

Brands on the Ambayo Platform

The Ambayo platform offers users access to a variety of products and services from brands worldwide. Brands and their respective models are primarily added automatically through API integration with suppliers or via AI technologies to ensure that the information remains accurate and up-to-date.

Additionally, Ambayo provides users with a unique opportunity to add their own brands, or brands they promote, to the platform at no cost. This helps users increase the visibility of their products or services. Below are the two available methods for adding brands to the platform.

1. Adding an Existing Brand

If you would like to add an established brand that is already available on the market, please follow these steps:

- **Brand Name:** Enter the exact registered name of the brand. The name must match the official name registered with the relevant authorities.
- **Brand Information:** Provide detailed information about the brand. Explain what products or services are offered under this brand, including any key features or unique aspects. For example, if it's a technology brand, describe the types of products (such as mobile phones, software, accessories) or services (such as repairs or cloud storage) it offers.
- **Category Selection:** Choose the appropriate category or categories under which the brand should be listed on the platform. It is important that the chosen categories correspond to the type of products or services the brand officially represents. For example, if the brand sells clothing, ensure it is listed under "Apparel" rather than "Electronics."
- **Product or Service:** Clearly indicate whether the brand represents a physical product or a service. For instance, the brand could offer products such as shoes or services such as fashion consulting. This distinction is important for correct categorization.
- **Website (if applicable):** Provide the URL of the brand's official website or a website where its products or services can be accessed. This will help verify the brand's authenticity and details.
- **Images:** If possible, upload two images of the brand's products or services. Ensure the brand's name is visible in the images to facilitate the verification process. For example, if you are adding a shoe brand, you could upload pictures of the product showing the brand's logo clearly.

2. Adding a New Brand (Not Yet Available on the Market)

If you want to register a new brand that you have created but is not yet available on the market, you will need to provide additional details to register the new brand on the platform. Follow the steps below:

- **Brand Name:** Enter the exact name of the brand as it has already been officially registered. This name must match the one registered with the relevant trademark or business authorities.

- **Brand Information:** Provide a comprehensive description of your brand. Describe what products or services the brand will offer after its launch. For example, describe whether the brand offers a new line of eco-friendly cosmetics or technological services such as app development. Be as specific as possible to give a clear understanding of the brand.
- **Country of Registration:** Specify the country in which the brand is registered. If the brand is registered in multiple countries, select one for this platform listing. The country of registration is important for legal purposes and to ensure compliance with local regulations.
- **Registration Number:** Provide the official registration or certificate number. This number can usually be found in the documentation issued by the intellectual property office or business registry. Also, include a link to a website where we can verify the registration's authenticity.
- **Web Registration of Brand:** If applicable, provide a website where the brand's registration details can be verified. This will help confirm the trademark's legitimacy.
- **Brand Logo:** Upload a high-quality image of the brand's official logo. The logo will be used on the platform to represent the brand. Please do not upload documents such as trademark certificates, as these are not required at this stage.
- **Category Selection:** Select the category or categories under which the brand should be listed. These categories should align with the products or services the brand intends to offer. For example, if you are launching a personal care brand, select the "Beauty and Health" category.
- **Product or Service:** Clearly indicate whether the brand represents a product or a service. For instance, specify whether the brand will offer physical products (such as gadgets, clothing) or intangible services (such as consulting or digital marketing).
- **Website (if applicable):** If you already have a website where the brand's products or services are offered, provide the URL. This is especially helpful if you are launching a new brand with a digital presence.
- **Images:** If possible, upload two images of the products or services, ensuring that the brand's name or logo is visible. This can include prototype images or sample services, as long as they clearly represent your brand.

Review and Approval Process

Once you submit your application to add a brand, our team will review the details within 72 hours. You will receive a notification by email with information about the status of your application.

- **If Approved:** You will receive confirmation that your brand has been successfully added to the Ambayo platform. From that point forward, it will be accessible to users who can browse and purchase products or services associated with it.
- **If Further Information is Required:** In cases where additional data or clarification is needed, you will receive an email requesting more information. This may include clarifying the brand's name, providing better-quality images, or correcting the selected categories. You will be able to revise and resubmit your application for further review.

Please note that it is essential to provide accurate and complete information to avoid delays in the review process. We are committed to ensuring that all brands listed on the Ambayo platform meet the required standards for quality and compliance.