

# AMAZON BOOKSTORE

**NESLISH (Seller display name)**

**Cockpit Education LTD (Business name)**

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## Amazon Seller Central

Books for Every Interest · Every Topic · Every Reader

*An overview of our operations, catalogue & strategy on Amazon Europe*



# Who We Are



## Our Mission

To connect readers across Europe with high-quality books on every subject — from science and history to self-help, fiction, cookery and more.

## Our Platform

We operate exclusively through Amazon Seller Central, one of the world's largest e-commerce platforms, reaching millions of customers across multiple European markets.

## Our Edge

By maintaining a broad, diverse catalogue and optimising every listing for discoverability, we ensure our books reach exactly the right readers.

# Amazon Seller Central – Our Workspace



## What is Seller Central?

Amazon Seller Central is the online portal we use to manage every aspect of our book-selling business on Amazon. It is our command centre for listings, orders, inventory and performance.

### Inventory Management

Track stock levels and add new titles in real time.

### Sales Dashboard

Monitor daily revenue, orders and performance KPIs.

### Customer Messaging

Handle buyer questions and resolve issues quickly.

### Fulfilment Options

Choose between FBA (Fulfilled by Amazon) or self-ship.

### Advertising Tools

Run Sponsored Product ads to boost book visibility.

# Our Catalogue – Books on Every Topic



Science &  
Technology

History &  
Politics

Fiction &  
Literature

Self-Help &  
Wellbeing

Business &  
Finance

Cookery &  
Lifestyle

Children &  
Education

Travel &  
Geography

Arts, Crafts  
& Hobbies

# How We Operate – Our Daily Workflow



01

## Sourcing Titles

We research and source new books from publishers, distributors and wholesalers across Europe to grow our catalogue.

02

## Listing Creation

Each book is listed on Amazon with an optimised title, bullet points, description, keywords and pricing strategy.

03

## Inventory & Fulfilment

Stock is managed carefully. We use Amazon FBA where possible to ensure fast, reliable delivery to customers.

04

## Order Management

We monitor orders daily, respond to customer queries promptly and handle returns professionally.

05

## Performance Analysis

Weekly review of sales data, conversion rates and advertising spend to continuously improve results.

# Performance Metrics & Goals



**443+**

Titles in catalogue as of March  
2026

**91%**

Positive Seller Rating

**9**

Amazon EU Marketplaces in  
addition to Amazon UK

**24h**

Customer Response Time

## 2025 Strategic Goals

- Expand catalogue to 2,000+ titles across all genres
- Launch on 2 additional Amazon European marketplaces
- Achieve Top Rated Seller status on all active platforms
- Increase repeat buyer rate through competitive pricing & fast delivery

**Non-European  
International:  
Amazon SA  
Amazon AE**

# Why Amazon? The Power of the Platform



## Massive Reach

Amazon has hundreds of millions of active customers across Europe, providing unparalleled exposure for our books.

## Trust & Credibility

Customers trust Amazon's platform, making them more likely to purchase from third-party sellers like Neslish Europe.

## Built-in Logistics

Amazon's FBA programme handles storage, packing, shipping and even customer returns on our behalf.

## Advanced Search

Amazon's powerful search algorithm connects our books with customers who are actively looking for them.

## Multi-Market Access

A single Seller Central account lets us sell across the UK, Germany, France, Italy, Spain and more.

## Data & Insights

Real-time sales reports and customer analytics help us make smarter business decisions every day.

# Thank You

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Neslish Europe is committed to delivering great books and great service through Amazon — every order, every customer, every day.

[www.amazon.co.uk/stores/NeslishEurope](http://www.amazon.co.uk/stores/NeslishEurope)



## Contact & Channels

### PLATFORM

**Amazon Seller Central**

### REGION

**Europe (Multi-Market)**

### BRAND

**Neslish Europe**

### SPECIALITY

**New Books – All Topics**