

We Deliver More Than Just Packages



In a survey Amazon recently conducted with sellers using FBA, 77 percent of survey respondents saw an increase of unit sales on Amazon.com, with an average increase of 25 percent.

With Fulfillment by Amazon (FBA), you send inventory directly to Amazon where it is stored and managed in a secure, climate-controlled facility. When we receive orders, we professionally pick, pack, and ship the product directly to the customer.

Amazon processes millions of orders a year and is consistently ranked among the top e-commerce companies in terms of trust and customer-satisfaction ratings. To maintain this unique combination, we have developed one of the most advanced online order processing and fulfillment operations in the world. From our advanced web-to-warehouse, high-speed picking and sorting system to our complete shipping carrier integration, Amazon's technology results in customers getting what they ordered, when they ordered it.

Whether you're considering just a few items and shipments a week or millions of products and orders per year, you can put Amazon's expertise and experience to work for your business with Fulfillment by Amazon.

How it works



1. You send your products to Amazon



2. Amazon catalogs and stores your products



3. Customers order your products



4. Fulfillment by Amazon picks and packs your products



5. Amazon ships your products

Quick Facts about FBA

- There are no additional set-up charges or subscription fees when you add Fulfillment by Amazon to an Amazon seller account.
- You own and control your FBA inventory and can send more or request returns at any time.
- There are no minimum or maximum inventory or order requirements.
- Fulfillment fees are charged at the time of the sale.
- Storage fees are calculated daily for only the inventory you have in Amazon fulfillment centers.
- With FBA's Multi-Channel Fulfillment, you can submit orders from other channels and have us fulfill them.
- Our fulfillment centers are strategically located throughout the country to place your products closer to the customers.

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How it Works



1. You send your products to Amazon

Create your seller account, load your inventory data, then send your products to our fulfillment centers. Our listing options can accommodate small volumes through the use of the Seller Central web application, or extensive inventories by uploading flat file feeds. You can even use third-party tools to integrate your system with Amazon.com's APIs.

Seller Central Web Application

Seller Central equips you with a suite of tools to list your inventory, create shipments and monitor your orders. The shipping workflow will walk you through labeling your products and creating a shipment.

Flat File Feeds

For large volumes of inventory, we provide an Excel template that you can enter your inventory into so you can upload it directly to your account.

Amazon Marketplace Web Services (MWS)

We provide APIs for volume sellers who would like to integrate their systems with their Amazon seller account through Amazon MWS to create listings and send inventory.

Product Tracking

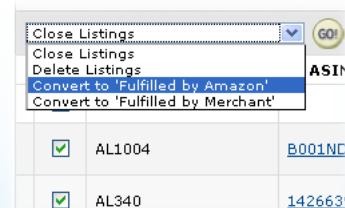
Our fulfillment centers use a sophisticated tracking system that uses existing barcodes or customized labels that are applied to your units. You can choose to label the items yourself using labels you can print from Seller Central or, for qualifying units, use the existing UPC code.

Inventory Shipment

Whether you're sending in one unit or 1,000, we can accommodate your shipment. You can send small parcels using the carrier of your choice or Amazon's partnered carrier to receive deeply discounted rates. If you're sending in high-volume shipments, pack your pallets and use the volume carrier of your choice. Print packing slips and labels from Seller Central and hand off your shipment to your carrier.

Did you know?

If you already have products listed on Amazon.com, you can easily convert them to Fulfillment by Amazon using the Seller Central web application.



Customized Product Labels

Amazon's sophisticated tracking system manages your inventory by scanning barcodes when units are received, placed in storage and picked & packed for shipment.



Visit us at www.fba.amazon.com.

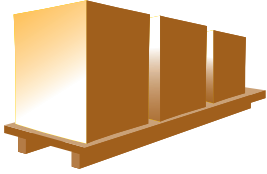


"We experienced three-fold growth in one year and are on track to do the same this year."

Steven Seeberger, CEO, ToyBurg

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How it Works



2. Amazon catalogs and stores your products

All fulfillment centers in the Amazon fulfillment network are secure, climate-controlled facilities with highly automated pick, pack, and ship workflow to facilitate safe and timely order processing. Features include 24-hour security, fully automated wireless and computer-networked order tracking, and high-value secure cage storage.

Managing Inventory

Seller Central's inventory management tools provide near real-time access to your FBA inventory online. Search, sort, and filter your listings or download reports to integrate with your own systems.

Incoming Inventory

When your shipment arrives, the package label is scanned, the inventory unpacked, and all item labels are scanned. The dimensions and weight are recorded and the units are placed in storage. The Shipping Queue will indicate that the shipment is "Closed." Processing inventory can be completed in less than 72 hours from the time it arrives.

Inventory Charges

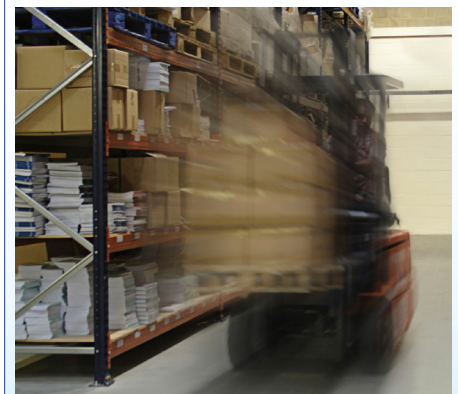
You only pay for the space your inventory occupies while it's in the fulfillment center. When your inventory arrives, each unit is scanned and measured to 1/10". At the end of each day, a combined total of your entire inventory in the fulfillment network is recorded. At the end of the month, an average of the daily amounts is used for billing purposes.

Inventory Control

You have complete control over your inventory. You can request to have it returned at any time.

Did you know?

We store inventory either in bulk or in individual "pickable" locations. Media products are stored on library-type shelving in vertical, spine-out positions with loose stacking to avoid "shelf wear." Specialty items like food or high-value goods may be placed in specific secure or climate-controlled areas of the fulfillment center as appropriate. If inventory is damaged or misplaced while in Amazon's control (in the fulfillment center or during delivery to or from a customer), we will purchase the inventory from you.



Visit us at www.fba.amazon.com.



"The first spike in sales on Amazon occurred when we won the Buy Box. The second, and perhaps more important, is when we started using FBA."

Anuj Goel, Blue Harbor LLC

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How it Works



3. Customers order your products

Once your products are listed through Fulfillment by Amazon, customers will be able to take advantage of offers such as Super Saver Shipping, Prime shipping eligibility, 24x7 Amazon customer service, and One Day Shipping with delivery promise dates for orders placed on Amazon.com. When customers see "Fulfillment by Amazon" beneath your product listings, they know their orders will be fulfilled in a secure and timely manner.

If you're selling through other channels, Amazon can ship your customer orders using your FBA inventory using Multi-Channel Fulfillment. There are no referral fees and your customers can select between Standard, Expedited (two days), and Priority (next day) shipping.



4. Fulfillment by Amazon picks and packs your products

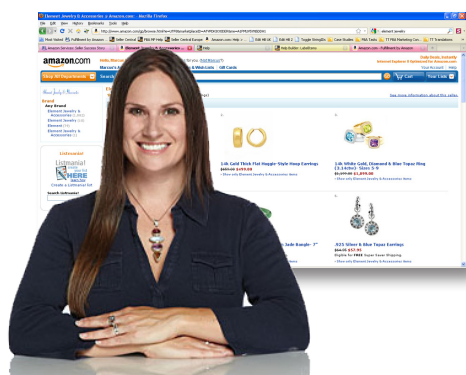
When your products are purchased through FBA, we process them using the same pick, pack, and ship system used for all Amazon.com orders. Amazon processes millions of orders for millions of customers with accuracy and efficiency. You have the option to sell on Amazon.com or use Multi-Channel Fulfillment to fulfill orders on other channels.



5. Amazon ships your products

Your products are purchased, packaged and ready for delivery. FBA ships your products to your customer using the shipping method selected by your customer. Your products can be combined with other items purchased through Amazon.com and be eligible for Super Saver Shipping or Prime discounts. For orders on Amazon.com, we'll provide customer service and process returns. If you're using Multi-Channel Fulfillment for orders on your website or other channels, you can work directly with your customers.

Visit us at www.fba.amazon.com.



"Amazon Services hasn't
'helped' my business.
It's the lifeblood of my business."

Kathy Wojtczak, Owner Element Jewelry

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