

How to use: Go through each section and check every box that applies to your operation today. Tally your score at the end. Any unchecked box is a documented gap in your FBA decision system.

Fee Structure & Unit Economics

- 1 Do you know the fully loaded FBA cost per unit (referral, fulfillment, storage, returns) for every SKU?
- 2 Is contribution margin still positive after the full fee stack, not just after the referral fee?
- 3 Have you set a hard margin floor that flags any SKU printing below it?
- 4 Do you re-run unit economics monthly as fee tiers and your own dimensions drift?
- 5 Is an advertising allowance per unit included in your true cost of selling?

Inventory Health & Storage Exposure

- 6 Do you track days of inventory on hand and time-in-warehouse per SKU?
- 7 Do you have an age trigger that forces a decision before the aged-inventory surcharge hits?
- 8 Have you forecast your Q4 cubic footage and peak storage surcharge exposure?
- 9 Do slow movers have a defined exit path (markdown, removal to FBM, or disposal)?
- 10 Do you calculate storage cost per unit sold, not just total storage cost?

Inbound & Placement Risk

- 11 Have you compared the inbound placement fee against split-shipment freight per SKU?
- 12 Is the placement fee included in your loaded unit cost model?
- 13 Are reorder points set on full end-to-end lead time, including Amazon receiving?
- 14 Do you treat in-transit and receiving inventory as committed capital, not available stock?
- 15 Do you choose consolidated vs split shipment deliberately rather than by default?

Lost & Stranded Inventory Controls

- 16 Does the stranded inventory report have a named owner and a weekly cadence?
- 17 Do you keep your own carton and unit level records for every inbound shipment?
- 18 Do you run a monthly reconciliation of units shipped, received, sold, and on hand?
- 19 Is every reconciliation gap turned into a reimbursement claim with a deadline and owner?
- 20 Do you file claims inside Amazon's claim windows so valid claims are never lost to timing?

FBA vs FBM Decision Discipline

- 21 Do you have a written, per-SKU FBA-or-FBM assignment rather than default-to-FBA?
- 22 Is each SKU scored against a routing formula comparing loaded FBA cost to loaded FBM cost?
- 23 Do you re-run the routing decision on a fixed cadence and after major fee changes?
- 24 Do you maintain a policy exposure register ranking SKUs by fee headroom?
- 25 Do price cuts stop at a defined margin floor instead of chasing competitors indefinitely?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	Your FBA decision is running on instinct and the fee stack is actively destroying margin
12-19	MODERATE	Gaps exist in 2 to 3 areas that need immediate attention before they compound
20-25	STRONG	Your FBA-or-FBM system is solid, focus on optimization and cadence

Book a free data audit at modonix.com/services — we rebuild your contribution margin SKU by SKU and identify your top 3 FBA margin leaks in one session. Written by Ahmed Abuswa, Modonix.com

Ahmed Abuswa

Head of E-Commerce Operations at Modonix
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