



Warehouse management system for multichannel sellers

TOOLKIT · SELLING ON MARKETPLACES

Starting an online business toolkit

A practical kit for launching on Amazon or eBay: choose the platform, check the fees, list well and plan your first 90 days.

WHAT'S INSIDE

- 12-point readiness self-assessment
- Amazon or eBay: a weighted platform fit matrix
- Fees and profit per unit worksheet
- Listing checklist for Amazon and eBay
- Operations setup by stage, red flags and questions to check
- First 90 days roadmap with the numbers to watch

Contents

This toolkit goes with our blog post "Starting an online business on Amazon or eBay: pros and challenges". The post explains the trade-offs. This kit turns them into worksheets you can fill in before you buy stock and list your first products. Print it or fill it in on screen. Each section stands on its own.

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HOW TO USE THIS TOOLKIT

Work through it in order the first time: readiness, platform fit, fees, then listings. Fill in the fit matrix and the fees worksheet for the same product, so you compare Amazon and eBay on real numbers and not on general impressions.

ABOUT THE NUMBERS

Marketplace fees change and depend on the category, the country and your selling plan. This kit gives no fee rates on purpose. Look up current fees in Amazon Seller Central and on eBay's seller fees pages before you fill anything in.

1 Executive summary

Five decisions that shape your first months on a marketplace

Amazon and eBay give a new seller something a new website cannot: buyers who are already searching and a checkout they already trust. That makes them a fast way to test products. It also means you play by the platform's rules on fees, shipping and returns, and those rules decide your profit more than most new sellers expect.

Most early problems come from a few decisions made too quickly. This toolkit slows those decisions down just enough to get them right.

The five decisions that matter most

1. **Match the platform to the product.** Amazon often suits new, standard items with steady search demand and a clear catalog match. eBay often suits used, vintage, collectible, refurbished and one-off items, where buyers search for something specific.
2. **Know your profit per unit before you buy stock.** Referral or final value fees, fulfillment, shipping, ads and returns all come out of the price. Fill in the worksheet on page 5 for every product you plan to list.
3. **Decide who ships the orders.** Fulfillment by Amazon (FBA) stores, packs and ships for you, for a fee and under strict inbound rules. On eBay, and on Amazon without FBA, you store, pack and ship yourself. Compare the fees with the hours you actually have.
4. **Get product data right from day one.** One SKU per product, a barcode or GTIN where the platform needs it, clear titles and good photos. Fixing this later, across many listings, takes far longer.
5. **Start small, measure weekly, then expand.** Test a few products, review sales, returns and ad spend every week, and add a second channel only when you can keep stock counts in sync between them.

QUICK WIN

Before you order inventory, run the fees worksheet on page 5 for your top product on both platforms. If the profit per unit is thin even before ads and returns, change the product or the price now, not after the stock arrives.

2 Are you ready to start selling?

A 12-point self-assessment before your first listing

Check every statement that is true for you today. Then use the scoring guide below. Each unchecked box is a task to finish before or during your first weeks.

SELF-ASSESSMENT: CHECK ALL THAT APPLY

- ☐ We can describe our product niche and who buys it in one sentence.
- ☐ We checked demand: similar items sell now (sold listings on eBay, rank and reviews on Amazon).
- ☐ We know the landed cost per unit: product, freight, duties and any prep or labels.
- ☐ We worked out profit per unit after fees, shipping, ads and returns (page 5).
- ☐ Our product is not in a restricted or gated category, or we know what approval needs.
- ☐ We have barcodes or GTINs for our products, or we know the platform's exemption rules.
- ☐ We have clear product photos, or a plan and budget to take them.
- ☐ We have space to store stock and pack orders, or we plan to use FBA.
- ☐ We can ship every order within the handling time we promise on the listing.
- ☐ We have a return policy and money set aside for returns.
- ☐ Someone can handle orders and buyer messages every working day.
- ☐ We have cash to reorder quickly if the first batch sells.

Score	Verdict	What it means and what to do
0-4 boxes	Not yet	Listing now is a gamble. Finish demand research and the fees worksheet first. Do not buy a large batch of stock yet.
5-8 boxes	Ready to test	List a small batch of a few products on one platform. Close the open boxes during the first 30 days.
9-12 boxes	Ready to launch	You have the basics. Use the fit matrix on page 4 to pick the platform, and still start with a pilot batch.

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Amazon or eBay: platform fit matrix

A weighted template to choose your first channel

Signals that lean to Amazon	Signals that lean to eBay
New, standard items that match an existing catalog page	Used, vintage, collectible, refurbished or one-off items
Steady, repeat demand you can restock	Limited or changing stock, small batches
You want someone else to store and ship (FBA)	You want control over pricing, formats and buyer messages
Margins can carry referral, fulfillment and ad costs	You want low upfront costs and to test prices, including auctions

Score each option from 1 (poor fit) to 5 (strong fit) for one product or product line, then multiply by the weight. Adjust the weights before you score if a criterion matters more to you.

Criterion	Weight	Amazon FBA	Amazon, you ship	eBay
Product fit with buyers on the platform	x 3.0			
Profit per unit after all fees (page 5)	x 3.0			
Daily workload you can handle	x 2.0			
Competition and price pressure (less is better)	x 2.0			
Upfront cost and cash tied up in stock	x 1.5			
Control over pricing, listings and buyer contact	x 1.5			
Speed of first sales for this product	x 1.0			
Fit with your plans for other channels	x 1.0			
Weighted total	15.0			

HOW TO READ THE SCORE

The weights add up to 15, so the maximum score is 75 (15 x 5) and the minimum is 15. An option under 45 is a weak fit for this product. If the top two options are within 5 points, start with the one that needs less cash and less daily work, or test both with a small batch.

4 Fees and profit per unit worksheet

What one sale really earns on each platform

Fill in one column per option for the same product. Take fees from Amazon's revenue calculator and fee schedule and from eBay's seller fees pages, for your category and country.

Per unit sold (USD)	Amazon FBA	Amazon, you ship	eBay
A. Selling price (plus any shipping the buyer pays)	\$	\$	\$
Landed product cost (product, freight, duties)	\$	\$	\$
Referral fee (Amazon) or final value fee (eBay)	\$	\$	\$
Fixed per-item or per-order fees, if any	\$	\$	\$
eBay insertion fee per listing, once free listings run out	-	-	\$
FBA fulfillment fee (by size and weight)	\$	-	-
FBA storage per unit (seasonal and aged stock cost more)	\$	-	-
Shipping to Amazon, prep and labels per unit	\$	-	-
Shipping label and packaging per order	-	\$	\$
Ads per unit sold (Sponsored Products, Promoted Listings)	\$	\$	\$
Returns allowance (refunds, return labels, write-offs)	\$	\$	\$
B. Total cost per unit	\$	\$	\$
Profit per unit (A - B) and margin (profit / A)	\$ / %	\$ / %	\$ / %
Monthly fixed costs (USD a month)		Amazon	eBay
Selling plan or Store subscription (an eBay Store is optional)		\$	\$
Software, photos, packaging stock and other tools		\$	\$
Break-even units a month (fixed costs / profit per unit)			

WORKED EXAMPLE (ILLUSTRATIVE NUMBERS, NOT REAL FEES)

Price \$30. Landed cost \$8, all marketplace fees \$9, shipping and packaging \$5, ads \$2, returns \$1. Total cost \$25, profit \$5 a unit, margin 16.7%. With \$40 of fixed costs a month, you need 8 sales to break even. \$5 more ad spend per sale takes the profit to zero.

5 Listing checklist

Check every item before a listing goes live

Clear listings sell faster and bring fewer returns and buyer questions. Use the shared items for every listing and the platform items for the channel you list on.

EVERY LISTING, ANY PLATFORM

- ☐ The product has one SKU, and the same SKU is on the shelf label and in every listing
- ☐ Title follows the platform's title rules: brand, product type, key attribute, size or quantity
- ☐ Photos are sharp, show the real item and cover every angle a buyer asks about
- ☐ Description states size, materials, compatibility and what is in the box
- ☐ Category is correct, and every required attribute or item specific is filled in
- ☐ Price checked against similar listings, with profit confirmed on the fees worksheet
- ☐ Handling time, shipping options and return policy are set and you can keep them
- ☐ Listed quantity matches the units you can actually ship today

AMAZON

- ☐ GTIN (UPC or EAN) matches the product, or you have a GTIN exemption
- ☐ You checked whether an existing product page already covers the item before creating a new one
- ☐ Main image follows Amazon's image rules (product only, plain white background)
- ☐ Bullet points answer the questions buyers ask most, in plain words
- ☐ For FBA: units carry the right labels and meet the prep and packing rules

EBAY

- ☐ Format chosen on purpose: auction to find the price, fixed price for steady margins
- ☐ Condition is set correctly, and used items have flaws described and photographed
- ☐ Item specifics are complete, so the listing shows up in filtered searches
- ☐ Shipping cost and services are clear, and the package weight is checked on a scale

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Operations setup by stage

Add process only when the stage calls for it

A new seller does not need enterprise tools. What you do need is a little more structure at each step, added before the lack of it starts costing orders.

Stage	Typical signal	What to set up
Testing	First listings, a few orders a week, one channel	SKU list in a spreadsheet, one shelf with labeled spots, a simple packing station, labels bought through the marketplace
Steady sales	Orders most days, more SKUs than you can remember	Bins and storage locations, a barcode label on every SKU, a weekly count of top sellers, a daily shipping cut-off time
Second channel	Amazon and eBay, or a marketplace plus your own store	One stock pool with real-time sync, so a unit sold on one channel is not sold again on another; the same SKU on every channel
First helper	Someone else picks and packs	Pick lists, barcode scanning at picking and packing, a phone app for the floor, a short written process

FBA AND YOUR OWN SHELF

If part of your stock sits at Amazon, count it separately from the units on your own shelf. Only the shelf stock should feed your eBay or store listings, or you will sell units you cannot ship.

BEFORE YOUR FIRST SELF-SHIPPED ORDER

- ☐ Boxes, mailers, filler and tape in the sizes your products need
- ☐ A shipping scale and a way to print labels (label printer or plain paper)
- ☐ Return address and return handling steps written down
- ☐ A place to put returned items until you check them and restock or write them off
- ☐ A daily routine: print, pick, pack, ship, mark as shipped with tracking
- ☐ A rule for what happens when the shelf count and the listing do not match

7 Red flags and questions to check

Spot trouble before you commit cash to stock

Red flags before you list

- **The profit only works without ads or returns.** Both will come. Price for them from the start.
- **The category is gated and you have no approval.** Check restrictions before you buy, not after the stock arrives.
- **Many sellers share the same Amazon product page.** If everyone sells the identical item, the price race often goes to the lowest margin.
- **Identical items on eBay sell below your total cost.** Look at sold listings, not asking prices.
- **Your supplier cannot keep quality, barcodes or reorder times steady.** Bad batches turn into returns and negative feedback.
- **Seasonal demand, full-year stock.** Buy for the season you can see, and keep cash for a reorder.
- **The same stock is listed on two channels with no shared count.** One busy day can oversell it.

Questions to answer for each platform

Find the answers in Seller Central help, eBay Seller Hub and the platforms' seller policies, or ask seller support.

1. What is the referral or final value fee for my exact category, and is it charged on shipping too?
2. Is my category or brand restricted, and what documents does approval need?
3. What handling time, tracking and late shipment rules must I meet?
4. Which return policy is required, and who pays for return shipping?
5. When are payouts made, and can funds be held for new sellers?
6. Which account health metrics can limit or suspend my account?
7. For FBA: what prep, labeling and packing rules apply, and what do storage, aged stock and removals cost?
8. For eBay: how many free listings do I get each month, and would a Store subscription pay off at my volume?

8 First 90 days roadmap

A realistic schedule from first product to first decisions

The first three months are for learning what sells and what each sale earns. This plan keeps the stock small until the numbers say where to grow.

PHASE 1

Days 0-21

- Shortlist 3-5 products
- Check demand and restrictions
- Fill in the fees worksheet
- Open and verify the seller account
- Order a small first batch

PHASE 2

Days 22-45

- Create listings with the checklist
- Set shipping and returns
- Start ads on a small daily budget
- Ship every order on time
- Answer messages the same day

PHASE 3

Days 46-70

- Weekly review of the numbers below
- Fix weak titles and photos
- Reorder what sells
- Stop or reprice what does not

PHASE 4

Days 71-90

- Decide what to grow
- Add products or a second channel
- Set up shared stock first
- Plan the next quarter

PILOT FIRST, NOT ALL AT ONCE

Start with a few products on one platform. Real orders, real returns and real buyer questions teach more in a few weeks than months of research. Expand only what has proven profit per unit.

Numbers to review every week

- Profit per unit after all fees, by product
- Conversion rate per listing (orders divided by visits)
- Ad spend per sale, against the profit per unit
- Return rate and the reasons buyers give
- Late shipments, buyer message response time and account health metrics
- Stock accuracy: units on the shelf against units in the listing

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About Fiftify

A warehouse management system built for multichannel sellers

Fiftify is a warehouse management system built for multichannel sellers. Inventory, orders and warehouse work run in one simple system across Shopify, Amazon, eBay, Etsy, retail stores and other sales channels. Every channel draws from one stock pool, so a unit sold in one place is counted everywhere.

One stock pool for every channel

Real-time stock sync across your sales channels helps prevent overselling. Listing quantities update once per packed shipment, so a store never shows half-picked counts.

Bins and storage locations

Every unit has a place. The team sees what is on the shelf and where it is.

Barcode scanning

Scans at picking and packing catch the wrong item before the parcel leaves.

Pick, pack and ship

Paid orders turn into pick tasks, then packing and shipping with tracking sent back to the channel.

Mobile app on Android and iOS

Warehouse staff pick and pack with a phone instead of a desktop.

Every plan includes

Unlimited SKUs, sales channels, warehouses and suppliers. Starter is free for up to 100 orders a month.

Receiving and purchase orders are on the roadmap. Fiftify does not run 3PL operations.

Try Fiftify on your own orders

Start on the free Starter plan or take the 7-day full trial, no credit card needed. Support is by chat, and guided onboarding can be booked after sign-up.

Start free

app.fiftify.com

More guides for warehouse operations and multichannel selling: fiftify.com/blog