
1	date/time	e settlement id	type	order id	sku		description	quantity	marketplace
2	Dec 1, 202	17066111	Order	112-05439	76	868118	Varez - Real Plant Co. Hilder - Sinn	1	amazon.com
3	Dec 1, 202	170661	Order	113-97577	76	8681185	Marrie and Anna State Sinn	1	amazon.com
4	Dec 1, 202	1707277	Order	111-37259	76	8681185	Alexen a log of some of the sinn	1	amazon.com
5	Dec 1, 202	17072	Order	111-68994	76	868118	Marra - Mar - Marra - Sinn	1	amazon.com
б	Dec 1, 202	17072	Order	114-30272	7664	8681185	Version and Party of Merry Skinn	1	amazon.com
7	Dec 1, 202	17072	Order	114-12995	7 <del>6 39 39</del>	868118	Weers a feat of them to the Reference in the	1	amazon.com
8	Dec 1, 202	17072	Order	111-14700	76	868118	Merry and Barry and Berry Skinn	1	amazon.com
9	Dec 1, 202	17072	Order	111-14700	7698	868118	Marrie Real From Contributer - Sinn	1	amazon.com
10	Dec 1, 202	17072	Order	114-68771	76	868118	Viewers - Hag of Hours - State - Skinn	1	amazon.com
11	Dec 1, 202	170727	Order	114-61028	76	868118	Merry Plant Barry Strengthere History	1	amazon.com
12	Dec 1, 202	17072	Order	113-89170	76 169	868118	Merca - San Store - Sinn	1	amazon.com
13	Dec 1, 202	17072	Order	112-25453	76	8681185	Verna - San Stern - Sinn	1	amazon.com
14	Dec 1, 202	169115	Order	113-19594	76	8681185	Vareau and some states ising	1	amazon.com
15	Dec 1, 202	17072	Order	112-57901	7616	8681185	Alerra and the state is in	1	amazon.com
16	Dec 1, 202	17072	Order	113-41778	76 44	868118	Vertice Real Posts in theme ininn	1	amazon.com
17	Dec 1, 202	17072	Order	114-49534	76	8681185	Viewers - Regist Horn - Include - Ininn	1	amazon.com
18	Dec 1, 202	17072	Order	113-93052	76	868118	Veres - Res - Ren - Sinn	1	amazon.com
19	Dec 2, 202	17072	Order	112-62901	76	868118	Verganization and the shine	1	amazon.com
20	Dec 2, 202	170727	Order	112-62901	7665	8681185	Verral Part State Street Street	1	amazon.com
21	Dec 2, 202	17072	Order	114-62119	7616	868118	Vierra - Right Harry - In Ren-	1	amazon.com
22	Dec 2, 202	17072	Order	112-16993	76 45	868118	Verman and the second second	1	amazon.com
23	Dec 2, 202	2 170727	Order	113-58593	76-1-1-15	868118	Vertile and entry in the sainn	1	amazon.com
24	Dec 2, 202	17072	Order	112-24728	76	868118	Version and the sinn	1	amazon.com
25	Dec 2, 202	2 170727	Order	111-65003	76 68	868118	Marrie Bar Bar Sinn	1	amazon.com
26	Dec 2, 202	170727	Order	112-44088	76	868118	Were and the state winn	1	amazon.com
27	Dec 2, 202	170727	Order	111-09146	76	8681185	Version and the sign	1	amazon.com
28	Dec 2, 202	17072	Order	112-83513	763203333023 + 33022015	868118	Wetter and tenter or men aninn	1	amazon.com