

Amazon Glossary

ACoS – Advertising Cost of Sale (percentage of ad cost per sale, $\text{Ad spend} \div \text{Sale} = \text{ACoS}$)

BOGO – Buy-One-Get-One (promotion offering 2 products for the price of 1)

COGS – Cost of Goods Sold (the total cost once the product has been sold)

FBA – Fulfilled by Amazon (store & ship service from Amazon)

FC – Fulfillment Center (warehouse for storing, prepping & shipping products)

MOQ – Minimum order quantity (minimum amount of units allowed to order)

OEM – Original Equipment Manufacturer (a company that produces parts & equipment)

RFQ – Request for Quote (an order placed to create a price estimate on wholesale goods)

RA – Retail Arbitrage (find underpriced products in a retail store to sell more expensively)

SEO – Search Engine Optimization (maximizing visitors by ranking higher in search engines)

Supplier – The provider of the goods regardless of position in the business chain

Manufacturer – The creator of the product

Distributor – Middle hand between manufacturer & wholesaler

Wholesaler – Buys large quantities at discounts from the distributor

Retailer – Sells directly to the consumers