

# **Marketplace Superheroes:**

## **Module #7 – The FBA Roadmap**

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## Getting Started on Amazon



This lesson is titled “The FBA Road Map” because in it you’re going to learn about getting your account set up and ready for inventory. Your goods should now be on the way to the freight hub, which is basically just the place that you’re sending your products to. That could mean your own garage or your own warehouse, although neither of these is particularly recommended. You do need a destination for your freight, however, and that is what is being referred to as your freight hub.

There are three main Amazon account territories. They are the US, Canada, and the UK. The UK does act as a European system within the European Fulfillment Network. This will be discussed further later on. For now, just focus on setting up your account on Amazon. You’ll be taken through all of the account settings so that you understand each and every point you come across. You’ll also be doing a preliminary listing, which will serve as a placeholder within Amazon. Then, you’ll be able to move forward by creating an actual FBA order.

Remember, a lot of this is going to make more sense as you jump in and start going through the process yourself. The process to follow is very step-by-step. You just need to follow along the training until you get everything set up. There’s not going to be a lot of creativity required along this path. Setting up your preliminary listing, for example, is going to be very easy because you’ll just need to enter in some very basic information. Later on, you’ll learn to



optimize your listing by creating the copy it needs, giving it the right title, and adding bullet points to it. After you set up your account for the US, you might want to set up accounts for Canada and the UK as well. To do so, just repeat the steps that you've just learned.

## What is a Forwarding Hub?



You've been presented with the idea of a forwarding hub many times throughout this course. Now it's time to take a closer look at what this is, how it works within the system, and how vital it can be to you. The forwarding hub is, in essence, an intermediary point between the origin of the shipment and its final destination, which is Amazon's fulfillment centers. In other words, the destination of your shipment will be the hub, and then they will be forwarded to Amazon.

There are a few main reasons why this is the best method to use. First of all, you cannot ship directly to Amazon, even if you had a full container full of stock. For tax reasons, Amazon simply can't be the destination of a shipment. They are also unable to take delivery of even freight containers. Pallets are the single-largest item that they can receive. Some people might say that you can ship pre-prepared pallets within the inside of a container. You could, but then you would be shipping mostly air, which would defeat the point on a price basis. Aside from that, Amazon is more than likely going to want you to ship your product to multiple fulfillment centers.

Even trying to ship stock in via the more expensive air freight methods available can cause issues. Some of these have already been discussed. Most notably, getting the product shipped to multiple fulfillment centers can cause problems with the factory because it would be on them to send out these multiple shipments. Also, while an overall order may have worked out to be sensibly priced, it will likely cost more to be sent in multiple shipments.

When it comes to shipping by air, you also have the problem of taxes and duties to consider. This can be a nightmare because you are a third-party shipper. Since the factory is shipping and Amazon is receiving, you're responsible for the taxes involved. You might not even reside in the country of destination, which causes further problems. Hopefully, you are beginning to see how problematic this method can be. Simply having a forwarding hub to receive your shipments will ease a lot of these troubles.

Taxes and customs for imports will all be cleared by the hub and the freight forwarder when your shipment arrives. Once everything is in order, your items can have their final preparation done at the hub. After that, delivery to Amazon can be arranged. It will be your new, all-in-one solution. So, how does the process of using a hub work? It's actually very straightforward.

Your goods will be shipped to the destination country of your choosing. Let's just say that it's the US that you're shipping to. Whenever your goods land in the country, they must clear customs and will be subject to import fees. Your freight forwarder will act as your customs broker and clear the goods.

Once the goods are cleared by the freight forwarder, they will then be forwarded to the forwarding hub. At the hub, they could then be prepared in accordance with Amazon's requirements. After this final preparation is complete the goods can then be delivered to the fulfillment centers that Amazon has instructed you to send them to. Upon arrival to these centers, they will be received into stock and ready for sale.

## Setting Up Your Amazon Account

### WHAT YOU WILL NEED FOR THIS STEP

- An Email address for account / login
- Strong Password  
(incl. Upper & Lower Case, Numbers & Characters)
- Company Registration Numbers or IDs
- Company Address Details & Phone Number
- Store Name
- Credit Card
- Primary Contact Details – License / Passport
- Bank Account Information

You're now going to be given an overview of the FBA roadmap. First you're going to learn how to set up your account. All of these details will be covered in this portion of the lesson. In the sections to follow, the settings that are required will be detailed, and after that, you'll find out how to go about adding your first product. You'll be creating a placeholder for your listing first. Next, you'll discover how to start an inward FBA order. You can pass on the details about this to your freight forwarder and set up the operation for the landing of your goods. You'll also be looking at completing the delivery of your goods to the fulfillment centers.

In the second part of the roadmap, and throughout the modules that precede it, you'll begin learning how to supercharge your listings. Afterwards, you'll begin looking into promotions and advertisements as well as the reporting side of your business. Finally, you'll receive instruction on when and how you need to replenish your inventory.

By now you should be ready to begin the first stage of this process, which is to set up your Amazon account. Some people say that this should be one of the things that you do at the very beginning of your venture. Robert and Stephen don't agree because at the beginning of their process, you don't start out knowing what you're going to buy or how to source it. A lot of their students don't even have a company set up with when they first start out.

If you have followed along the process as it has been presented, you should now know what you are selling, and you should have placed an order by now. This is the optimal time to set up your Amazon account. Here's a list of what you're going to need to set up your account:

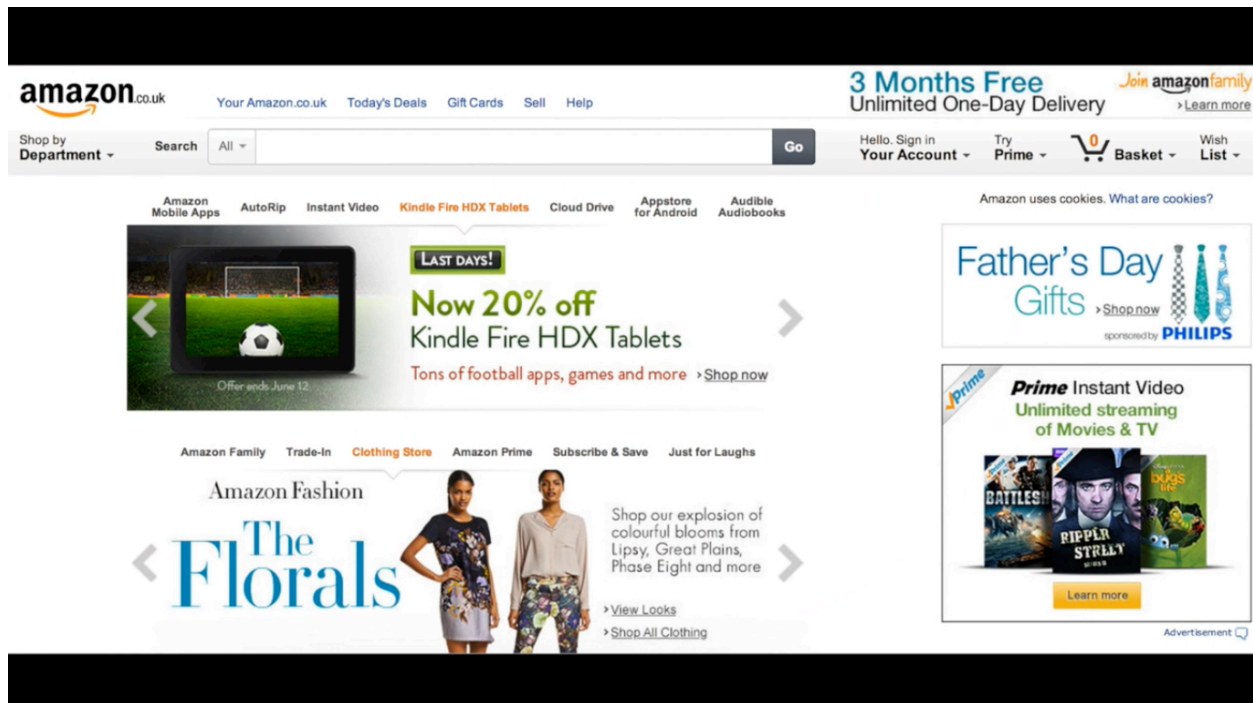
- An Email address for account/login
- Strong Password
- Company Registration Numbers or IDs
- Company Address Details & Phone Number
- Store Name
- Credit Card
- Primary Contact Details – License/Passport
- Bank Account Information

Firstly, you'll need an email address for your login. This shouldn't be your main company email. That's because you will need to use a different email account for each territory that you'll be selling within. In other words, over time you might need an email address for the US, one for Canada, and one for Europe.

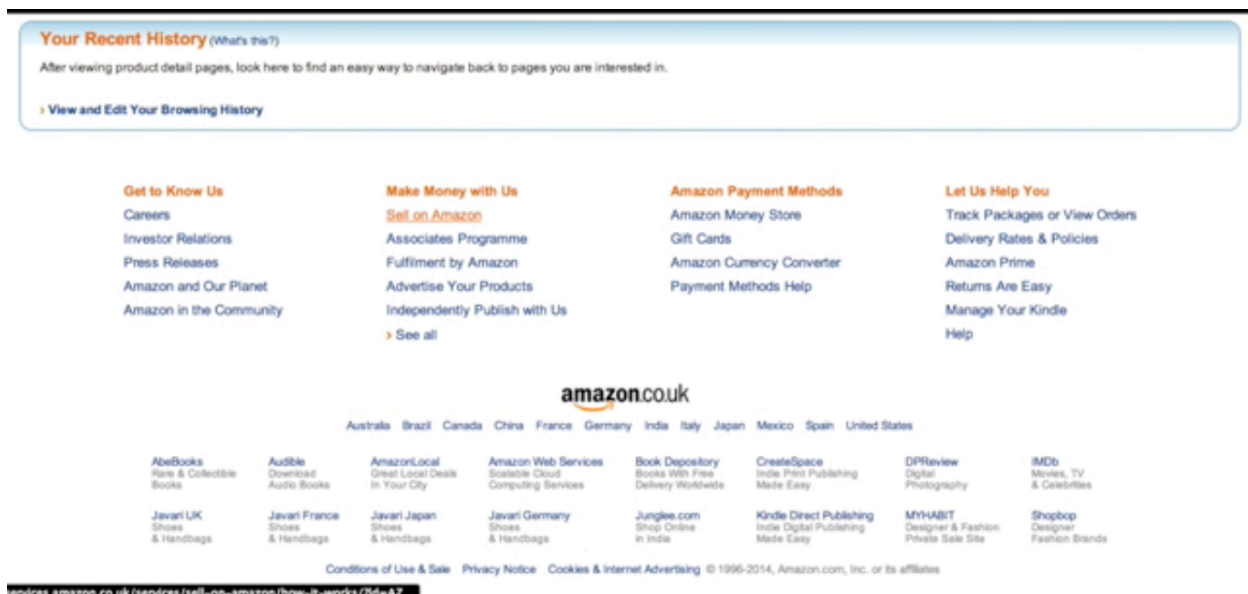
If you have a domain, then you may consider using something like Amazon.USA@YourDomain.com. Then, you might also use Amazon.Canada@YourDomain.com and Amazon.Europe@YourDomain.com for the other two accounts after you decide to launch into different territories. Any style of email will suffice, however.

You'll want to use a strong password. It should include upper and lower case letters as well as numbers and/or characters. You will also need any company registration details or IDs. Your company's address and phone number will also be required, and you'll need to provide the display name or store name that your products will be sold under. This can be the same as your company name, or you can use something different if you want to for reasons of your own.

A credit card will be required upon sign up as well as your primary contact details. You'll also need to provide a drivers license or passport for verification purposes. Lastly, you'll need to provide your company's bank account information, which is what your payments will go into. Let's begin to walk through the process of setting up your account. Take note that the account being set up in the following step-by-step demonstration will be a UK account, but the process is very similar on all of Amazon's platforms.



Above the homepage of Amazon's UK platform is shown. This is where you will want to go if you want to set up a UK site first. If you want to set up a US site first, you'll want to go to that platform, and so on. All of the homepages are basically organized the same way. Once you get to the homepage of your site of choice, you'll want to scroll down to the very bottom, where you'll find a sort of directory for the site. As you can see in the screenshot below, there are a number of links here that direct you to different parts of the Amazon site. You'll want to choose the option to 'Sell on Amazon'.



When you click on the link, you'll be directed to a page that is titled 'Sell on Amazon'. This page will give you the option to sell just a little with a basic account or to sell a lot with a Pro Account. Before choosing, it is encouraged that you go through and read the information at the bottom of this page. When you are done, you'll want to select the 'Pro' option and the registration process will begin.

The first thing that you'll be asked to do is put in the email address that you want to start your account under. You'll be asked to create a new account, and then when you hit 'Continue', you'll be directed to a page where you can enter in your name, email address, and password. Remember, you'll want to put in a strong password using upper and lowercase letters, numbers, and symbols. After entering in this information, you'll click the 'Continue' button again.

On the next page you'll be given some vital information that you'll need to read through pertaining to international sellers, and then you'll select your country of residence. After that, you'll click 'Continue' again, and be brought to the page where you'll provide your business and contact information. You'll want to go through and answer every question that Amazon is requesting, beginning by selecting your seller category. Then you'll move on select your 'Business Form', enter in your 'Business Entity Type', and provide your business' registration number, and so on.

Next, the site will request your contact information. This will include your address, post codes, phone number, and such. You'll also be asked to submit your company's legal name, which will be on any documents that you received when you were forming that company. In the UK, there's a requirement for VAT. In the initial period, you won't be registered for VAT, so you won't want to check the box for this. If you are already registered, you can check this box, however, and then enter in your VAT number. When you are done, click to continue.

The following page will request your credit card information, including your billing address. You'll want to enter all of this information in and then click on the 'Save and Continue' button at the bottom of this page. After that, you'll be asked to verify your phone number. Simply enter in your phone number and click 'Call Me Now'. The system will reply to you with a pin, which you will enter in to verify that you received the call. This will verify the phone number that they have on file. Once that is complete, you'll be able to move onto the next step.

The next page will list all of the information that you've put in so that you can review it, make sure it's correct, and change it if you need to. There may be some information that hasn't yet been entered, but you will be able to click to add what's required. You will be asked to provide your passport or drivers license info. Again, this process is very straightforward and not very

difficult at all. Once you have entered all of the data requested, you can click on 'Save and Continue' to move forward.

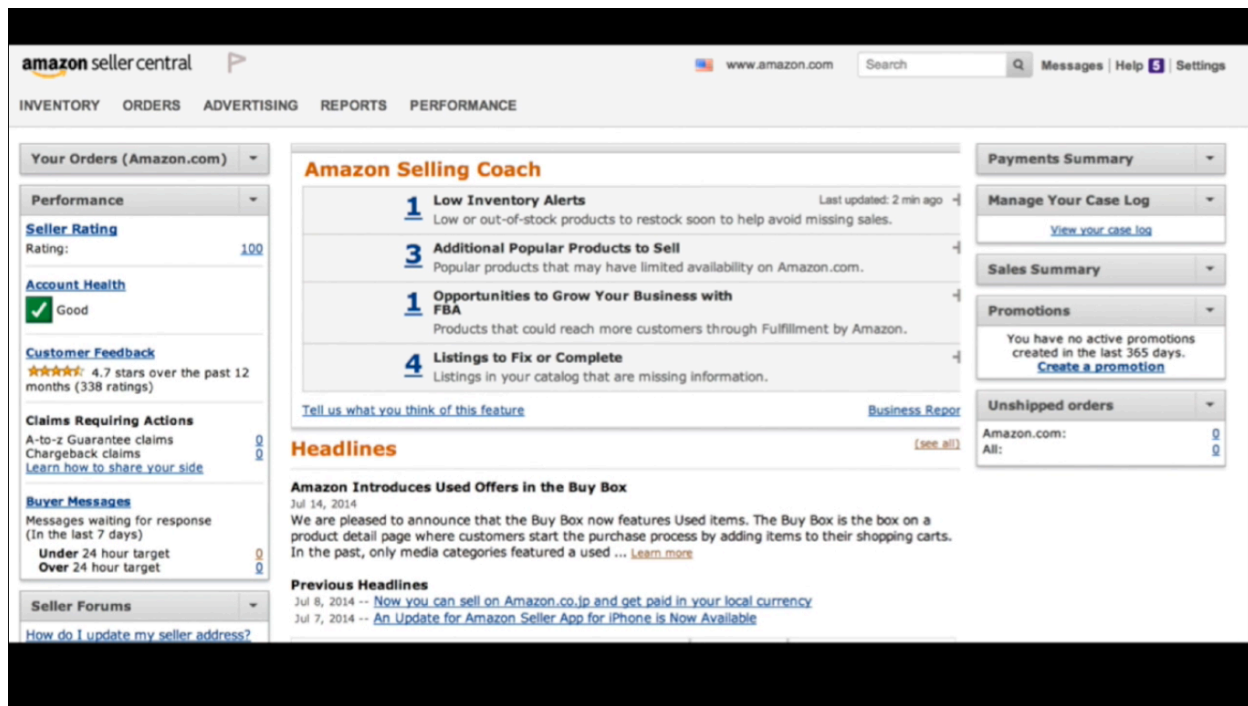
Next, you'll enter in the 'Beneficial Owner' information. If you are the only owner of the company, you'll simply select '1' and click the checkmark provided to declare that you are the official owner of the business. If that's the case, you can just click on the 'Submit' button at the bottom of the page. If not, fill in all that's requested and then move on to click 'Submit'.

Finally, you'll be able to submit your bank account information for the company. Click to add that, select the location of the bank account, and then type in your account details. When you are done entering all of this in click 'Submit' again, and on the next page Amazon will request to verify your bank account by making a micro-payment to you. So, you'll select the bank account that you want to verify, which will be the one you just entered in the information about.

After 3-10 working days, Amazon will insert a small payment into that account. Generally this will be less than one pound or one dollar. Once you see this appear in your bank account, you can come back into the designated area to insert the amount that was transferred and click 'Save'. That will verify your bank account. After this is all complete, you'll be greeted into the Amazon Sellers Central area.



## Initial Amazon Account Settings



Now that you have created a Seller Central account, you'll want to edit some of the settings within that account. The screenshot above is of the Seller Central interface. You're going to become very familiar with this because you'll be on here on a daily basis. In the top right hand corner of this page, you'll find a 'Setting' tab, and when you click on this tab, you'll be presented with a number of different options. The main options that you'll be working with right now are the 'Account Info' options, the 'Notifications Preferences', and 'Your Info & Preferences'.

There are other options that you'll want to have a look at, but for the moment, the options listed above are the ones that you'll mainly want to pay attention to. Some of your options, such as your shipping settings and the gift options, are going to be set up for you automatically since you are using FBA. Go ahead and begin by clicking on 'Account Info'. When you click on this you'll be directed to the page shown below.

**amazon seller central** INVENTORY ORDERS ADVERTISING REPORTS PERFORMANCE Search Messages | Help Settings

## Seller Account Information [Contact Us](#)

View your settings below. Use the 'Edit' buttons to change any of the fields. [Learn more](#)

Use the 'Edit' buttons to change any of the fields below.

Selling Plan <a href="#">Modify Plan</a>	
Selling on Amazon	Professional
Selling on Amazon	Registered
Fulfillment by Amazon	Registered
Amazon Webstore	<a href="#">Not yet registered</a> <a href="#">Learn more</a>
Amazon Product Ads	<a href="#">Not yet registered</a> <a href="#">Learn more</a>

Listings Status <a href="#">Edit</a>
Current Status of Listings: Active (Listings available for sale on Amazon)

What you'll want to do is go through each and every individual section of this page and make sure that it contains all of the relevant information that have to offer. It's vital that you have everything as complete as possible. For example, you want to make sure that the correct email address in order to ensure that you receive all of the emails that pertain to your business.

Your display name will generally be the name of your company, but some people may have a different name that they want displayed. You'll also want to make sure that your business address and your company's legal name is included. It may be a virtual office that you're using for this address. Remember that all of this information can be inserted or edited at any stage. It's important to get the information pertaining to your company structure correct from the very start, however.

Your charge methods and deposit methods can be entered in or edited from this page as well. The 'Deposit Method' is the bank account that Amazon will deposit your money into. Normally, money will be deposited biweekly. This will be covered in more detail later. Right now, you just want to make sure that all of this information is correct. The 'Charge Method' section will contain your credit card information. That's just so that if you are operating on a negative Amazon can charge your card. It's very unlikely that this will happen because as soon as you get started, you'll start making sales.

You can add a return address in here as well. This isn't overly necessary because since you're using Amazon FBA, any customer returns will go back to them. If you do decide to use a return address, it does have to be within the same country that your account is in. Therefore, if you

have a US account, the return address must be within the US. You can put one in there if you like, but again, you don't have to.

Your charge method for advertising is more than likely going to be the same as your charge method for Amazon. This will be covered in more detail when the training about promotions is being presented. However, you can go ahead and put it in now, if you like, and that way it's already stored for later.

Next, you'll go into your 'Notification Options'. The easiest way to take care of this is to enable every type of notification. From there, you can decide which types of notifications are useful to you and which are not. Once that is determined, you can come back into these settings to disable the ones that don't work well for you. This really is a matter of personal preference.

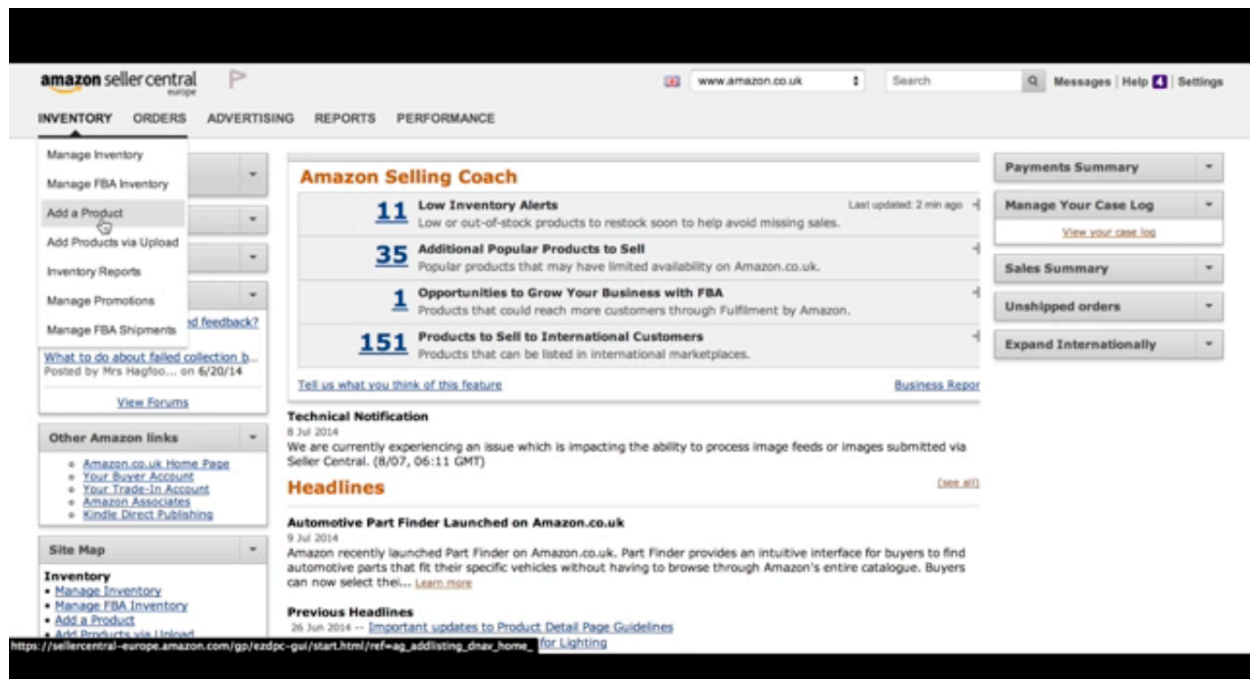
Moving into the 'Your Information & Policies' section, the first three on the left-hand side are the ones that you'll need to have set from day one. The options listed here are 'About Seller', 'Seller Logo', and 'Shipping'. When it comes to your shipping information, you're going to detailing to your customers that you use FBA 100% of the time and that means that they are getting the same type of service as if they were buying from Amazon directly. You'll want to describe this in detail just to reassure your customers.

As far as plugging in your seller logo, Amazon does have some guidelines in terms of what size your logo should be and things like that. It's only a five-minute job to resize a logo to Amazon's specifications. However, if you're not familiar with editing graphics on a computer, you can go ahead and find someone on Fiverr to do it correctly for you.

The 'About Seller' section is what you really want to pay attention to. The page that you will be directed to when you click on the 'About Seller' link is shown above. As you can see, the 'Design View' tab is currently selected, but there is also a 'Code View'. The 'Design View' is the easiest one to use. You can simply put text in when you use this. If you have a bit of code that you want to put in, you are more than welcome to use the 'Code View' option.

All you really have to do is put in a description of your company and what it's about. You should also write a little about what you attend to achieve and how much you value your customers. When you are done typing all of this in, click 'Save', and you'll be good to go.

## Adding Your First Product



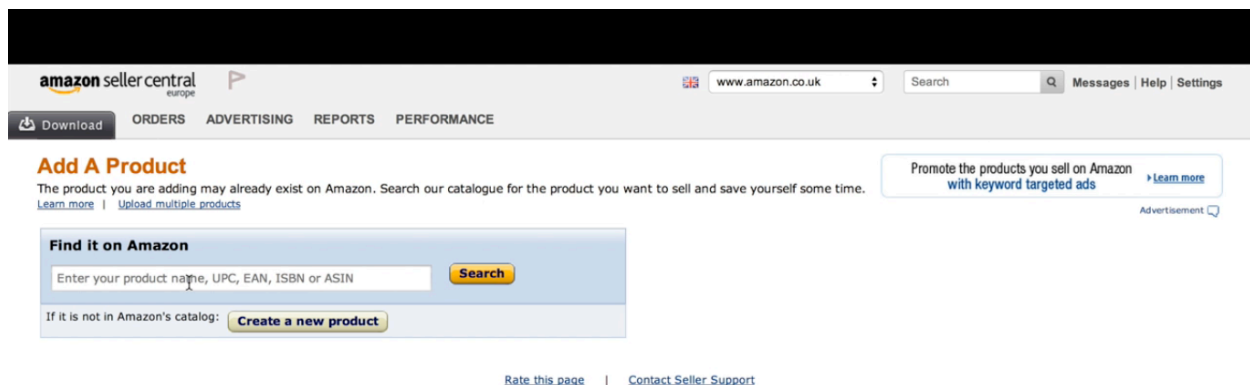
Now that you have your initial account settings all complete, you can start a listing for a product and add the initial details of that product and use this as a placeholder until you're ready to go back in and optimize it. Making a placeholder listing will allow you to create an inward FBA order, and how to do so will be explained in the sections to follow. For now, let's get started by adding your first product. Here's what you need for this step:

- The EAN Barcode of the Product
- The SKU you assigned to the Product
- The Price of the Product
- Short Description for the Product
- Brand Name

**TAKE HEED.** The EAN barcode is not editable, so you'll want to make sure that you enter it in correctly the very first time. The SKU that you assign to your product in the Xcellerator software is what you'll want to type into Amazon. The SKU is also hard to edit on Amazon, so make sure that this is correct also. The price of a product is changeable and so is your description.

The process of setting up a product on Amazon is really pretty simple, but this process is going to be demonstrated anyway. Of course, you will want to enter in the details as your own product as you do this. Go ahead and collect the information that's listed above and then when you are done, keep reading on in order to complete this process.

The first thing that you'll want to do, once you have gathered all the information up that you will need, is log into your Amazon Seller Central account. Once you have logged in, you'll want to click on the 'Inventory' tab, which is being selected in the screenshot above. From the menu that opens up, you'll want to choose 'Add a Product'. The page that you will come to is shown below.

The screenshot shows the 'Add A Product' page in Amazon Seller Central. At the top, there's a navigation bar with the Amazon Seller Central logo, a language dropdown set to 'www.amazon.co.uk', a search bar, and links for 'Messages', 'Help', and 'Settings'. Below this is a secondary navigation bar with tabs for 'Download', 'ORDERS', 'ADVERTISING', 'REPORTS', and 'PERFORMANCE'. The main heading is 'Add A Product' in orange. Below it, a message states: 'The product you are adding may already exist on Amazon. Search our catalogue for the product you want to sell and save yourself some time.' There are links for 'Learn more' and 'Upload multiple products'. To the right, there's a promotional banner for 'Promote the products you sell on Amazon with keyword targeted ads' with a 'Learn more' link. The central section is titled 'Find it on Amazon' and contains a search input field with the placeholder text 'Enter your product name, UPC, EAN, ISBN or ASIN' and a yellow 'Search' button. Below the search bar, it says 'If it is not in Amazon's catalog:' followed by a yellow 'Create a new product' button. At the bottom, there are links for 'Rate this page' and 'Contact Seller Support'.

On this page Amazon is prompting you to find your product on the site, but your product doesn't exist there yet. One little check that you might do is put in the barcode for your product just to make sure nothing comes up. When you do, the results should say "We could not find any products for: [Barcode]". If for some reason something comes up, you'll know that you won't be able to use that existing barcode.

Once you are sure that there are no products listed with your barcode, you can click on the option to 'Create a new product', which is located underneath the search bar. This will lead you to a page titled "Create a new product: Classify". In other words, the first thing that you are going to do when creating your product is to classify it. So, you'll begin by choosing a category for your product to be featured in. In Robert's case study, he chose 'Home Organizers & Storage' as the category for his product.

If the primary category that you have chosen has any subcategories, they will come up in the center screen within the interface. This is demonstrated in the screenshot above. You'll need to select one of them and possibly even a second subcategory. If there aren't any subcategories, you can just click 'Select' to move forward in the process. This will bring you into the main area for listing your product.

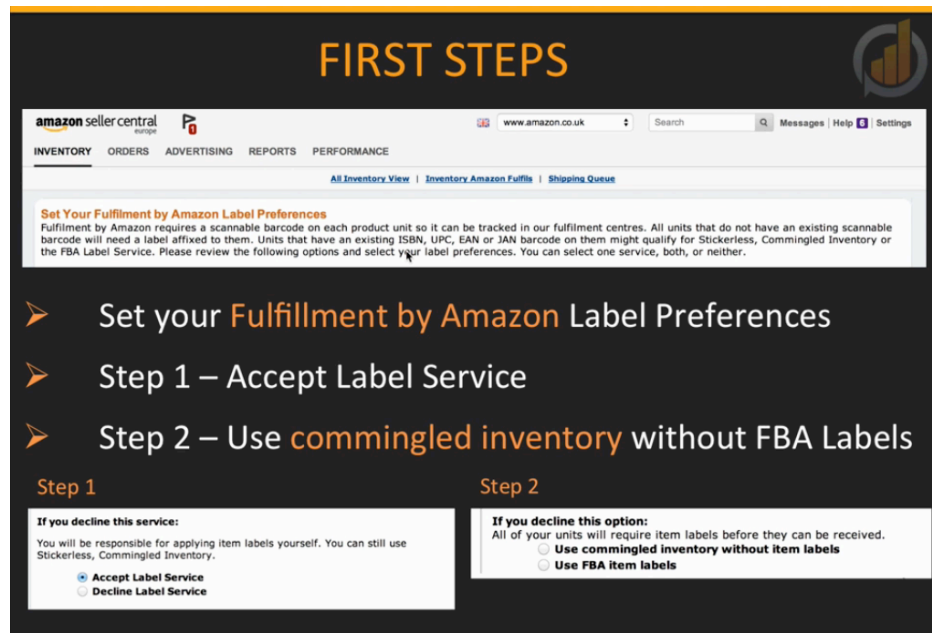
There are five different tabs on this screen, each with fields to fill out and details to select. At this time, you don't need to fill out everything. You only need to fill out enough to get the product activated. In a future lesson, you'll be shown how to go through and fill all of this out. For now, there are only a few details that you need to fill out. The first is your 'Title', which will really be small description for your product. For his title, Robert typed in "Bamboo Charcoal Bag – 500mg". In the 'Brand' field, you would just use your brand name. You'd also use this in the 'Manufacturer' field. Next, you'll find a field requesting a 'Part Number'. This is where you will type in your SKU.

All of the fields that you are required to fill out will have a red asterisk by them. So, after you enter your SKU you can skip over a lot of different options and just scroll down to the last field, which calls for your 'EAN or UPC'. Simply type your UPC into this field and click on the 'Next' button at the bottom-right to continue. This will open up the second tab, which is the 'Offer' tab. This is where you will put in your 'Seller SKU', which is the same as the SKU that you entered in as your 'Part Number'. You'll also want to choose the 'Condition' of your product from the dropdown menu for this option. You would select 'New', of course.

The next field required calls for you to put in 'Your price'. You can change this later so don't worry too much about what price you are setting right now. Remember, all you are really doing at this point is filling out what's necessary. Anyway, down at the bottom of this page, you'll find options for your 'Delivery Method'. Now this is a bit tricky because you are going to use FBA, but you want to actually select the option that says "I want to dispatch the item myself to the customer if it sells." You are going to change this eventually, but for now just select this option. There's a reason for this that will be explained to you later on in the course.

After you choose your delivery method, a 'Quantity' box will open up on the page, and you will want to type in '0'. Then, you simply scroll down to the bottom of the page and click 'Save and finish'. You will wait a moment or two for the site to add it to the catalogue, and then you will get a message that says "Congratulations! Your product is now listed for sale on Amazon."

## How to Set Up Your FBA Inventory



You may have already taken the steps to set up your 'Fulfillment by Amazon Label Preferences'. This can come into play after you have set up your product if you have selected the option to have Amazon ship the items. Robert and Stephen recommend that you select the option to fulfill your products yourself so that your fulfillment isn't turned on until you are ready.

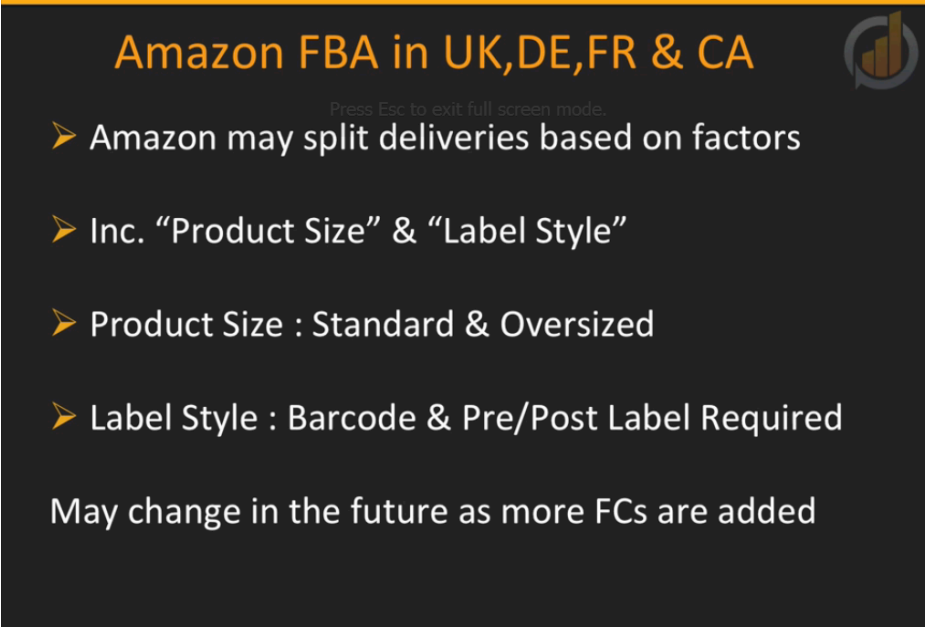
The first thing that you'll want to do when it comes to selecting your preferences is to accept the label service. This just means that should you require Amazon to label a product for you in the future this service will be available to you whereas if you decline the service, it won't be.

You'll also want to use the commingled inventory without FBA labels. This simply means that you can use your barcodes as unique identifiers for your products. That way, you won't have to label your products using Amazon's FBA labels. TAKE HEED. It is important that you do this when it comes up because whatever options you choose cannot be undone later. These instructions are also explained in the screenshot above.

Now that your account is ready to receive inventory, you need to understand how they expect you to send that inventory. First, take note that all Amazon countries do not have the same process for sending inventory. There are some slight differences, and the one that's the most different is the US. Here are some of the things that you need to know beforehand about Amazon FBA in the USA:

- Amazon may split deliveries based on factors
- Inc. “Product Size”, “Label Style” & “Location”
- Product Size: Standard & Oversized
- Label Style: Barcode & Pre/Post Label Required
- Location: Enabling stock to be closer to end user

It’s important that you know Amazon will split deliveries based on a number of factors. These factors include the product’s size, label style, and location. When it comes to the product size, Amazon will split up the oversized items from the standard-sized ones. As far as the label style goes, there is such a thing as a barcode-only style; this is primarily what will be used in this system. As time goes on, Robert and Stephen may propose using pre or post label requirements at a later date.



**Amazon FBA in UK,DE,FR & CA**

Press Esc to exit full screen mode.

- Amazon may split deliveries based on factors
- Inc. “Product Size” & “Label Style”
- Product Size : Standard & Oversized
- Label Style : Barcode & Pre/Post Label Required

May change in the future as more FCs are added

If you send stock to the fulfillment centers for Amazon US, they will want you to ship stock into a few different locations within the US. That’s simply because it allows them to get stock to your consumers a much more quickly. Therefore, at the very start you’ll have to use multiple shipments. Here are some of the things that you need to know beforehand about Amazon FBA in UK, Germany, France, and Canada:

- Amazon may split deliveries based on factors
- Inc. “Product Size” & “Label Style”



- Product Size: Standard & Oversized
- Label Style: Barcode & Pre/Post Label Required
- May change in the future as more FCs are added

Using Amazon FBA for deliveries in the countries listed above is a bit simpler. Amazon might still split the delivery based upon various factors, particularly for Canada since it is such a big country. This might change later on, but for now, the factors only include the product size and the label style. The products may be split between oversized and standard sized products, and products may also be split up depending on whether they have a barcode or a pre/post label.

Since Italy and Spain are relatively new to the Amazon system. In this case, the act of splitting up deliveries is only based on one factor, which is the label style. This might change in the future. Now that you have an understanding of how this works, let's take a little bit of time to go over the best tactics for maximizing your profits when it comes to shipping items to Amazon. Right now, your ultimate goal should be to palletize your shipments, and you want to use outer boxes that will allow your stock to fit onto these pallets optimally. Eventually, you'll want to have order quantities that fill up whole pallets.

It's also important that you learn to stay ahead of Amazon's system. In other words, you'll want to be planning shipments and purchase orders at the same time. Whenever you are planning a purchase order, if you can go ahead and plan a shipment at the same time, you will see where Amazon is going to ship these items to. This puts you in a better position for optimizing the amount of stock you send on a pallet.

It is recommend that you always use a trusted logistics partner because they are the guys that are doing this day in and day out. However, understand they are going to be using your system and the quantities that you tell them; they aren't going to try to maximize your pallets for you. When you think about the amount of space that your product is going to take up on a pallet, think about it like a jigsaw puzzle. Building up a pallet requires a lot of boxes, but you've got to go with a certain shape or size. If you leave on box out, one piece out of that jigsaw, then you're shipping your pallet with space that you could be utilizing.

This probably seems a bit confusing, but a lot of this has been simplified for you. A list of pallet maximizing, outer box dimensions have been provided to you. That way, you can just provide this to your factory a let them choose the appropriate dimensions for your outer boxes. This will allow you to feel safe that you are taking advantage of the optimum amount of room on your pallets. This gets a little more confusing when you ship to the US, Canada, and the UK, which use imperial pallet sizes, and in the Euro zone they use Euro pallet sizes. So, this list can

be a bit of a Godsend. It certainly does save you a lot of time, and when it comes to your box dimensions and pallet sizes, it will save you a lot of money too.

Ordering quantities that fill pallets may not be achievable in the first few runs of your products. You might be ordering the MOQ at first because you want to test things out and see how a product is doing first, and then you may want to wait until you grow your business up a little before you start ordering larger quantities. As you move into new countries, you'll want to test your products out there too and then grow from there. The amount of sales that you get is going to differ from country to country. While a product might be hot in one country, it may not sell as well in another.

## ORDER QTYs THAT FILL PALLETS



- This may not be achievable in first few runs of products
- You will have to test your products first in a new country
- Country sales will differ – some hot, some colder
- Use box sizes to test and grow then scale up to pallets
- When you have your growth use split pallets to scale further
- But the eventual goal remains

Pallet(s) per product per country

You are going to use box sizes to test these markets, but your goal should be for your business to grow and eventually scale up to ordering pallets of stock. You can use split pallets to scale further. For example, let's say that you have more than one product. You can put two products or more onto one pallet. That will help you to scale up even more. Still the goal should remain to have a pallet, per product, per country.

Going back to planning shipments while planning purchase orders, this will inform you of any changes that Amazon has made after your previous shipment and before the new one. You might have had a shipment in the past for which you set a plan for, but that could be all gone when it comes to the next one because Amazon may have moved that location, they may have another fulfillment center, or you may have had a sales increase in a certain area and they want you to move more stock into that area. Also, you might have a new quantity. For example, you might have been able to double your quantity. For these reasons, you want to plan your

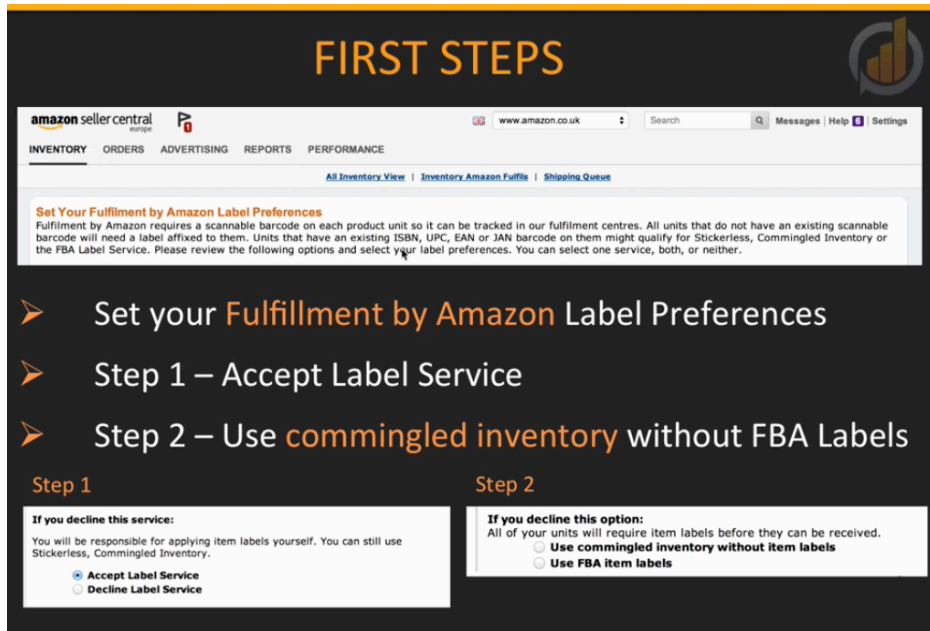
shipments as you are planning your purchase orders. That way, you can fine-tune the orders that you make.

Now, what can the use of a trusted logistic partner do for you? First, this creates a uniformed shipping process for you from the factory to each and every country and fulfillment center because there is a single point of contact. Second, your shipping and transport costs will remain visible at all time. You'll know the people that you're dealing with, and you won't have to deal with changes all the time, such as in the cost of your shipments.

Having one point of contact is really essential for organization. You don't have to get bamboozled by different countries and various shipments because your logistics partner will take care of all these details for you and keep things organized. You'll also be able to take advantage of their economies of scale. They ship pallets and containers all day long, so they are familiar with the process. If you were to do this all on your own, your costs would be sky-high, so Robert and Stephen really hope that you take advantage of their economies of scale.

One of the best aspects of all of this is that you can be safe in the knowledge that they are dealing with everything. You can hand things off straight away saying, "There's my factory, there's my goods, and this is where I want them to do." Everything else after that is up to them. As previously said, they deal with these types of thing day in and day out. Lastly, your shipments are outsourced. You have to understand that you are not a shipping company, but they are. Again, you can just hand the specifics off to them and then feel safe in the knowledge that the details are being handled for you.

## How to Create an Initial Inward FBA Order



The screenshot shows the 'FIRST STEPS' section of the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon seller central' and 'www.amazon.co.uk'. Below this, a menu includes 'INVENTORY', 'ORDERS', 'ADVERTISING', 'REPORTS', and 'PERFORMANCE'. The 'INVENTORY' section is active, showing links for 'All Inventory View', 'Inventory Amazon Fulfills', and 'Shipping Queue'. A message box titled 'Set Your Fulfillment by Amazon Label Preferences' explains that fulfillment requires a scannable barcode and offers options for 'Stickerless, Commingled Inventory' or 'FBA Label Service'. Below the message, three steps are listed: 1. Set your Fulfillment by Amazon Label Preferences, 2. Step 1 – Accept Label Service, and 3. Step 2 – Use commingled inventory without FBA Labels. Step 1 details the choice between 'Accept Label Service' (selected) and 'Decline Label Service'. Step 2 details the choice between 'Use commingled inventory without item labels' (selected) and 'Use FBA item labels'.

**FIRST STEPS**

amazon seller central  
www.amazon.co.uk

INVENTORY ORDERS ADVERTISING REPORTS PERFORMANCE

[All Inventory View](#) | [Inventory Amazon Fulfills](#) | [Shipping Queue](#)

**Set Your Fulfillment by Amazon Label Preferences**  
Fulfillment by Amazon requires a scannable barcode on each product unit so it can be tracked in our fulfillment centres. All units that do not have an existing scannable barcode will need a label affixed to them. Units that have an existing ISBN, UPC, EAN or JAN barcode on them might qualify for Stickerless, Commingled Inventory or the FBA Label Service. Please review the following options and select your label preferences. You can select one service, both, or neither.

- Set your **Fulfillment by Amazon** Label Preferences
- Step 1 – Accept Label Service
- Step 2 – Use **commingled inventory** without FBA Labels

**Step 1**

**If you decline this service:**  
You will be responsible for applying item labels yourself. You can still use Stickerless, Commingled Inventory.

☒ Accept Label Service  
☐ Decline Label Service

**Step 2**

**If you decline this option:**  
All of your units will require item labels before they can be received.

☒ Use commingled inventory without item labels  
☐ Use FBA item labels

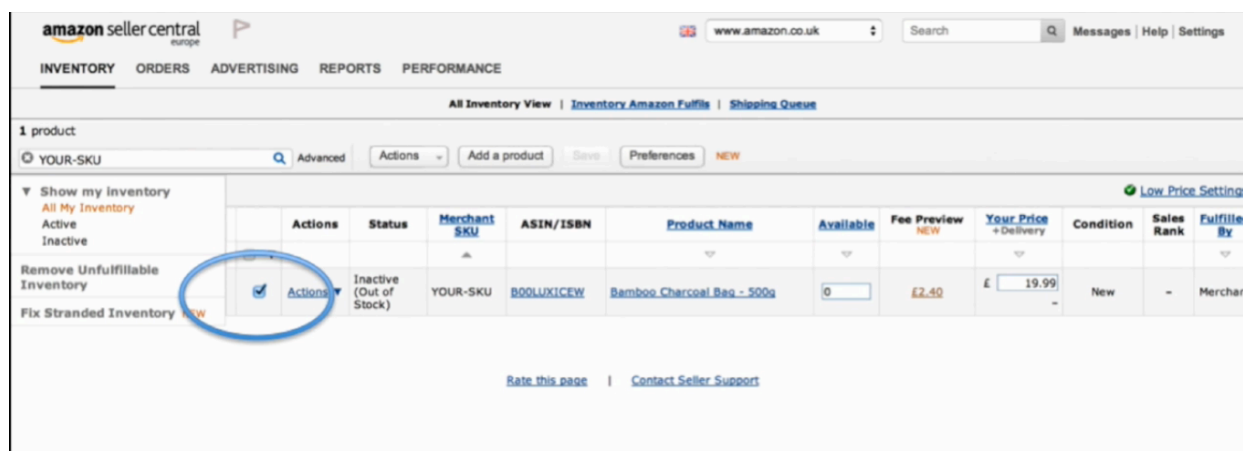
This section covers how to create an inward Amazon FBA order as well as all of the methods that you're going to use for this. However, first something needs to be reiterated. Above you'll find that the first steps to setting up your fulfillment by Amazon label preferences are shown again. To begin, you'll need to make sure and accept Amazon's label service. This way, you can utilize this feature if you so desire in the future. The second step is to use the commingled inventory without the FBA labels. Again, this will allow you to use your EAN barcode as your product's unique identifier. The reason that these are being shown again is that these options cannot be changed at a later date, so please set these correctly when you are first presented with them.

Also, before digging into creating your inward FBA order, let's have a quick recap of what you've learned throughout this lesson. At this point, your order should be placed for your products, and you've made sure that your product packaging contains the EAN Barcode. Also, you should have informed your logistics partner of the order by now, and your Amazon account should have already been set up. Your product should now be added to Amazon, and the same EAN should have been used when you did this. If all of this has been done, your account should now be ready to receive inventory.

There are several things that are useful to know before starting this process. First of all, you'll want to know the quantity of each product that you have to ship. You'll also want to know how many items there will be in each box. By the way, it's important to make that uniform as you

place your orders. In addition, you'll want to know the address of your product's last stop before it reaches Amazon's fulfillment centers. In other words, where is your hub? Are you using your trusted logistics partners? If so, you'll need the address of their hub.

Are you going to be shipping by boxes or by pallets? At the start, you may be shipping by boxes, but if your order is slightly bigger or if it's your second time, you may be shipping by pallets. As previously discussed, the former is your eventual goal. Next, you'll need to know how many boxes your shipment will have, and if relevant, how many boxes are on a pallet. Also, if you are shipping by pallet, you'll want to know how many pallets there are. These are all things that you'll want to know before you go any further.



When you are ready to get started, log into your account and click on 'Inventory'. Again, this option is located at the top-left of your dashboard. When you click on this, a dropdown menu will appear, and you'll want to choose 'Manage Inventory'. This will bring you into the 'Manage Inventory' submenu. It is shown above. You should have already added your product's SKU into the settings when you created your listing, so it should automatically appear when you reach the page above. You'll want to select the checkbox that's located to the far-left of the row that your product is in. This is demonstrated in the picture above as well.

After selecting the checkbox, you'll want to click on the 'Actions' dropdown menu, which is located right next to the search bar on this page. When the dropdown menu opens up, you'll want to select 'Change to Fulfilled by Amazon'. This should be the second option listed. After selecting this option, you'll be brought to a page that's titled 'Convert to Fulfilled by Amazon'. On this page, you'll find a button that is labeled 'Convert & Send Inventory'. You'll find this on the bottom-right of the page. Click on this to continue.

amazon seller central

www.amazon.co.uk

INVENTORY ORDERS ADVERTISING REPORTS PERFORMANCE

Shipping Queue | Inbound Performance Summary NEW | Scan & Ship | Upload Shipping Plan File

### Send/Replenish Inventory

Create new or add to an existing shipping plan?

Shipping plan *What's this?*

☒ Create a new shipping plan

☐ Add to an existing shipping plan

Ships from

A Company

Street Address

City

Region

(0123) 456 789

[Ship from another address](#)

Ship to: United Kingdom

*What's this?*

[Enable Multi-Country Inventory](#)

Item Pkg. Type *What's this?*

☒ Individual products

☐ Case-packed items

[Continue to shipping plan](#)

Provide missing information, remove ineligible products and specify the quantity for each product you want to include in this shipping plan.

1 to 1 of 1 product

Merchant SKU	Product name	Condition	Action required	Units	Remove
<a href="#">Show ASIN/FNSKU</a>					

Please enter the quantity of units you will be sending.

At this point you should be in the 'Send/Replenish Inventory' section. This is where you create a new shipment plan or add to an existing plan. You'll also designate where the items ship from and the item's package type. The link that you want to click on to add the address of your final destination is circled in the screenshot above. When you do, a form will come up in which you can fill out the details pertaining to the address and so on. This helps Amazon to determine where your items need to go and how they are going to be shipped out to your customers.

When you are done entering in the address for your product's destination, you'll want to select the package type. By default, the 'Individual products' option will be selected. If your boxes are all uniform, like if you have 300 units and they are 30 to a box, select 'Case-packed items' every time. After making your selection for this and making sure that the address you entered was correct, go ahead and click on the button labeled 'Continue to shipping plan' to move forward.

On the next page to come, you'll be asked for your package dimensions because you haven't yet told Amazon what the exact dimensions of your product are yet. Go ahead and fill out the dimensions fields, and by the way, you do have the option to change the dimensions from inches to centimeters. Once you click on 'Save', this information will be stored for you within the system. After that, you'll be asked to insert the number of cases and the number of items that are in each case. In Robert's case study example, he typed in that there were 25 units per case and that there were 10 cases, which made 250 units. This is depicted in the screenshot below.

[Set Quantity](#)
[Prepare Products](#)
[Label Products](#)
[Review Shipments](#)
[Prepare Shipment](#)
[Summary](#)

Ships from  
 A Company  
 Street Address  
 City  
 Region

Item Pkg. Type What's this?  
 Case-packed items  
[Change to individual products](#)

Ship from another address

Provide missing information, remove ineligible products and specify the quantity for each product you want to include in this shipping plan.

1 to 1 of 1 product

Merchant SKU	Product name	Condition	Action required	Units per Case	Number of Cases	Total Units	Remove
<input type="checkbox"/> Show ASIN/FNSKU							
YOUR-SKU	Bamboo Charcoal Bag - 500g Size: Standard-Size EAN: 5055324042163	New	--	25	10	250	<input type="button" value="X"/>
Totals						250	

1 to 1 of 1 product

After entering in that information, you'll want to click on the 'Information required' and the 'Remove required' tabs. They are circled in the screenshot above. Generally, these will have no information required, and you can simply move on by clicking 'Continue'. However, it is good to check these just in case there is something wrong or some information needed. That way, you can sort out any troubles before moving forward. You'll also see a tab labeled 'Preparation may be required'. Click on this to see what type of preparation Amazon may be looking for.

When you click on this, your SKU will reappear, and you will see the option to choose a category for your product. Click on this option and a 'Prep activities' window will appear which allows you to choose a preparation category from its dropdown menu. The majority of the groups listed are not some that are advocated by this training for selling, so the majority of your products will be classified as 'No Prep Needed'. If that's the case for you, go ahead and select that option and click 'Choose'.

Next, you'll want to select who your preparation is made by. Amazon can do this for you. Even if you selected 'No Prep Needed', you still have to fill this out. In this case, you'll want to select 'Seller' from this dropdown menu. After that, you'll be brought into a section titled 'Labeling required'. Since your product has an EAN barcode, you won't be required to label your products. However, if something goes amiss, the Amazon label would be helpful to have. After making your selection, click 'Continue' and Amazon will allow you to review your shipping plan.

**Send/Replenish Inventory** [Learn more](#)  
 (17/07/2014 17:47) Rename

**Quantity** **Prepare Products** **Label Products** **Review Shipments** **Prepare Shipment** **Summary**

---

is from  
 company  
 set Address  
 /  
 gion

Item Pkg. Type What's this?  
 Case-packed Items

Contents  
 1 MSKUs

Prep fees  
 Preparation: £0.00  
 Label: £0.00  
 Total: £0.00

will assign each shipment you create to a specific fulfillment centre based on several factors, including the size and category of the product, your address, and other fulfillment network factors. [Learn more](#)

1 of 1 product

Shipment name	MSKUs	Cases	Units	Ship to
Create new <b>FBA (17/07/201 18:06) - 1</b>	1	10	250	LTN2 Hemel Hempstead, Hertfordshire

[View Shipment Contents](#)

1 of 1 product

Amazon will have given your shipping plan a name that is based on the date and time that you created it and where it's going to. This is demonstrated in the screenshot above. You can change this to something else if you like. Generally, you'll want to use Amazon's code for the fulfillment center and the date that you set this up. At this stage, in certain countries such as the USA, Amazon's system will create more than one shipment for different locations. The following steps must be created for each shipment that it creates. Robert named his shipment plan 'Shipment Number 1', and a shipment ID was generated for him. After that, he clicked on the 'Work on shipment' button to move forward.

Before continuing on with these steps, let's take a look at the various options available regarding transferring your products from your hub to the fulfillment center. There are four different options for shipping your products in and getting them to Amazon fulfillment centers in the US. They are:

1. By Boxes (Own Courier)
2. By Pallets (Own Hauler)
3. By Boxes (Amazon)
4. By Pallets (Amazon)

You can ship your goods by box, using your own courier or a logistics courier, or you can ship them by pallet using your own hauler or your logistics partner's hauler. Your third option is to ship by box again, but this time using one of Amazon's couriers, whereby you can pay Amazon to ship and collect the goods. Fourth, you can use a similar system to the previous one, but by using pallets.

When it comes to sending your product into Canada, two of your options vanish. You can order by boxes or pallets, but you can't use Amazon. You have to use your own courier or hauler or



that of your logistics partner. If you are going to send your goods to a hub in the UK, you have the following options:

1. By Boxes (Own Courier)
2. By Pallets (Own Hauler)
3. By Boxes (Amazon)

To reiterate, the options that you have when shipping into the UK is to ship them by box using a courier of your own (or your logistic partner's) or by pallet using a hauler of your own (or your logistic partner's). You can also ship by box using Amazon's courier, but not by pallet. When it comes to the Euro fulfillment centers, you can send them to a UK Hub, but you can only use your own hauler or courier, whether shipping by box or by pallet. You do not have the option of using Amazon's courier.

Robert and Stephen tend not to use Amazon's couriers because they want their logistics partners to be able to be in control of the shipments at all times. They find that this is a much better system for them, and therefore, they recommend doing the same. They want you to know what options are available to you though.

The screenshot shows a web interface for reviewing shipment units. At the top is a yellow button labeled 'Review and modify units'. Below it is a section titled '2. Delivery method' with two radio button options: 'Small parcel delivery (SPD) I'm shipping individual boxes' (selected) and 'Less than Truckload (LTL) I'm shipping pallets'. To the right, under 'Carrier', there are two radio button options: 'Amazon-partnered Carrier (UPS) Discounted ground shipping with easy tracking Learn more' (selected) and 'Other carrier: CITY LINK'. A blue oval highlights the 'Small parcel delivery (SPD)' and 'Amazon-partnered Carrier (UPS)' options. Below this is a section titled '3. Shipment packing' which contains a table for listing boxes. The table has columns for 'Box #', 'Box weight (kg.)', 'Box dimensions (cm.)', and 'Remove'. There is one row with '1' in the first column and empty input fields for the others. A 'Totals:' row shows '0'. At the bottom are two buttons: 'Add another box' and 'Copy last box'.

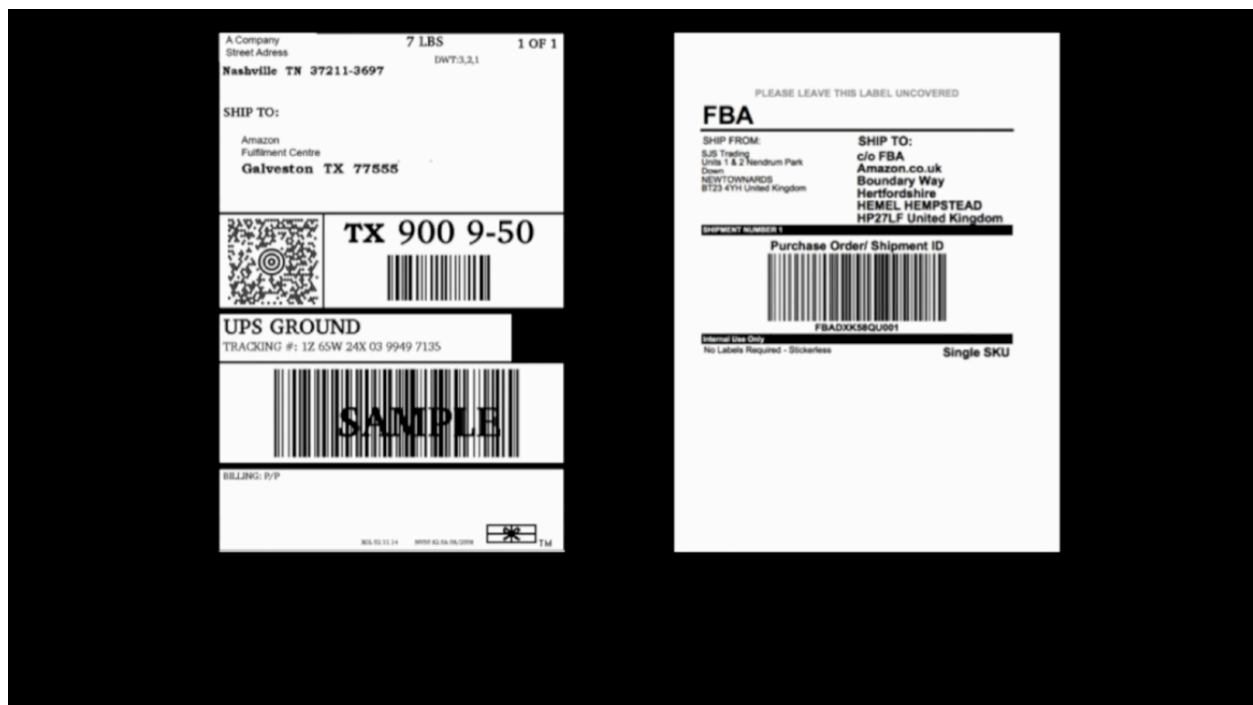
Box #	Box weight (kg.)	Box dimensions (cm.)	Remove
1			
Totals: 0			

Returning to the process of setting up your fulfillment, the next step is to review the shipment details and designate how you're going to ship your items. The delivery methods and the courier options are shown in the screenshot above. One of them is called 'Small parcel delivery (SPD)'. That's for shipping individual boxes. The second one is 'Less than Truckload (LTL)' and this is for shipping pallets. In the US, both of these options will contain the courier, either an Amazon partnered courier or another courier.

If you decide to use the small box delivery and the Amazon courier, once you click both of those options, you'll be prompted to insert the shipping and packaging dimensions. You'll specify

how many boxes there are, and you can add another box if you need to, then you'll add the weight of the boxes and the dimensions of those boxes. You can also use the 'X' buttons down the right-hand side to remove boxes from this list. If all your boxes are similar, you can use the 'copy last box' option. Once all your information is inserted, you can move on down to the section titled 'Delivery Charges'.

Within this section, you'll be able to see the total number of boxes and the shipment weight. You can click on the 'Calculate' button in order to estimate your delivery cost that Amazon is going to charge for this shipment. Once you click on this, the delivery cost will be shown and there will be a button that you can click on to accept the charges. After that, you'll be able to print your box labels. The next step after this would be to contact UPS to collect the boxes. Again, it's recommended that you use a trusted logistics partner instead.



Above, examples of the labels that you get are shown. These are labels for Amazon's courier. One of these labels is the UPS Ground label, and the other is FBA receipt label. Both of these labels should be placed on each box. So, if you have three boxes, you'll be printing three UPS labels and three Amazon FBA labels. That's one each, per box.

Moving onto the next style of shipment, let's say that you were going to ship individual boxes, but this time you wanted to use your own courier. Again, it's recommended that you actually use your logistics partner's courier. Anyway, in this case, you would choose the SPD option as the delivery method and then 'Other courier' as the 'Carrier'. There is a dropdown menu that you can use to select a specific one. You can get the carrier's name from your logistic partner.

After selecting these two options, you'll be able to print of your delivery labels. When you are using your own courier, you will only print out one label for each box, and that is the FBA label. You can save these as a PDF instead of printing them and email them to your logistics partner. That way, they can handle getting them applied to each box.

Another option that you have is to choose the LTL option as the delivery method and using your own courier. This is what you'll use if you're shipping pallets, and again you will want to use the 'Carrier' dropdown menu to select which service you'll be using. Next, you'll select how many labels you'll need, which corresponds with how many boxes you'll have. In this scenario, you'll only need one label for each box. So, if you have 3 pallets containing 30 boxes, you'll need 90 labels. Again, you can send these to your logistics partner to have them printed and put on the boxes.

**2. Delivery service**

Delivery method

☒ Small parcel delivery (SPD)  
I'm shipping individual boxes

☐ Amazon-partnered Carrier (UPS)  
Discounted ground shipping with easy tracking [Learn more](#)

☐ Less than Truckload (LTL)  
I'm shipping pallets

Which method should I choose?

Carrier

☒ Other carrier: CITY LINK

**3. Delivery labels**

**You have requested to change the number of boxes for your shipment.**

Please be aware that when changing the number of boxes in your shipment, you are required to reprint the entire set of your shipment labels to ensure that each box has the correct label.

Number of Boxes: 3 Paper type: 99.1 X 139 mm (A4) [Print box labels](#)

[Print a unique label for each box. Learn more](#)

**Instructions**

**Packing your Boxes**

- Packing slips are no longer required.
- Boxes may not exceed 30 kgs. Boxes over 15 kgs must be clearly labelled "Heavy Weight" on the top and sides.
- Use only approved packing material
- Please note that the Partner Carrier Program cannot be used for transporting hazardous (HAZMAT) products

**Labelling your boxes**

- Print the full set of labels. Each label is unique: do not photocopy, reuse or modify labels for use on additional boxes.
- The shipping label should be affixed to the outside of your sealed box, in addition to the carrier label.
- Place labels so they don't cover box seams.

[Learn more about shipping and routing requirements](#)

You'll also have to put labels on your pallets. Each pallet should have four labels on it. So, under the 'Delivery labels' section of the setup page shown above, you would enter in the number of pallets that you have and click on the 'Print pallet labels' button. If you have three pallets, you would put a '3' in the quantity field that's circled in the screenshot above. Then, you would click on the 'Print pallet labels' button and 12 labels will print off. The reason why you need four labels for each pallet is because you'll place one in each top right-hand corner of the pallet.

When you are done setting up your FBA shipment, you'll need to provide any relevant paperwork and information to your freight forwarder. Once shipped, and only once shipped, should you complete the final two steps. That's because until a shipment is made, everything can still be edited, but after these last two steps are taken, you can't change anything. Therefore, you want to wait until your freight forwarder has confirmed the shipment then you can move on to complete the steps to follow.

show more

Tracking events

Shipment contents

Reconcile **NEW**

Track by bill of lading (BOL) number:

☒ Shipment ID FBADXX58Q (Recommended)

☐ Other

ProFreight Bill Number:

Save

**Ensure that Bill of Lading has the following information**

The Bill of Lading must include the Amazon Reference ID (PO) for the shipment, and have carton and pallet counts.

Amazon Reference ID: --

**View Delivery Appointment Requirements**

Your carrier will be required to schedule a delivery appointment and will need carton and pallet counts, Amazon Reference ID, and PRO numbers from the Bill of Lading. [View detailed instructions here](#)

Go back

Delete shipment

Return to Shipping Queue

Duplicate

Work on another shipment

The next step is to click on the option to complete the shipment. This will take you into the section shown above on Amazon. On this page, all you have to do is click 'Save' and your FBA reference number will be saved into Amazon's system. After clicking save, you'll receive a summary of what you just set up, and you'll be prompted to work on another shipment. This page also gives you the ability to mark the order as shipped.

## Uploading Product Information to Xcellerator

**XCELLERATOR** by Multistep Systems Robert

**Incomplete Orders**  
Orders that have not been completed

ORDER	FOB	TOQ	TOV	Factory
SAMPLE ORDER (1 items)	12.50	200	2.00	SAMPLE

**Orders**  
Create a new order

SKU	Description	FOB	TOQ	TOV	Factory
Sample SKU	Sample Product	123.00	10	1,230.00	SAMPLE

Order Details:

+

Now that your items are almost ready to ship from your forwarding hub to the Amazon fulfillment centers, you'll want to upload this information into your Xcellerator software. After logging into the software, click on the 'Orders' tab on the left-hand side. When you do, you'll be brought to the section of the program that's shown above.

You'll see your incomplete order that you previously left on the system. It will list your item, the FOB, and the total order quantity. At this point, you'll want to click on the 'Finish' button, and you will be brought into the distribution area of the program. This is where you will designate how many units of your item you are sending to each destination country. Go ahead and type in the amount of your product that you are sending into each country.

Once this is completed, and you have the correct quantity typed in for each country, the system will mark the row with a checkmark, showing that the order total is correct. When you get a checkmark, you can go ahead and click on the 'Save Distribution' button at the bottom of this screen. After that, you'll be provided a summary of your order, which can be printed if you wish.