

In Pursuit of the Amazon Hybrid Model

When exploring an Amazon hybrid strategy, consider using this as a guide to help you prepare and implement a successful transition.

Model Differentiators

	 (1P)	 (2P)	 (3P)
Flow of Product	Brand sells to Amazon	Brand Sells to End Consumer	Brand Sellers to 3P Seller
Consumer Visibility	Ships & Sold by Amazon	Ships by Amazon & Sold by Brand	Ships by Amazon & Sold by 3P Seller
Brand Margin	B2B Negotiated Pricing	Top line revenue less referral & FBA fees	B2B Negotiated Pricing
Prime Status	Always	FBA is Prime FBM is not Prime Eligible	FBA & SFP are Prime FBM is not Prime Eligible
FBA (Fulfillment by Amazon)	N/A	Brand owns inventory at FBA warehouses	Seller owns inventory at FBA warehouses
FBM (Fulfillment by Merchant)	N/A	Brand ships orders to end user (not Prime)	3P seller ships orders to end user (not Prime)
Ownership of Sales Tax	Amazon	Brand	3P Seller
Customer Service	Amazon	Brand	3P Seller

Use the below link to estimate FBA fees for your products.

[Amazon 3P Fulfillment by Amazon \(FBA\) Fee Estimator Tool](#)

Questions about Amazon's policy as it relates to hybrid accounts?

[Standards for Brands Selling in the Amazon Store - Amazon Seller Central](#)

Amazon Brand Seller Central Considerations

✓ Align stakeholders & leadership

outline the opportunity and get approval

upside | risks | resources | internal support | sales forecast | ad budget

✓ Determine requirements by department

sales distribution control	marketing assets & product info	fulfillment B2C, FBA managment	customer service performance	advertising internal or outsourced	seller support catalog management
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✓ Consider Software to Scale

- Repricing or MAP management tool
- PIM tool
- Sales tax support
- Inventory & order management channel integrator
- FBA replenishment tool
- Warehouse management system integrator

✓ Build Amazon team members support

**inventory
analyst**

**marketing/ad
analyst**

**product
manager**

**account
support**

✓ Determine Seller KPIs

1
performance
metrics

2
sales
metrics

3
traffic
metrics

4
sales
forecast

5
inventory
metrics