

Sell. Pack. Ship.

Explore Multiple Options To Bring Your Products To Customers, Quickly And Easily

Your Fulfilment Options

When an Amazon customer buys your product, there are two primary ways that you, as an Amazon Selling Partner, can deliver the product to your customers

Fulfilment Options

The process of storing, packing, and delivering is known as fulfilment. You can choose to use only one fulfilment option for each product and different fulfilment options for different products. Most Selling Partners use a mix of multiple fulfilment options, depending on their product range and category.

Fulfilment by Amazon (FBA)

If you choose Fulfilment by Amazon, Amazon will store, pack, and deliver your products to the customers.

Amazon Easy Ship (ES)

If you choose Amazon Easy Ship, you will store and pack your products and Amazon will deliver them to your customers.

Self Ship

If you choose Self Ship, you will store, pack, and deliver your products to your customers



Fulfilment by Amazon (FBA)

When you join FBA, you send your products to the Amazon Fulfilment Centre and Amazon takes care of the rest. Once an order is received, we will pack and deliver your products to the buyer as well as manage your customer queries.

Advantages of using Fulfilment by Amazon are as follows:

- Once an order is placed, Amazon handles everything from packaging to shipping your product to the customer
- Increase chances of winning the Offer Display: a chance to become the most visible offers on the product page
- Increased visibility when customers are searching for the products they want to buy
- Amazon manages returns and customer support

Storage	Amazon will store your products
Packaging	Amazon will pack your products
Shipping	Amazon will ship your products to the customers

Ideal for: FBA makes sense for your best-selling products or new to Amazon products. It's the way to go, if you want to save time and scale your business

Eligible Products



- Dimensions (L x W x H): up to 101.60 cm x 55.88 cm x 40.64 cm
- Weight: up to 22kg
- Products not eligible for FBA according to [Amazon policies](#)

The following can be eligible provided it is shipped in its own container



- Dimensions:(L x W x H): up to 120 cm x 60 cm x 60 cm
- Volume (L*W*H): less than 165 000 cubic cm
- Weight: up to 22kg
- Products not eligible for FBA according to [Amazon policies](#)



Amazon Easy Ship (ES)

Amazon Easy Ship is a fast, affordable and easy delivery service for Amazon Selling Partners.

When you choose Amazon Easy Ship, you will store and pack your products and Amazon will deliver them to your customers. In turn, your customer will get, reliable and 100% trackable deliveries

Benefit of Amazon Easy Ship



Ideal for: Delivering packaged orders through Amazon trusted couriers.



Ideal for: Enjoy a competitive rate card with no lock-in contract and no minimum pick up



Ideal for: with 100% valid tracking for your orders, your customers in eligible postcodes will enjoy a fast and consistent delivery experience

Storage	You will store your products
Packaging	You will pack your products using your own packaging material
Shipping	An Amazon identified courier will deliver your product to the customer

Ideal for: Using Amazon Easy Ship will be ideal if you have your own warehouse and are selling a large variety of products with tighter margins and want to leave your delivery work to Amazon.

Eligible Products



- Dimensions (L x W x H): up to 100 cm x 60 cm x 60 cm

- Weight: up to 32kg



- Products not eligible for Easy Ship according to [Amazon policies](#)



Compare Programmes

Amazon offers a variety of fulfilment and shipping. You can chose the option that best suits your business.

Features	Fulfilment by Amazon	Amazon Easy Ship
How does it work?	Send your products to the Amazon Fulfilment Centre and we take care of the rest	Store and sell your products in your own warehouse and we help you ship them
Inventory storage	Fulfilment Centre	Selling Partners' Premise
Packaging and labeling individual orders	Completed by Amazon	Completed by Selling Partner
Delivery to customers	Completed by Amazon	Completed by Amazons participating courier
Message on the product Detail page	Ships from Amazon	Ships from Selling Partner

