

# FULFILLMENT by Amazon® (FBA)

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# Our Story – A Tale of Two Strategies

## Amazon® seeks to be...

...the place where customers can find and discover anything they might want to buy online...



... while remaining Earth's most customer-centric company.



FULLFILLMENT  
by amazon®

# Overview

Send your inventory to one of our fulfillment centers, 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 Shipping and other benefits, such as customer service and returns support directly from Amazon.



# Features & Benefits

## Put Amazon's Fulfillment Technology to Work for You.

You sell it, we ship it. Amazon has created one of the most advanced fulfillment networks in the world, and your business can now benefit from our expertise. With Fulfillment by Amazon (FBA) you store your products in Amazon's fulfillment centers, and we directly pack, ship, and provide customer service for these products.

### ■ Eligible for Super Saver Shipping & Amazon Prime

Customers love FREE Super Saver Shipping and Amazon Prime. FBA listings on Amazon.co.jp® feature the same delivery messaging we use for Amazon.co.jp listings.



### ■ Competitive Price Sorting

Your FBA listings on Amazon.co.jp get the same treatment that Amazon gets; we sort them on the item price without the cost of shipping, which also gives you an edge when competing for the Buy Box!

### ■ Trusted Customer Service and Returns

FBA listings are displayed with the "Fulfillment by Amazon" logo, so customers know that packing, delivery, customer service and returns are all handled by Amazon.



# Example of Product Page Display which is FBA

The screenshot shows the Amazon.co.jp product page for '都市と人間 (単行本)'. A callout box points to the 'amazon.co.jp プライム' logo, stating: "Product becomes eligible for Amazon Prime Shipping!". Another callout points to the seller information, stating: "Displayed as: Sold by: Your store name Fulfilled by : Amazon.co.jp".

**Product Details:**  
 都市と人間 (単行本)  
 マンフォード ルイス (著), その他  
 商品の詳細ページはこちら

**Price and Condition:**  
 参考価格: ¥3,360  
 中古商品: 点: ¥ 2,495より  
 新品: 点: ¥ 3,360より

**Shipping and Fulfillment:**  
 amazon.co.jp プライム  
 出品者: アウトレットボックス(^\_^)  
 AMAZON.CO.JP 配送センターより発送されます

商品価格+配送料	コンディション	販売/出品	お決まりですか?
¥ 2,495 対象は次のとおりです: Prime 低価格商品	中古商品 - 非常に良い	出品者: アウトレットボックス(^_^) AMAZON.CO.JP 配送センターより発送されます	ショッピングカートに入れる
¥ 2,496 + ¥ 340 (配送料)	中古商品 - 良い	出品者: ブラック王国(新本バーゲンブック)	
¥ 2,496	中古商品 - 非常に良い	出品者: ナアナア	ショッピングカートに入れる

# What does it cost?



	Media	Non-Media	Over size
Handling Fee Per Order	N/A	160JPY	N/A
Pick & Pack Fee Per Unit	60JPY	80JPY	550JPY
Weight Handling Per 25 g	1JPY	1JPY	N/A



	Storage	
Per Month	7900JPY/1cubic meter	Monthly charges based on average daily volume.

**The maximum weight for any single unit** to be fulfilled by Amazon is 30 kg . Please consult the FBA Manual for detailed information about product restrictions. The total length of the three dimensions (Length + Width + Height) must be less than 170cm.

■ **Oversize –**

An Oversize Unit is any unit, that is greater in any one dimension than 45cm" long x35cm" wide x 20cm" high or weighing 9Kg or more.

■ **Media and non-media,**

Media : music, software, video games and videos (DVD, VHS). Non-Media :units include everything else.

The fee structure shown here is as of May 7<sup>th</sup>, 2009 and is subject to change. All fees include sales tax.

# Examples of FBA Fees

## ● Product A (Non-Media)

- ✓ Size : 10cm x 10cm x10cm
- ✓ Weight : 200g
- ✓ Days in Storage : 30Days(5/1~5/31)
- ✓ Storage fee : 7.6 JPY
- ✓ Shipping fee : 248JPY  
(Pick , Pack, Ship)

## ● Product B (Non-Media)

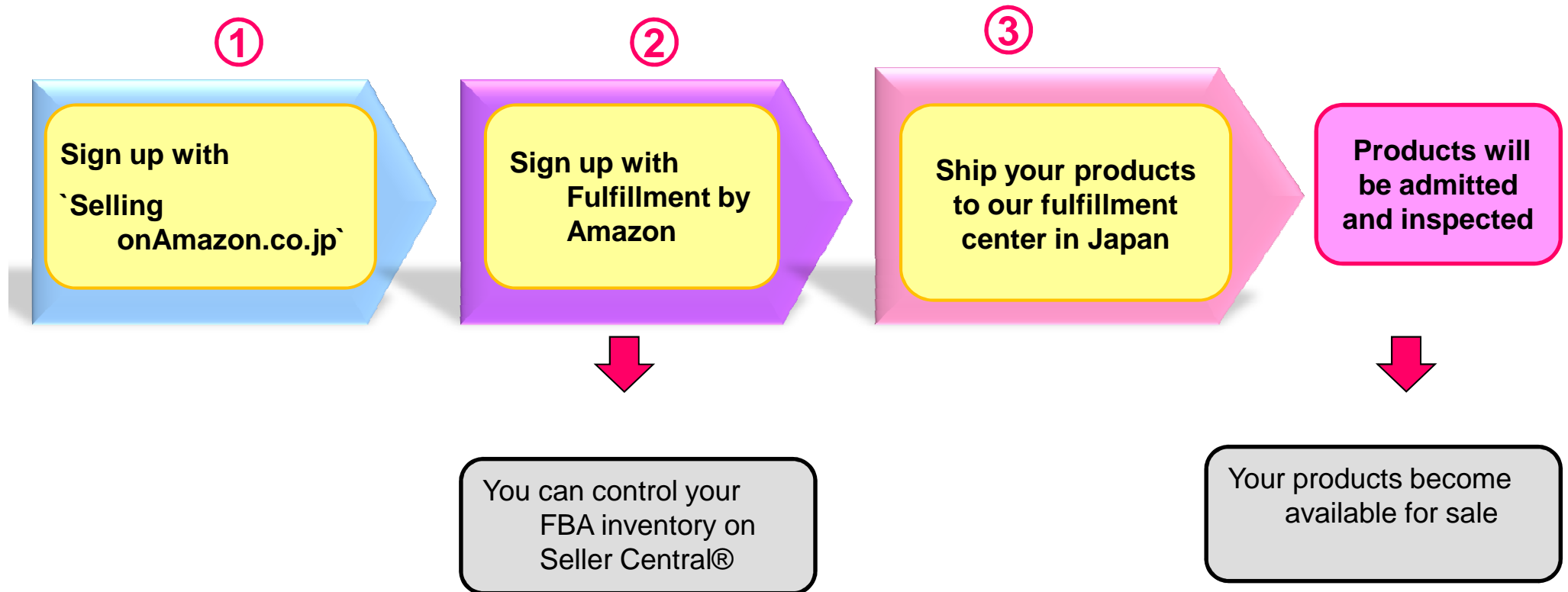
- ✓ Size : 45cm x 15cm x35cm
- ✓ Weight : 800g
- ✓ Days in Storage : 20Days(5/1~5/20)
- ✓ Storage fee : 120JPY
- ✓ Shipping fee : 272JPY  
(Pick , Pack, Ship)

## ● Product C (Non-Media)

- ✓ Size : 60cm x 45cm x50cm
- ✓ Weight : 2000g
- ✓ Days in Storage : 50Days(5/1~6/19)
- ✓ Storage fee : 1720JPY
- ✓ Shipping fee : 550JPY  
(Pick , Pack, Ship)



# How to get started with FBA



- A sales representative will provide you the details about how to sign up for the services



# Important facts for International sellers

1. Amazon cannot serve as an `importer on record` for goods sent to Japan. You will need to arrange for an importer of record in Japan.
2. Bulk container may not be used for shipping.
3. Products must be labeled with sticker labels individually. Please print out the sticker labels by going through the shipment creation process on Seller Central.
4. For the first shipment, contact the sales representative in advance know when the shipment is made, and how many products are sent.
5. Products sent to the fulfillment center can only be returned to address in Japan.
6. Sellers are requested to notify their sales representative at least one week in advance when making pallet shipments to the fulfillment center.

# Summary of Fulfillment by Amazon Service Terms

(※The Fulfillment Agreement supersedes this summary)

- **Providing information to Amazon**
  - You will be asked to provide package/product information such as the package/product size, weight, and barcode data.
- **Shipping your products to our fulfillment center in Japan**
  - Amazon will provide storage services as described in the agreement for FBA once we confirm receipt of delivery.
  - Products must have appropriate labels
  - Products may not be accepted if there are defects, damages, or the label is missing. In such case we may ask you within 90 days to advise what to do with such products.
- **Storage**
  - Please refer to the entire FBA agreement for details on how product loss/damages is handled.
- **Customer Returns**
  - You will be responsible for and will accept and process returns and provide refunds in accordance with the FBA agreement.
  - We receive and process returns for any FBA products. Products which may be resold will be returned as sellable inventory.
  - Returned goods which are deemed unsellable by the Fulfillment center will be counted as unsellable inventory.
- **Customer Service**
  - As a FBA product seller, you have the responsibility of clearly communicating to customers that you abide by Amazon's shipping and returning policies.
- **Term and Termination**
  - The term of this Agreement will start on the date of your completed registration for the Service(s) and continue until terminated by us or you .
  - In the case of termination of your selling on Amazon service , **Fulfillment by Amazon service is terminated** at same time.
- **For more detailed information**

<http://www.amazon.co.jp/gp/seller/fba/fulfillment-by-amazon.html>

\* Please note these are a summary of the terms and you need to review the full agreement before registration. Amazon reserves the right to change these terms.

## (Reference) Summary of prohibited products for FBA

### Product Type

1. Products that do not comply with applicable Japanese laws and regulations
2. Products that can not be stored at room temperature
3. All Food and beverages
4. Products that include eatable items
5. Products with expiration dates
6. Animals and plants
7. Hazardous materials and chemicals
8. Products that require notification to and permits from relevant ministries for sales under applicable laws and regulations (below is by way of example.)
  - Medical Devices
  - Medicines, Medical products
  - Medicines which only pharmaceutical chemists are able to sell (Type 1, Type 2)
  - Medical products that need Sales Managers
  - Liquor
  - Tobacco
  - Cash voucher (gift cards, calling cards, stamps and admission tickets to events etc.)
9. An Excluded Product, or is otherwise prohibited by the Program Policies
10. Products subject to a product recall or cannot be lawfully sold and distributed in Japan

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