SELLER TOOLKIT

Amazon FBA Profit Worksheet

Know what each sale leaves.



Research a product, account for its costs and fees, and connect unit economics to inventory, cash and monthly profit.

RESEARCH · CALCULATE · PLAN

01 Build a complete cost picture.

02 Separate profit from cash recovery.

03 Make an inventory plan you can review.

For beginner FBA, private-label, wholesale and online-arbitrage sellers.

13 PRACTICAL SECTIONS · WORKED EXAMPLES · REUSABLE WORKSHEETS

YOUR WORKBOOK / CONTENTS

A clear route through the numbers

Use one product, one marketplace and one currency. Record current supplier quotes and account-specific fees before deciding on inventory.

SECTION	PAGE
01 Understanding FBA profit	03
02 Product research worksheet	04
03 Cost worksheet	05
04 FBA fee worksheet	06
05 Profit calculation worksheet	07
06 Break-even and inventory cash recovery	08–09
07 Inventory planning worksheet	10
08 Profit cushion worksheet	11
09 Common profit mistakes	12
10 Quick wins	13
11 Monthly profit tracker	14
12 Profit confidence checklist	15
13 Final action plan	16
Current sources and calculator links	17

WORK WITH YOUR OWN FIGURES

All amounts in examples are illustrative, not current fee quotes or recommended targets. Carry each result into the next worksheet. These fields support handwriting or PDF annotation; they do not calculate automatically.

01 / UNDERSTANDING FBA PROFIT

Give every cost a place

Sales revenue is the starting point. The amount left after the relevant costs is what supports your business.

Unit contribution = selling revenue − landed product cost
− Amazon fees allocated per unit − other variable costs
Period operating profit = units sold × unit contribution − fixed period costs

COST OR RESULT	WHAT BELONGS HERE
Selling revenue	Expected receipts per unit after discounts; exclude sales tax collected for a tax authority. Model refunds consistently.
Landed product cost	Supplier cost, inbound freight, packaging, prep and other costs to get one unit ready. Page 5.
Amazon fees	Referral, fulfillment, allocated storage and applicable additional fees. Page 6.
Other variable costs	Ads per sale and expected return losses not already counted elsewhere. Page 7.
Fixed period costs	Selling-plan subscription, fixed software and other overhead not already allocated per unit. Page 8.

USE THE RIGHT NAME

The per-unit result is contribution before fixed costs and income tax. It is not a promise of net business profit. Storage and advertising allocations depend on your assumptions; revisit them when volume or holding time changes.

MY PRODUCT / MARKETPLACE / CURRENCY

02 / PRODUCT RESEARCH

Start with one product

Capture a realistic snapshot of demand, competition and price. Estimates guide a test; they do not guarantee sales.

PRODUCT NAME / ASIN IF AVAILABLE

CATEGORY / MARKETPLACE

ESTIMATED SELLING PRICE

ESTIMATED MONTHLY DEMAND / UNITS

COMPETITOR	PRICE / POSITIONING / EVIDENCE
01	
02	
03	

WHY I THINK THIS PRODUCT COULD WORK

RESEARCH SOURCE / DATE

WHAT I STILL NEED TO VALIDATE

LOOK BEYOND A SINGLE NUMBER

Review listing quality, competitive offers, seasonality and your own differentiation. Use a defensible sales estimate for your listing rather than assuming you will capture all category demand.

03 / COST WORKSHEET

Build the landed unit cost

Add the costs to prepare one sellable unit before Amazon selling and fulfillment fees. Divide shared shipment costs by the relevant sellable units.

COST PER UNIT	EXAMPLE	YOUR AMOUNT / $
Product cost / supplier	$6.00	
Freight / inbound shipping	$1.50	
Packaging	$0.50	
Prep / labels / poly bags	$0.40	
Other landed costs	$0.20	
Estimated landed cost per unit	**$8.60**	

Landed cost per unit = supplier + freight + packaging + prep + other

QUOTE SOURCE / DATE / ORDER QUANTITY

WHAT IS INCLUDED IN “OTHER” / DUTIES OR ADDITIONAL COSTS TO VERIFY

COUNT EACH EXPENSE ONCE

Supplier freight and Amazon inbound placement are different charges. Keep placement in the fee worksheet unless already included here. Record that choice on page 6. Use current quotes and allow for unusable units when allocating costs.

04 / FBA FEE WORKSHEET

Use current, product-specific fees

Confirm the marketplace, category, packaged dimensions and weight in Seller Central. Fee structures and amounts can change.

MARKETPLACE / CURRENCY / DATE CHECKED

ASIN / SIZE TIER / PACKED WEIGHT

FEE / ALLOCATION	YOUR ESTIMATE PER UNIT / $
Referral fee / rate or minimum as applicable	
FBA fulfillment / applicable surcharges	
Storage over the expected holding period	
Inbound placement / if not in landed cost	
Other applicable Amazon fees	
Total allocated Amazon fees per unit	

For planning, a monthly storage cost per unit × expected months held estimates the holding-period cost only if the rate and volume assumptions are stable. Actual storage depends on inventory volume and timing. Use a cycle estimate or allocate actual period fees; do not mix the two.

STORAGE PER UNIT PER MONTH / MONTHS HELD

OTHER FEES INCLUDED / ALLOCATION BASIS

CHECK WHAT AN ESTIMATE LEAVES OUT

Review applicable aged-inventory, low-inventory, return/refund, removal, disposal, inbound and optional-service charges. Amazon’s Revenue Calculator does not include every fee or your subscription automatically. Put fixed costs on page 8, without counting them again per unit.

05 / PROFIT CALCULATION

Find the contribution per sale

Bring forward landed cost from page 5 and fees from page 6. Deduct only additional variable costs that have not already been included.

PER-UNIT CALCULATION	EXAMPLE	YOUR AMOUNT / $
Selling revenue	$24.00	
– Landed product cost	$8.60	
– Allocated Amazon fees	$7.50	
– Other variable costs / ads and return losses	$1.50	
= Estimated unit contribution	**$6.40**	

$24.00 – $8.60 – $7.50 – $1.50 = $6.40 per unit
$6.40 ÷ $24.00 × 100 = 26.67% contribution margin

WHAT IS IN MY OTHER VARIABLE COSTS / ASSUMPTIONS ABOUT REFUNDS

BEFORE FIXED COSTS AND INCOME TAX

The $6.40 is available to cover overhead and then operating profit. It is not profit “after everything.” If contribution is zero or negative, selling more at the same economics cannot cover positive fixed costs. Recalculate when price, fees, ads or return behavior changes.

06 / OPERATING BREAK-EVEN

Cover the costs of the period

Use a consistent period, such as one month. Keep the inventory purchase itself separate: the cost of units sold is already in unit contribution.

Break-even units = fixed period costs ÷ unit contribution
Round UP to the next whole unit. Contribution must be positive.

INPUT OR RESULT	EXAMPLE	YOUR FIGURE
Period fixed costs	$320.00	
Unit contribution / page 7	$6.40	
Break-even units	50	
Expected units sold in the period	100	
Operating profit / units × contribution − fixed costs	$320.00	

MY PERIOD / FIXED COST BREAKDOWN

KEEP THE BOUNDARIES CONSISTENT

The $320 fixed-cost example is an assumption, not a recommended budget. Include only costs not already deducted in the unit calculation. This model assumes constant unit economics and sufficient demand. If contribution is not positive, there is no finite break-even volume for positive fixed costs.

IS THE REQUIRED VOLUME REALISTIC? EVIDENCE / NEXT CHECK

06 / INVENTORY CASH RECOVERY

Separate cash from profit

An inventory purchase ties up cash before those units sell. Cash recovery and accumulating enough profit to fund another order answer different questions.

YOUR INVESTMENT	EXAMPLE	YOUR FIGURE
Units ordered	100	
Landed cost per unit	$8.60	
Upfront inventory cash / units × cost	$860.00	
Unit contribution / page 7	$6.40	

RECOVER THE PREPAID BATCH CASH

Cash available per sale = revenue − costs paid as sales occur
Recovery units = upfront batch cash ÷ cash available per sale, rounded up
Cash available per sale must be positive.

If all $8.60 of inventory cost was prepaid and the $7.50 fees plus $1.50 other costs are paid as sales occur: $24 − $7.50 − $1.50 = $15 available per sale. $860 ÷ $15 rounds up to **58 units**. This simplified cash model excludes extra fixed costs, payout delays, refunds and replacement stock.

MY CASH AVAILABLE PER SALE / $

MY BATCH CASH RECOVERY / UNITS

ACCUMULATE A PROFIT-FUNDED REINVESTMENT TARGET

$860 ÷ $6.40 rounds up to **135 units of contribution**. This is a target to accumulate an additional $860 before fixed costs and tax, not recovery of the prepaid 100-unit batch. Include overhead before treating the accumulated amount as spendable profit.

MY REINVESTMENT TARGET / UNITS NEEDED

EXPECTED SALES / MONTHS TO REACH TARGET

07 / INVENTORY PLANNING

Match stock to realistic demand

Balance availability, supplier lead times and cash tied up in stock. Test demand and review current storage and inventory-related fee rules.

INVENTORY PLAN	EXAMPLE	YOUR FIGURE
Units ordered	300	
Inventory cost / units × landed unit cost	$2,580	
Expected monthly sales / units	100	
Months of stock / units ÷ monthly sales	3	

- [ ] My first order is sized to test demand within my budget.
- [ ] I considered availability and the risk of selling out.
- [ ] I estimated storage and potential aging costs.
- [ ] I allowed for production, shipping and receiving time.
- [ ] I know when I will review or place a reorder.

PRODUCTION + DELIVERY LEAD TIME

REORDER TRIGGER / PLANNED DATE

DEMAND OR SUPPLIER UNCERTAINTY / MY RESPONSE

Months of stock requires monthly sales above zero. If expected sales are zero, the stock has no finite sell-through time under that assumption. Compare more than one demand scenario before ordering.

08 / PROFIT CUSHION

Leave room for surprises

Set your own minimum before selecting an order size. The figures below illustrate contribution before fixed costs and tax, not universal profit targets.

PER-UNIT CUSHION	EXAMPLE	YOUR AMOUNT / $
Minimum acceptable contribution	$4.00	
Target contribution	$7.00	
Actual estimate / page 7	$6.40	
Amount above my minimum	**$2.40**	

- [ ] My estimate is comfortably above my own minimum.
- [ ] I tested the effect of a fee increase.
- [ ] I allowed for realistic returns and unrecovered costs.
- [ ] I still have contribution after planned advertising.

STRESS TEST / EXTRA COST PER UNIT	NEW CONTRIBUTION / $
Example: an extra $1.00 cost	$5.40
My fee / return / advertising scenario:	

WHAT I WOULD CHANGE IF THE CUSHION BECOMES TOO SMALL

09 / COMMON PROFIT MISTAKES

Spot the leak before you order



Mark any issue that applies, then choose a practical correction. A complete cost picture makes the next decision more useful.

- [ ] I have left Amazon fees out of my estimate.
- [ ] I have underestimated shipping or inbound freight.
- [ ] I have not allowed for returns and their actual cost.
- [ ] I am treating revenue as though it were profit.
- [ ] I am ordering more inventory than tested demand supports.
- [ ] My price leaves too little contribution.
- [ ] I have not separated break-even from inventory cash recovery.
- [ ] I am not recording costs consistently.

MAKE THE FIRST CORRECTION COUNT

Review the assumptions before committing to inventory. Prioritize the omission with the largest likely effect, verify it, then update the calculation. A positive estimate still depends on demand and the accuracy of your inputs.

THE ISSUE I WILL CORRECT FIRST

EVIDENCE OR NUMBER I NEED

ACTION / DUE DATE

10 / QUICK WINS

Choose a useful next move

Use these checks to improve the quality of your estimate and identify a test worth running.

01 Verify the fees

Check current Seller Central values for the exact product, marketplace, size and weight.

02 Test pricing

Compare contribution and likely sales volume. A price rise can change conversion as well as fees.

03 Re-quote freight

Compare total landed costs, shipment choices and service levels, including placement charges.

04 Recalculate break-even

Update fixed costs, unit contribution and the separate inventory cash-recovery estimate.

05 Review suppliers

Compare quality, landed cost, minimum quantities and lead time together.

06 Improve the cushion

Test a cost reduction or price change, then check the new contribution.

07 Audit inventory

Review slow movers, stock cover, aging exposure and reorder timing.

08 Use the calculators

Check inputs against the worksheets and record any costs the calculator leaves out.

11 / MONTHLY PROFIT TRACKER

Track the business result

Record one month per row. Profit here is operating profit before income tax.

Year / currency: _____ Review date: _____

MONTH	REVENUE / $	COSTS / $	PROFIT / $	BEST PRODUCT
01				
02				
03				
04				
05				
06				
07				
08				
09				
10				
11				
12				

Include cost of units sold, Amazon charges, ads, return losses and fixed expenses. Do not deduct inventory purchases again. Track cash and payouts separately.

TREND TO INVESTIGATE / NEXT ACTION

Revenue up, profit flat? Review fees, pricing, ads, mix and returns. Check a leading product’s economics and demand before expanding it.

12 / PROFIT CONFIDENCE

Check the whole decision

A completed checklist supports an informed decision. It does not guarantee demand or profit.

I KNOW MY COSTS

- [ ] I included supplier cost, freight, packaging and prep.
- [ ] I totaled my landed unit cost on page 5.

I KNOW MY FEES

- [ ] I checked current product-specific fees in Seller Central.
- [ ] I included referral, fulfillment, storage and applicable extras.

I KNOW MY CONTRIBUTION

- [ ] I calculated the per-unit estimate on page 7.
- [ ] It meets my minimum and leaves room for overhead.

I KNOW MY BREAK-EVEN AND CASH NEEDS

- [ ] I calculated operating break-even and batch cash recovery.
- [ ] My required sales fit a defensible demand estimate.

I HAVE A PLAN

- [ ] My order size fits realistic sales and lead times.
- [ ] I have a monthly profit goal and a review date.

MONTHLY OPERATING PROFIT GOAL / $

REVIEW DATE

ANY UNRESOLVED ITEM BEFORE I COMMIT

13 / FINAL ACTION PLAN

Turn the estimate into action



Keep the next steps specific. Return to your worksheet when a quote, fee, price or sales assumption changes.

TODAY

THE PRODUCT I WILL EVALUATE FIRST

ESTIMATED CONTRIBUTION PER UNIT / $

THIS WEEK

ONE NUMBER I WILL VERIFY / SOURCE

ONE IMPROVEMENT OR TEST I WILL MAKE

THIS MONTH

MONTHLY OPERATING PROFIT GOAL / $

DATE OF FIRST PROFIT REVIEW

COMPANION CALCULATORS

Amazon FBA Profit Calculator

Break-Even Calculator

Map each cost once when transferring inputs. The Break-Even Calculator divides entered costs by a per-sale result; use non-inventory fixed costs and positive contribution for operating break-even. Do not enter prepaid inventory again as a fixed cost when its unit cost is already deducted.

REFERENCE / VERIFY CURRENT INPUTS

Keep the evidence close

Amazon guidance was checked on 13 November 2026. Use the current rules for your marketplace and actual product; no example in this workbook is a current fee quote.

OFFICIAL AMAZON GUIDANCE

Selling plans and referral fee categories

FBA fulfillment and storage overview

Estimate fees and costs / Revenue Calculator access

Revenue Calculator: included and excluded costs

Seller Central: selling and FBA fee services

REFRESH BEFORE AN ORDER

Check current fees, announced changes and the assumptions behind any calculator output. Estimate storage across the expected holding period. Review actual transaction and fee reports after launch; estimates do not replace your account records.

MY CURRENT QUOTES AND FEE RECORDS / LOCATION

NEXT VERIFICATION DATE

NUMBER MOST LIKELY TO CHANGE

Educational planning resource. Operating figures exclude income tax and do not by themselves measure spendable cash. Keep a separate cash record for inventory purchases, payouts, refunds and withdrawals.