

# FBA or FBM?

You have two primary options for fulfilling Amazon orders:

1. Use the Fulfillment by Amazon (FBA) program and pay Amazon to store and ship your products to customers.
2. Ship orders out yourself, which is known as seller-fulfilled or Fulfilled by Merchant (FBM). It's also sometimes referred to as MFN (Merchant Fulfilled Network).

A third option is to do some of both. Whatever your strategy, it should be reviewed from time to time to ensure it makes sense for your evolving business and product mix. Here are a few pros and cons of both fulfillment methods.

FBA	FBM
Pros:	Pros:
<ul style="list-style-type: none"><li>Products are eligible for Amazon Prime</li><li>Buy Box eligibility</li><li>Amazon fulfills orders</li><li>Amazon is responsible for packing, shipping, returns, and customer service</li><li>Potential for lower shipping costs</li></ul>	<ul style="list-style-type: none"><li>Hands-on access to inventory</li><li>Lower costs, especially for items with a slower turn rate</li><li>Faster turn rates</li><li>Option to enroll in Seller Fulfilled Prime program</li></ul>
Cons:	Cons:
<ul style="list-style-type: none"><li>Fees can be complicated</li><li>Long-term storage fees</li><li>Limited access to inventory</li></ul>	<ul style="list-style-type: none"><li>Requires discipline and a strong process</li><li>May need lower selling price to compete</li><li>Seller is responsible for packing, shipping and returns</li></ul>

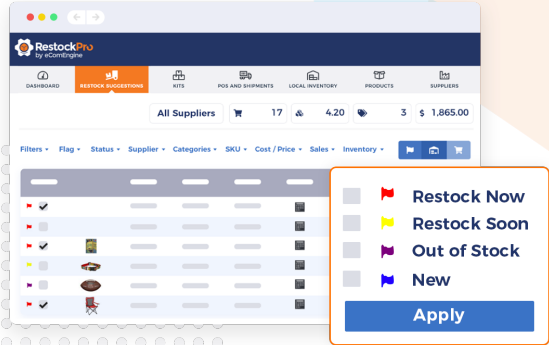
Additional Resources

Amazon FBA: The Essential Guide

FBA Shipments: Building an Optimal Workflow

Amazon Fulfilled By Merchant: Strategies for Success

When Does the Amazon MFN Model Make Sense?



You can use [RestockPro by eComEngine](#) to streamline and simplify your FBA inventory management. If you are a current customer, you can [schedule a personalized account review](#) at any time.