

The beginner's guide to Fulfilment by Amazon



Welcome to Fulfilment by Amazon (FBA)

Amazon has created one of the most advanced fulfilment networks in the world, and your business can benefit from our expertise. With Fulfilment by Amazon (FBA), you store your products in Amazon's fulfilment centres, and we pick, pack, ship, and provide customer service for these products. Best of all, FBA can help you scale your business and reach more customers.



This eBook contains high-level information that will help you start your journey with Fulfilment by Amazon. If you want to dive in deeper, visit services.amazon.com.au for more information about all the topics covered here.

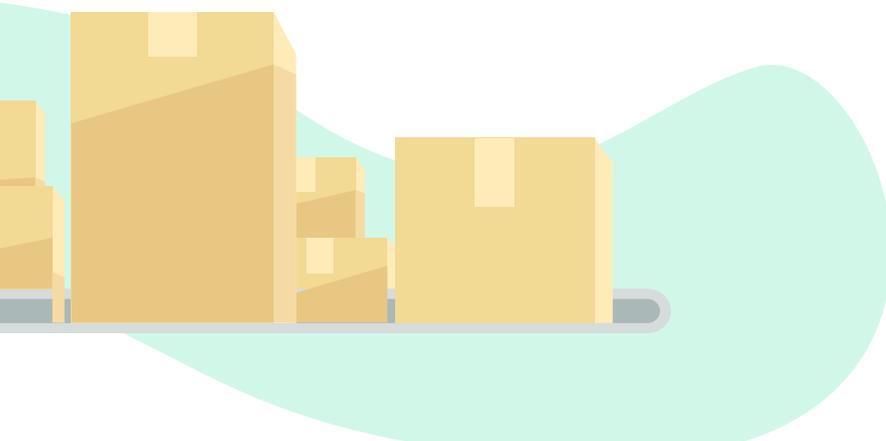
The Fulfilment by Amazon edge

FBA fees cover the cost of storing your products in Amazon's fulfillment centers, picking, packing, and shipping orders, and providing customer service for products sold. FBA can also fulfil your orders from other sales channels using your inventory stored at an Amazon fulfilment centre. You manage your inventory through a simple online user interface and can direct us to return the inventory at any time.



Is Fulfilment by Amazon right for your business?

The short answer is: yes. FBA provides Aussie sellers an average 25% uplift* in sales. FBA can help your products stand out from the crowd and sell more. They are automatically listed with the Prime badge, are highlighted as “Fulfilled by Amazon” and have more chances of being a featured offer. This means your products are visible to Amazon’s most loyal Prime customers who choose Prime products for fast, free delivery options.



How FBA Works

Step 1: You send your products to Amazon's fulfilment centres

- Upload your listings to Seller Central
- Let Amazon fulfill all or part of your inventory
- Print PDF labels provided by Amazon or use FBA's label service

Step 2: Amazon catalogues and stores your products in our ready-to-ship inventory

- Amazon receives and scans your inventory
- We record unit dimensions for storage
- You monitor inventory using our integrated tracking system
- [FBA inventory storage limits](#) may apply

Step 3: Customers order your products

- Your listings rank by price with no shipping costs since they are eligible for free shipping*
 - Amazon Prime* members can upgrade shipping options for your eligible FBA listings
- *Excludes multi-channel fulfilment orders from other websites and services including Amazon Webstore and Checkout by Amazon.*

Step 4: Amazon picks your products from inventory and packs them for delivery

- Amazon locates your products using our advanced web-to-warehouse, high-speed picking and sorting system
- Customers can combine your orders with other products fulfilled by Amazon

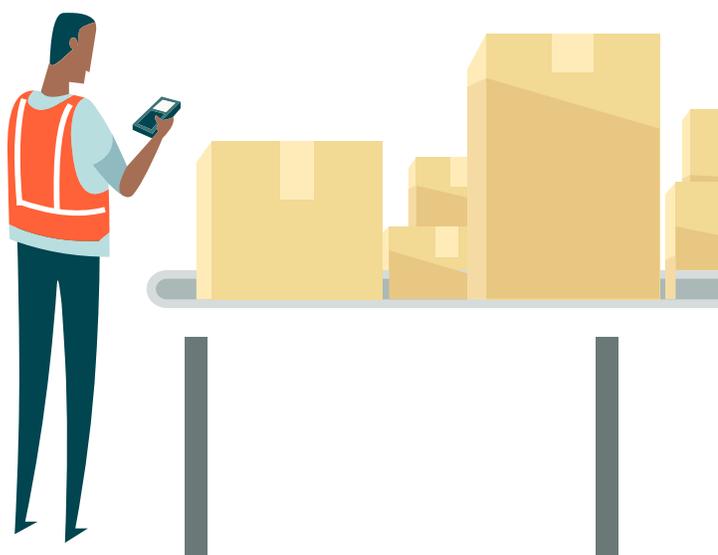
Step 5: Amazon ships your products to your customers from our network of fulfilment centres

- Amazon ships customer orders using the method they choose
- We provide tracking information for customers
- For order on Amazon, customers can contact us for customer service



The Amazon Seller app

Did you know you can keep track of your Amazon business even while you're on the go? The Amazon Seller app lets you analyse your sales, fulfill orders, find products to sell, manage offers and inventory, respond to customer questions, capture and edit professional-quality product photos, and create listings—right from your mobile device. Never be more than a swipe away from your Amazon business. Download it for [iPhone](#) or [Android](#) to get started.



How to get started with FBA

When you sign up to sell on Amazon you are automatically registered for FBA. Start listing your products by choosing FBA as your shipping method. You can also convert existing inventory to FBA. If you are not already registered, please enable the FBA services on My services.

- (1) Use your [business reports](#) to determine fast-moving, high-glance view inventory
- (2) Select the inventory on the '[Manage Inventory](#)' page in Seller Central
- (3) Click 'Change to Fulfilled by Amazon' under 'Actions'
- (4) Follow the instructions and start selling with FBA!



Best Practices

Select high-volume inventory to send into FBA

- If you are just getting started on Amazon you may want to look at your other sales channels for reference or use your Seller Central [business reports](#) to see products with high page views and sales

Send a variety of products

- We recommend you send in a variety of different products but keep the volume of each stock low until you understand demand. It is important to note that we do have [storage limits](#) for your inventory.

Review and confirm the accuracy of your shipment plan

- Make sure your shipment is correctly labelled and classified ([SPD](#) or [LTL/FTL](#)). This is critical to ensure there are no delays when processing the receipt of your inventory at our fulfilment centre. The faster we get your inventory stocked on our shelves, the sooner your listings will become active on Amazon.com.au.



Quick links to help pages

- [FBA Policies](#)
- [FBA Inventory Requirements](#)
- [FBA Product Size Tier](#)
- [FBA Fulfilment Fees](#)
- [FBA Business Reports](#)



How to create a shipment

1: Create your Fulfilment by Amazon listings

You can either:

1. Convert your listings from Merchant fulfilled (MFN) to Fulfilled by Amazon (FBA).

You will only have one offer for this product in your inventory. Your customers will only be able to buy this product via FBA and the product will only be available when you have stock in our Fulfilment Centre (FC). This is suitable for sellers who want to automate stock management and only use FBA to sell this product. [Go to step 1d]

2. Duplicate your listings then convert from MFN to FBA .

You will have two offers for this product in your inventory one fulfilled by you and one fulfilled by Amazon. When your FBA listing is available for purchase, we will deactivate your MFN offer. If at times yo u run out of stock in the FC, you will be able to activate your MFN offer quickly and fulfil the order yourself to ensure you do not lose sales. [Go to step 1a]

a) Go to the listing you would like to duplicate. **Click Edit > Add Another Condition** to duplicate the listing.

Date Created Status Changed Date	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Fulfilled By	Save all
09/11/2017 21:27:44 09/11/2017 21:37:04		-				Edit
09/11/2017 21:27:52 09/11/2017 21:27:52	50	\$4.57	\$ 38.05 + \$0.00 Migrated Template	✓ Lowest		Change shipping template Edit Manage Images Copy listing Add another condition Change to Fulfilled by Amazon Match Low Price Close Listing Delete product and listing
09/11/2017 21:27:02 09/11/2017 21:31:23		-				
09/11/2017 21:27:38 09/11/2017 21:27:38	50	\$4.57	\$ 38.05 + \$0.00 Migrated Template	✓ Lowest		
09/11/2017 21:26:47 09/11/2017 21:26:47	50	\$3.26	\$ 27.19 + \$0.00 Migrated Template	✓ Lowest		

b) Enter new **SKU Code** (we recommend you just add FBA before the original SKU code e.g. FBA-SKUCODE), **Price** and **Quantity** then save and finish. The listing will duplicate in your inventory with new SKU code.

Shipping-Template

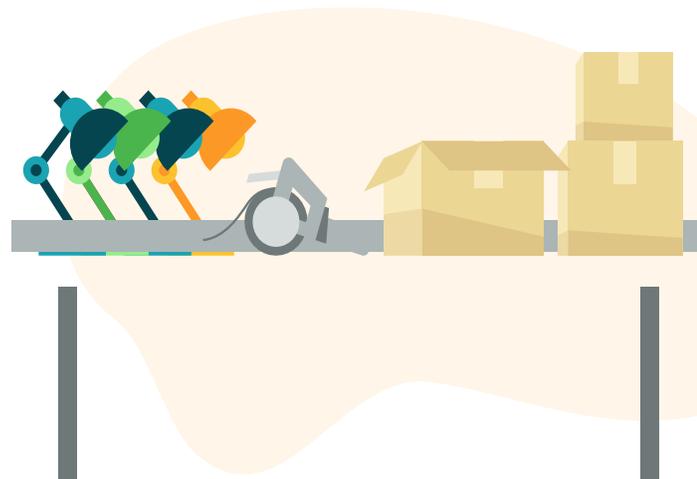
Standard Price

\$ 19

Seller SKU

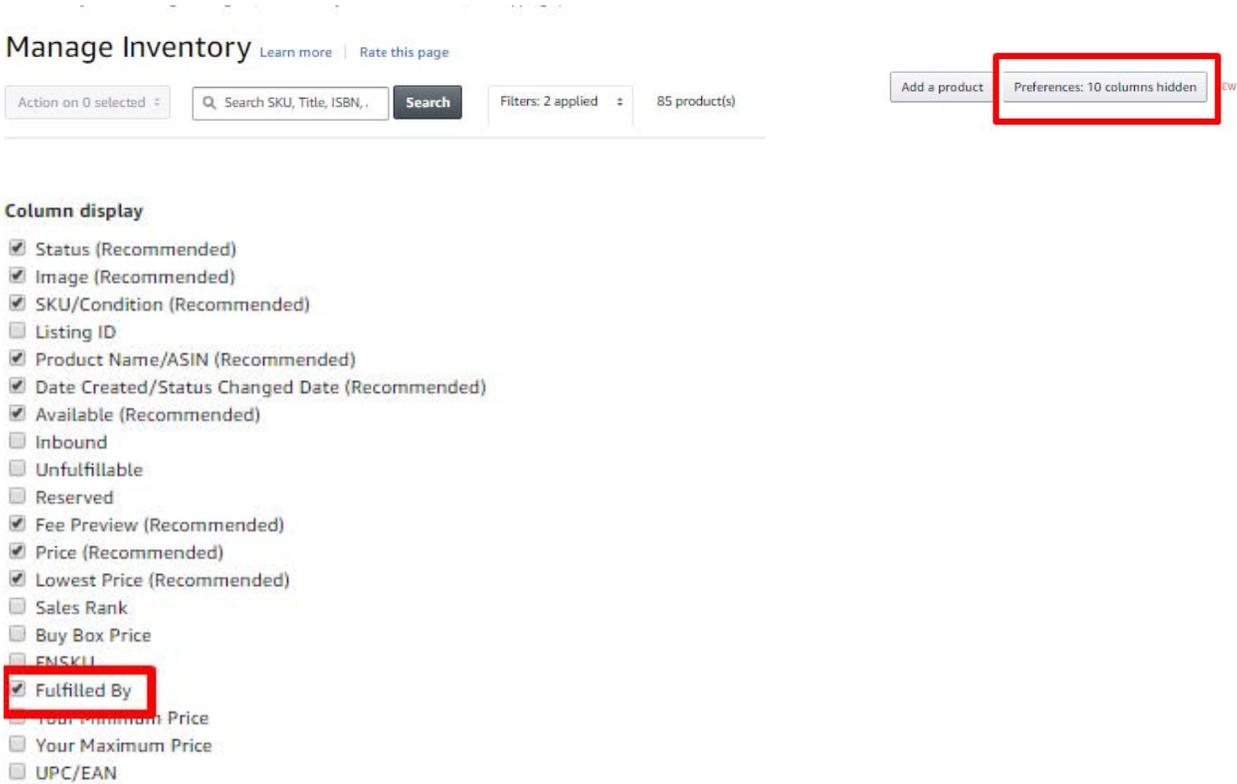
Item Condition

Quantity



c) Repeat for all listings you would like to duplicate and convert into to FBA

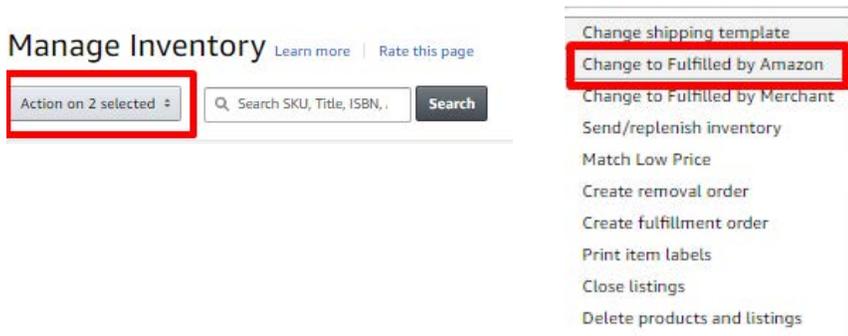
d) Before converting to FBA, first ensure you have enabled the **'Fulfilled by'** filter column in your inventory. This will allow you to quickly see which products are FBA after conversion. Enable by following below screenshots and saving changes.



e) Use checkboxes on side panel to select all the duplicated listings you would like to convert to FBA



f) Click Action button and select **Change to Fulfilled by Amazon** to convert all selected to FBA listings



f) On the summary page, check listings are correct and press Convert. These listings are now FBA offers.

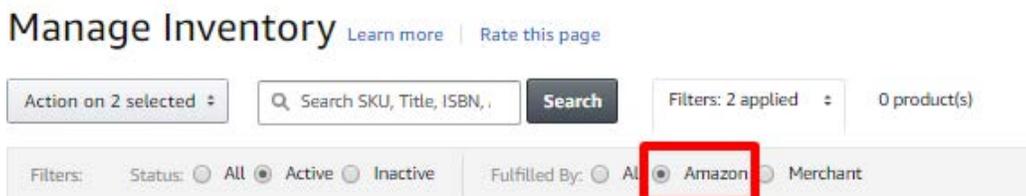


Mass upload option

If you would like to mass convert and edit FBA listings using a Flat File (upload spreadsheet), please visit our help page by searching 'List FBA products in bulk' or with instructions here

2: Create and prepare shipment

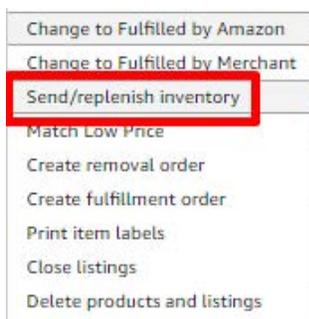
a) Filter for **Fulfilled by Amazon** listings to easily find the listings



b) Use checkboxes on side panel to select all the FBA listings you would like to include in shipment



c) Click **Action** button and select **Send/replenish inventory** to create shipment for selected listings



d) Add **Ship From** address which will default for future shipments



e) Add **quantity** you would like to send for each SKU. Please ensure your capacity limit has not been reached before submitting. See [FBA Inventory Requirements](#) help page for more information on your capacity limit.

Action required	Units	Remove
...	<input type="text" value="20"/>	<input type="checkbox"/>
...	<input type="text" value="20"/>	<input type="checkbox"/>

20

[Continue](#)



f) Assess what preparation your products will require by clicking Prep Guidance or visiting the [step by step instructions](#) in Seller Central.

g) Select the Product Category for all SKUs.

You can do this one by one by clicking **Choose Category** next to each product or mass update by clicking **Apply to All** to select the same category for all products. If the category is not on the list, select 'No Prep Needed'.

Please also select 'Merchant' for **Who Preps?** using the dropdown menu. This is the only option available in Australia at this moment in time.

Prep guidance:

Who preps?:

Shipping Queue | Scan & Label | Upload Shipping Plan File

Prep Activities

Apply the Prep Category to all products on the page

Choose category:

- Choose one
- Liquids (non glass)
- Adult
- Small
- Apparel, Fabric, Plush, and Textiles
- Fragile/Glass
- Sharp
- Baby products
- No Prep Needed

h) Print labels by selecting label size then click **Press Labels for this Page** to generate PDF for printing. Stick labels onto the correct product in a visible area on the outside packaging where it can be easily scanned during inbound.

- 21-up labels 63.5 mm x 38.1 mm on A4
- 24-up labels 63.5 mm x 33.9 mm on A4
- 24-up labels 64.6 mm x 33.8 mm on A4
- 24-up labels 66.0 mm x 33.9 mm on A4
- 24 up labels 66.0 mm x 35.0 mm on A4
- 24-up labels 70.0 mm x 36.0 mm on A4
- 24-up labels 70.0 mm x 37.0 mm on A4
- 27-up labels 63.5 mm x 29.6 mm on A4
- 30-up labels 1" x 2-5/8" on US Letter
- 40-up labels 52.5 mm x 29.7 mm on A4
- 44-up labels 48.5 mm x 25.4 mm on A4**

Total labels: 170



i) Enter 'Shipment Name' and create new shipment plan

1 to 1 of 1 product

Shipment name

Create new

1 to 1 of 1 product

j) Enter shipment specifications:

- i. Ensure all products are correctly packaged and labelled
- ii. Ensure number of products in each carton matches what you have specified in the shipment
- iii. Select carrier you will be using to inbound the shipment to the FC. If your carrier is not in the list, please select 'Other'
- iv. Set total number of cartons to inbound and enter the weight and dimensions for each carton. Please keep in mind size and weight limitations (45 x 34 x 26cm / 22kg)
- v. Print labels and attach to cartons. Ensure each is individually labelled and those over 20kg are labelled 'Heavy'
- vi. Click Complete Shipment to proceed

k) You can now send out your shipment!

3: Send out your shipment

If you are sending cartons – Ensure individual products and cartons are correctly packaged and labelled then send to our FC

If you are sending pallets or full container loads – Provide your carrier with your Amazon Reference ID in the Purchase Order (PO) field and Shipment ID in the Bill of Lading (BOL) field. If these specific fields are not available input as additional comments. This is required for them to book the shipment in for receipt at the FC.

The final step is to **Mark as Shipped** to notify the FC that your shipment is now in transit.

Send/replenish inventory [Learn more](#)

FBA (15/12/17 11:46 AM) - 1 [Rename](#)

Set Quantity	Prepare Products	Label Products	View Shipments	Prepare Shipment	Summary
Ship from Jvazquez 11/285 bondi road sydney, 2026 AU	Shipment name/ID Name: FBA (15/12/17 11:46 AM) - 1 ID: FBAPP3Q1R Amazon Reference ID: 4FX9PXSA	Ship to MEL1 29 National Drive Dandenong South, VIC 3175 AU (MEL1)	Shipment contents 1 MSKUs 1 Units	Shipment status READY TO SHIP Created: 15/12/2017 Updated: 15/12/2017 Mark as shipped	

Once your shipment is received and your products are scanned into our FC, the quantity will update automatically in your inventory and your products will be live on Amazon.com.au for purchase by Amazon customers!



Summary

A checklist for FBA

With any new project, things take time to ramp up.
Here are the key takeaways when you are getting started with FBA

-  Select a variety of fast-moving and high-glance view inventory to convert to FBA
-  Convert your products to FBA and create your shipment
-  Prepare your shipment to ensure safe and on-time delivery to our fulfilment centres
-  Take advantage of Amazon's fulfilment expertise to fulfil orders from all of your channels with Multi-Channel Fulfilment

