



Here's a quick and easy guide to the terminology you may face when selling on Amazon, particularly at the beginning of your journey. Very useful to hang on your wall.

### **ASIN - Amazon Standard Identification Number**

This is the identification that Amazon gives to every product listed on Amazon. Every product page on Amazon has its own ASIN. You can use this number when you are using Amazon seller tools like Inventory Lab, the FBA Calculator and more, to search for the product. No two items will ever have the same ASIN.

### **ATOP- At Time Of Posting**

This is used most often when someone is doing a post relating to a price or deal. So they would say "ATOP I am finding these products for a great deal".

### **AZ - Amazon**

Pretty self explanatory right. People use AZ in conversation to refer to Amazon. it saves time.

### **BM - Brick & Mortar**

Used in reference to shopping at a store that has a physical location.

### **BOGO - Buy One Get One**

This is used in reference to shopping deals. Often used in sale ads. For example: "Triscuits are BOGO free this week at Target", meaning you buy one box you get one free. Sometimes used

### **BOGO 50%**

Means Buy One Get One 50% Off.

### **BOLO - Be On Look Out**

Products that one Amazon seller has found to be profitable and they are saying "BOLO for this item, it will make you money".

### **BMVD**

Books, Music, Video & DVD; a category of items sold on Amazon. Amazon actually began as an online store for BMVD products, and its terms for them still remain slightly different to all other categories.

## **BSR – Best Sellers Rank**

Items on Amazon are ranked according to their sales volume and category. The lower the better, as long as the item is in a top level category.

## **BTS - Back To School**

A season towards the end of summer where there is usually a spike in children's school supply sales.

## **CCC - CamelCamelCamel.com**

A website site where you can see the price and rank history of an Amazon product when doing online sourcing.

## **COGS - Cost Of Goods Sold**

The price that you paid for your inventory items. Used for tax purposes and accounting purposes.

## **DS – Dropshipping**

When a third-party ships items on your behalf as you sell them. E.g. a customer buys from you, you then order from the dropshipper who mails the order in your name.

## **EAN – European Article Number**

If you sell in Europe on the European network your products will be assigned a 13 digit code called a European Article Number or International Article Number, IAN by some people.

## **EAN - European Article Number/ International Article Number**

A 13-digit code that is given to retail products and can be found either on the outer packaging of a product or the back cover of a book, below the bar code.

## **EIN – Employee Identification Number**

An identification number provided to businesses by the US government. This is used for payroll taxes and often required by wholesalers.

## **FB - Facebook**

Pretty self explanatory right. People use FB in conversation to refer to Facebook. it saves time

## **FBA – Fulfillment by Amazon**

This means that the seller has shipped their inventory to Amazon to pick, pack and ship for them. It's one of the best ways to make more money with your inventory because FBA sellers can take advantage of free shipping and even have the ability to list their own new items if they are a professional seller.

## **FBM**

Fulfilled by Merchant; when the seller is in control of his entire handling and shipping process. Instead of paying a service fee and shipping inventory to Amazon to handle, the seller uses his or her own resources and sends the items directly to the buyer.

## **FNSKU – Fulfillment Network Stock Keeping Unit**

These are the numbers printed directly on your product labels to enable the picker's scanners to identify this product as yours so that the correct item is pulled for each sale. Your units will always have a unique to you FNSKU, so if a piece of your inventory was to get misplaced, the FNSKU would link it back to you.

## **GTIN - Global Trade Item Number**

The umbrella term used to cover several numbers used to identify every product sold on Amazon. It includes, UPC, ISBN, EAN among others.

## **HBA - Health & Beauty Aids**

One of our favorite niches on Amazon. Check out our webinar [here](#).

## **HTF - Hard To Find**

When a product becomes hard to find, the price often increases on Amazon.com.

## **IL - Inventory Lab**

The only service we recommend for inventory management and listing on Amazon.

## **ISBN – International Standard Book Number**

You're probably familiar already with this acronym since it's on every print book you've ever purchased. For us Amazon sellers, the ISBN is used in the same way that UPC codes are used: looking up products, using with seller tools, and has to be covered when sending items to Amazon.

## **MAP – Minimum Advertised Price**

Now we're talking about money and prices, this comes to you when you have a type of product with restrictions that the manufacture placed on it not allowing your advertised pricing to go below a certain number. You will find this when dealing with wholesalers or buying direct from a manufacturer.

## **MF / FBM – Merchant Fulfilled / Fulfilled by Merchant**

When Amazon sellers ship products to customers themselves. I.e. not FBA. This means that the item is being fulfilled by the merchant. If you are a MF seller, you're filling the orders yourself, picking, packing and shipping straight to the customer on your own. Some people use FBM since it looks nicer.

## **MSRP – Manufacturers Suggested Retail Price**

This is the price that the manufacturer suggests their products be sold for. On Amazon you will find the MSRP shown above the selling price, IF, the current price is lower than the MSRP.

## **OA - Online Arbitrage**

Finding deals at online retailers that can be resold on Amazon.com

## **OTC - Over The Counter**

When you are selling HBA items you want to make sure they are OTC and never prescription!

## **PB - Profit Bandit**

Amazon scouting app for iPhone and Android.

## **PL – Private Label**

Creating and selling your own version of a product under your own label.

## **PM – Profit Margin (profit / sale price)**

I.e. a product costs \$3 to create, and sells for \$10 provides a 70% PM.

## **Q1 - 1st Quarter Of The Year**

January - March

## **Q2 - 2nd Quarter Of The Year**

April - June

## **Q3 - 3rd Quarter Of The Year**

July - September

## **Q4 - 4th Quarter Of The Year**

October - December - The BIGGEST sales quarter of the year! Where we often make up more than a 3rd of our yearly income.

## **RA - Retail Arbitrage**

Buying products locally from retail stores to sell online. Sourcing inventory to sell on Amazon from brick-and-mortar stores.

## **Replen - Replenishable Item**

A product that you purchase for regular or sale price that can be purchased again and again to sell online. An item that can be purchased and sold repeatedly, usually from the same supplier.

## **ROI - Return On Investment (profit / cost)**

How much money you make on your sold items. I.e. spend \$10 on an item, and \$15 is returned is a 50% ROI.

## **SC - Seller Central**

Your main dashboard when logged into your Amazon Seller Account.

## **Scouting**

Looking for products to resell online.

## **TIA - Thanks In Advance**

Often used in groups when someone is asking a question. They will ask it and end with TIA, as to say thank you for any answers you may provide.

## **TRU - Toys R Us**

Retail store frequented by many Amazon FBA Sellers, especially in Q4.

## **UPC - Universal Product Code**

A barcode with 12 digits that can be found on almost all products found in the retail world. You can use the UPC code to look up items on Amazon. This is also what is covered up by your FNSKU label when preparing your products to send in to FBA.

## **VA – Virtual Assistant**

A person that performs work for you and/or your business from a remote location. Typically VA's are from the Philippines and other countries with much lower cost of living than the US. Often referring to someone who helps you find products online that you can resell on Amazon.

## **Wags - Walgreens**

Drug Store often frequented by Amazon sellers.

## **WL – White Label**

Purchasing an item from a manufacturer but applying your own brand.

## **WM - Walmart**

Retail store often frequented by Amazon Sellers.

## **WS – Wholesale Buying**

Discounted inventory in bulk through a middleman who purchases directly from the manufacturer.

## **YMMV - Your Mileage May Vary**

Often used when talking about unadvertised deals / clearance. Meaning that just because one person was able to get it / do it, doesn't mean it will work for you too.