

Seller Fulfilled Prime

Deliver directly to Prime customers
from your own location



What is Prime?

Amazon Prime is a membership programme which offers customers a bundle of premium services including unlimited One-Day Delivery on millions of eligible items. Customers trust the Prime brand as it stands for fulfilment excellence and world class customer support.

Why should you make your products Prime?



Reach the most loyal Amazon customers with increased visibility for your products.



Boost sales to customers that filter specifically for Prime products.



Benefit from Amazon's 24/7 after-sale customer service.



Offer Guaranteed Delivery Date messaging to customers.



Grow business with Lightning Deals.

There are two programmes that enable you to add the Prime badge on your products: Fulfilment by Amazon and Seller Fulfilled Prime. Pick the optimal fulfilment solution for each product to maximise the number of ASINs listed as Prime: your orders can be fulfilled by Amazon, or from your own location.



Learn more about [Seller Fulfilled Prime](#)

seller fulfilled prime

What is Seller Fulfilled Prime?

Seller Fulfilled Prime is the fulfillment program that allows you to deliver directly to domestic Prime customers, from your own warehouse. By displaying the Prime badge, you are committing to fulfill orders with One-Day Delivery at no additional charge for Prime customers. After completing the Seller Fulfilled Prime trial period, the Prime badge will be displayed on your products, increasing their visibility to millions of Amazon customers. Through this program, you ship your choice of products via Amazon-approved carriers, including Amazon Shipping (where applicable).

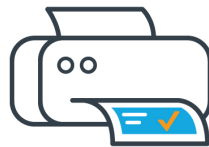
How does Seller Fulfilled Prime work?



Qualify for Seller Fulfilled Prime.



Store inventory in your own warehouse.



Process your orders and buy shipping labels from approved carriers.



Pick, pack and ship your orders same day.



Seller Fulfilled Prime carriers collect and deliver orders in one day to customers.

What are the ideal products for Seller Fulfilled Prime?

- High-value items
- Products with seasonal or unpredictable demand
- Items with variations
- Slow-moving goods
- Inventory that requires special handling or preparation



seller fulfilled **prime**

What do sellers think of Seller Fulfilled Prime?



“Our experience with Seller Fulfilled Prime has been very good, with sales having increased around 50% since last year. We already offered a next day service but can now do this with the Prime badge – a brilliant selling point for customers. We take a lot of pride in what we have done with FBA, but being able to hold products in our own warehouse, as well as Amazon’s fulfilment centres, gives us greater flexibility whilst getting more of our selection on Prime.”

Bells Shoes – James, UK

“We have 400,000 square feet of warehouse and so were hesitant to funnel additional costs into external fulfilment options. The main attraction of Seller Fulfilled Prime was the opportunity to offer our selection to Prime customers whilst fulfilling the orders ourselves. As a result, since joining the program our sales have nearly doubled. This is a wonderful, productive program that I would highly recommend.”

No1Brands4You – Martin, UK



seller fulfilled prime

What are the requirements for Seller Fulfilled Prime?

- Offer Premium Shipping Options
- Ship over 99% of your orders on time
- Have an order cancellation rate of less than 1%
- Purchase shipping labels through the Buy Delivery Services or the Amazon Shipping website
- Deliver orders with our supported Seller Fulfilled Prime carriers
- Seller must agree to the Amazon Returns Policy
- Allow for all customer service enquiries to be dealt with by Amazon
- Complete the trial period

What is the trial period?

Before enrolling in Seller Fulfilled Prime, you must complete a trial period to show that you are able to meet the requirements for Prime fulfilment excellence and customer satisfaction. The Prime badge will not be displayed on items enrolled in Seller Fulfilled Prime during the trial period. Once you successfully complete the trial period, you will automatically be enrolled in Seller Fulfilled Prime and your offers will display the Prime badge to customers.

There are currently two ways to complete the trial period:

Either ship 50 eligible Prime trial orders with 100% on time delivery,

or

Ship 100 eligible Prime trial orders with 99% on time delivery.

The trial period lasts between 5 and 90 days depending on when you satisfy the performance requirements. If you do not meet the above requirements within 90 days, the trial period will reset automatically and you can try again.

Learn more about [Seller Fulfilled Prime](#)



seller fulfilled prime

What is the cost of Seller Fulfilled Prime?

The cost of Seller Fulfilled Prime consists of the transportation fee of approved carriers (such as Amazon Shipping) and the marketplace fees of Amazon.co.uk. Amazon Shipping offers promotional rates for your first two months, then offers affordable volume-based pricing that adjusts as you grow.

To learn more and find your rates, log in to the [Amazon Shipping website](#) with your Seller Central credentials and click Pricing.

What is Amazon Shipping?

Amazon Shipping is one of the supported carriers for Seller Fulfilled Prime in the UK. With Amazon Shipping, you get access to the same service Amazon uses to deliver packages. You can buy labels from Amazon via the [Amazon Shipping website](#), through Manage Orders in Seller Central, through your own custom solution or through your 3rd party solution provider. [Learn more.](#)

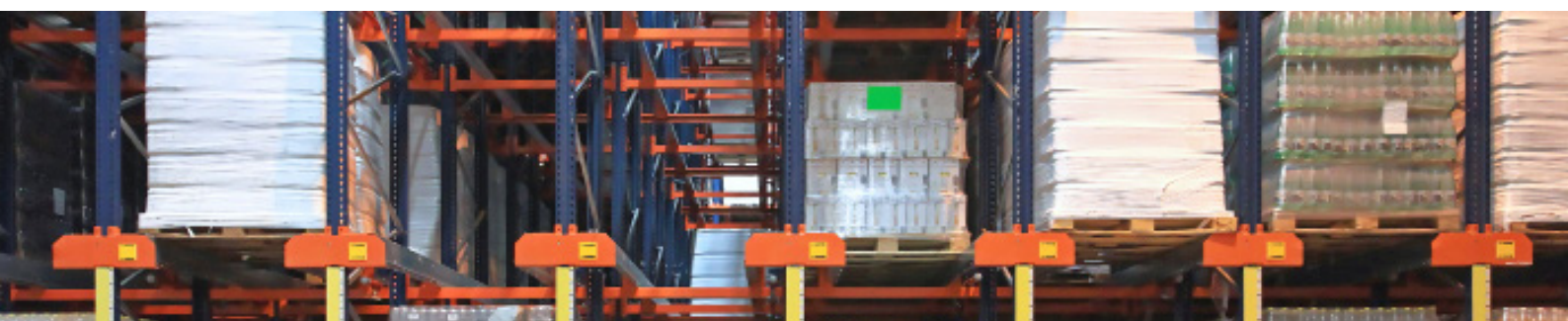
Benefits include:

- Affordable, One-Day Delivery seven days a week
- Weekend delivery at no extra charge
- Real-time tracking for all shipments
- Scheduled daily collections
- Free tools to help you process orders up to 50% faster
- Amazon's customer service for your own shipping queries

Shipping requirements

- Amazon Shipping does not deliver to non-UK postcodes
- Amazon Shipping does not carry hazardous materials (for example: aerosols) nor any products that require age verification (for example: alcohol, knives etc.). Visit the [Amazon Shipping website](#) for more details on terms & conditions
- You can ship packages with dimensions up to 120 cm x 60 cm x 60 cm and with a maximum 23kg

Access to Amazon Shipping is currently by invitation only.





Seller Fulfilled Prime Summary

Inventory storage	Seller warehouse
Order processing	Seller
Shipping labels	Seller (purchased from Buy Delivery Services or the Amazon Shipping website)
Pick and pack	Seller
Delivery from warehouse	Approved carriers
Returns	Back to Seller
Customer support	Amazon
Ideal Products	High value / Slow-moving / Breakable / Personalised / Seasonal



“Seller Fulfilled Prime has been brilliant for our business; we’ve seen an increase in sales even during the off-peak periods. We get around 50 new products a week and, with Seller Fulfilled Prime, we get the Prime badge on these immediately. Having the capacity to deal with the orders, we get the competitive edge of the Prime badge whilst being able to utilise our own warehouse and staff.”

Electroworld – Sanj, UK

seller fulfilled **prime**



Learn more about [Seller Fulfilled Prime](#)