
Samurai Agent Company Overview

ABOUT US

What are we?

We are professional agents who are experts in selling products on the Amazon.co.jp marketplace located in Japan. Our staff worked at Amazon Japan, so they have a better understanding of the Amazon platform and how to sell more products on Amazon.co.jp than anyone else.



Company Profile



SAMURAI AGENT

Head Office: Nihonbashi Ginsan Building 6F
4-3-10 Nihonbashi-Honcho,

Chuo-ku Tokyo 1030023

Established in: :

CEO: Kenji Hayashibe

Phone: 050-5880-1315

Our Staff



Kenji Hayashibe

Founder and Chief Executive Officer

Over 15 years of international experience in online retail. Kenji spent most of his career at Amazon.com, the world's most successful company in online services. He joined Amazon Japan in 2001, when Amazon.com launched their 3rd international site for the Japanese market, and played various important roles, including acting as Operations Manager in Supply Chain and Technical Account Service for more than 10 years.

Our Staff



Masuaki Hira

Founder and Chief Operating Officer

Overseeing all operational interaction with our clients. Masuaki joined Samurai Agent after serving at several e-commerce companies, including Amazon Japan. He worked at Rakuten, the largest e-commerce platform in Japan. After that, he worked at Amazon, where he served as Sales Manager for merchant acquisition and won their sales of the year award five years in a row.

Presentation in PROSPER Show 2018

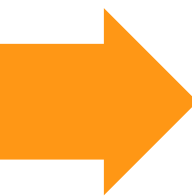


CEO Kenji Hayashibe was invited to the conference purely focused on Amazon's business, PROSPER Show 2018 in Las Vegas, which is one of the most famous events for merchants in the U.S.

He gave a presentation with our business partner Payoneer.

A sunset scene with a torii gate silhouette and a splash of water. The sun is low on the horizon, creating a warm orange glow. A torii gate is silhouetted against the sky, with the sun positioned between its two vertical posts. To the right, a large splash of water is captured in mid-air, illuminated by the sunset light. The foreground shows the dark, rippling surface of the ocean.

Are you looking for
a new market?



\$ 15 billion

Sales in Japan



3 million

Amazon Prime Users in Japan



20%

Top market share in Japan



Easy to start?

All the user interfaces are intuitive and identical to other Amazon platforms. If you are a Seller at Amazon.com, you can manage your account and daily operations just like you do at the Seller Central (or Vendor Central) that you are already familiar with. We will of course provide all necessary support.



ABOUT SERVICES

IOR Service

Importer of Record (IOR)

An Importer of Record is a convenient service that imports in place of a non-Japanese business.

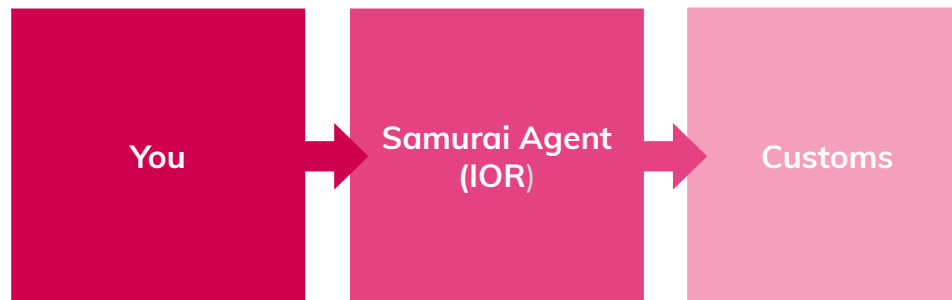
Through this service, you will be able to smoothly utilize Amazon.co.jp FBA (Fulfillment by Amazon) for your company.

Even Non-Japanese Residents Can Import

Samurai Agent is able to act your domestic importer agent, a necessary requirement when importing items into Japan if you are not a resident.

Simplify Importation

Samurai Agent acts as an agent for the complex duties of importing, economizing your time.



Amazon FBA service

Fulfilment by Amazon (FBA)

Amazon will undertake all storage and shipment of your products
You don't have to do any odd jobs.

Stock & Store

Ship

Customer
Support

Amazon

Amazon

Amazon
&
Samurai Agent



For 3P Sellers

Those who would like to be a merchant at
[Amazon.co.jp](https://www.amazon.co.jp)

What we can support

- ▷ Amazon onboarding support
 - Account setup support for JP Amazon seller central
 - Catalogue localization for Japanese customers
 - Listing
 - Amazon technical support

- ▷ FBA support
 - Legal regulation research and lab testing support for pharmaceutical (cosmetic) products and sellers as well as food sellers
 - Importing support (importer of record)
 - Logistics support (international shipping and customs)
 - Returned goods handling support

Fees

▷ Regular Service

Content	Price
<ul style="list-style-type: none"> <input type="checkbox"/> Account setup support <input type="checkbox"/> Listing <input type="checkbox"/> IOR(Importer of Record) <input type="checkbox"/> Amazon technical support 	<p>Subscription Fee \$490.00 /month + tax</p>

▷ Optional Service

Content	Price
<ul style="list-style-type: none"> <input type="checkbox"/> Logistics support (Shipping and Customs) <input type="checkbox"/> Ingredients List Check for food product <input type="checkbox"/> Total consultation for food product 	<p>Estimates based \$150/sku \$750/sku</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Page Optimization 	<p>Subscription Fee \$490.00 /month + incentive</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Translation (Catalogue localization) 	<p>\$0.25/word</p>

Advertising Support Fees

- ▷ **Advertise on Amazon**
 - Amazon Sponsored Products ads support
 - Amazon Sponsored Brands ads support

Content

Price

- Optimize campaign
- Optimize ad group set-up
- Optimize unit price
- Optimize keyword set-up

(1) Monthly ad budget more than \$2,500:
20% of ad budget + tax

(2) Monthly ad budget is less than \$2,500:
\$500 + tax



For 1P suppliers

Those who have already dealt with Amazon
retail as a supplier

What we can support

- ▷ Amazon onboarding support
 - Account setup support for JP Amazon vendor central
 - Catalogue localization for Japanese customers
 - Customer support for local Japanese customers
 - Amazon technical support

- ▷ FBA support
 - Legal regulation research and lab testing support for pharmaceutical (cosmetic) products and sellers as well as food sellers
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 - Logistics support (international shipping and customs)
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✂ Currently available for the fashion category.

Fees

All fees are estimates based for 1P suppliers

HOW TO START?

Our process is easy 5 steps



1st	2nd	3rd	4th	Last
Contact us	Account Set-up	Listing Products	Shipping	Launch
Simply fill out our contact form http://amazon-fba.com	General information Credit card information Bank account information E-mail address	Japanese translation, Photo retouching, Search optimization	UPS, DHL, Fedex, Nippon Express, Yamato transport, SGX, Seino transport	Amazon technical support, Customer support in Japanese, Marketing activities

Our Strengths



Knowledgeable Staff

of former Amazon employees
provide local support in Japan



Merchant account set-up

is supported at Amazon.co.jp



Transportation support

for FBA service to Japan



Effective translation

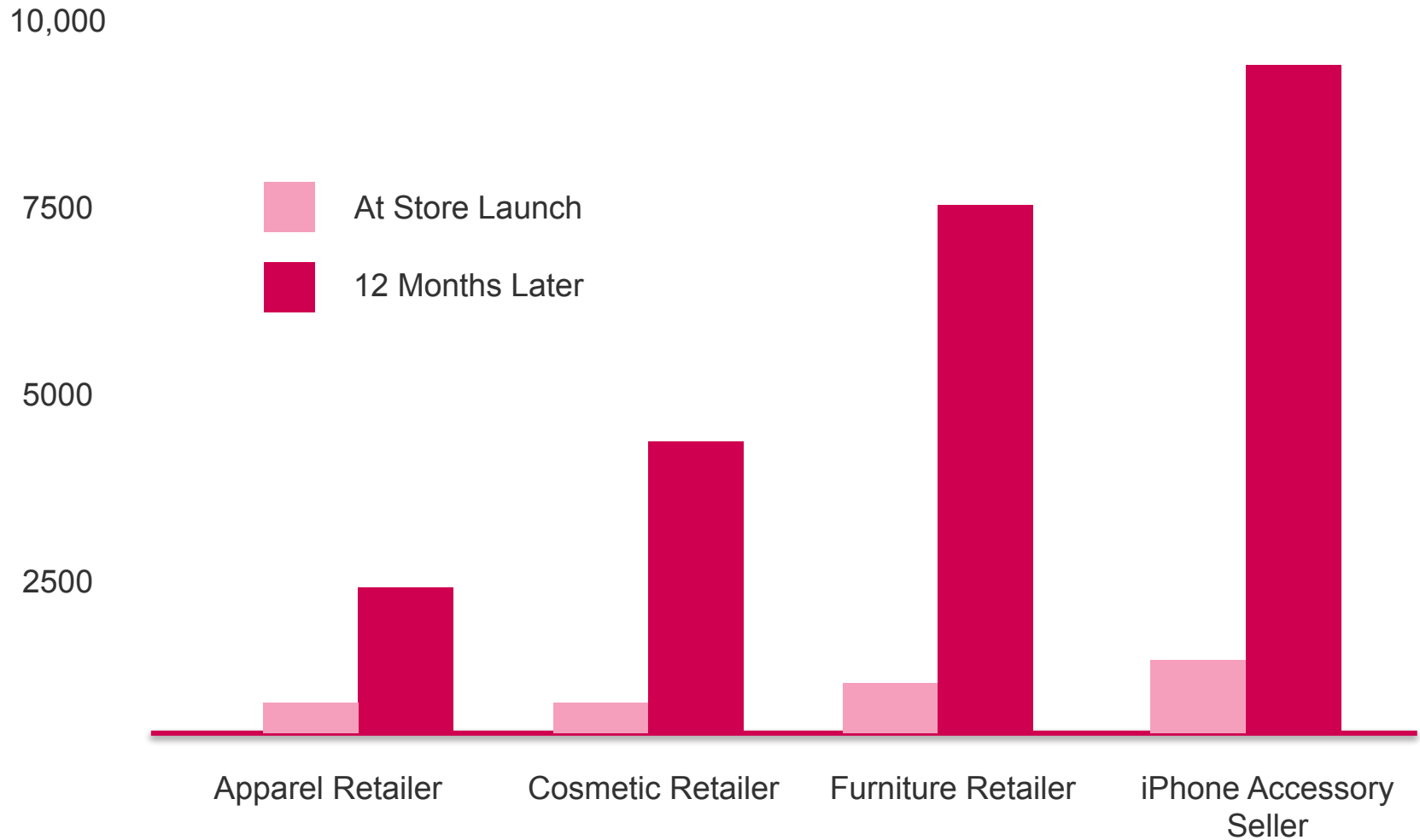
for your product pages



Daily operation assistance

from account management to local
customer support

Archives (Monthly Sales)



Thank you

Any questions?

You can ask us at:

<http://amazon-fba.com/>

or

suzuki@samurai-ag.com

Presentation design

This presentations uses the following typographies and colors:

- ▷ Titles: **Raleway**
- ▷ Body copy: **Lato**

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