



Death and Taxes for Marketplace retailers from Seller Dynamics

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Seller Dynamics have significantly reduced the complexity for online retailers selling internationally with their latest VAT friendly release of their [Marketplace Management](#) system.

Aimed at retailers selling through the global marketplaces of Amazon, eBay, Fnac and Rakuten's Play the latest release allows retailers to easily set up VAT codes for each of the marketplaces they are selling on. Giving even the largest of retailers the control they need when selling across Europe.

The need to be able to handle different VAT codes for different territories becomes essential when an EU [multi channel ecommerce](#) retailer breaches the VAT Distance Selling Threshold for a country. Each EU country has its own trigger level for VAT – it's either 35,000 or 100,000 Euros depending on the country. Sell above the threshold level and the retailer is obliged to register for VAT in that country. Monitoring that level is therefore crucial to avoid falling foul of the VAT man.

The VAT features introduced allow retailers to set up differing VAT codes for each of the marketplaces as the need arises. Designed to allow default VAT levels to be set-up for each country quickly, the system ensures that regardless of where a retailer is selling they can set up the correct codes with ease. And as you would expect additional VAT rates can also be set up – zero for children's clothing in the UK for instance.

Equally appealing is the ability to set up VAT codes to be activated automatically in the future to ensure that when a new rate is announced that the retailer can act in a timely manner.

The screenshot shows the Seller Dynamics interface for the 'Amazon.co.uk' profile. The 'Tax Rates' section is active, displaying a table of VAT rates. The table has columns for Profile Name, Tax Rate, Valid From Local, Valid To Local, Active, and Actions. There are three rows of data: 'Zero rated' (0.00%, active), 'Standard Rate' (20.00%, active), and 'Standard Rate' (23.00%, inactive). A '+ Add Rate' button is visible in the top right of the table area.

Profile Name	Tax Rate	Valid From Local	Valid To Local	Active	Actions
Zero rated	0.00%	22/10/2014 0:00am		Yes	edit
Standard Rate	20.00%	01/01/2011 0:00am	31/12/2016 11:59pm	Yes	edit
Standard Rate	23.00%	01/01/2017 0:00am		No	edit delete

At an operational level, detailed sales reporting allows the retailer to see the differing VAT levels charged and ensures that they can produce customer receipts with the relevant VAT amount identified clearly.

The introduction of the VAT features see's Seller Dynamics enter the enterprise level marketplace management space. With a pricing model that is based on sales, the system lends itself to online retailers of all sizes from relatively small retailers through to enterprise businesses who require comprehensive functionality.

“Our Cross Border Trade features are now fully fleshed out” said Alex Ogilvie, MD at Seller Dynamics. “Adding in the VAT element ensures that ambitious retailers selling across the EU can now easily monitor their VAT position. We see it as proof of our ambition to be a solution that works well regardless of the client’s size.”

The VAT additions complement an already wide range of powerful features all designed to assist retailers sell more and sell more profitably. [Repricing software](#), stock management and streamlined order processing all address the online retailer’s desire to increase their profitable sales while keeping their costs under control.

For a 90 second overview of what the system does you can view the “Death and Taxes” video here. <http://youtu.be/zUuoWjx194>.



ABOUT:

Seller Dynamics is a multi channel ecommerce solution allowing retailers to sell across multiple marketplaces such as Amazon, eBay, Play and Fnac. Managing prices and stock dynamically ensures that retailers can sell more and sell more profitably with ease.

Visit:	www.sellerdynamics.com
Death and Taxes Video:	http://youtu.be/zUuoWjx194
Telephone:	+44 (0)1786 430076
Email:	info@sellerdynamics.com
