



FULFILLMENT BY ALL



Become Amazon Prime Certified Sans FBA

Becoming Amazon Prime certified with Seller Fulfilled Prime (SFP) allows you to offer Prime benefits. While this is an excellent opportunity to grow your business, it requires strong shipping and logistics capabilities. Here's what you need to succeed.

Shipping Speed and Accuracy

To meet Prime standards, you must guarantee two-day shipping. Even from a home office or small space, you'll need a system to process, pack, and ship quickly and accurately. Efficient inventory management is essential to avoid delays or stockouts.

Approved Carriers and Automation

Amazon requires the use of two-day shipping carriers. You'll need to partner with reliable carriers and use shipping software that integrates with your system, automating label printing, tracking, and sending updates to Amazon.

Tight Order Cutoff Times

Amazon has strict same-day processing requirements. You'll need an efficient routine for printing labels, packing, and shipping orders daily, ensuring you meet Amazon's cutoff times.

On-Time Delivery and Monitoring

A 99% on-time delivery rate is required for Prime certification. You'll need to closely monitor carrier performance and address delays quickly to maintain this standard.

Managing Shipping Costs

Shipping two-day orders from a small-scale operation can get expensive. You'll need to optimize packaging, negotiate with carriers for discounts, and use shipping tools to control costs while ensuring speed.

Real-Time Tracking

Amazon requires tracking information for every order within 24 hours. Ensure your system is set up to automatically upload tracking details, giving customers and Amazon real-time updates.

Becoming Amazon Prime certified while fulfilling from a home, office, or storage unit is possible with strong logistics and shipping management. By mastering your processes and maintaining Amazon's high standards, you can tap into the benefits of Seller Fulfilled Prime and grow your business.