

FBA vs. FBM

The FBA vs. FBM Decision: What's Best for Your Brand?



What's Best for Your Brand?

Amazon sellers constantly face a critical decision: Fulfilled by Amazon (FBA) or Fulfilled by Merchant (FBM)? The choice isn't just about logistics—it's about growth, profitability, and control over your brand's destiny.

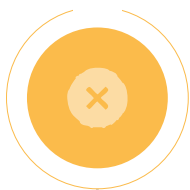
At MyFBAPrep, we help CCC seamlessly navigate this decision, offering FBA prep, FBM fulfillment, and Seller Fulfilled Prime (SFP) solutions to optimize costs, efficiency, and customer satisfaction. Let's break down the options.

Fulfilled by Amazon (FBA)



Pros:

- **Prime Badge** = Higher Conversions – Faster shipping and Prime eligibility increase your buy box win rate and sales.
- **Amazon Handles Logistics** – Storage, picking, packing, and customer service are taken care of.
- **Boosts Organic Ranking** – Amazon prioritizes FBA products in search results.
- **Easier International Expansion** – Amazon's global fulfillment network helps scale into new markets.



Cons

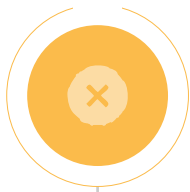
- **High Fees & Long-Term Storage Costs** – Amazon's fees can eat into margins, especially for large, slow-moving products.
- **Lack of Brand Control** – Amazon's fulfillment process limits customization and branding in packaging.
- **Inventory Restrictions & Delays** – FBA restock limits and warehouse delays can disrupt supply chain.

Fulfilled by Merchant (FBM)



Pros:

- **Lower Fees** = Higher Margins – No FBA storage or fulfillment fees, keeping more money in your pocket.
- **Full Control Over Logistics** – Brands can manage fulfillment quality, packaging, and customer experience.
- **No Inventory Limits** – No Amazon-imposed restock limits or delayed check-ins.
- **Multi-Channel Flexibility** – FBM allows easy expansion to Shopify, Walmart, and other platforms.



Cons

- **No Automatic Prime Eligibility** – Requires enrollment in Seller Fulfilled Prime (SFP) to keep the Prime badge.
- **Logistics Complexity** – Requires a robust fulfillment network to meet Amazon's strict shipping SLAs.
- **Customer Service Burden** – Returns, refunds, and inquiries fall on your team.

When to Switch from FBA to FBM (or Vice Versa)

Consider moving to FBM if:

- You're struggling with high FBA fees and storage costs.
- Amazon's inventory limits are hurting your stock levels.
- You need better control over branding, packaging, or shipping speeds.
- You're expanding to DTC, Shopify, Walmart, or wholesale and need a centralized fulfillment partner.

Consider moving to FBA if:

- Your margins can absorb FBA fees, and you want a hands-off fulfillment model.
- You need Prime eligibility to drive sales and improve organic ranking.
- You sell smaller, high-turnover products that fit well in Amazon's fulfillment model.

The Game-Changer:

Seller Fulfilled Prime (SFP)

Want the Prime badge without using FBA? Seller Fulfilled Prime (SFP) lets you fulfill orders yourself while keeping Prime eligibility. The catch? Amazon has strict shipping requirements—same-day fulfillment, nationwide 1- and 2-day delivery, and top-tier performance metrics.

How MyFBAPrep Helps:

- **Seamless FBA Prep & Storage** – We manage your FBA inventory efficiently, reducing fees and ensuring fast replenishment.
- **Nationwide FBM & SFP Fulfillment** – Our 100+ warehouse network enables 2-day Prime shipping at competitive rates.
- **Multi-Channel Fulfillment** – Expand beyond Amazon to Shopify, Walmart, and DTC with one fulfillment partner. End-to-
- **End Logistics Support** – From receiving to storage to final-mile delivery, we've got you covered.



Ready to Optimize Your Amazon Fulfillment Strategy?

Let's talk. Book a call with MyFBAPrep today and find out how we can help you scale smarter, faster, and more profitably.

✉ hello@myfbaprep.com 🌐 www.myfbaprep.com