

# EXPANZE **DERMACOL** DO USA SKRZE AMAZON

Daniel Král 20. 6. 2023

# SPOLEČNOST DERMACOL

**DERMACOL**  
PRAGUE

Na trhu více jak 56 let

Marketplaces

Vlastní továrna v ČR (Brno)

Velký hráč na CZ a SK trhu

- Největší prodejce dekorativní kosmetiky

Obrovská distribuce

- Offline
- Online

Vlastní e-shopy

- CZ, SK, PL

Distribuce ve světě

- Více než 60 zemí světa

Marketplaces

- Amazon (Pan-EU, USA)

## *Náš příběh v čase*



### **ZROD DERMACOL**

Značka Dermacol vznikla před více než 50 lety v barrandovských filmových ateliérech. V té době se spojili dermatologové z tehdejšího Ústavu lékařské kosmetiky a odborníci na filmový make-up. Cílem bylo vyvinout krycí make-up na běžné použití pro osoby trpící kožními problémy. U zrodu značky stála kosmetička Olga Knoblochová.

*1966*

*1967*

*1969*

# SITUACE VE SVĚTĚ

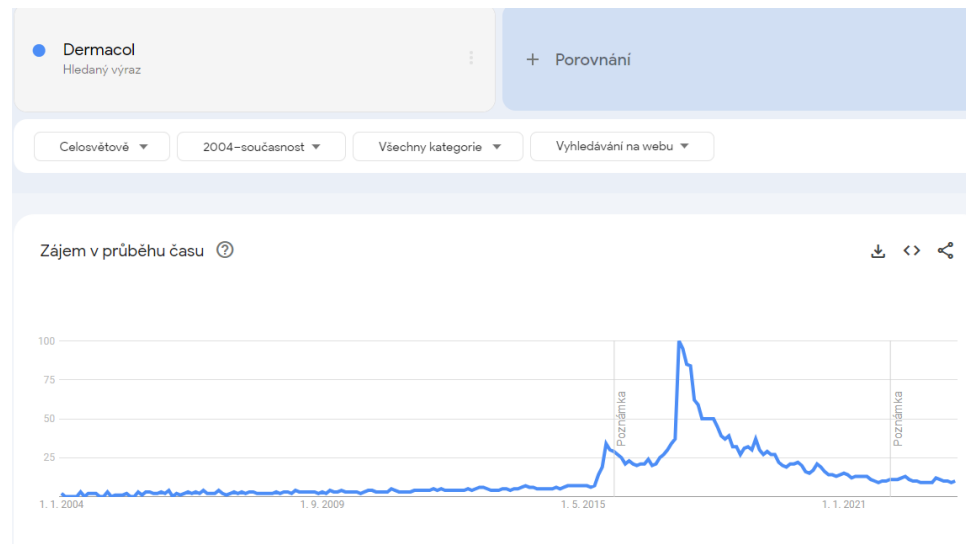
**DERMACOL**  
PRAGUE

## Rok 2015 – 2017

- Niche Produkt
- Vlna Youtuberů
- Content

## Obrovský zájem

- Prodejci na Amazonu
- Výrobci fejků/padělků
- Přeprodejci



ТЕСТИРУЮ DERMACOL – САМЫЙ ПЛОТНЫЙ...

Diana Suvorova ✓  
1,2 mil. zhlédnutí • před 5 lety



MOST FULL COVERAGE FOUNDATION EVER?! •...

JUDY  
129 tis. zhlédnutí • před 5 lety



world's most full coverage foundation || Dermacol...

INDIAN YOUTUBER SONALI MISRA  
28 tis. zhlédnutí • před 1 rokem



TESTING THE WORLD'S MOST FULL COVERAGE FOUNDATION! | Jeffree Star

jeffreestar ✓  
15,9 mil. odběratelů

Odebírat

195 tis.

Sdílet

6,2 mil. zhlédnutí před 6 lety #402 #IMATS



WORLD'S MOST FULL COVERAGE FOUNDATION?? | NikkieTutorials

NikkieTutorials ✓  
14,1 mil. odběratelů

Odebírat

314 tis.

Sdílet
















12 mil. zhlédnutí před 5 lety

# SITUACE NA AMAZONU

**DERMACOL**  
PRAGUE



More results

 <p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1) ★★★★☆ - 251 \$25<sup>00</sup> Delivery Sat, Jun 24 Ships to France Only 16 left in stock - order soon. Small Business - Add to Cart More Buying Choices \$22.90 (2 new offers)</p>	 <p>Dermacol Make-up Cover Full Coverage Foundation - 100% Original Guaranteed 1 Count (Pack of 1) ★★★★☆ - 310 \$19<sup>49</sup> Delivery Sat, Jun 24 Ships to France Climate Pledge Friendly - Small Business - Add to Cart</p>	 <p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1 Count (Pack of 1) ★★★★☆ - 198 \$25<sup>00</sup> (\$23.81/Ounce) Delivery Thu, Jun 22 Ships to France Small Business - Add to Cart More Buying Choices \$22.90 (2 new offers)</p>	 <p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1) ★★★★☆ - 66 \$25<sup>00</sup> Delivery Thu, Jun 22 Ships to France Only 15 left in stock - order soon. Climate Pledge Friendly - Small Business - Add to Cart</p>	 <p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1 Ounce (Pack of 1) ★★★★☆ - 264 \$31<sup>95</sup> Delivery Mon, Jun 26 Ships to France Only 15 left in stock - order soon. Climate Pledge Friendly - Small Business - Add to Cart</p>
 <p>Dermacol Make-up Cover Full Coverage Foundation (B227) ★★★★☆ - 21 \$27<sup>00</sup> (\$25.52/Ounce) Delivery Thu, Jun 22 Ships to France Only 7 left in stock - order soon. Small Business - Add to Cart</p>	 <p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1 Count (Pack of 1) ★★★★☆ - 325 \$25<sup>61</sup> Delivery Mon, Jun 26 Ships to France Only 18 left in stock - order soon. Small Business - Add to Cart</p>	 <p>Dermacol 16H Matic Eyeliner No.4 - Black Pencil/Creamy - Pack of 1 ★★★★☆ - 13 \$7<sup>99</sup> (\$799.00/Ounce) Delivery Sat, Jun 24 Ships to France Only 18 left in stock (more on the way). Small Business - Add to Cart</p>	 <p>Dermacol High Cover Make-up Foundation Waterproof Hypoallergenic Foundation 100%... ★★★★☆ - 87 \$25<sup>00</sup> (\$25.00/Count) Delivery Mon, Jun 26 Ships to France Small Business - Add to Cart</p>	 <p>Dermacol Make-up Cover - Foundation Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1) ★★★★☆ - 87 \$24<sup>00</sup> (\$22.86/Ounce) Delivery Mon, Jun 26 Ships to France Only 16 left in stock - order soon. Climate Pledge Friendly - Small Business - Add to Cart</p>
 <p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1) ★★★★☆ - 140</p>	 <p>Sponsored @ Dermacol Make-Up Cover, Waterproof Hypoallergenic for All Skin Types, № 218 + 5 more colors</p>	 <p>Sponsored @ Dermacol Make-Up Cover Foundation 30g (218) 1.05 Ounce (Pack of 1) + 2 more colors</p>	 <p>Sponsored @ Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1)</p>	 <p>Sponsored @ 2Pack PHERA Foundation.Full Coverage Foundation, Concealer Foundation Full Coverage Flawless... + 18 more colors</p>

# DŮVODY VSTUPU NA AMAZON(Y)

## A) Penetrace nových trhů

- Vybrané produkty
- Business model
- Nové spolupráce

## B) (Vlastní) Prezentace Brandu

- Neakurátní listingy
- Staré obrázky
- Mess
- Negativní recenze

## C) Eliminace prodejců padělků a příživníků

- Jiné identifikátory
- Padělky výrobku
- Snižování retailové ceny

# ELIMINACE PRODEJČŮ PADĚLKŮ

Brand

Trademark

Merge listingů

Mnoho práce s AMZ  
supportem

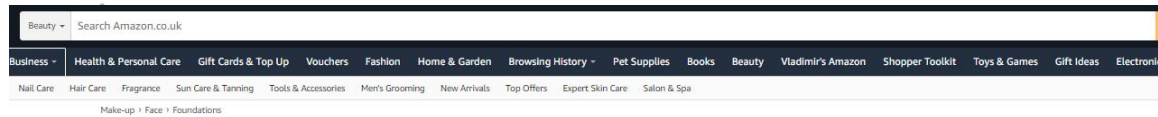


# ELIMINACE PRODEJČŮ PADĚLKŮ

More results

<p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1) ★★★★☆ - 251 <b>\$25<sup>00</sup></b> Delivery Sat, Jun 24 Ships to France Only 16 left in stock - order soon. Small Business - <a href="#">Add to Cart</a> More Buying Choices \$22.90 (2 new offers) Another way to buy <b>\$22<sup>90</sup></b> Typical: <del>\$24.00</del> \$5.04 delivery Jul 3 - 20 <a href="#">Add to Cart</a></p>	<p>Dermacol Make-up Cover Full Coverage Foundation - 100% Original Guaranteed 1 Count (Pack of 1) ★★★★☆ - 310 <b>\$19<sup>40</sup></b> Delivery Sat, Jun 24 Ships to France Climate Pledge Friendly - Small Business - <a href="#">Add to Cart</a> More Buying Choices \$22.90 (2 new offers) Another way to buy <b>\$22<sup>90</sup></b> Typical: <del>\$24.00</del> \$5.05 delivery Jul 7 - 25 <a href="#">Add to Cart</a></p>	<p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1 Count (Pack of 1) ★★★★☆ - 198 <b>\$25<sup>00</sup></b> (\$25.81/Ounce) Delivery Thu, Jun 22 Ships to France Small Business - <a href="#">Add to Cart</a> More Buying Choices \$22.90 (2 new offers) Another way to buy <b>\$22<sup>90</sup></b> Typical: <del>\$24.00</del> \$5.05 delivery Jul 7 - 25 <a href="#">Add to Cart</a></p>	<p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1) ★★★★☆ - 66 <b>\$25<sup>00</sup></b> Delivery Thu, Jun 22 Ships to France Only 15 left in stock - order soon. Climate Pledge Friendly - Small Business - <a href="#">Add to Cart</a></p>	<p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1 Ounce (Pack of 1) ★★★★☆ - 264 <b>\$31<sup>56</sup></b> Delivery Mon, Jun 26 Ships to France Only 15 left in stock - order soon. Climate Pledge Friendly - Small Business - <a href="#">Add to Cart</a></p>	<p>Dermacol Make-up cover (Fond de teint couvrant les tatouages et cicatrices), 202 ★★★★☆ - 903 <b>20,70<sup>€</sup></b> (69,00 €/100 g) Recevez-le entre le samedi 1 juillet et le jeudi 20 juillet Livraison GRATUITE</p>	<p>Dermacol Maquillage Cover - Hypoallergénique Fondation 30g étanche 100% Original garanti (213) ★★★★☆ - 4 <b>20,50<sup>€</sup></b> (68,33 €/100 g) Recevez-le entre le samedi 1 juillet et le jeudi 20 juillet Livraison GRATUITE</p>	<p>Dermacol MAKE-UPO COVER - Le secret de la beauté des stars - Couleur claire 209 ★★★★☆ - 223 <b>20,70<sup>€</sup></b> (69,00 €/100 g) Recevez-le entre le samedi 1 juillet et le jeudi 20 juillet Livraison GRATUITE</p>	<p>Dermacol Make-up Cover Fond 30g Teinte 231 Brun foncé ★★★★☆ - 20 <b>3,99<sup>€</sup></b> Recevez-le entre le vendredi 23 juin et le mardi 27 juin Livraison à 19,99 €</p>	<p>Dermacol Make Up Cover Waterproof Hypoallergenic SPF 30#208 by Dermacol (couvre toutes les ance ca...) ★★★★☆ - 20 <b>20,70<sup>€</sup></b> (69,00 €/100 g) Recevez-le entre le samedi 1 juillet et le jeudi 20 juillet Livraison GRATUITE</p>
<p>Dermacol Make-up Cover Full Coverage Foundation #227 ★★★★☆ - 21 <b>\$27<sup>00</sup></b> (\$25.52/Ounce) Delivery Thu, Jun 22 Ships to France Only 7 left in stock - order soon. Small Business - <a href="#">Add to Cart</a></p>	<p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1 Count (Pack of 1) ★★★★☆ - 325 <b>\$25<sup>61</sup></b> Delivery Mon, Jun 26 Ships to France Only 19 left in stock - order soon. Small Business - <a href="#">Add to Cart</a></p>	<p>Dermacol 16H Matic Eyeliner No.4 - Black Pencil, Creamy - Pack of 1 ★★★★☆ - 13 <b>\$7<sup>99</sup></b> (\$799.00/Ounce) Delivery Sat, Jun 24 Ships to France Only 18 left in stock (more on the way). Small Business - <a href="#">Add to Cart</a></p>	<p>Dermacol High Cover Make-up Foundation Waterproof Hypoallergenic Foundation 100%... 1.05 Ounce (Pack of 1) ★★★★☆ - 87 <b>\$25<sup>00</sup></b> (\$25.00/Ounce) Delivery Mon, Jun 26 Ships to France Small Business - <a href="#">Add to Cart</a></p>	<p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1) ★★★★☆ - 87 <b>\$24<sup>00</sup></b> (\$22.86/Ounce) Delivery Mon, Jun 26 Ships to France Only 16 left in stock - order soon. Climate Pledge Friendly - Small Business - <a href="#">Add to Cart</a></p>	<p>2 x Dermacol Make Up Cover SPF30 Waterproof Hypoallergenic 30g Boxed - 212 ★★★★☆ - 1 <b>39,90<sup>€</sup></b> (66,50 €/100 g) Recevez-le entre le samedi 1 juillet et le jeudi 20 juillet Livraison GRATUITE</p>	<p>Dermacol 224 Make Up Cover Foundation hypoallergénique pour tous les types de peau ★★★★☆ - 56 <b>20,70<sup>€</sup></b> (69,00 €/kg) Recevez-le entre le samedi 1 juillet et le jeudi 20 juillet Livraison GRATUITE</p>	<p>Dermacol Make-up Cover #221 ★★★★☆ - 1 <b>20,70<sup>€</sup></b> (69,00 €/100 g) Recevez-le entre le samedi 1 juillet et le jeudi 20 juillet Livraison GRATUITE</p>	<p>Dermacol - Fond de teint couvrant, Fond de teint liquide mat avec SPF 30, Fond de teint imperméable pou... ★★★★☆ - 1 969 <b>14,85<sup>€</sup></b> (48,50 €/100 g) 14,11 € avec la réduction Prévoyez et Economisez. Recevez-le mercredi 21 juin Livraison à 7,07 €</p>	<p>Dermacol - Base de Maquillage Satinée, Apprêt Mat Pour le Visage Contre les Rides et les Pores, Appr... ★★★★☆ - 1 465 <b>14,69<sup>€</sup></b> (48,97 €/100 ml) PVC, 48,99€ Recevez-le mardi 20 juin Livraison à 7,19 €</p>
<p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1) ★★★★☆ - 140</p>	<p>Dermacol Make-Up Cover, Waterproof Hypoallergenic for All Skin Types, Nr 216 ★★★★☆ - 140</p>	<p>Dermacol Make-Up Cover Foundation 1.05 Ounce (Pack of 1) ★★★★☆ - 140</p>	<p>Dermacol Make-up Cover - Waterproof Hypoallergenic Foundation 30g 100% Original... 1.05 Ounce (Pack of 1) ★★★★☆ - 140</p>	<p>2Pack PHOERA Foundation, Full Coverage Foundation, Concealer Foundation Full Coverage Flawless ★★★★☆ - 140</p>	<p>Dermacol Invisible Fixing Powder White, 13 g ★★★★☆ - 320 <b>11,04<sup>€</sup></b> (84,92 €/100 g) Recevez-le mardi 20 juin Livraison à 7,11 € Autres vendeurs sur Amazon 9,99 € (6 neufs)</p>	<p>Dermacol Fond de teint résistant à l'eau et hypoallergénique 30 g 222 ★★★★☆ - 1 433 <b>20,70<sup>€</sup></b> Recevez-le entre le samedi 1 juillet et le jeudi 20 juillet Livraison GRATUITE</p>	<p>Dermacol - Fond de Teint et Correcteur de teint Longue Durée, Pour Les Cernes, avec SPF 15 et... ★★★★☆ - 66 <b>18,90<sup>€</sup></b> (63,00 €/100 ml) Recevez-le entre le mercredi 28 juin et le lundi 17 juillet Livraison GRATUITE</p>	<p>Dermacol - Maquillage et Correcteur Longue Tenue, Correcteur de Teint et Fond de Teint éclaircissant pour les... ★★★★☆ - 126 <b>23,44<sup>€</sup></b> (78,13 €/100 ml) Recevez-le entre le mercredi 5 juillet et le lundi 24 juillet Livraison à 6,90 € Il ne reste plus que 6 exemplaires en stock. Autres vendeurs sur Amazon</p>	<p>Fond de teint Dermacol - Haute couvrance - Hypoallergénique - Pour tous les types de peau ★★★★☆ - 16 <b>39,90<sup>€</sup></b> (133,00 €/100 g) Recevez-le entre le samedi 1 juillet et le jeudi 20 juillet Livraison GRATUITE</p>

# PREZENTACE BRANDU



**Made for Skin Health**  
 Flawless your flawless, vibrant skin daily while shielding it from harmful sun rays. Our non-irritating foundation to cover acne and other skin imperfections has SPF 30. It is available in 18 shades for all skin types.  
 After choosing the right shade for your skin, gently tap a small amount onto your skin using your fingers or a dampened make-up sponge. Add more SPF foundation as needed and blend until you reach your desired coverage.



**Conceals and Corrects**  
 No matter what skin concern you have, our make-up foundation for face and body offers excellent, long-lasting coverage. A small amount goes a long way when applied evenly onto dark under-eye circles, age spots, discolorations, or acne scars. It even conceals scars and tattoos!

Be your most beautiful yet. Grab the spotlight with Dermacol's Make-Up Cover!



**Ideal for All-Day Wear**  
 It's time for a heavy revolution with Dermacol. This waterproof body and face foundation ensures an irresistibly smooth finish without concealer touch-up.  
 This matte foundation full coverage formula is perfect for beginner makeup enthusiasts and professional artists. You can use it daily or on photo/film shoots and festive occasions since it's gentle on your skin.



Additional Information		
Date First Available		21 Sept 2018
Customer Reviews		4.5 out of 5 stars
Item Sold by	Faberry Store	6% in Beauty (54 of 13 in Face Found)
Feedback		

Say goodbye to retouching & say hello to being irresistible!

Maximum Coverage

Waterproof

Sun Protection

Long-lasting

A little goes a long way

Roll over image to zoom in

### DERMACOL PRAGUE

## Dermacol - Full Coverage Foundation, Liquid Makeup Matte Foundation with SPF 30, Waterproof Foundation for Oily Skin, Acne, & Under Eye Bags, Long-Lasting Makeup Products, 30g - Shade 210

Buying for work? Discover Amazon Business, for business-exclusive pricing, downloadable VAT invoices and more. [Create a FREE account](#)

Visit the Dermacol Store  
 ★★★★★ 14,898 ratings | 435 answered questions

Price: **£13.49** (€44.97 / 100 g)

Save up to 25% with business pricing. Sign up for free Amazon Business account

Size Name: **30 g (Pack of 1)**

Colour Name: **210**

£13.49 (€44.97 / 100 g)

£13.49 (€44.97 / 100 g)

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£13.49 (€44.97 / 100 g)

£13.49 (€44.97 / 100 g)

£18.30 (€61.00 / 100 g)

£13.49 (€44.97 / 100 g)

£13.49 (€44.97 / 100 g)

One-time purchase: **£13.49** (€44.97 / 100 g)

£4.05 delivery **Friday, May 12**. Details

Deliver to JAPO - Pfc Erstein 67119

In stock

Quantity:

[Add to Basket](#)

[Buy Now](#)

Payment: Secure trans...  
 Dispatches from Amazon  
 Sold by: **DERMACOL**  
 Returns: Returnable ...

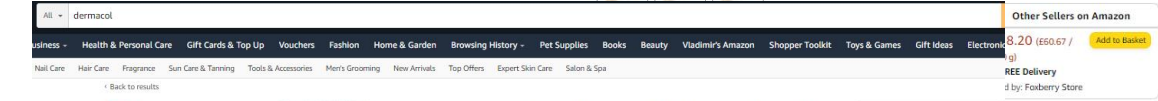
Details

Add gift options

**Subscribe & Save:**  
 10% 15%  
 £12.14 (€40.47 / 100 g)  
 First delivery on **12 May**  
 Dispatches from: Amazon  
 Sold by: **DERMACOL**

[Add to List](#)

New (3) from **£13.49**



Back to results

Roll over image to zoom in

### DERMACOL PRAGUE

## Dermacol Opaque Make-Up Cover for the Face and Neck - Waterproof Foundation with SPF 30 for a Flawless complexion, 226, 30 g

Buying for work? Discover Amazon Business, for business-exclusive pricing, downloadable VAT invoices and more. [Create a FREE account](#)

Brand: **Dermacol**  
 ★★★★★ 10 ratings

**-50%** **£7.87** (€26.23 / 100 g)  
 RRP: €14.60

Item form: Aerosol  
 Colour: 223  
 Skin type: Normal  
 Finish type: Natural

Recommended uses for product: Grundierung, Make-up, Teint

Package: Tube

See more

**About this item**

- Matte primer matt control 18 hours for women, with 20 ml

Report incorrect product information.

Other Sellers on Amazon

**£7.87** (€26.23 / 100 g)

£9.99 delivery **May 24 - 30**. Details

Deliver to JAPO - Pfc Erstein 67119

Usually dispatched within 2 to 3 days

Quantity:

[Add to Basket](#)

[Buy Now](#)

Payment: Secure transaction  
 Dispatches from: **LTM SHOP**  
 Sold by: **LTM SHOP**  
 Returns: Returnable within ...

Details

[Add to List](#)

New (3) from **£7.87**

Other Sellers on Amazon

**£18.30** (€61.00 / 100 g) [Add to basket](#)

**& FREE Delivery**

Sold by: **Faberry Store**

Frequently bought together



# PREZENTACE BRANDU



DERMACOL DC Dermalcol  
 Following HOME POSTS  
 Search all DC Dermalcol



DERMACOL - Full Coverage Foundation, Liquid Makeup Matte Foundation with SPF 30, Waterproof Foundation for Oily Skin,...

★★★★☆ 21 736

Size: 1.05 Ounce (Pack of 1)

Color (17): 210

\$19.49

Only 16 left in stock - order soon.  
 Get it by Wednesday, June 28.

Provides Extreme Coverage - Achieve the flawless skin you've always dreamed of with this full coverage liquid foundation. Our foundation makeup conceals dark under-eyes, skin discolorations, pimples, acne scars, surgical bruising.

Show more

See all details Add to Cart

Sold by Venus Brands and Fulfilled by Amazon.



Foundation



Lip



Primer



Powder

Dermacol Invisible Fixing Powder Natural

Fixes all types of make-up. Keeps the original colour of the foundation.

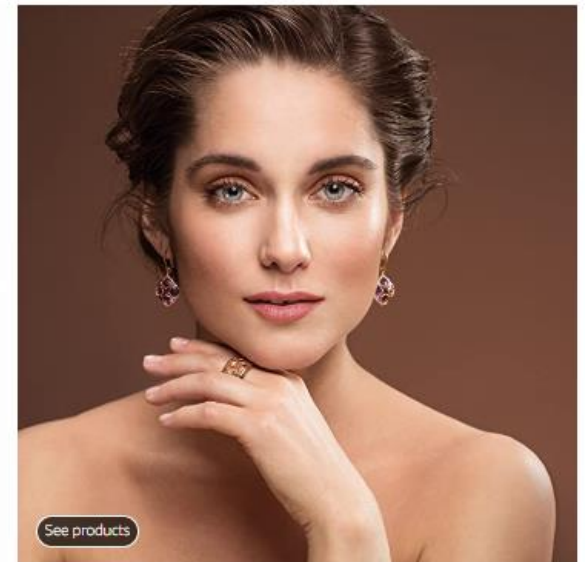
\$14.99



Dermacol Satin Make-up Base

Leaves skin feeling plush and fresh. No more skin feeling parched after application!

\$27.99



See products

Featured Deals



Bestseller di Amazon

Bestseller in Fondotinta

No.1

Italy flag

This screenshot shows the Amazon Italy 'Bestseller di Amazon' page for 'Fondotinta'. The product 'DERMACOL DC Fondotinta' is highlighted as the top-selling item with a pink arrow and 'No.1' label.



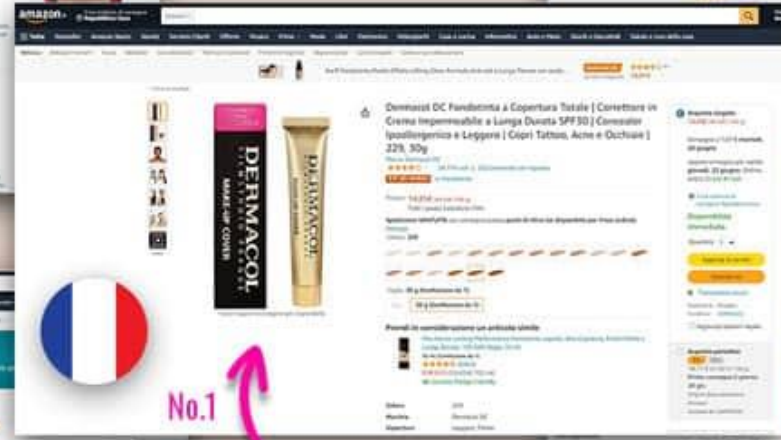
Los más vendidos de Amazon

Los más vendidos en Kates de maquillaje

No.3

Spain flag

This screenshot shows the Amazon Spain 'Los más vendidos de Amazon' page for 'Kates de maquillaje'. The product 'DERMACOL DC Fondotinta' is highlighted as the third-selling item with a pink arrow and 'No.3' label.



DERMACOL DC Fondotinta A Copertura Totale [ Correttore in Crema Impermeabile a Lunga Durata SPF 50 | Cosmoteur (Ipsoallergenico e Leggero) Copri Tattoos, Acne e Occhiaie ]

No.1

France flag

This screenshot shows the Amazon France product detail page for 'DERMACOL DC Fondotinta'. The product is highlighted as the top-selling item with a pink arrow and 'No.1' label.



Bestseller

Bestseller in Grundierung

No.2

Germany flag

This screenshot shows the Amazon Germany 'Bestseller' page for 'Grundierung'. The product 'DERMACOL DC Fondotinta' is highlighted as the second-selling item with a pink arrow and 'No.2' label.



Amazon Best Sellers

Best Sellers in Face Foundations

No.4

UK flag

This screenshot shows the Amazon UK 'Amazon Best Sellers' page for 'Face Foundations'. The product 'DERMACOL DC Fondotinta' is highlighted as the fourth-selling item with a pink arrow and 'No.4' label.

# BSR (MU COVER), POZN. 13. 5. 2022

**DERMACOL**  
PRAGUE

UK

## Additional Information

Date First Available	21 Sept. 2014
Customer Reviews	★★★★☆ <small>23,311 ratings</small> 4.1 out of 5 stars
Best Sellers Rank	346 in Beauty (See Top 100 in Beauty) 8 in Face Foundations

FR

Date de mise en ligne sur Amazon.fr	25 juillet 2016
Moyenne des commentaires client	★★★★☆ <small>23 056 évaluations</small> 3,7 sur 5 étoiles
Classement des meilleures ventes d'Amazon	56 en Beauté et Parfum (Voir les 100 premiers en Beauté et Parfum) <u>1 en Fonds de teint</u>

IT

Disponibile su Amazon.it a partire dal	30 novembre 2015
Media recensioni	★★★★☆ <small>22.769 voti</small> 3,9 su 5 stelle
Posizione nella classifica Bestseller di Amazon	n. 52 in Bellezza (Visualizza i Top 100 nella categoria Bellezza) n. 2 in Fondotinta

DE

Im Angebot von Amazon.de seit	21. September 2014
Durchschnittliche Kundenbewertung	★★★★☆ <small>22.232 Sternebewertungen</small> 3,9 von 5 Sternen
Amazon Bestseller-Rang	Nr. 82 in Beauty (Siehe Top 100 in Beauty) Nr. 2 in Grundierung

ES

**ASIN** : B01J819GXI

**Número de modelo del producto** : 56557

**Departamento** : Mujer

**Clasificación en los más vendidos de Amazon:** nº198 en Belleza (Ver el Top 100 en Belleza)  
nº2 en Bases de maquillaje

**Opiniones de los clientes:** ★★★★★ 22.119 valoraciones

USA

**Manufacturer** : Dermacol

**ASIN** : B00J3G958K

**Best Sellers Rank:** #3,501 in Beauty & Personal Care (See Top 100 in Beauty & Personal Care)  
#56 in Foundation Makeup

**Customer Reviews:**

★★★★☆ 20,934 ratings

# AMAZON USA – CO ŘEŠIT PŘED VSTUPEM?

## Business model

- Co za výrobky? (konkurence, skladování, atd)

## LLC?

- Verifikace (adresa, US tel. Číslo – vyplňování formulářů na cokoliv, point of contact – pošta, atd..)
- Proclení / registrace výrobků
- kde založit firmu?

## Daně

- Amazon odvádí sales tax
- Tax Jar (registrace k daním v jednotlivých státech)
- Každý stát jiné podmínky

## Účetní firma

- Provozní účetnictví

## Logistika

- Dopravce
- Cla + celní agent
- Fyzická vs virtuální adresa

## Sklad

- Amazon vs Externí sklad

## Pojištění

- Odpovědnosti za výrobky
- Certifikát v AMZ

# SHRNUTÍ/NEXT STEPS

## Business model

### Brand

- Trademark

### Perfektní listing

- Obrázky
- Popisky
- Recenze
- Překlady

### Store

- Analytika

### Logistika

- Forecasting
- Flow

## Marketing

### ▪ Inside Amazon

- Produktové reklamy
- Brandové reklamy
- Display
- Vouchery
- Promotions (Bogo offers, slevy)
- Deals (7 days, lighting,...)
- Upsell

### ▪ Off Amazon

- SoMe
- Google
- Influenceři
- Affiliate

# KONTAKTY



<https://www.linkedin.com/in/kraldaniel>



[Daniel.Kral@dermacol.cz](mailto:Daniel.Kral@dermacol.cz)