

## Fulfillment By Amazon (FBA)

Fulfillment by Amazon (FBA) is one way to ship orders to your customers, ensure the 2-day delivery window and claim a Prime badge on your listing.



### How FBA Works

1. Ensure listings are setup to be Fulfilled by Amazon
2. Create your shipment in Seller Central
3. Prepare and label products to send to Amazon Fulfillment Center(s)
4. Ship inventory to Amazon Fulfillment Center
5. Customer places order
6. Amazon picks, packages and ships the order
7. Customer receives their package within 2-days
8. Amazon handles any customer support

### Benefits

- 2-day shipping and Prime logo for eligible listings
- Amazon handles packaging and shipping, customer support and returns
- Take advantage of Subscribe & Save
- Pay as you go; the cost of shipping is included in your fees



### FBA Fee Classifications

- Inventory storage fees
- Long-term storage fees
- Fulfillment fees
- Unplanned service fees
- Removal order fees
- Return processing fees

## Inventory Management



In your seller account you will have access to tools to list your products, create shipping plans, send in shipments, track and monitor shipments and remove inventory from Amazon's fulfillment centers.

### Inventory Performance Dashboard

This dashboard contains your **Inventory Performance Index (IPI)**. Your Amazon IPI is based on how well you drive sales by keeping popular products in stock, as well as how efficiently you manage your inventory.



### Amazon IPI Scores

#### 450 and up

Indicates that your FBA inventory is performing well

#### 550 and up

Indicates that your FBA inventory is a top performer

#### 350 and below

A low score can lead to limits being placed on your storage and hefty fees

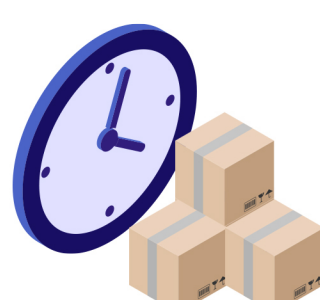


### Manage Excess Inventory

Knowing when to mark down or remove products that aren't selling is an important stage of your business. As an Amazon FBA seller, you'll be able to monitor detailed information pertaining to storage fees, as well as gain insight on how to drive sales and improve your rate of return.

### Tracking Inventory Age

Inventory Age tools help you see the amount of inventory you are holding and how long it's been sitting in Amazon fulfillment centers. Using this information you can improve your sell-through rates and avoid long-term storage fees.



### Take Care of Stranded Inventory

Making sure your inventory in fulfillment centers is associated with active listings is important. If not, it's not available for purchase. Make sure your listings include necessary pricing and condition information, and that you stay on top of resolving any errors that emerge.

### Restock Inventory

Maintaining your FBA inventory at the right level is key to offering fast delivery to Prime customers. Amazon's restock tools on Seller Central can help you:

- Get more one day and same day orders
- Reduce out-of-stocks
- Protect your sales rank
- Minimize excess inventory

