

# Maximize your Prime sales with FBA and SFP



**Some products are a better fit for Fulfilment by Amazon, while others can still be listed on Prime with Seller Fulfilled Prime.**

## What you get with FBA



### High coverage of One-Day delivery:

Because FBA uses Amazon world-class logistics, you have a high coverage of faster delivery promises on your orders.



### Access to more than 100MM Amazon customer across Europe:

With Pan-European FBA, offer fast delivery on all EU Marketplaces and pay only local fulfillment fees<sup>1</sup>.



### Meet high customer demand with less effort:

Amazon handles fulfilment and returns for you at no cost\*, every day and even while you are on vacation.

## What are the ideal products for FBA?

- ◆ Fast-moving products: your bestselling products
- ◆ Products with established or predictable demand
- ◆ Products with high demand during holiday season or seasonality
- ◆ Products you sell or want to sell to customers throughout Europe



**Fulfilment by Amazon (FBA)** helps maximize sales because it uses Amazon's world-class logistics to offer the fastest delivery promises that customer love in particular when ordering Prime products. It is the best option to make certain products Prime.

**FBA and SFP are complimentary programs that, together, will help you maximize your Prime products and present customers with the best delivery experience possible.**

For products that are not suitable for FBA such as slow-moving products or products with unpredictable demand, SFP will enable you to use your own fulfillment capabilities and list more products as Prime.

## Combine both programs now to maximize your Prime selection:

		FBA	SFP
1	Prime Badge	✓	✓
2	Access to EU customers	✓	✗
3	High 1-day delivery coverage	✓	✗
4	Sunday delivery	✓	✗
5	Customer Returns Cost Included*	✓	✗
6	Qualification requirements	-	✓
7	Operational requirements	-	✓
8	Performance requirements	-	✓

\*Except for products sold on Amazon in selected categories.

<sup>1</sup> Important: Storing products in an additional country to your home marketplace country will trigger additional VAT registration and reporting obligations for your business (as well as other reporting requirements such as Intrastat). You will be responsible for the collection and payment of your taxes together with the filing of all relevant returns and issuing VAT invoices/credit notes where required. To learn more about VAT see Europe Tax and Regulatory Considerations or get more information regarding External Tax Advisers here: <https://services.amazon.com/solution-providers/#/search/UK/tax> (English- and Chinese-language only). Please note that we will share information about your transactions and units where obligated, for example if justifiably requested by governmental entities or regulatory authorities that have jurisdiction over Amazon.