

## Amazon's Technology Working For You!

With this innovative service, you send inventory directly to Amazon where it is stored and managed in a secure, modern facility. When orders are received, Amazon will professionally pick, pack and ship the product directly to your customers.

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 fulfilment 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 your 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 Fulfilment by Amazon.

## Overview

With Fulfilment by Amazon, you send your inventory to one of Amazon's fulfilment centres, and when orders are received, we take care of packing your products and shipping them to your buyers. Your customers can combine your products with Amazon items and receive free Super Saver Delivery and other benefits supported directly from Amazon, such as customer service and returns.

### How it works

1. You send your new or used products to Amazon's fulfilment centres.
2. Amazon catalogues and stores your products in our ready-to-ship inventory.
3. Amazon fulfils orders on your behalf—orders placed directly on Amazon or fulfilment requests you submit for sales not on Amazon.
4. Fulfilment by Amazon picks your products from inventory and packages them.
5. Amazon ships the products to your customers from its network of fulfilment centres.

Amazon deposits the net proceeds from sales and charges net fees for fulfilment to your account as part of your normal settlement cycle.



### Quick Facts about Fulfilment by Amazon

- There are no long-term commitments with FBA.
- You own and control your FBA inventory at all times and can send more or request returns at any time.
- There are no minimum or maximum inventory or order requirements.
- Fulfilment fees are charged per order at the time of the sale.
- Storage fees are calculated daily for only the inventory you have in an Amazon fulfilment centre.
- You can combine Amazon fulfilment with your own order processing or let Amazon handle it for you.
- Inventory is stored and processed in our modern, secure facilities and is insured against loss or damage.



## You Send Products to Amazon

You can send your products to Amazon by listing them, creating a shipment and sending them to Amazon's fulfilment centres. You have the option of using the Seller Central web application, bulk uploading flat file feeds and integrating your system with Amazon's APIs.

### **Seller Central Web Application**

With Seller Central you begin by listing your products and converting them to "Fulfilled by Amazon." If you already have products listed on Amazon, you can easily convert them to Fulfilment by Amazon using the Seller Central web application. Seller Central's shipping workflow will walk you through the process of labelling your products and creating a shipment.

### **Flat File Feeds**

If you choose to use a flat-file upload, you can enter your product information into an Excel spreadsheet using templates we provide. This method enables you to upload large volumes of inventory at once, and it eliminates the need to convert inventory from merchant fulfilled to Fulfilment by Amazon.

### **Amazon FWS**

FWS enables registered merchants already using FBA to access Amazon's world class fulfilment capabilities through a simple web services interface. FWS helps merchants integrate FBA functionality into their own ERP or MIS system. There is no charge for using Amazon FWS; only fees for the underlying Fulfilment by Amazon services apply. There are two sets of APIs - Inbound and Outbound.

### **Label your Products**

All products must be properly identified for inventory and fulfilment. This can be accomplished by two methods. The first option uses existing scannable labels (EAN or UPC) to identify your products. This option is available for unrestricted product categories. The second option involves printing labels from Seller Central or using Amazon FWS and affixing them to each unit. For example, if you are shipping 100 CDs to Amazon's fulfilment centre, you print 100 labels—one for each CD.

### **Label your Shipment**

Whether you're sending in one unit or 1,000, we can accommodate your shipment. Using the Seller Central shipping workflow, flat-file feeds and Amazon FWS, you can enter tracking information for small parcel deliveries and use Amazon's partner carriers to take advantage of our deeply discounted shipping account. If you're sending in high-volume shipments, provide your less-than-truckload (LTL) or full truckload (FTL) information and schedule a delivery. Once your shipment is ready to go, you simply print out packing slips and labels and hand off your shipment to your carrier.

### **Track your Shipment**

While in transit to the fulfilment centre, you can track your shipment through your carrier. In addition, you can monitor the status of your shipment online through Seller Central's Shipping Queue. When the shipment is delivered to our dock, the status changes to "Checked in" while the inventory is scanned into inventory. When scanning is complete the status changes to "Closed" and your inventory will list in the Inventory Amazon Fulfills view.

### **Multi-Channel Fulfilment**

Merchants can submit requests to Amazon to fulfil orders that originate anywhere other than on Amazon.co.uk, basically on their own website or another third-party platform. These orders are fulfilled directly from a merchant's inventory in Amazon's fulfilment centre with an option for standard or express delivery. Merchants can preview delivery estimates before they submit a fulfilment request for a Multi-Channel Fulfilment order, so they can decide what makes best business sense. With Multi-Channel Fulfilment, sellers only pay as they go with no monthly subscription fee.



## Amazon Stores Products

All fulfilment centres in the Amazon fulfilment network are secure modern facilities with highly automated pick, pack and ship processes to facilitate the safe and timely processing of merchant orders. Features include the 24-hour security, fully automated wireless and computer-networked order tracking, and high-value secure cage storage.

### Managing Inventory

You can manage your FBA inventory online. When you register for FBA, you have a customized view of the Manage Inventory feature containing three main pages:

**All Inventory View:** The All Inventory View allows you to search for existing inventory or add a product and offers advanced features for classifying your products.

**Inventory Amazon Fulfils:** View and manage your Amazon-fulfilled listings, and initiate inventory shipments to Amazon.

**Shipping Queue:** View and manage your shipments to Amazon.

### 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

When your inventory arrives in Amazon's fulfilment centre, each unit is scanned and measured. At the end of each day, a combined total of your entire inventory in the fulfilment network is recorded. At the end of the month, an average of the daily amounts is used for billing purposes.

### Returning Inventory

You have complete control over your inventory. You can request the return of your inventory at any time. We will only charge you for the Multi-Channel Fulfilment Pick & Pack fee outlined under Amazon Picks & Packs Products on page 4. We will stop charging for storage as soon as your inventory leaves Amazon's fulfilment centre.



## Customers Purchase Products

Once your products are listed through Fulfilment by Amazon, your customers will be able to take advantage of offers such as Super Saver Delivery, Prime shipping eligibility, world class Amazon customer service, and One Day Shipping with Fast Track Messaging. When customers see "Fulfilment by Amazon" beneath your product listings, they know their orders will be fulfilled in a secure and timely manner.



## Amazon Picks & Packs Products

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



## Amazon Ships Products to Customers

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 and be discounted using Super Saver Delivery or Prime discounts. If you're fulfilling orders from Amazon, we'll provide customer service and process returns. If you're using Multi-Channel Fulfilment, you can work directly with your customers.

## Find out more or sign up

You can request more information or sign up by going to [www.fba.Amazon.co.uk](http://www.fba.Amazon.co.uk). Click 'Contact Us' and an FBA representative will get in touch with you to answer any questions you may have.