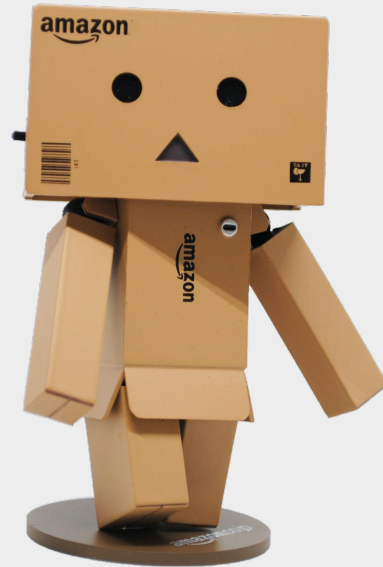
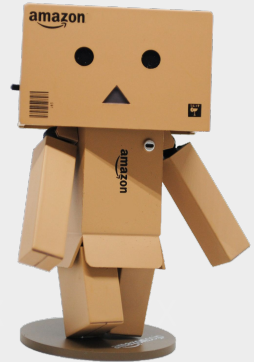


# AMAZON DEFINITIONS



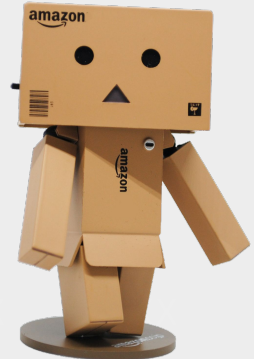
# Important For Dropshipping

- Fulfillment - the process of getting the order delivered to a customer (storage, shipment, returns)
- FBA (Fulfillment by Amazon) - sellers ship to Amazon which stores, ships, handles returns
- FBM (Fulfillment by Merchant) - sellers store, ship, and handle returns



# Advantages Of FBA

- Discounted and faster shipping
- Handling of storage, shipping, returns, custom packaging, and customer support requests
- Easier to get under Amazon Prime listings



# Advantages Of FBM

- More control of how and when you acquire inventory
- You don't have to acquire or store any inventory, and ship from the manufacturer
- Avoid double shipping fees of FBA (to FBA plus to the customer)

