

# MCF: Guide to Onboarding & Order Fulfilment

September 2023



# Table of contents:

## Overview of Multi-Channel Fulfilment

- [What is Multi-Channel Fulfilment?](#)
- [How is MCF different from FBA?](#)
- [How does MCF work?](#)
- [How does MCF pricing work?](#)

## Guide to onboarding and order fulfilment

- [How can I fulfil orders?](#)
- [How can I use MCF in Seller Central?](#)
- [How can I create bulk orders in Seller Central?](#)
- [How do I track my orders?](#)
- [How do I manage my inventory?](#)
- [Can I use MCF through an API integration?](#)
- [Can MCF handle customer returns?](#)

## Frequently asked questions

- [Getting started](#)
- [Shipping and packaging](#)
- [Returns and reimbursements](#)
- [Get in touch](#)



# Overview of Multi-Channel Fulfilment

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# What is Multi-Channel Fulfilment?

## FBA Seller?

You are already set up to fulfil orders from other channels via MCF

[Get started](#) | [Learn more](#)

# Best-in-class fulfilment for any channel

including eBay, Shopify and your own website

Leverage Amazon's world-class logistics network to pick, pack, and ship your off-Amazon orders



## On-time delivery

Deliver as quickly as 1 day after shipping, 365 days of the year.



## Predictable costs

One fee for pick, pack and ship. Pay only for fulfilment and storage.



## Unbranded packaging

Orders are shipped in unbranded packaging, which does not contain any Amazon branding.\*



## Simplify operations

Automate and optimise your inventory management, shipping, and fulfilment operations.



## Automated fulfilment

Connect to your channels with pre-built apps or directly through developer APIs.



## Fully tracked orders

Easily share shipment confirmation and tracking details for any carrier.

# How is MCF different from FBA?

## Multi-Channel Fulfilment (MCF)

Multi-Channel Fulfilment (MCF) helps you grow your business by giving you access to Amazon's world-class fulfilment network, operational expertise, and fast fulfilment for all of your orders, wherever they're placed.

## Fulfilment by Amazon (FBA)

When an Amazon customer buys your product, either Amazon can ship the order for you with Fulfilment by Amazon (FBA) or you can ship it yourself.



# How does MCF work?



## Do I need to sell on the Amazon Marketplace to use MCF?

An Amazon account is required to use MCF, but **you are not required to sell items on Amazon**. To prevent your products from being purchased on Amazon, you can set the "Start selling" date far into the future when you create the product listing. This will hide the product from the Amazon marketplace, but MCF will still accept fulfilment orders from your other channels.

- 1 Send your inventory**  
Send inventory directly to Amazon fulfilment centres.
- 2 Amazon stores your inventory**  
Amazon will store and manage your inventory in its fulfilment centers. You will only pay storage fees for stored items.
- 3 Customers purchase your products**  
Customers purchase products from one of your sales channels. You can submit these orders via bulk file upload or direct integration with our order API.
- 4 Amazon will pick, pack, and ship orders directly to customers**  
Amazon selects the carrier and shares tracking information with the customer.
- 5 Customer returns**  
While returns are owned by the seller, you have the choice of either having the customer return the item back to an Amazon fulfilment centre for processing or you can follow your existing returns process. [Learn more](#)

# MCF Pricing?

## Price Components

Your fee is calculated based on:



### 1. Fulfilment Fee

A rate based on

- Ship speed  
Expedited or Standard
- Unit Dimensions and Weight
- Units in the order



### 2. Storage Fee

Charged per cubic meter per month or cubic foot per month



### 3. Optional Services Fee

Includes

- Returns
- Disposal
- Labeling
- Bagging
- Bubble wrap

[See MCF fees for the UK and EU here](#)  
(Pages 6-9 for MCF)

MCF pricing is simple, as you only pay for fulfilment and storage. Fulfilment fees are based on product size, ship speed and units per order.

## Product examples

|  | SD Card            | Vitamins        | Over-ear Headphones  | Trainers        |
|--|--------------------|-----------------|----------------------|-----------------|
| Product size   | Small Envelope     | Large Envelope  | Standard Parcel      | Standard Parcel |
| Dimensions   | 3.2 x 2.4 x 0.2 cm | 15 x 6 x 4.5 cm | 16.2 x 12.0 x 8.7 cm | 35 x 25 x 17 cm |
| Outbound Shipping Weight   | 30 g               | 120g            | 367g                 | 712g            |
| Ship to UK Fulfil from local inventory<br>(Standard shipping 3 days) | £ 3.35             | £ 3.43          | £ 4.18               | £ 4.91          |
| Ship to UK Fulfil from local inventory<br>(Expedited shipping 1 day) | £ 3.69             | £ 3.94          | £ 4.80               | £ 5.64          |

## Multi-unit discounts

When your order has two or more units, you'll receive a discount on your fulfilment fee. These discounts allow you to ship multi-unit orders at cheaper per-unit rates, offering average savings of 25.2%

| Example Multi-unit Orders (UK Domestic) | Standard Shipping     | Expedited Shipping    |
|---|-----------------------|-----------------------|
| 2 Vitamins                              | £2.90 + £2.90         | £3.33 + £3.33         |
| 3 Vitamins                              | £2.20 + £2.20 + 2.20  | £2.53 + £2.53 + 2.53  |
| 1 SD Card, 1 Over Ear Headphones        | £2.82 + £3.41         | £2.96 + £3.93         |
| 1 SD Card, 2 Over Ear Headphones        | £2.20 + £2.52 + £2.52 | £2.31 + £2.89 + £2.89 |



# Guide to onboarding & order fulfilment

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# Sign up and set up your inventory pool

If you currently use FBA, you are ready to ship off-Amazon orders, simply follow the steps from [Slide 11](#).

## If you are new to Amazon

- ① Create your [Amazon selling account](#), and login to Seller Central to [set up FBA](#).
- ② [Add your products](#) to the Amazon catalogue.
- ③ Prepare your products for safe and secure transportation to a fulfilment center, according to [Amazon packing guidelines](#) and [shipping and routing requirements](#).
- ④ Create your shipping plan, print Amazon shipment ID labels, and send your shipments to Amazon fulfilment centers. Learn more about [sending inventory to Amazon](#).

# Three ways of fulfilling an order

## Single Order

Place order in Seller Central

[Learn More](#)

## Bulk Order

Create in Seller Central

[Learn More](#)

## API Integration

Choose from a host of service providers

[Learn More](#)

# How can I create a single MCF order in Seller Central?

All Inventory | Inactive (86) | Listing Enhancements (3) | Manage Pricing | Inventory Amazon Fulfills | Shipping Queue

## Inventory Amazon Fulfills [Learn more](#) | [Rate this page](#)

Print item labels | Search SKU, Title, ISBN,  2 product(s)

Active  Inactive

- Print item labels
- Create fulfilment order**
- Create removal order
- Set Replenishment Alerts
- Send/Replenish inventory
- Change to Fulfilled by Merchant
- Convert to Fulfilled by Amazon
- Close listings
- Delete products and listings

| SKU   | Custom   | Product Name  | Date Created                               |
|---|----------|---|--|
| Condition   | ASIN     | Status Changed  | Date                                       |
| <input type="checkbox"/> 10-R2N8-GX28<br>New                            | Disabled | Samsung Screen Protector Tempered Glass,[Anti-Fingerprint][No-Bubble][Scratch-Resistant] Samsung Galaxy Screen B06XS26GNZ | 11.07.2018 10:20:27<br>11.07.2018 12:56:40 |
| <input type="checkbox"/> Inactive (Out of Stock)<br>5L-15LX-CIIM<br>New | Disabled | Nothing But Gym Love Sport Notizbuch für Fitness / Bodybuilding / Krafttraining (Gold) B01M6DSPDG                         | 07.06.2018 09:13:11<br>19.06.2018 09:48:33 |

Page 1 of 1

### Create a fulfilment order

In the "Manage FBA Inventory" page, you can select products to send with MCF and select "Create Fulfilment Order".

# How can I create a single MCF order in Seller Central?

The screenshot shows the Amazon Seller Central interface for placing a Multi-Channel Fulfilment (MCF) order. The page is titled "Place a Multi-Channel Fulfilment order" and includes a navigation bar with options like Catalog, Inventory, Pricing, Orders, Advertising, Stores, Growth, Reports, Performance, Apps & Services, and B2B. The main content area is divided into three sections:

- 1. Enter customer address:** This section includes a dropdown for Country (set to United Kingdom), a text field for Full name, a text field for Street address, a text field for City, and text fields for State/Province and ZIP/Post code. It also includes a section for Customer contact information with fields for Phone number and Email address.
- 2. Add items:** This section features a search bar for items by title, MSKU, ASIN, or FNSKU. Below the search bar is a table with columns for SKUs and Units. A note indicates to use the search field above to add items. There is also a text field for Order ID (with a note "Will generate if left blank") and a text field for Packing slip comments (with the text "Thank you for your order").
- 3. Select shipping speed:** This section offers two shipping options: Standard (with an "Arrives by:" field) and Expedited (with an "Arrives by:" field). Below these are "Shipping details estimates" for Delivery weight, Dispatch date, Delivery date, and Order total. At the bottom are buttons for "Place order" and "Create hold order".

Three callout boxes provide additional instructions:

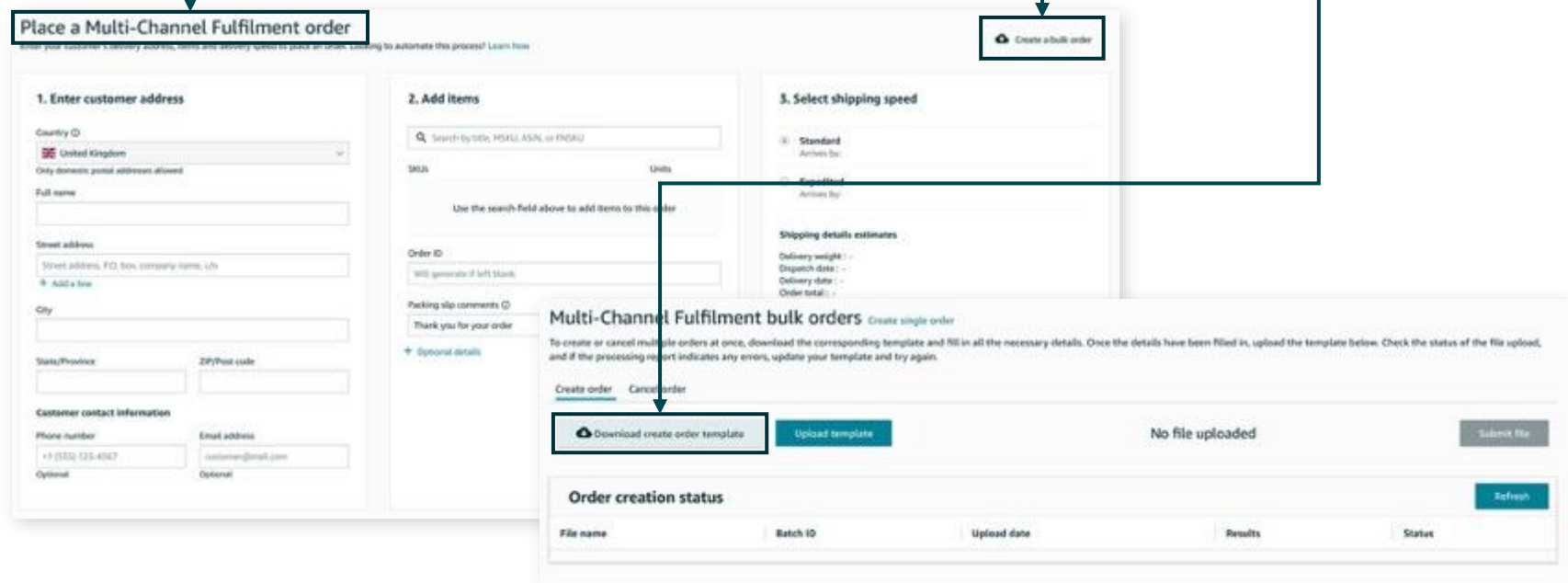
- Enter order details:** Submit all relevant customer address and contact details, order IDs and any packing slip notes along with the quantity of each product to be fulfilled. Including the customer email will result in tracking information being shared upon shipment confirmation. ([www.swiship.com/track](http://www.swiship.com/track)).
- Select ship speed:** Select either Standard or an Expedited shipping for the order.

# How can I create bulk orders in Seller Central?

- 1 **Go to** the "[MCF Order Creation](#)" page.
- 2 **Click on** the "Create bulk orders" button on the top right corner of the page.
- 3 **Download** the bulk order creation template and follow the instructions to easily populate the file to submit multiple orders.

★ **Best practices for uploading an order via CSV file**

- Before adding information to the CSV, review the required fields in the Data Definitions tab. Column headers in bold represent the required fields.
- Initially upload a single item Fulfilment Request for testing.
- Save your file (as tab delimited .txt file format).
- After finishing the upload check the status of your upload for any errors.



# Can I use MCF through an API integration?

MCF offers a robust set of APIs that allow you to connect your sales channels like Shopify, Wix, WooCommerce and more, directly to MCF. Avoid the manual effort of creating orders by integrating with MCF.



## Can I use MCF through an API integration?

### DIY

Create custom integrations with our developer friendly APIs.

[Download developer documentation](#)

### Web Store Plugin

Plugins are available with most of the popular ecommerce providers such as Shopify, WooCommerce, and others. No custom integration work is required.

[Learn more](#)

### Listing Software

Multi-channel listing software such as Linnworks, Shipstation and others, can seamlessly connect your selling channels to MCF.

Consider this option if you sell in multiple marketplaces in addition to your own site, but want to manage listing and fulfilment from a single solution.

[Learn more](#)

 BIGCOMMERCE

 WOO COMMERCE

 ByteStand

 WebBee

 PIPE17

 sellbrite

 skubana

 SHIPEDGE

 Orderhive

This is not an exhaustive list. [See more here.](#)

# How do I track my orders?


## Track your order in Seller Central

- From the top navigation of Seller Central, select the "Orders" drop down.
- Enter the order ID in the search bar to locate your order.
- Click on any specific order to see "Order Details". From here you can see the status of each order, the Swiship link, and place a return.

### Multi-Channel Fulfilment Order Details

Listed below are the details of the order, including order information, shipping address and product details. To view product details, click the product name. To create a return, navigate to the Returns tab.  
[Learn more about Multi-Channel Fulfilment](#)

#### Order Details

Order ID: [REDACTED]  
Amazon order ID: [REDACTED]   
Displayable order date ⓘ: [REDACTED]  
Latest delivery date ⓘ: [REDACTED]  
Status: Complete  
Payment information  
Need help?

Date submitted: [REDACTED]  
Shipping service: Standard  
Sales channel: Non-Amazon  
Packing Slip Comments: [REDACTED]

#### Delivering to:

Name: [REDACTED]  
Address line 1: [REDACTED]  
Address line 2: -  
City: [REDACTED]  
County: [REDACTED]  
Post code: [REDACTED]  
Country: GB  
Phone: -  
Email address: -

[Items Ordered \(1\)](#) [Shipments \(1\)](#) [Returns \(0\)](#)

#### Items ordered

| Item details   | Quantity  | Status     |
|--|---|------------|
| [REDACTED]<br>SKU: [REDACTED]<br>ASIN: [REDACTED]<br>Dispatch date: Thursday, 30 June 2022<br>Estimated delivery date: Saturday, 2 July 2022 | 1  | Dispatched |

# How do I manage my inventory?

## Check your inventory levels

- Go to the "Manage FBA Inventory" page.
- From the top navigation of Seller Central, select the "Inventory" drop-down.
- Select the "Manage FBA Inventory" option.

| Status                  | Image | SKU | Product Name | Date Created        | FNSKU | Price | Business Price | Inbound | Available | Unfulfillable | Reserved | Estimated fee per unit sold    |
|-------------------------|-------|-----|--------------|---------------------|-------|-------|----------------|---------|-----------|---------------|----------|--------------------------------|
| Inactive (Out of Stock) |       |     |              | 11/09/2017 16:02:17 |       | 13.99 |                |         |           | 0             | 12       | \$5.55 Includes \$5.51 FBA Fee |
| Inactive (Out of Stock) |       |     |              | 09/02/2020 21:50:24 |       | 29.99 |                |         |           | 0             | 0        | \$7.92 Includes \$5.48 FBA Fee |
| Inactive (Out of Stock) |       |     |              | 04/23/2018 11:09:48 |       | 13.99 |                |         |           | 0             | 16       | \$5.55 Includes \$5.51 FBA Fee |
| Inactive (Out of Stock) |       |     |              | 10/11/2017 18:32:52 |       | 13.99 |                |         |           | 0             | 2        | \$5.55 Includes \$5.51 FBA Fee |
| Inactive (Out of Stock) |       |     |              | 04/26/2018 16:02:29 |       | 13.99 |                |         |           | 0             | 13       | \$5.55 Includes \$5.51 FBA Fee |
| Inactive (Out of Stock) |       |     |              | 03/11/2021 16:00:13 |       | 30.00 |                |         |           | 0             | 0        | \$9.54 Includes \$4.90 FBA Fee |
| Inactive (Out of Stock) |       |     |              | 05/17/2018 05:23:34 |       | 13.99 |                |         |           | 1             | 31       | \$5.55 Includes                |
| Inactive (Out of Stock) |       |     |              | 02/20/2019 20:45:42 |       | 13.99 |                |         |           | 0             | 13       | \$5.55 Includes                |
| Inactive (Out of Stock) |       |     |              | 12/04/2019 12:51:27 |       | 13.99 |                |         |           | 2             | 7        | \$5.55 Includes                |
| Inactive (Out of Stock) |       |     |              | 09/13/2016 13:40:28 |       | 13.99 |                |         |           | 0             | 40       | \$5.55 Includes                |
| Active                  |       |     |              | 02/09/2021 16:12:32 |       | 13.99 |                | 200     | 7         | 2             | 10       | \$5.55 Includes                |



# Can MCF handle customer returns?

When a customer contacts you to initiate a return, you have the choice of:

- **Asking the customer to ship the return back to Amazon**
- **Or following your existing returns process**

By electing to ship products back to Amazon, the return can be incorporated back into your Amazon inventory.

Please note that postage for the return has to be paid either by you or the customer.



## Initiate a return to Amazon

### Create a Return

- Navigate to the Orders screen in Seller Central and open up the order details for your customer's order
- Click on the "Create Customer Return" tab
- Select the return quantity for the item(s) your customer wants to return
- Indicate the return reason for the item(s)

### Generate the RMA form

- After clicking "Submit" in Step 1, the Return Merchandise Authorisation (RMA) form will be generated and will contain two sections:
- **The Return Mailing Label** contains the address of the Amazon fulfilment centre that will be receiving and processing the return. **Ask your customer to affix the label on their return package to return back to Amazon.**
- **The Return Authorisation Slip** contains a barcode and item description for the products being returned. **The slip must be included inside the return package along with the items.**

### Receiving returns

- After a return is received at the Amazon warehouse, the associates will check the product condition. If it's deemed fit for selling again, we will incorporate the unit back into your inventory. If it is unsellable, you must follow the removals process as outlined here.
- **Customer refunds** for all MCF orders must be made by you as the order was placed outside of Amazon.
- **Checking return status:** Check the 'Return status' tab on the order details page. This will indicate whether the return has been received by Amazon and the disposition of the item.

A green-tinted photograph of an Amazon Robotics Kiva mobile robot in a warehouse. The robot is positioned in front of a metal shelving unit filled with various items. The robot's front panel features a large digital display showing the number '30153' and the 'amazon robotics' logo. Above the robot, the shelving unit has labels '1A1', '2A1', '3A1', and '4A1' with QR codes. The background shows a blurred warehouse floor and other shelving units.

# Frequently asked questions

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# FAQs

## Getting started

### How do I sign up for Multi-Channel Fulfilment?

If you're new to selling on Amazon [contact us](#) to sign up. If you currently sell with FBA, get started [here](#).

### Do I need to be an Amazon seller to use Multi-Channel Fulfilment?

No. MCF is open to all businesses. An Amazon Seller Central account is required to use MCF, but you are not required to sell items on Amazon. To prevent your products from being purchased on Amazon, you can set the "start selling" date far into the future when you create the product listing. This will hide the product from the Amazon marketplace, but MCF will still accept fulfilment orders from your other channels.

### Can I use my current FBA inventory to fulfil Multi-Channel Fulfilment orders?

Yes. If you are an existing Amazon seller using FBA, your inventory will serve both Amazon customers and customers from MCF sales channels.

### Can I tell my customers that their orders are fulfilled by Amazon Multi-Channel Fulfilment?

Yes, improve conversion at checkout with the "[Fulfilled by Amazon](#)" badge. You can also use the statement "Fulfilled by Amazon" on your website to improve your customers' checkout experience and decrease shopping cart abandonment.

### Is MCF offered in other countries?

Yes. MCF is also available in [Australia](#), [Canada](#), [France](#), [Germany](#), [Italy](#), [Japan](#), [Mexico](#), [Spain](#) and the [United States](#).

### How does MCF impact my Inventory Performance Index (IPI) score?

IPI score measures how efficient and productive you are at managing your FBA inventory. Multiple factors could influence your IPI score. However, an important one is your actions to maintain a balanced inventory level between sold and on-hand inventory and avoid excess inventory (overstock). Using MCF to improve sell-through can help avoid excess inventory, increasing your ability to achieve a strong IPI score.

### What is the difference between FBA and MCF?

What is the difference between FBA and MCF?

[Fulfilment by Amazon \(FBA\)](#) allows you to fulfil orders placed on Amazon while Multi-Channel Fulfilment (MCF) fulfills orders on any of your channels including your own website.

### Will Amazon share my data with other companies?

No. Amazon collects data needed to provide distribution and fulfilment services and strictly prohibits use of non-public, seller-specific data beyond enabling us to perform the services.

# FAQs

## Shipping and packaging

### **What delivery speeds does Multi-Channel Fulfilment offer?**

Sellers can select Standard (3 days) and Expedited (1 day) delivery speeds.

### **How soon do orders ship once an order has been placed?**

For orders submitted against on-hand inventory (i.e. inventory that is received and stowed in a fulfilment centre), both Standard and Expedited orders will ship within 1 day.

### **What packaging do Multi-Channel Fulfilment orders use?**

Eligible (sortable size or smaller) UK MCF orders are automatically shipped in unbranded packaging, which does not contain any Amazon branding. We are actively working to rollout unbranded packaging to cover all size bands.

### **Does MCF participate in any sustainability initiatives?**

Amazon MCF, is committed to building a sustainable business for customers and the planet. Amazon has eliminated 1 million tons of packaging since 2015, and plans to be powered by 100% renewable energy by 2025. In 2019, we co-founded The Climate Pledge, a commitment to be net-zero carbon by 2040. To reach this goal, Amazon has undertaken initiatives targeting packaging, renewable energy, and transportation. [Learn more](#)

### **How do I track my Multi-Channel Fulfilment orders?**

Locate your MCF orders via the "Orders" tab in Seller Central. If the order has not been shipped, there will be an estimated shipping date and estimated delivery date within the shipment details of the order. Once the order has been shipped, you will be able to see the tracking number associated with the shipment, along with a link to the [tracking website](#) that contains real-time updates for their shipped packages regardless of carrier.

### **How do I cancel an MCF order once it has been placed?**

You can cancel an MCF order up until the point that the shipping label has been generated. Click the "Cancel" button in the Order Details page for the order. You are not charged for MCF orders that are successfully canceled before they ship. If some of the items in an order have shipped, charges for the shipped items apply. If you need seller support with order cancellation, [contact us](#).

### **Where do I go to get support with an existing order?**

You can check order delivery, request reimbursement, or report other issues with your order [here](#).

# FAQs

## Returns and reimbursements

### How are Multi-Channel Fulfilment returns processed?

You can choose to return items back to Amazon fulfilment centres, or follow your existing returns process.

**Shipping products back:** When a customer contacts you to initiate a return, you can choose to ask the customer to ship the return back to Amazon. By electing to ship products back to Amazon, the return can be incorporated back into your Amazon inventory. [Learn more](#)

### Does Amazon customer service handle MCF orders?

No. You are responsible for providing customer service for your MCF orders. This includes handling delivery inquiries and requests for replacements, refunds, and returns.

### What if the MCF order never reaches my customer?

If an order is not delivered, contact Seller Support to initiate a reimbursement for the lost item. The reimbursement amount is calculated according to the [FBA Lost and Damaged Inventory Reimbursement Policy](#). Amazon reimburses you, not the customer. It is your responsibility to resolve the issue with the customer. To send a replacement item from your inventory, submit a second MCF order for a replacement order.

### How do I receive a reimbursement for lost/damaged orders to my customer?

**Amazon and carrier at fault:** If Amazon accepts responsibility for the damage, you can submit a reimbursement request. If you process the return yourself, provide photos of the damaged item when you submit your request. If Amazon processed the return, you will be reimbursed in accordance with the [FBA Lost and Damaged Inventory Reimbursement Policy](#) and related [FBA Service Terms of the Amazon Services Business Solutions Agreement](#).

**Amazon and carrier not at fault:** For any damage that occurs after an order is delivered, you must determine whether you will refund or exchange an item. Amazon does not take responsibility for defective items or items that are damaged when not under the control of the fulfilment centre or the partner carrier. If an item is damaged and Amazon or the carrier is not at fault, you may want to have the merchandise sent to you directly, instead of back to a fulfilment centre.

**Note:** Amazon does not offer reimbursements for MCF fulfilment orders that were created to fulfil a non-customer order. For examples, leveraging MCF to ship inventory back to your own warehouse. To qualify for a reimbursement, [please create a standard removal order](#).

# Get in touch

[launchmcf@amazon.com](mailto:launchmcf@amazon.com)

Get in touch with a UK MCF representative or go ahead and place an MCF order in Seller Central.

