

The difference between Multi-Channel Fulfillment (MCF) and Fulfillment by Amazon (FBA)

amazon supply chain



Intro

Amazon has many different services to support businesses of all sizes. Deciding which is right for you requires an understanding of what each service offers and how they can help you meet your goals. Find out important differences between MCF and FBA like what they offer, who uses them, how to get started, and more.

What is MCF?

MCF provides fulfillment services for orders placed off Amazon.com, like your own website or other ecommerce sales channels. With MCF, you gain access to Amazon's world-class fulfillment network.

Once your inventory is in an Amazon fulfillment center, MCF handles the picking, packing, and shipping directly to customers for orders placed on sales channels outside Amazon. Orders are fully trackable with real-time updates for packages, and tracking information is provided to you regardless of carrier. You can also choose to have your customers' returns sent back to an Amazon fulfillment center to be incorporated back into your inventory. MCF also offers unbranded packaging.

MCF lets you integrate with your existing ecommerce apps like Shopify and BigCommerce to automate your order fulfillment process, or you can build your own integration with developer-friendly APIs.

What is FBA?

FBA provides fulfillment services for orders placed on Amazon.com. FBA services include receiving, packing, shipping, customer service, and returns for those orders. Unlike MCF, FBA is limited to the Amazon marketplace. If you have an Amazon store, this service might be right for you.

FBA takes all the logistics out of selling on Amazon. You send products to Amazon fulfillment centers and when a customer makes a purchase on Amazon.com, Amazon handles packing, shipping, customer service, and returns for those orders.



Multi-Channel Fulfillment

Fulfillment by Amazon

Registration

If you already sell on Amazon, you can use that inventory to place an MCF order — no additional registration needed. [Login to Seller Central](#) to create an MCF order.

If you're new to Amazon, [create an account](#) to sign up and get started.

When you [sign up](#) for selling on Amazon, you're given the option of adding FBA services during signup.

After signing up on Amazon, you can get started with FBA anytime from the [FBA page](#).

Ship speeds

MCF offers three ship speeds:

- Standard: 3-5 business days
- Expedited: 2 business days
- Priority: 1 business day

Time to ship is 2 days for Standard and 1 day for Expedited & Priority.

FBA offers 2-day delivery

Storage and fulfillment pricing

Fulfillment: Per-unit fee charged to fulfill items to customers. The fee varies depending on an item's category, size and weight, and ship speed. [See pricing page](#)

Storage: MCF and FBA charge the same storage fees. Monthly storage fees are calculated on your daily average volume in cubic feet, based on the size of a unit that is properly packaged and ready to ship in accordance with [FBA policies and requirements](#) (login required). Fees vary based on product size and time of year. [Monthly storage fee page on Seller Central](#) (login required).

For more on pricing, go to [supplychain.amazon.com/pricing](#).

Fulfillment: Per-unit fee charged to fulfill items to customers for purchases in the Amazon store. The fee varies depending on an item's category, size, and weight. [See fee page on Seller Central](#) (login required).

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Tracking

MCF offers tracking through [swiship.com](#).

Tracking is provided to customers automatically through [Amazon.com](#).



Get started

Create an account to sign up and get started with MCF.

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