



FULFILMENT
by **amazon**[®]

Monitoring Your Inventory Health to Make More Money

www.fba.amazon.co.uk

Agenda

- ❑ What FBA is about
- ❑ Reminder about Long Term Storage
- ❑ Overview of the FBA Health Report
- ❑ Usage Examples
- ❑ Recap
- ❑ References and Q&A

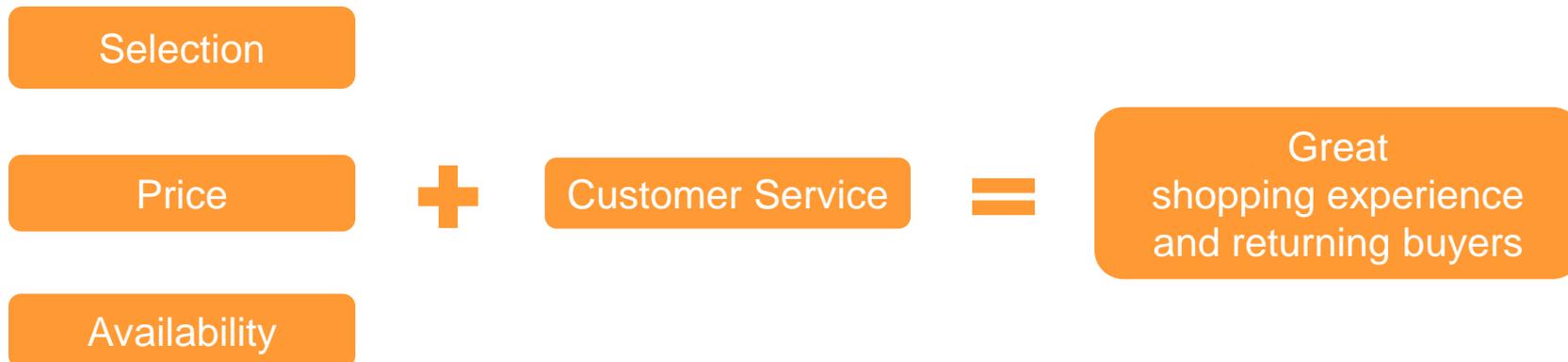
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What FBA is about...:



The FBA service has been created with these key points in mind:



FBA is about maximising your sales on Amazon.co.uk and taking care of the fulfilment for those sales to save you time and make sure buyers have the same great shopping experience.

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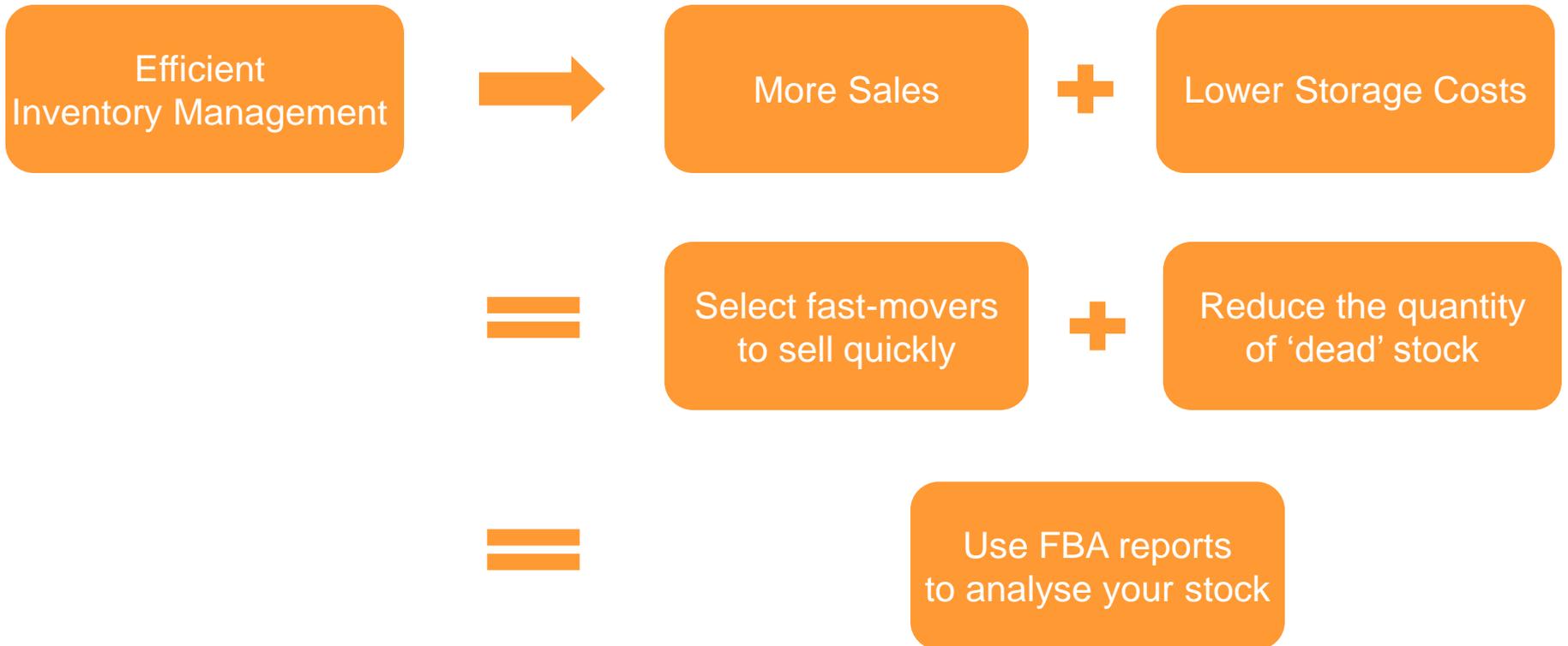
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Reminder about Long Term Storage:



We recently introduced a [Long Term Storage Programme](#). This is to offer you a great **fulfilment service** with affordable standard storage fees. The first review of your stock and its associated annual fee will take place on 15th August.

As an FBA seller, this means that you should aim for:



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Overview of the Report – Location



The report is located in the FBA reports section of Seller Central:



Amazon Fulfilment Reports

Sales

[Amazon Fulfilled Shipments](#)

Comprehensive details on dispatched FBA customer orders

[All Orders](#) - Near real-time data

Download all FBAs and self-fulfilled orders including recent updates

[All Orders \(XML\)](#) - Near real-time data

Download all FBAs and self-fulfilled orders including recent updates

[Customer Shipment Sales](#)

SKUs, quantities, revenue and destination for orders that have been dispatched

[Promotions](#)

Promotions (e.g. Super Saver Delivery) applied to orders

Inventory

[Amazon Fulfilled Inventory](#)

- Near real-time data
Download inventory, including recent updates

[Daily Inventory History](#)

Daily inventory quantity, location and disposition (state)

[Monthly Inventory History](#)

Monthly inventory quantity, location and disposition (state)

[Received Inventory](#)

Your inventory received at Amazon

[Inventory Event Details](#)

All your inventory events including transfers

[Inventory Adjustments](#)

Corrections and updates to your inventory in Amazon

[Inventory Age](#)

Days items have been stored at Amazon, by SKU

[Inventory Health](#) NEW

Customer demand and offer competitiveness for your inventory

Overview of the Report – Main Features



The report gives you detailed data about your FBA stock:

- Current Sellable and Unsellable Quantities
- Inventory Age (which is also visible in the [Inventory Age](#) report)
- Units Shipped to Buyers
- Weeks of Cover
- Number of Competing Offers
- Lowest Prices Information (inclusive of shipping charges)

Please note that:

The report is available via MWS (`_GET_FBA_FULFILLMENT_INVENTORY_HEALTH_DATA_`)

Units shipped are only indicated for 'On Amazon' sales

The report only shows SKUs with a currently active offer

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Usage Examples



- ✓ Identify the oldest stock in FBA Storage:

E	F	G	H	I	J	K	L	M	N	O	P
product-nam	conditi	sales-ra	produc	total-q	sellable	unsella	inv-age	inv-age	inv-age-181-t	inv-age-271-to-365-days	inv-age-365-plus-days
Ultimate P	New			417	417	0	0	0	0	11	406
Ultimate B	New			324	323	1	0	0	0	2	321
Dreamfall:	New			165	165	0	0	0	0	0	165

Filter those columns to see slow-moving or 'dead' stock

- ✓ It is not advisable to replenish dead stock.
- ✓ Check if it is selling at all, and if so, check what your weeks of cover are :

P	Q	R	S	T	U	V	W	X	Y	Z
inv-age-365-plus-days	units-s	units-s	units-s	units-shi	units-shipped-last-365-days	weeks-	weeks-	weeks-	weeks-	weeks-of-cover-t365
406	0	0	0	4	6	Infinite	Infinite	Infinite	2710.5	3614
321	0	0	1	5	7	Infinite	Infinite	4199	1679.6	2399.4
165	0	2	8	24	51	Infinite	330	268.1	178.8	168.2

At this current sales pace, you have enough stock to last about **70 years**...Is that really what you want?

Usage Examples



✓ Check if you can do anything to get the stock to sell

Z	AA	AB	AC	AD	AE	AF	AG	AH
weeks-of-cover-t365	num-afn-new-seller	num-afn-use	local	lowest-afn-new-pri	lowest	lowest-mfn-new-pri	lowest	fn-used-price
3614	1	0	GBP	14.9	0	21.66	0	
2399.4	3	0	GBP	4.99	0	23.98	4.93	
168.2	1	1	GBP	14.16		14.06	9.76	

If you already are the cheapest, and have done everything you could without success (ex: improving product description), then consider removing that stock

✓ Also identify 'healthy' stock, that is: recently added, in adequate quantities, and which is selling at a good pace:

L	M	N	O	P	Q	R	S	T	U	V	W	X
inv-age-0-to-90-days	inv-age	inv-age-181-t	inv-age-271-to	inv-age-365-p	units-shipped-last-7-days	units-s	units-s	units-shi	units-shi	weeks-of-cover-t7	weeks-	weeks-
143	0	0	0	0	20	97	124	124	124	7.2	5.9	15
281	0	0	0	0	20	99	120	120	120	14.1	11.4	30.4
81	0	0	0	0		67	78	118	118	4.3	4.8	13.5

Make sure you replenish if newly added stock sells faster than you expected!



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Recap



- ❑ You should maximise your sales and reduce your storage costs
- ❑ You can track how well your stock is selling in the inventory health report
- ❑ From there, you can identify fast-selling items to replenish regularly
- ❑ You should also identify dead stock, and get it moving
- ❑ You can get your dead stock to sell by making your offers more attractive.

Recap



□ Here are a few examples of what to do to make your offers more attractive:

1. Check your commercial attractiveness:

- ✓ Try to have the best price
- ✓ Try to win the buybox
- ✓ Try to have good customer metrics such as feedback ratings



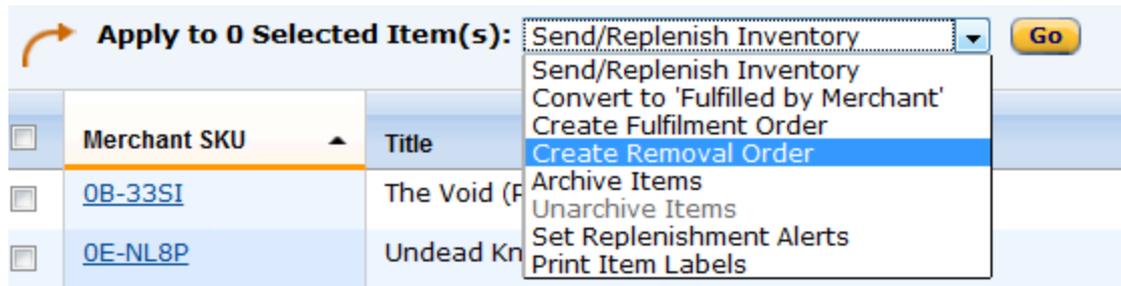
2. Check your product's attractiveness:

- ✓ Check if the product is being looked at in the [Site Metrics](#) reports
- ✓ Check and complete listings [missing important information](#)
- ✓ Make sure to assign a [browse](#) node to the products



Recap

- ❑ If the above does not work, you should consider removing that stock:



Don't forget that the Long Term Storage Fees come into effect on **15th August** so remove your excess stock before that date if you do not wish to pay those fees.

- ❑ [Site Metrics and Reports](#): Help section on the sales reports
- ❑ [FBA Reports](#): Help section on the FBA reports
- ❑ [FBA Pricing](#): Fees according to category and dimensions
- ❑ [Product Restrictions](#): Information from FBA Help pages
- ❑ [Long Term Storage Programme](#): Information about this new programme
- ❑ [Webinar Recordings](#): Our previous webinars

Thank you for attending!

<http://services.amazon.co.uk/resources/events-webinars/>