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Selling Models amazon





Selling Models



FBA & FBM

Models



FBA

- **Fulfilled by Amazon.**
 - Seller sends inventory to Amazon warehouse.
 - Best for High Volume, High Margin products.
 - Packing, Shipping, Customer Service ...



FBM

- **Fulfilled By Merchant**
 - Easier for small scale seller
 - No storage fee
 - For very large and very small products

FBA - Model



FBM - Model



3RD Party Fulfilled Model



FBA Benefits:

- Prime shipping becomes automatically available for your products when you join the FBA program.
- Customers that have a Prime subscription can receive your products within 1-4 days at no extra cost.
- Having the Prime logo next to your products will automatically increase your sales and attract more Prime buyers.
- The number of FBA customers worldwide is even greater.
- These customers generally make more purchases than people without a subscription.



FBM Benefits:

- you can manage all your sales and inventory by yourself.
- In addition, you will store your products, ship them, and handle all customer service and returns.
- You will have a much better understanding of your customer's needs and behavior.
- Numerous non-Amazon sales channels provide substantial discounts on shipping and supplies.
- You can reduce your shipping duration and make its cost more competitive with ground pricing.



prime

The image shows the word "prime" in a bold, blue, sans-serif font. Below the text is a blue curved arrow pointing to the right, which is the Amazon smile logo. The entire logo is centered on a white background.

Prime Benefits:

- Free scheduled delivery to eligible addresses.
- Free same-day delivery to eligible addresses.
- Prime early access- get early access to lightning deals.
- Reach the most loyal Amazon customers
- Offer Guaranteed Delivery Date messaging
- 24/7 after-sale customer service
- Grow business with Lightning Deals
- Manage your stock across multiple channels

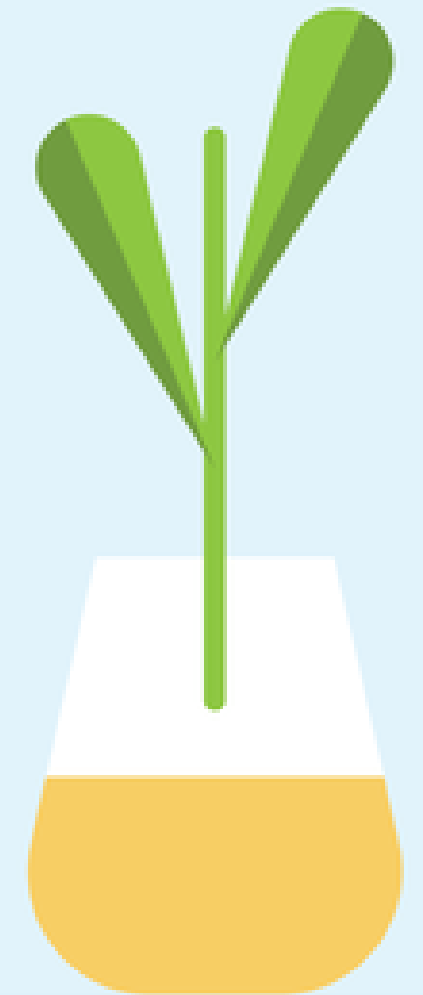


amazon

Placeholder text lines

BUY NOW

prime





SFP

Seller Fulfilled Prime

- Have an Amazon Professional seller account
- Have a domestic warehouse from which to fulfill your orders
- Ship over 99% of your orders on time
- Have an order cancellation rate of less than 0.5%
- Use Amazon Buy Shipping Services for at least 98% of orders
- Deliver orders with our supported Seller Fulfilled Prime carriers
- The seller must agree to the Amazon Returns Policy
- Allow for all customer service inquiries to be dealt with by Amazon



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