

# Your Fulfillment Options for Selling on amazon Marketplace

Our eCommerce team has got you. They've researched the best shipping options for your business from fulfillment by Amazon to fulfillment by merchant. Have questions? Inbox us at [info@taylorlog.com](mailto:info@taylorlog.com).





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Raise your hand if you have an Amazon Prime account? Oh wow, 150 million hands raised? In the 25 years since Amazon was launched, it holds the title as the world's largest online retailer, has become a household name, and is the biggest eCommerce site in the world. Having your products sold on Amazon immensely increases your audience. Amazon allows sellers to fulfill orders themselves or let Amazon handle fulfillment. Let's dive into your options as an Amazon seller.

Lot's of acronyms to digest when talking Amazon shipping; let's break it down:

- Fulfilled by Amazon (FBA)
- Seller Fulfilled Prime (SFP)
- Self-fulfilled order processing route, like Fulfilled by Merchant (FBM)



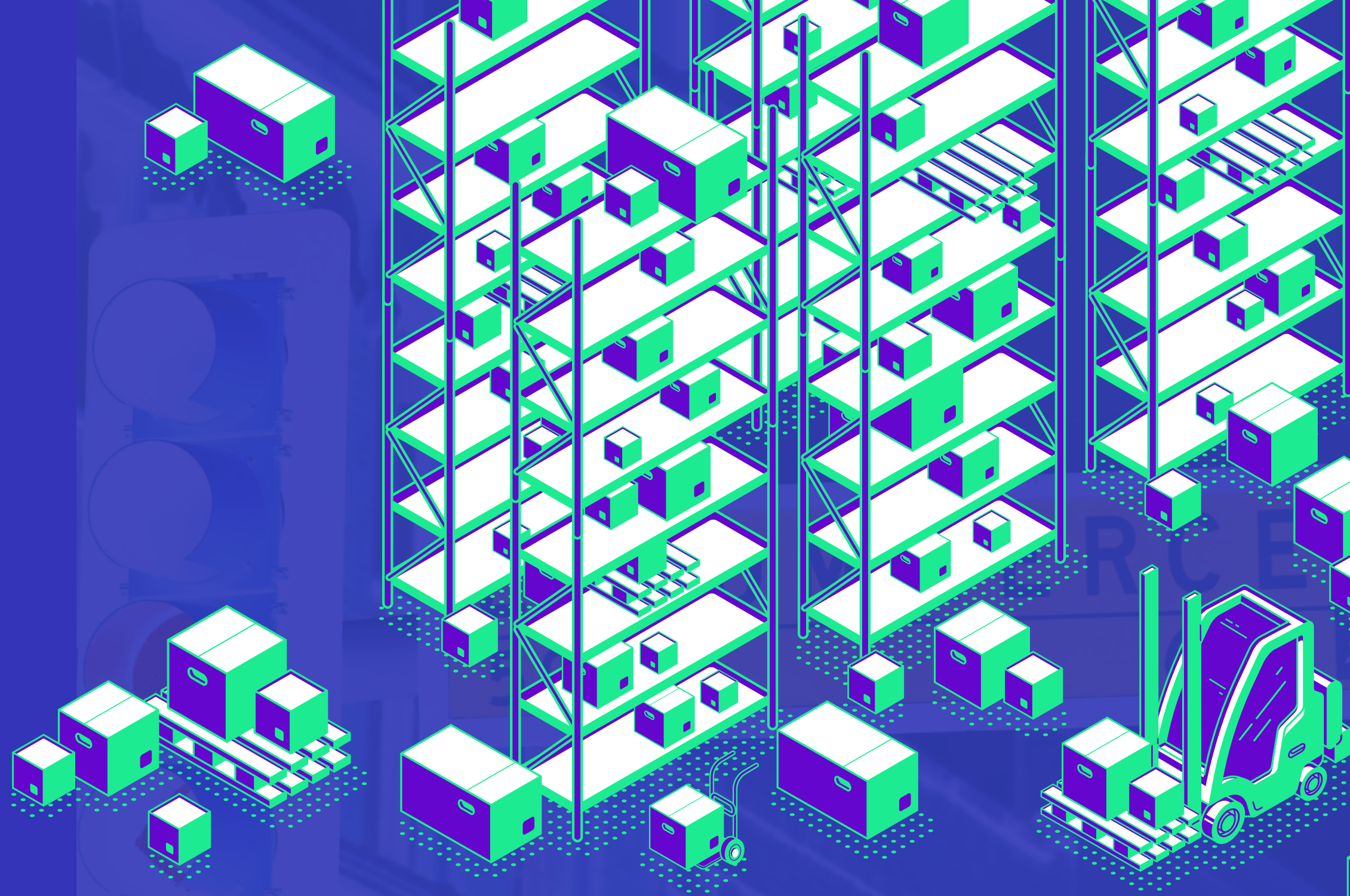
## What is Fulfilled by Amazon (FBA)?

FBA means Fulfilled by Amazon, you sell it and Amazon ships it. The seller sends bulk products in Amazon's fulfillment centers for Amazon to pick, pack, and ship products once sold.



## What is Seller Fulfilled Prime (SFP)?

Similar to FBM, you store, pick, pack, and ship your products to the customers yourself and handle all communications with the customer. However, this shipping option also allows you access to prime customers, competing with businesses that pay the enormous fees for FBA.







## What is Amazon Fulfilled by Merchant (FBM)?

Amazon Fulfilled by Merchant is a fulfillment method in which an Amazon seller is responsible for fulfilling its products purchased on Amazon. FBM can be managed through a seller directly or by partnering with a third-party logistics (3PL) provider.

FBM can be more cost-effective if you can ship orders for a more sensible price compared to what FBA will charge by using your delivery partners and network or your 3PL's network.

FBM is a great Amazon seller shipping option; it allows you the freedom to run your business as you like in terms of scalability, fulfillment methods, and inventory level control.

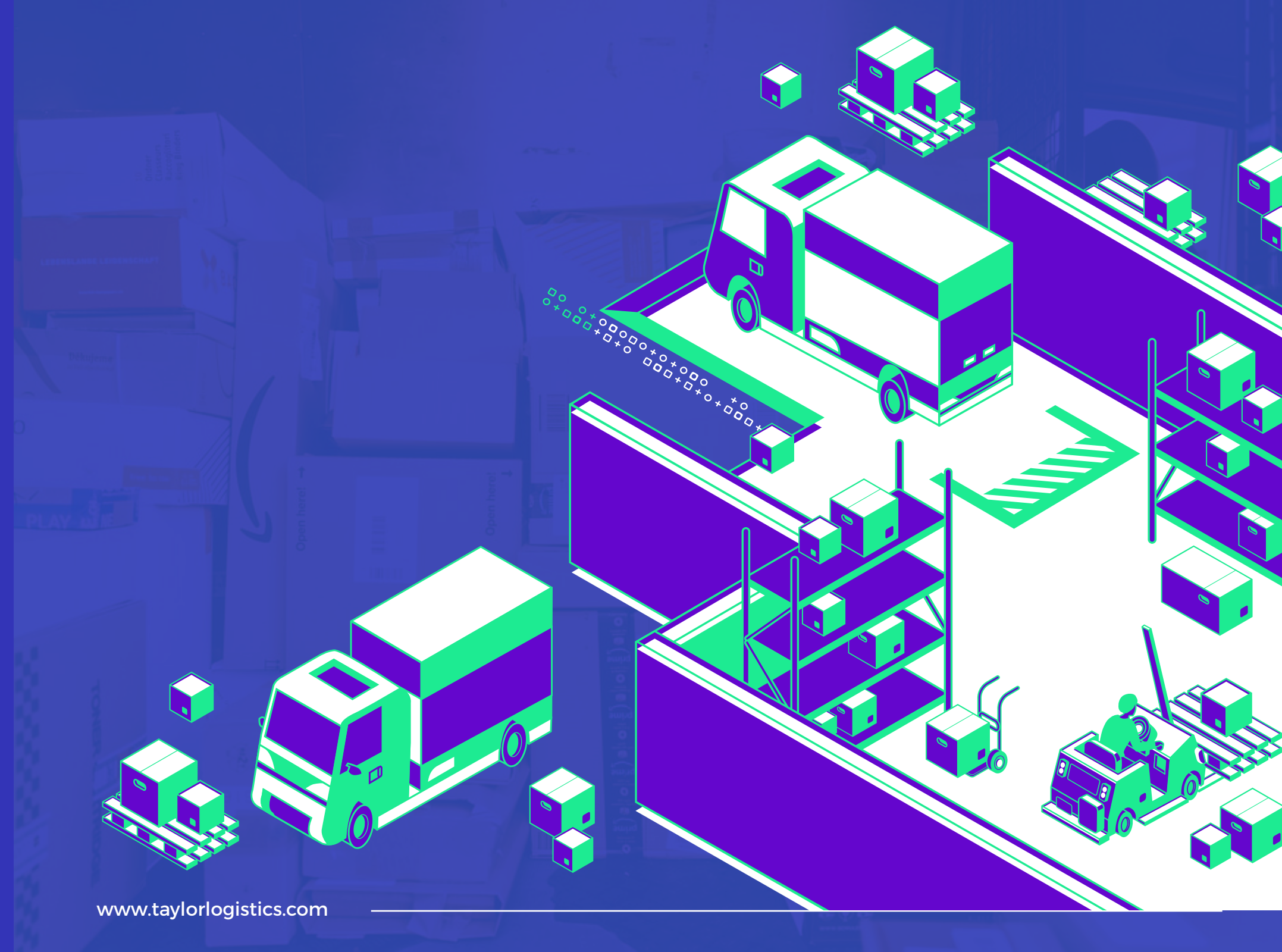


## Partnering With A 3PL | Amazon Fulfillment

Your 3PL should have experience with the program. Dealing with SFP requirements can be difficult.

Your 3PL should have advanced software that integrates directly with Amazon and gives you real-time visibility into order status and metrics.

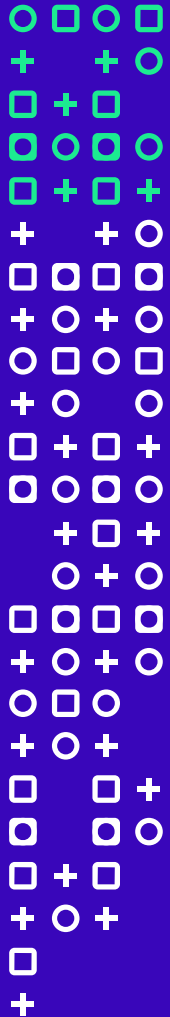
It would be best if you had a 3PL who is focused on customer service. Putting your Amazon marketplace reputation into someone else's hands is a leap of faith. Make sure you pick a partner who's on your side, 100%.





## Amazon Solutions Experts

Our team knows that all of the Amazon seller shipping options can be complicated and overwhelming. It can be challenging to decide which option is best for your business, especially when one option doesn't fit all. It depends on the product you are selling, fulfillment capabilities, profit margins, and more. Our team knows how to meet Amazon's stringent requirements for whichever option you choose. We have the solutions to help you scale your business, and we have the technology to execute the specifications for any Amazon shipment.



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**AMAZON FULFILLMENT OPTIONS**

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