



**FULFILMENT**  
by **amazon**<sup>®</sup>

**First Steps to get started with Fulfilment by Amazon**

[www.fba.amazon.co.uk](http://www.fba.amazon.co.uk)

## *Agenda*

- ❑ Item selection: Which items to convert to FBA?
- ❑ First Shipment: What to do and not to do?
- ❑ References
- ❑ Other FBA News
- ❑ Q&A

# Item selection: which items to convert to FBA?

- Check your sales to identify current best-sellers and items which could attract even more buyers with FBA:



## Site Metrics and Reports for Carole's Business

These reports provide strategic metrics to help you understand and improve your business. Please select a report using the menu below. [Learn more.](#)

Available Reports:

Select a report ...

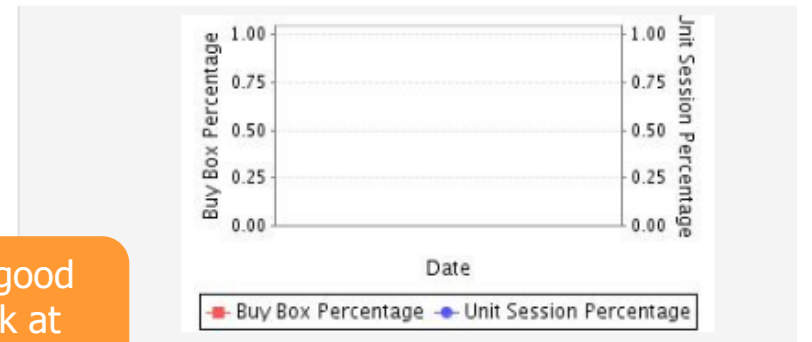
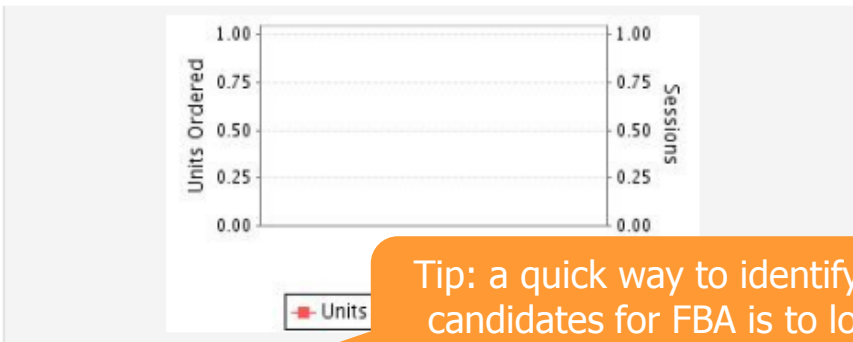
- Traffic
  - Sales and Traffic Time Series
  - Detail Page Sales and Traffic Time Series
  - Detail Page Sales and Traffic by SKU**
  - Detail Page Sales and Traffic by (Child) Item
  - Detail Page Sales and Traffic by (Parent) Item

**Reports and Metrics**  
Below are some snapshots of your sales and traffic reports.

**Sales and Traffic Snapshots**  
This is a snapshot of your sales and traffic for the past 30 days. [View full report.](#)

**Unit Conversion and Buy Box Percentage**  
This is a snapshot of your unit conversion and buy box percentage for the past 30 days. [View full report.](#)

Or check this report for more details...



Tip: a quick way to identify good candidates for FBA is to look at your top 10 best sellers here

### Bestselling Items

These are your top selling parent items for the past 30 days.

### Missing Content

These are your most-visited SKUs missing content. [View full report.](#)

# Item selection: which items to convert to FBA?

- Items on which you don't win the Buybox as much as you would like, or which don't have a great sales conversion could maybe improve their performance in FBA:

You can customize the date range covered

You can download to Excel

## Detail Page Sales and Traffic by SKU

Website: Amazon.co.uk

Date Range: 29/08/2010 through 04/09/2010 (last week)

[Change these parameters](#)

Jump to another report...

[Print this report](#)

[Download this data](#)

Table [Glossary](#)

Displaying 1 to 50 of 386 Rows Jump to Page:  [Go](#) Page 1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [Next](#)

(Parent) ASIN	(Child) ASIN	SKU	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Orders Placed
<a href="#">B000</a>	<a href="#">B000</a>	SAL	1,425	6.33%	1,835	6.16%	97%	212	14.88%	£2,717.91	208
<a href="#">B000</a>	<a href="#">B000</a>	RAS	49	0.66%	15	0.66%	0%	58	38.93%	£255.72	56

Unique visitors  
To the product page

Can also be called  
'glance views'

How often you had the  
Box when people  
bought your items

This is your sales  
conversion rate

# Item selection: which items to convert to FBA?



## Think about FBA competitive advantage against other offers

could FBA help you differentiate your offer and maybe win the Buybox?

New 1-15 of 27 offers

Price + Delivery

**£9.99** & this item **Delivered FREE**  
in the UK with Super Saver Delivery.  
[See details and conditions](#)

Eligible for Prime  
[Learn more](#)

## Think about demand:

Are there seasonal factors affecting this product's future sales?

Is the Amazon sales rank good enough to expect decent sales?

### Bestsellers in Books

Any Category > Books (Updated hourly)

1.  
54 days in  
the top  
100



#### Jamie's 30-Minute Meals

Jamie Oliver (Author)

★★★★☆ (71) | [1 customer discussion](#)

In stock

RRP: ~~£26.00~~

Price: **£13.00**

You Save: £13.00 (50%)

[24 used & new from £11.49](#)

Each product's rank is indicated  
on its detail page.

Overall categories' rankings  
can be checked at

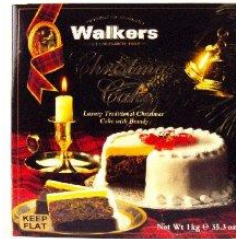
<http://www.amazon.co.uk/gp/bestsellers/>

# Item selection: which items to convert to FBA?



## □ Think about your item's eligibility and suitability for FBA

Check item's weight, dimensions and make sure it complies with [FBA restrictions](#)



## □ Think about your item price and your margin after FBA fees

Will you make any profit?

**£0.90**

+ £0.00 delivery

Can you adapt your price knowing

FBA assumes free delivery to buyers?

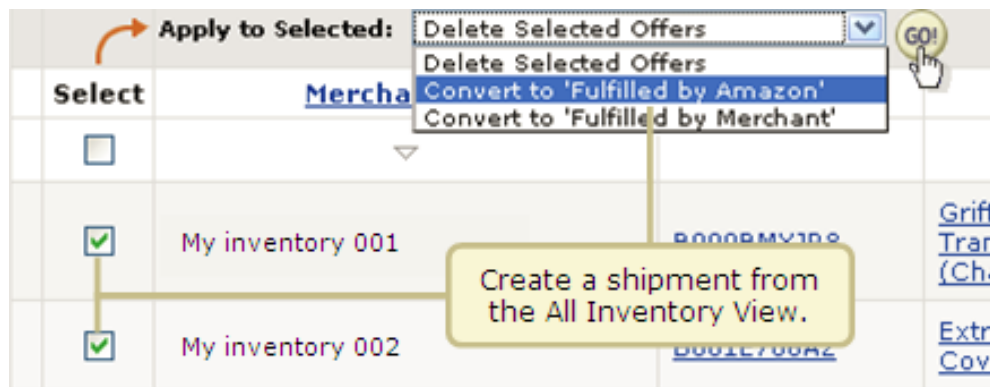
**£0.01**

+ £4.50 delivery

# First Shipment: what to do or not to do?

## ❑ Your Checklist before doing anything:

- Is the item allowed in FBA?
- Does the listing ALREADY exist in your inventory?
- Did you convert this listing to FBA? If not, please do:

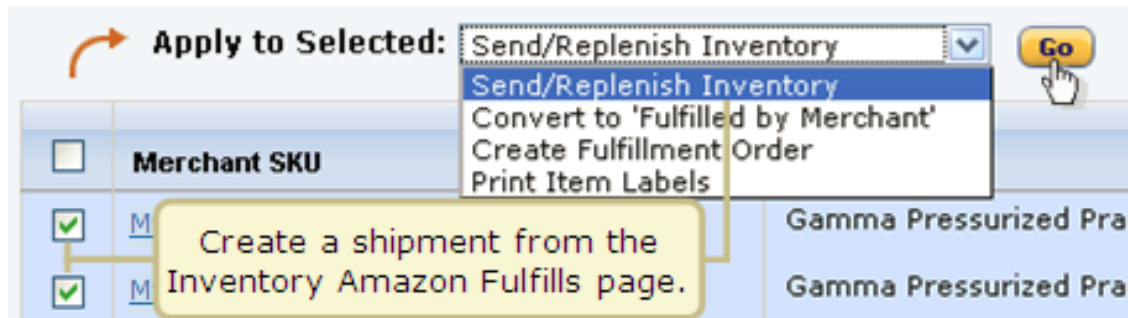


Important Tip: you can automatically set listings to FBA when you add products manually by ticking 'I want Amazon to dispatch my items' or by selecting AMAZON\_EU as fulfilment center ID and leaving the Quantity blank in flatfiles

# First Shipment: what to do or not to do?

## ❑ Creating the shipment in Seller Central:

- Select the items you want to send in the 'Inventory Amazon fulfills' view and choose 'Send/Replenish' inventory in the drop down menu



Important Tip: for sellers using our [Merchant Web Services](#) APIs (MWS), you can program such FBA functions as shipment creation directly within your inventory systems.

# First Shipment: what to do or not to do?



## Go through each step of the shipment workflow:

- Choose 'Individual' Items (mixed SKUs in a box) or 'Case-Packed' items (1 SKU type per box). Case-Packed are quicker for us to scan and process.

**Send Inventory To Amazon**  
You've selected the items below to send to an Amazon fulfilment centre. Specify your "ship from" address, select how your items are packaged, and click the "Continue" button.  
[Learn more](#)

**1 From what address will you be shipping these items?**

**Ship From:** Carole's Business  
Amazon office  
Luxembourg, L1234

[Change Address](#)

**2 Are you shipping individual or case-packed items?**

**Individual Items**  
This type of shipment includes more than one SKU in the same box.

**Case-Packed Items**  
This type of shipment has multiple units of a single SKU per box.

[Which option should I choose?](#)

Displaying 1 SKU

Merchant SKU	Title	Condition	Mark for Removal
testhalotrooper1	Halo: Halo Wars 2009 Heroic Collection Squad 2 - UNSC Troops	New	<input type="checkbox"/>

[Cancel](#) [Continue](#)

- Do not ship more or less than the quantities you enter here or it will delay the processing of your shipment:

**Set Quantity** Label Items Select Carrier Prepare Shipment Provide Details Label Shipment Summary

**Set Quantity**  
Enter the quantities you are sending for each SKU listed below. To remove an item, click the "Mark for Removal" box. [Learn more](#)

Displaying 2 SKUs

Merchant SKU	Title	Condition	Units	Mark for Removal
sportsbratest1	Shock Absorber B102 Sports Bra White 38DD	New	<input type="text" value="10"/>	<input type="checkbox"/>
sportsbratest2	Shock Absorber B102 Sports Bra White 34F	New	<input type="text" value="30"/>	<input type="checkbox"/>
Totals			40	

**ENTER THE CORRECT QUANTITIES HERE** ↓

Show ASIN/F

[Return to Shipping Queue](#) [Delete Shipment](#) [Save](#) [Save & Continue](#)

# First Shipment: what to do or not to do?


## Go through each step of the shipment workflow:

- Don't forget to go through each step of the shipping workflow by printing all the necessary labels, entering your carrier tracking number and marking the shipment as shipped to finish:

**FBA (01/02/2010 test stickered)**

**Shipment ID:** FBAB28PC      **Shipment Contents:** 2 SKUs, 40 Units, 1 Box  
**Date Updated:** 16 Mar 2010      **Shipment Status:** READY TO SHIP  
**Date Created:** 1 Feb 2010      **Mark as Shipped**  
**Ship From:** Carole's Business Amazon office      **Amazon Reference ID:** N5450707  
**Ship To:** Ridgmont, Bedfordshire, GB (LTN1)  
**Shipping Carrier:** Not provided



**Labeling your shipment**  
Ensure shipping and carrier labels are clearly visible and do not overlap another or box seams.



Set Quantity > Label Items > Select Carrier > Prepare Shipment > Provide Details > **Label Shipment** > Summary

**Label Shipment**  
A label must be affixed to the outside of each box. Enter the quantity of labels you need below and click the "Print Box Labels" button. [Learn more](#)

**1 Print a shipping label for each box**

Number of labels:   
Label type: 99.1 X 139 mm (A4)   
 **Print Box Labels**


**Print the labels coming out in PDF** →

**PLEASE LEAVE THIS LABEL UNCOVERED**

**FBA**

<b>SHIP FROM:</b> Carole's Business Amazon office Luxembourg, null L1234	<b>SHIP TO:</b> Amazon.co.uk Marston Gate Fulfillment Centre Bedfordshire RIDGMONT MK43 0ZA
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**Purchase Order/ Shipment ID**



FBAB28PC

Internal Use Only  
FBA Print Labels - REQUIRED

Assorted SKUs

**2 Label your boxes**

- The shipping label should be affixed to the outside of your sealed box, in addition to the carrier label.
- Place labels so they don't cover box seams.

Go Back    Delete Shipment    **Conti**

# First Shipment: what to do or not to do?



## ❑ Checklist before sending the shipment:

- Did you check that what you physically packed (SKUs and Quantities) is an EXACT match to what you created in Seller Central?
- If you send several shipments at a time, did you make sure NOT to mix different shipments' items in the same box?
- Did you print all the necessary labels (box labels, items labels)?
- Did you pack your items correctly so they don't get damaged or pose a health hazard?
- If your shipment is bigger than half a pallet, did you palletize it, and did you make an appointment with our fulfilment centre?

Check requirements for pallet deliveries in the  
[FBA Manual Section 5.9.2](#)

# First Shipment: what to do or not to do?



## Stickered vs. Commingled configuration

- The first time you convert and ship items to us, you will be asked whether you want your inventory to be stickered or stickerless.
- Stickerless items are 'commingled', or mixed, with identical items in the FC. It means we scan the original EAN barcode on each unit to receive it. When you get an order, we will take any unit of that mixed stock to fulfill it.
- With stickered items, you have to print special FBA labels during shipment creation, and put those labels on EACH unit you send, covering any original barcode. The labels will identify you as the seller and your stock will not be mixed with identical items.

Important: Even if you choose to go 'stickerless' and not label your items, you might still be asked to sticker for items not meeting the stickerless requirements

# First Shipment: what to do or not to do?



## □ Practical Points about Stickerless configuration

Even if you select the Stickerless option, you will still be asked to sticker some categories of items:

- Media (Books, Music, DVD, Software, Videogames)
- Clothing, Shoes, Jewellery, Watches
- Any USED products
- Any product with no scannable barcode, or for which the EAN barcode corresponds to multiple ASINs in the Amazon catalogue (ex: Toys assortments)

If you select a mix of stickered and stickerless items to ship, the system will split the shipment into 2, as we process shipments differently based on their configuration.

Important Tip: Select 'Show ASIN/FNSKU' in the Inventory Amazon Fulfills view to see which items are stickered or stickerless.  
The 'FNSKUs' starting with X00... are stickered items.  
FNSKUs identical to ASINs are stickerless items.

Title	New	Price	Quantity	Fulfillable
WMF 3-Piece Nomad Traveling Cutlery Set with Camouflage Pattern Lanyard	New	€14.95	0	0
ASIN: <a href="#">B0009VEOV6</a> FNSKU: B0009VEOV6				
WMF 3-Piece Nomad Traveling Cutlery Set with Dot Pattern Lanyard	New			0
ASIN: <a href="#">B0009VEOU2</a> FNSKU: B0009VEOU2				

# First Shipment: what happens next?



## □ How do we receive your shipment?

- We open it, and scan every item out of the box
- If it has never been received before, we measure the item's dimensions
- We put the items on shelves randomly, until they are picked, packed and sent when a customer places an order
- You can follow the status of the shipment's receiving process in Seller Central 'Shipping Queue' .



[All Inventory View](#) | [Inventory Amazon Fulfills](#) | [Shipping Queue](#)

- As soon as a unit is scanned, it becomes available for sale.

Tip: enable notifications in your Account Settings so you get automatic emails about status changes.

# First Shipment: what happens next?



## How can you track your FBA inventory?

The 'FBA Inbound Coach', in the Shipping Queue, will highlight problems in your shipments, such as additional quantities or unexpected items.

<a href="#">FBA (09/11/2010 10:54)</a> <b>Problem(s) found that require your attention.</b> <a href="#">Resolve Now</a>	FBAS	CWL1	13 Nov 2010	21	980	<b>RECEIVING w/problem(s)</b>	<a href="#">View &amp; Track</a>
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**You can view a detailed list of shipped and received items And acknowledge discrepancies**

Box Summary | SKU Summary | **Problem Summary**

Displaying 1 Problem  Show ASIN/FNSKU

Merchant SKU	Title	Problem	Shipped	Received	w/Problem(s)	
118	HTC DESIRE HD GEL CASE/ COVER / SKIN / SHIELD / SHELL Condition: New	<b>Additional quantities encountered</b>	20	30	10	<a href="#">Resolve</a>

All incoming, available and unavailable FBA units can be tracked in the 'Inventory Amazon Fulfills' view:

Apply to 0 Selected Item(s):  
   Include Archived Items  Show ASIN/FNSKU

<input type="checkbox"/>	Merchant SKU	Title	Condition	Price	Inbound	Fulfillable	Unfulfillable	Reserved	Unit Volume (cubic feet)
<input type="checkbox"/>	<a href="#">004</a>	SAMSUNG i9000 GALAXY S SILICONE SKIN CASE - <b>ASIN:</b> <a href="#">B003VNPEGS</a> <b>FNSKU:</b> B003VNPEGS	New	£3.99	1000	433	<b>1</b>	25	0

# First Shipment: what happens next?

## □ What are the packaging requirements (and mistakes)?

Toys:



Good

Toys:



Bad

Textiles:



Good



Textiles:



Bad



# First Shipment: what happens next?

## ❑ What are the packaging requirements (and mistakes)?

Pellets and granular:



Good

Liquids:



Good

Note: We will not add extra padding, It is your responsibility to make sure items will not get damaged during fulfilment!

Breakable and fragile:



Good

Breakable and fragile:



Bad

# First Shipment: what happens next?

## □ What are the most common errors?



Pallets must not be higher than 1.7m



Inadequate packaging



Same stickers for different products



Liquid products not securely sealed which leaked

If some of the items in the box arrive damaged, the whole batch will be deemed 'unfulfillable'

# First Shipment: what happens next?

## □ What are the most common errors?



Only 1 sticker on the box, so 1 unit received while... the seller intended to sell 6 packs



Receiving 1 Reebok cricket helmet, instead of a pile of small items...



The FBA stickers didn't cover the original EAN barcodes and some were on the outer bags, so could fall off



Now that you sent your shipment, you just have to look at units flying off our shelves...

# Useful References



- ❑ [FBA Pricing](#): fees according to category and dimensions
- ❑ [Site Metrics and Reports](#): Help section on the sales report
- ❑ [Shipping Best Practices](#): This one-page quick reference guide provides guidelines for getting your shipment into our fulfilment centres safely and in a timely manner.
- ❑ [FBA Manual](#): Shipping inventory help pages.
- ❑ [Product Restrictions](#): information from FBA Help pages
- ❑ [Previous Webinars' Recordings](#): Item selection and shipment creation.
- ❑ [FBA Tutorials](#): short videos on basic FBA tasks.

## ❑ FBA EU 26 Export live

We have extended the FBA export option. In addition to domestic selling, you can opt to have your FBA products listed on amazon.co.uk exported to either 9 or to 26 countries.

There is currently no extra cost to you. The buyer pays overseas delivery rates just like an Amazon order. Extend your market reach to millions of potential new customers for products you sell on Amazon.co.uk!



You can enable this option and get [more details](#) on Seller Central 'Inventory Amazon Fulfills' page.

**Current Export Option** **26 Countries**

FBA can now export your FBA products to other European countries. [Learn more](#)   
[Add/Remove Countries](#) | [Disable FBA Export for EU](#)

Don't forget:

Amazon customers prefer to buy items with free and guaranteed delivery, especially as we approach the Christmas period!

So, try it today to:

- Save time and reduce costs
- Offer Amazon's customer service, delivery and gift wrap options to your customers
- Improve buyers' trust and satisfaction
- Increase your sales: a recent UK survey found that 88% of respondents reported a unit sales increase since they joined



<http://services.amazon.co.uk/>

[Fba-advisor@amazon.co.uk](mailto:Fba-advisor@amazon.co.uk)