



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

**Getting Started with Fulfilment by Amazon**

**Amazon Services Europe**

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

# Agenda

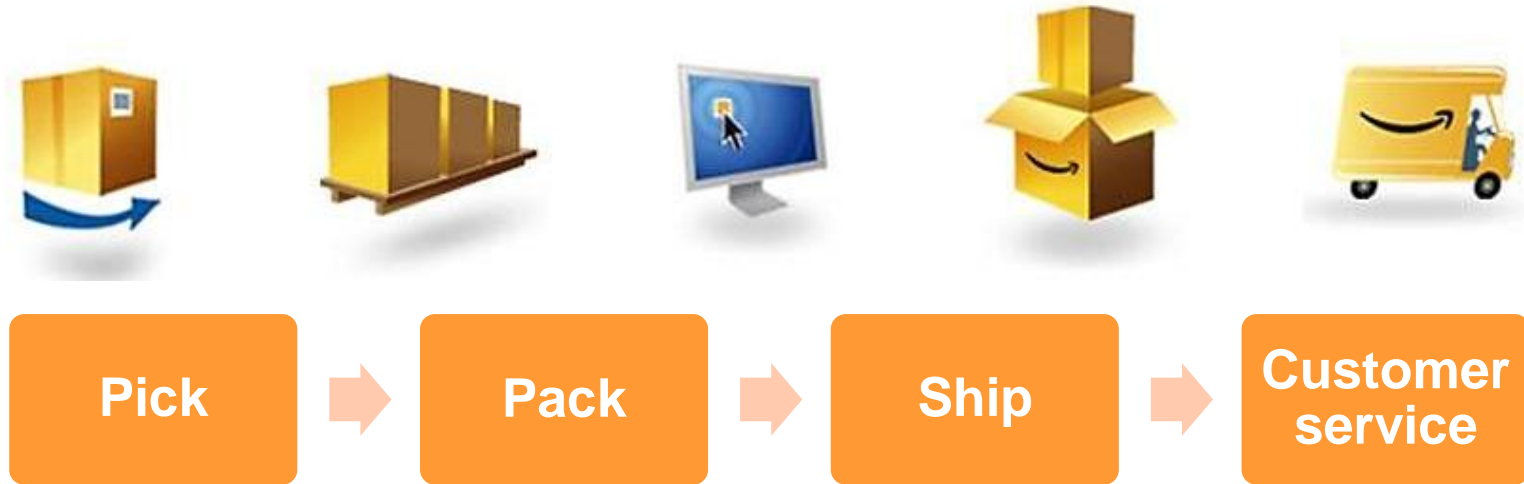


- ❑ What is FBA?
  - ❑ What does FBA offer?
  - ❑ FBA Export EU function
- ❑ How does it work?
- ❑ Benefits on FBA
- ❑ Pricing: How much does it cost?
- ❑ Summary: Why FBA?
- ❑ Questions

# What is Fulfilment by Amazon?



Complete solution:



You are in control of :



# What does FBA offer?

## 3<sup>rd</sup> Party Offer

The screenshot shows the Amazon.co.uk website interface. At the top, there's a navigation bar with the Amazon logo, a search bar containing 'Toys & Games', and various utility links like 'Basket' and 'Wish List'. Below the navigation bar, the product listing for 'Zhu Zhu Hamster - Princess Snowcup' is displayed. The product is by 'Character' and has a price of £13.95. It is marked as 'In stock' and 'Sold by I like you'. A 'Like' button with 3 likes is visible. To the right of the product listing, there are buttons for 'Add to Basket', 'Add to Wish List', and 'More Buying Choices'. The 'More Buying Choices' section shows 5 used & new items from £10.99 and a 'Sell yours here' button. Social sharing icons for Facebook and Twitter are also present.

amazon.co.uk We have [recommendations](#) for you. (Not Kevin?) New Kindle. Smaller, lighter, only £8!

Amazon.co.uk | Today's Deals | Gift Cards | Gifts & Wish Lists Your Account | Help

Shop All Departments Search Toys & Games GO Basket Wish List

Toys & Games Advanced Search Age Ranges Characters Brands Bestsellers New Releases Special Offers Baby Outdoor Toys Sell Your Stuff

**Zhu Zhu Hamster - Princess Snowcup**  
by [Character](#)  
★★★★☆ (3 customer reviews) Like (3)

Price: **£13.95**

**In stock.**  
Dispatched from and sold by [I like you](#).  
Only 1 left in stock--order soon.

[4 new](#) from £10.99 [1 refurbished](#) from £14.99

**£13.95** + £4.62 shipping  
In stock. Sold by **I like you**  
**Add to Basket**  
or  
[Sign in](#) to turn on 1-Click ordering.  
**Add to Wish List**

**More Buying Choices**  
**5 used & new** from £10.99  
Have one to sell? [Sell yours here](#)  
Share [f](#) [t](#)

- Price
- Availability
- Seller

- ? Lead time
- ? Customer Service
- ? Combination with other Amazon products
- ? Gift option

# What does FBA offer?

## FBA Offer



### Zhu Zhu Pets - Fluffy [Toy]

by [CEPIA](#)

★★★★★ (7 customer reviews) Like (0)

Price: ~~£14.99~~

Sale: **£11.99** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)

You Save: £3.00 (20%)

**In stock.**

Sold by [Fun Collectables](#) and **Fulfilled by Amazon.**

**Want guaranteed delivery by Friday, March 11?** Order it in the next 6 hours and 2 minutes, and choose **Express** delivery at checkout. [See Details](#)

Quantity: 1

[Add to Basket](#)

OR

[Sign in](#) to turn on 1-Click ordering.

[Add to Basket with FREE One-Day Delivery](#)

Amazon Prime free trial required. Sign up when you check out. [Learn more](#)

[Add to Wish List](#)

[See larger image](#)

[Share your own customer images](#)

- Price
- Availability (Prime)
- Seller
- Lead time
- Customer Service
- Combination with other Amazon products
- Gift option

# What does FBA offer?

## Example 1 – FBA on the detail page

**amazon.co.uk** Hello. Sign in to get [personalised recommendations](#). New Customer? [Start here](#).

Your Amazon.co.uk | [Today's Deals](#) | [Gift Cards](#) | [Gifts & Wish Lists](#) Your Account | [Help](#)

Shop All Departments  Search **Sports & Leisure**

**Sports & Leisure** | [Bestsellers](#) | [Exercise & Fitness](#) | [Camping & Hiking](#) | [Bikes & Scooters](#) | [Golf](#) | [Team Sports](#) | [Leisurewear](#) | [Athletic & Outdoor Shoes](#) | [Outlet](#)

### Bushnell H2O 10x42 Porro Binoculars

by [Bushnell](#)  
★★★★★  (12 customer reviews)

RRP: £109.95  
Price: **£57.76** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)  
You Save: **£52.19 (47%)**

**In stock.**  
Sold by [Extended Deals](#) and **Fulfilled by Amazon.**

**Want guaranteed delivery by Thursday, February 24?** Order it in the next 23 hours and 31 minutes, and choose **Express** delivery at checkout. [See Details](#)

**8 new** from **£57.71**

**Deals of the Week** Check out our [Sports & Leisure Deals of the Week](#). Hurry...offers end Sunday 23:59.

[See larger image and other views](#)

[Share your own customer images](#)

Quantity: 1   
or  
[Sign in](#) to turn on 1-Click ordering.

#### More Buying Choices

**Bargains 2000**   
**£57.71** & this item Delivered FREE in the UK with Super Saver Delivery. [See details and conditions](#)

**ChiwawaUK**   
**£58.99** & this item Delivered FREE in the UK with Super Saver Delivery. [See details and conditions](#)

**StoneGuard**   
**£62.20** + FREE SHIPPING

**8 new** from **£57.71**

Have one to sell?

[Share](#)

# What does FBA offer?

## Example 2 – FBA on the detail page

amazon.co.uk Kevin's Amazon Today's Deals Gift Cards Help


Shop by Department Search All akg headphones


Welcome Warehouse Deals Subscribe & Save Outlet Amazon Prime Mobile Apps Amazon Toolbar

**Department**  
Electronics & Photo  
Headphones & Earphones  
Earphones  
Portable Headphones  
Computers & Accessories  
Webcams & VoIP Equipment  
+ See All 6 Departments

**Delivery Option** (What's this?)  
FREE Super Saver Delivery


**Listmania!**

  
My life so far: A list by MiguelSan88

  
Building up my technology collection: A list by Mr. A.

**"akg headphones"**  
Related Searches: [akg earphones](#), [headphones](#), [sennheiser headphones](#).

Showing 1 - 16 of 355 Results

 **The Headphones Store**  
The Headphones Store on Amazon.co.uk has everything you need -- from bargain earphones for your iPod to plu your ears.

**Shop Now:** [New Stuff](#) | [Sports Headphones](#) **Shop by brand:** [Bose](#) | [Monster](#) | [Panasonic](#) | [Sennheiser](#) | [Skullcandy](#)

**AKG K450 Headphones Navy** by AKG (Electronics -6 Jan 2009)

~~£97.87~~ **£27.60**  
Only 6 left in stock - order soon.

More buying choices  
**£27.60** new (13 offers)  
**£30.00** used (1 offer)

★★★★☆ (122)  
Electronics & Photo: [See](#)

**AKG K451 Foldable Mini Headset - Black** by AKG (Electronics -15 Aug 201

~~£129.99~~ **£66.00**  
Order in the next **17 hours** and get it by Friday, Nov 9.

More buying choices  
**£66.00** new (8 offers)

★★★★☆ (4)  
Eligible for FREE Super S  
Electronics & Photo: [See](#)

# FBA Export in the EU



- ❑ FBA products listed on Amazon.co.uk can be purchased by customers outside of the UK
- ❑ Extend your market reach to cover 26 countries in Europe at currently no extra cost.
- ❑ Let Amazon take care of customer returns and provide top class customer service.
- ❑ To get started, simply add FBA Export to your FBA account



Current Export Option	26 Countries
FBA can export your products to other European countries and media items to the world. <a href="#">Learn more</a> ↗	
<a href="#">Change Export Option</a>   <a href="#">Disable FBA Export</a>	



# How FBA Works

## Excluded Products

### ❑ Hazardous Materials

- ❑ No regulated hazardous materials
- ❑ Includes aerosols and items under pressure



### ❑ Perishables

- ❑ No climate control capability in FCs
- ❑ (Chocolate) can only be stored between the 15th October and 30th April.



### ❑ Special Handling

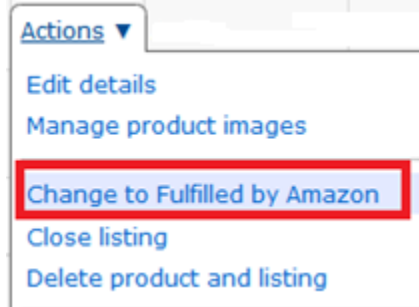
- ❑ No single items heavier than 30 kgs
- ❑ No items requiring special handling or delivery (e.g. fridge freezers, etc)



# How do I get started on FBA?



[Link to register for FBA](#)



# Benefits

## FBA- Competitive Advantage



Shipping options

### Choose a delivery option:

- FREE Super Saver Delivery (3 - 5 business days)
- First Class (up to 2 business days)
- Express Delivery : **get it guaranteed by 1pm or**

Customer service & returns

Price advantage

FBA offers

Sale: **£6.49** & this item **Delivered FREE in the UK conditions**

**In stock.**

Sold by [The M Store](#)

and [Fulfilled by Amazon.](#)

Enhanced listings

Protection from negative feedback

**Message from Amazon:** "This item was fulfilled by Amazon, and we take responsibility for this fulfilment experience."

# Benefits



Benefits many FBA merchants are harnessing today

- ❑ Increased Sales
- ❑ Significant time savings and reduced costs
- ❑ More time to concentrate on sourcing and making other important strategic decisions
- ❑ Ability to scale at peak periods and manage a staged growth

## Multi-Channel Fulfilment

Merchants can also fulfil orders placed on other sales channels – including their own website and other 3<sup>rd</sup> party sites.



# Pricing

## Flexible Pricing



- ❑ No setup fee
- ❑ Merchant pays own inbound shipping into Amazon
- ❑ Merchants pay storage fees for items in inventory
  - ❑ Charged monthly, based on daily average
  - ❑ Based on cubic feet of actual inventory
- ❑ Merchants pay fulfilment fees for each item fulfilled by Amazon
  - ❑ Fulfilment fee determined by the weight and dimension of the product.



**40p** per cubic foot  
per month

# Pricing

## Examples



ASIN: B000WTWZC0

Product Dimensions: 26.5938 x 19.9898 x 6.604 centimetres

Shipping Weight: 0.3583 kilograms

### Nerf N-Strike Nite Finder EX-3

Sales Price:	£ 8.95
Order handling	£ 0.40
Pick & Pack	£ 0.60
Weight handling	£ 0.44

FBA Fee

**Total FBA fee** £ 1.44\*

\* incl. shipping into 26 EU countries

[Click here for the FBA Calculator](https://sellercentral-europe.amazon.com/gp/fbacalc/fba-calculator.html)  
<https://sellercentral-europe.amazon.com/gp/fbacalc/fba-calculator.html>

# Summary: Why FBA?



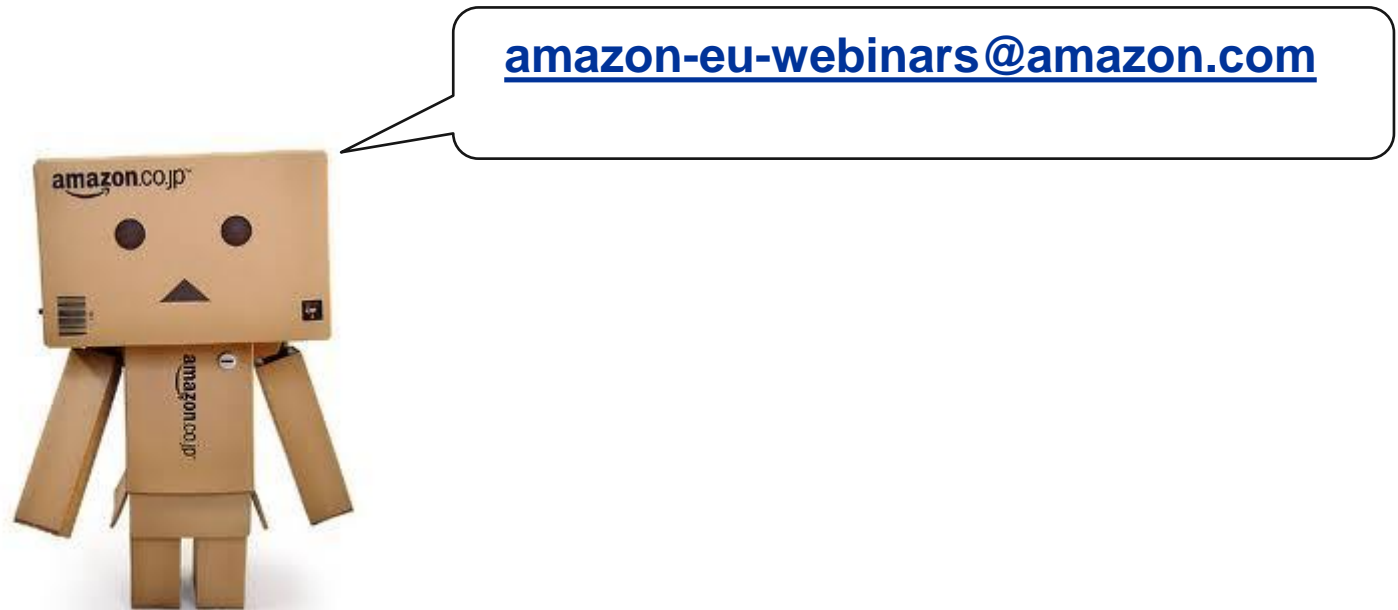
- ❑ Competitive advantage: offer customers delivery choice + trust + convenience
- ❑ Improve your cash flow: reduce fixed capital investment on infrastructure, labour and materials.
- ❑ Reduce shrinkage: your inventory is insured in our warehouse (up to £2,000 per item) and all the way through the delivery.
- ❑ Break into the EU market with one easy solution
- ❑ Save time: start growing other areas of your business.
- ❑ **Sell more!**

# Any Questions?

- If you have **more than 20 products for FBA** please contact: [amazon-eu-webinars@amazon.com](mailto:amazon-eu-webinars@amazon.com)
- For **any other questions** please use our contact us form: <http://services.amazon.co.uk/standards/contact-us.html>
- [FBA Video Tutorials](#)
- [FBA Pricing](#)
- [FBA Fulfilment Centre Video Tour](#)



Thank you very much for your time!



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