

FBA SMALL AND LIGHT FOR BRAND OWNERS

What you'll learn

FBA Small and Light helps reduce the cost of fulfilling orders for low-cost (generally priced under \$10) small and light-weight FBA inventory. FBA Small and Light, like all FBA programs, offers free shipping on all eligible orders to Amazon customers anywhere in the United States.

In this chapter, you will learn:

- What are the benefits?
- What are the requirements?
- How do I enroll?

What

is FBA Small and Light

FBA Small and Light is a fulfillment option for products that are typically priced under \$10, measure 16" x 9" x 4" or smaller, and weigh 15 ounces or less.

FBA Small and Light offers are Prime-eligible with Standard Shipping (4-5 business days) for Prime customers and FREE Shipping (6-8 business days) for non-Prime customers. For more information, see [FBA Small and Light](#).



Why

should I use FBA Small and Light?

FBA Small and Light can help reduce the costs of fulfilling orders for small and light items, especially if you are currently fulfilling these orders yourself.

Signing up for FBA is easy, and so is enrolling in the Small and Light program. When you sign up for FBA, you get access to Amazon's trusted fulfillment and customer services.

With Small and Light, you get:

Reduced fulfillment costs

that help maintain tight margins on products with a low average selling price

Free shipping to all customers in the U.S.

with no minimum cart or add-on threshold
Detailed reporting

Offers that are Prime-eligible,

which means your products are exposed to millions of our loyal and active customers

“ We’ve seen phenomenal growth since becoming operational with the FBA Small and Light program. Leveraging FBA for our items priced under \$10 has resulted in sales volumes that wouldn’t be possible otherwise, while at the same time improves efficiency for my team. Additionally, the program is a fantastic brand builder. Customers see Fulfillment by Amazon, and know they’ll receive quality service. ”

📍 Seller: Cosmetic Solutions, November, 2016, Beauty & Personal Care



How do I enroll?

To be eligible for FBA Small and Light, products must:

- Not be classified as dangerous or hazardous goods or adult material
- Not be temperature-sensitive (such as chocolates)
- Be in new condition (used products are not eligible)
- Be an existing ASIN with over 90 days of sales of at least 10 units per month, or a brand new ASIN
- Have an FBA product offer based on Amazon barcode tracking (manufacturer barcode-based offers are ineligible)
- Weigh 15 ounces or less (retail packaging included)
- Measure 16" x 9" x 4" or less (retail packaging included; where appropriate, the item can be folded)
- Priced \$10 USD or less
- Be individually packed in transparent poly bags or bundled together with clearly labeled quantities (see [FBA Small and Light program](#))



How

do I enroll? (cont.)

Enrolling your products in the FBA Small and Light program is easy:

1 Register for FBA:

If you already have a Selling on Amazon account, [add FBA to your account](#).

2 Select the items you want to fulfill through FBA Small and Light:

[Create a new offer](#) if you want to sell your items through multiple channels (self-fulfillment and/or standard FBA as well as FBA Small and Light) or modify an existing offer (if you want to fulfill it through FBA Small and Light only).

3 Enroll those offers in the FBA Small and Light program:

Submit your offer for approval. For more information, see the [FBA Small and Light enrollment guide](#).

4 Send us your inventory:

Follow our prep and shipment creation guidelines and send your inventory to our dedicated Small and Light fulfillment center.

FBA Small and Light

For the best results, make sure you:

1 Set competitive pricing

by passing on your savings on fulfillment costs to your customers through prices, and you may see an increase in sales.

2 Don't run out of stock

so you don't lose sales

3 Use

[Replenishment Alerts](#) to stay on top of inventory levels



“ The FBA Small and Light program has boosted discoverability of our branded products, allowing us to reach even more Amazon customers than before. Additionally, we are now able to offer our customers free shipping—something we wouldn't be able to do without the program. This is a major bonus for our team! ”

👤 Seller: Gadsden and Culpeper, December, 2016, Apparel

For more information

- [FBA Small and Light program overview](#)
- [FBA Small and Light terms and conditions and FAQ](#)
- [Enrolling your products in FBA Small and Light](#)
- [FBA Small and Light program fees](#)
- [FBA Small and Light on Seller University](#)
- [FBA Small and Light enrollment guide](#)
- [FBA Small and Light program \(including prep and packaging guidelines\)](#)