

Increase Your Market Scope By Selling On Amazon's FBA



What Exactly is Amazon's FBA?



- With FBA, your products are stored at Amazon's fulfillment centers.
- They do the packing, shipping and customer service.
- Products sold can be eligible for free shipping and other benefits.

You Can Now Automatically Market Your Products Across North America

What happens when you join FBA:

- Once you register for an Amazon.com seller account, the products you list can be seen on Amazon.ca and Amazon.com.mx.
- This allows you to sell on Amazon's market places in Canada and Mexico, reaching even more customers.



What It Will Cost You



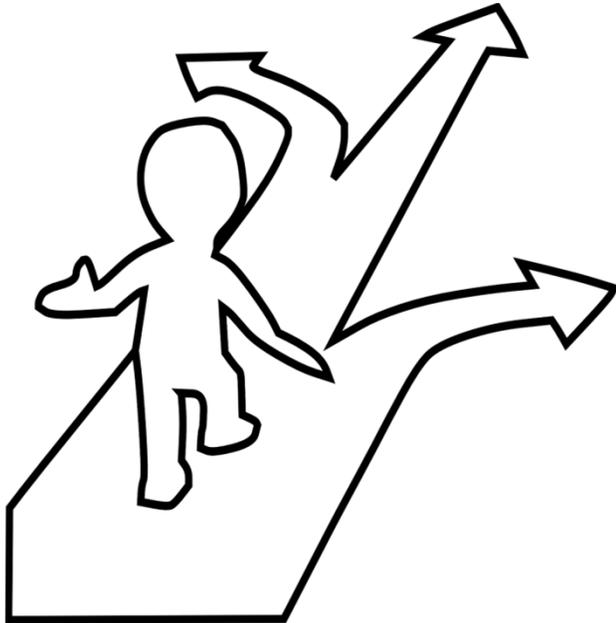
- You are charged for storage space and the orders they fulfill.
- Cost of shipping is included in your fees. No extra charge for Amazon Prime's Free Two Day shipping and free shipping on eligible orders.
- Fees for optional services may apply.

Check If Your Product Is In One of the Categories Requiring Approval

- If it is, then submit for approval and go from there.
- If it isn't, then you're ready to start.



What's Next



- Upload your product to the FBA platform, finalize your listing and then box up your products and ship them to an Amazon distribution center.
- Your inventory may not all go to one place but might need to be separated among more than one of Amazon's distribution centers.
- Fortunately, the FBA platform allows you to pause shipments to wait till you have multiple items ready for the same location.
- This will save you on shipping costs. You can save even more if you take advantage of Amazon's partnership with UPS.

Your Items Are Now Live on Amazon

- Once your items arrive and are scanned in at the distribution center, they're live on Amazon.
- If items don't sell within the pre-set time period, you can either pay storage fees or have them returned to you at your expense.
- As with any new venture, there are pros and cons to weight before making a final decision.



The Pros To Selling on Amazon



- **Enormous Customer Base**-As one of the largest online retailers, Amazon's users are looking to shop.

- **Credibility and Trust**-buyers are comfortable going to Amazon than an individual ecommerce site.

- **Excellent Support**-Everything from inventory tracking, tax collection, to credit card processing is already set up with Amazon's platform.

- **Referrals**-Amazon's built-in algorithms include your product in their "recommended purchases" section found at the bottom of product pages. This means a buyer on Amazon get exposure to your product as a recommended purchase. And, Amazon affiliates will also link buyers to your items through blog and social media posts.

The Cons To Selling on Amazon

- **Fees**-These start at a minimum of one dollar and can go as high as 25% of the product's price.
- **You're a Commodity**-On Amazon you're mostly a commodity. This means there will be other merchants under cutting your prices. Plus, you're competing directly with Amazon for any products they sell.
- **No Control Over Branding**-Unlike on your own site there are few options to promote your own brand.
- **Lack of Customer Loyalty**-Customers are finding your products due to their loyalty to Amazon, not you.



Other Things To Consider



- Once you ship your products off to Amazon, you're no longer in control of what happens to your items. You are, however, responsible for them.
- Plan for returned or damaged items. Amazon's 100% satisfaction guarantee extends to your items, giving your customers additional piece of mind. So, when pricing, you should allow for 3-5% of items to come back that can't be resold.