

Listing Creation & Management SOP: Creating Seller Fulfilled Prime SKUs for Your ASINs

03/17/2025 8:54 am CDT

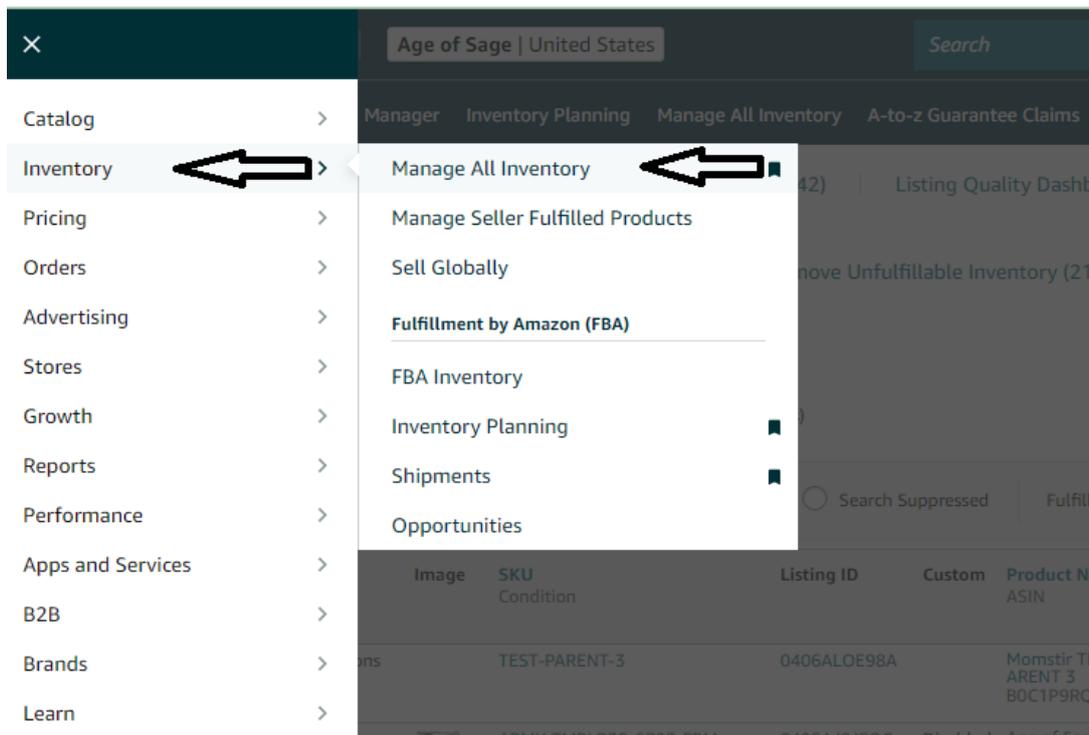


Who is this for? This is for Amazon sellers who want to offer Prime-eligible listings for their products while fulfilling the orders from their own warehouses or third-party logistics providers. It is also relevant for sellers who want to expand their customer base beyond the areas served by Amazon's fulfillment centers.



Objective: To offer Prime-eligible listings to Amazon customers while maintaining control over the fulfillment process. With SFP, you are able to fulfill Prime orders from your own warehouse or any other third-party logistics provider.

1. Go to the "Inventory" on the top menu of Seller Central and select "Manage Inventory" from the options.



2. Copy the ASIN that you need to re-list or need an FBM SKU creation.

Listing Tools: All Inventory | Search Suppressed and Inactive Listings (942) | Listing Quality Dashboard (245) | Potential Duplicates | Manage Pricing | Custom Products | Brand Health (0)

FBA Inventory Tools: FBA Dashboard | FBA Inventory | Remove Unfulfillable Inventory (21) | Shipments | FBA Opportunities | FBA Analytics

Manage Inventory

Learn more | Take the tour

Action on 0 selected | Search SKU, Title, ISBN, Search 628 product(s)

Filters: Status: All Active Inactive Incomplete Listing Removed Search Suppressed | Fulfilled By: All Amazon Merchant | Additional filters

	Status	Image	SKU Condition	Listing ID	Custom	Product Name ASIN	Date Created Status Changed Date	Available	Inbound	Reserved	Estimated fee per unit sold	Price and shipping cost Pricing status
<input type="checkbox"/>	Inactive (Out of Stock)		AOS-NP-CLWTR-8864-FBA New	1201ZD5XT1U	Disabled	Age of Sage Natural Bar Soap Gift Set for Men... BOBM2J6Y1N	11/10/2022 16:07:51 04/17/2023 20:45:12	0	0	0	\$7.95 Includes \$5.40 FBA Fee	\$16.99 Featured Offer: \$16.99 + \$0.00 Lowest price: \$16.99 + \$0.00

3. Go to the "Catalog" on the top menu of Seller Central and select "Add Products" from the options.

The screenshot shows the Seller Central navigation menu. The 'Catalog' option is highlighted with a white background and a black arrow pointing to it from the left. A secondary dropdown menu is open under 'Catalog', and the 'Add Products' option is highlighted with a white background and a black arrow pointing to it from the right. Other options in the dropdown include 'Add Products via Upload', 'Complete Your Drafts', 'View Selling Applications', 'Improve Listing Quality', 'Upload Images', 'Upload and Manage Videos', and 'Manage Product Documents'. The background shows a blurred view of the product listing table from the previous image.

4. Paste the ASIN in the product search box and click enter.

To begin adding products

Find your products in Amazon's catalog

[I'm adding a product not sold on Amazon](#) | [I'm uploading a file to add multiple products](#) | [I want to learn how to list products](#)

5. The existing listing will show from the result.

Find your products in Amazon's catalog

B0BM2J6Y1N

Hints: try searching for shirt

Narrow by category

All Categories

Narrow By Brand

All Brands

Can't find your product in the Amazon catalog?

Displaying 1-1 of 1 results

Age of Sage Natural Bar Soap Gift Set for Men - Vegan Bath Handmade Cold Process Artisan Soap with Essential Oil, Aromatic All Moisturizing Wash Soaps, Fragrant Cool Water Scent (4 Pack)

UPC: 370301138864
EAN: 0370301138864

Sales rank: 86,186
Offers: 1 Used & New

Select a condition

Sell this product

Show limitations

< Prev Page 1 Next >

6. To the left of the product, select "New" from the dropdown menu for condition.

Find your products in Amazon's catalog

B0BM2J6Y1N

Hints: try searching for asins

Displaying 1-1 of 1 results

Age of Sage Natural Bar Soap Gift Set for Men - Vegan Bath Handmade Cold Process Artisan Soap with Essential Oil, Aromatic All Moisturizing Wash Soaps, Fragrant Cool Water Scent (4 Pack)

UPC: 370301138864
EAN: 0370301138864

Sales rank: 86,186
Offers: 1 Used & New

Select a condition

New

Show limitations

< Prev Page 1 Next >

7. Click the "Sell this product" button.

Find your products in Amazon's catalog

B0BM2J6Y1N

Hints: try searching for asins

Displaying 1-1 of 1 results

Age of Sage Natural Bar Soap Gift Set for Men - Vegan Bath Handmade Cold Process Artisan Soap with Essential Oil, Aromatic All Moisturizing Wash Soaps, Fragrant Cool Water Scent (4 Pack)

UPC: 370301138864
EAN: 0370301138864

Sales rank: 86,186
Offers: 1 Used & New

New

Sell this product

Show limitations

< Prev Page 1 Next >

8. On the "Offer" tab of the next page, set the SKU to be different from the current FBA SKU, such as by adding FBM" before or after the standard SKU to indicate it's Merchant or Seller Fulfilled.

9. Enter your price in the relevant text field for the "Standard Price".

10. Set the item quantity to at least 1.

11. Leave the condition as "New".

12. Choose "I will ship this item myself (Merchant Fulfilled)" under the "Fulfillment Channel" section.

13. Click the "Save and Finish" button at the bottom of the page.

Sample of filled-out Offer Tab

amazon seller central Need help?



Age of Sage Natural Bar Soap Gift Set for Men - Vegan Bath Handmade Cold Process Artisan Soap with Essential Oil, Aromatic All Moisturizing Wash Soaps, Fragrant Cool Water Scent (4 Pack)
ASIN: B0BM2J6Y1N
UPC: 370301138864
Amazon Sales Rank: 86186

Competing Marketplace Offers:
1 New from \$16.99+ \$0.00 shipping
[View Listings on Amazon](#)
[More Info >](#)

Offer

ⓘ This product is already listed in your inventory. Consider editing an existing listing rather than creating a new listing. To review or edit your current listings for this product, click here. ×

Offer

Attributes ⓘ

- Required
- Recommended
- All attributes

[FEEDBACK](#) ×

Seller SKU ⓘ ⓘ
Once submitted, this field cannot be changed

*** Your Price** ⓘ ✓ Lowest price

*** Quantity** ⓘ

*** Item Condition** ⓘ ⓘ
Once submitted, this field cannot be changed

Fulfillment Channel ⓘ

- I will ship this item myself (Merchant Fulfilled)
- Amazon will ship and provide customer service (Fulfilled by Amazon)

Manage offers in other marketplaces
You may be able to sell this product in other marketplaces. Provide a price and quantity for each. If the detail page does not yet exist, Amazon will attempt to translate your local content automatically, for free. You can modify translated content later. The same SKU and condition will be used globally. [Learn more](#)

Marketplace	Quantity	Your price (local currency)	Lowest price
Americas	<input type="text" value="1"/>		
<input checked="" type="checkbox"/> United States	-	<input type="text" value="US Dollar (USD\$) 16.99"/>	
<input checked="" type="checkbox"/> Canada	Automatic Translation Failed: You can attempt to add this listing manually with local marketplace content using the Add a Product tool there		Add a Product tool
<input checked="" type="checkbox"/> Mexico	Automatic Translation Failed: You can attempt to add this listing manually with local marketplace content using the Add a Product tool there		Add a Product tool

[Cancel](#) [Save and finish](#)



Help Program Policies English ⓘ  Download the Amazon Seller mobile app © 1999-2023, Amazon.com, Inc. or its affiliates

[FEEDBACK](#) ×

14. You will receive a notice that your request is being processed.

15. Once your new listing is processed, it should appear at the top of the table of SKUs on the "Manage Inventory" page.
