

FBA FOR BRAND OWNERS

What you'll learn

In today's competitive e-commerce marketplace, you need every advantage you can get to maximize your sales and streamline your operations. With Fulfillment by Amazon (FBA), you can offer your customers fast, free shipping, increase your exposure to loyal, high-spending Amazon Prime customers, access our leading fulfillment network, and benefit from our award-winning customer service.

What is FBA?

FBA is a service that you can use with your Selling on Amazon account to access Amazon's world-class fulfillment resources and expertise, acclaimed customer service, and the fast, free shipping customers increasingly demand.

It also helps you reach a rapidly growing group of Amazon Prime customers. [Amazon Prime](#) is a subscription program with benefits including free premium shipping for eligible purchases.

Best of all, FBA saves you valuable time so you can focus on growing your business. Ship your products to our fulfillment centers, and we'll pick, pack, and ship them for you as well as provide customer service throughout the transaction and handle any returns.

Why should I use FBA?


FBA is designed to take the complexity out of fulfilling orders, give customers the best possible experience, and give you access to our best-in-class, high-tech fulfillment network.

Using FBA makes your products more visible to Amazon customers by making them eligible for Amazon Prime. In the 2015 holiday season, FBA items shipped worldwide grew more than 60% year-over-year. Prime members love FREE Two-Day Shipping, and all Amazon.com customers can get FREE Shipping on eligible orders. When you list your products with FBA, your products are eligible for FREE Two-Day Shipping for Prime customers and FREE Standard Shipping for non-Prime customers.

FBA also helps you improve your performance-based requirements, increasing your chances of winning the Buy Box. Additionally, FBA opens up eligibility for other programs including Lightning Deals, a flash sale in which an item is featured on the Amazon Deals page for several hours, and Subscribe & Save, an FBA-eligible program which allows Amazon customers to sign up for regular deliveries on products they routinely use.

FBA versus self-fulfillment at a glance:

Self-fulfillment	Fulfillment by Amazon
You store your inventory	We store it for you
You select the delivery options available for your products	Your products are eligible for expedited shipping
You work with carriers to find the best rate	You enjoy discount rates for your shipments to Amazon fulfillment centers when you use Amazon-partnered carriers
You provide your own customer service and handle returns	We handle customer service and returns
You use vacation settings to deactivate your listing when you are not able to fulfill orders or respond to customer	There's no interruption to your business while you're away



“ Being able to scale our business in such a rapid growth fashion – we would never be able to do this on our own. Being able to leverage the competencies of Amazon’s FBA program, we’ve been able to sell over 9 million units over our 3.5 year history. ”

 Seller: Tech Armor, March 2016, Wireless Accessories

How does FBA work?

You can try FBA with no obligation and see if it works for your business. You can maintain your self-fulfilled listings as you migrate to FBA. Let us take the hard work out of fulfillment, shipping, and logistics.

After you create your product listing:

- 1 [Assign the inventory](#) to FBA
- 2 [Prepare your products](#)
- 3 [Create a shipment](#)
- 4 Send and track your shipment

T E S T I M O N I A L

“The FBA program helped us achieve scalability, efficiency, and accuracy. That has helped us grow tremendously in the past 2-3 years.”

👤 Seller: i-Blason, March 2016, Wireless Accessories



FBA for Brand Owners

To get the most out of using FBA:

Tip 1 Follow the preparation requirements for individual products.

We have specific requirements for how products must be prepped for fulfillment. It is important to understand and follow these guidelines to help prevent product quality issues and to avoid unnecessary prep fees. For more information on prepping products, see [Packaging and prep requirements](#) or watch this [video](#).


Tip 2 Follow the FBA product barcode requirements.

Amazon uses barcodes to track inventory throughout the fulfillment process. Your products might qualify for manufacturer barcode tracking, which allows us to track your products using the existing product barcode. If your products already have a manufacturer barcode, you won't need additional labeling. As a brand owner, you can get your own UPC barcode through [GS1](#). For more information on labeling products, see [FBA product barcode requirements](#).

Tip 3 Follow the requirements for sending shipments to Amazon.

To meet the delivery promise to customers, we need inventory in the right place within our fulfillment centers. Accurate box content information expedites this and makes your inventory available to ship sooner. For more instructions on providing box content information, see [Box content information for shipments to Amazon](#).

“Working with Amazon has **increased my speed to market tremendously** because take a lot of worry out of the day-to-day operations of running a business.”

 Seller: Cielo Pill Holders, March 2016, Health and Personal Care

Additional Information

Whether you fill orders yourself or fill orders using FBA, you can choose either an Individual or the Professional selling plan. If you use FBA, you can also continue to fill orders yourself. You just need two listings: one for your self-fulfilled inventory and one for your FBA inventory. Each option has different opportunities and requirements.

	Self-fulfillment		Fulfillment by Amazon	
	Individual	Professional	Individual	Professional
Which products can I sell?	List products in more than 20 Amazon product categories without additional approval	List products in more than 20 Amazon product categories without additional approval Apply to sell in additional Amazon product categories that require approval, including Jewelry and Clothing & Accessories	List products in more than 20 Amazon product categories without additional approval	List products in more than 20 Amazon product categories without additional approval Apply to sell in additional Amazon product categories that require approval, including Jewelry and Clothing & Accessories
How do customers find my products?	Customers browse Amazon to locate the products they want to buy		Customers browse Amazon to locate the products they want to buy Prime members can filter results to display Prime-eligible products Customers who are not Prime members can filter results to display only those products that are eligible for FREE Shipping.	
How do I win the Buy Box?	Not eligible	Meet the eligibility requirements, including having a Professional selling account, high performance metrics, and eligible order volume	FBA sellers are automatically eligible to win the Buy Box Having high performance metrics increases your chances	
What if a buyer wants to order from different sellers and consolidate them into a single shipment?	Not available		Customers can combine products from Amazon and different FBA sellers into a single order	
Who provides customer service?	You provide your own customer service		Amazon handles customer service and returns Amazon customer services is available 24 hours a day, seven days a week, 365 days a year Customers can track orders, request refunds, and return products through Amazon.com	

Additional Information

For more information about Amazon product categories and related requirements, see [What can I sell](#) on the Amazon Services web page.

One of the best tools available to determine how FBA can help your business is the [FBA revenue calculator](#). It provides many fields you can use to compare costs for order fulfillment, picking and packing, outbound shipping, and more. For more information, see the [FBA Pricing](#) on the Amazon Services web page.

For additional information on FBA, see the [Amazon Services](#) or check out the FBA section of [Seller University](#). Additional services offered through FBA include:

[Small & Light](#)

[Multi-Channel Fulfillment](#)

[FBA Export](#)