



# Introduction To Fulfillment By Daraz



# What Is Fulfillment By Daraz?

- ♦ **Fulfillment by Daraz or FBD** is a hassle-free solution provided by Daraz for its sellers, an **end to end fulfillment service** whereby we **store, pick, pack and ships products** on the seller's behalf directly from our network of Daraz Fulfillment centers (Warehouse)
- ♦ Through FBD our sellers don't have to worry about buying packaging material and packing the products in order to fulfill customer orders. Daraz takes care of everything!
- ♦ The items are stored in **Daraz Fulfillment Center (Warehouse)** which are present in major cities **Karachi, Lahore & Islamabad** – We manage your inventory in our state of the art facilities at minimal cost (applicable after 30 days) with utmost care
- ♦ FBD is a consignment model so the ownership of the item stays with the Seller/Brand; sellers have full control of **prices and stocks**
- ♦ FBD is managed using the **Alibaba Supply Chain Portal (ASCP)** which can be accessed on **Daraz Supply Chain Management (DSCM) Portal**



# How Does FBD Benefit Sellers?



## INCREASE REVENUE

Sellers that are a part of FBD enjoy **higher onsite visibility, dedicated search filters and boosted search results**. Sellers can focus on content, marketing and price management while Daraz processes orders efficiently. **Enhanced visibility** coupled with timely order processing and faster delivery lead to **higher sales**



## FASTER DELIVERY AND GREATER CUSTOMER SATISFACTION

FBD offers **overall faster deliveries** with an average of **1 day reduction** in delivery time leading to higher delivery success rates. Customers can also avail the option of **same day delivery** (Karachi only) through **express shipping** on FBD products. Secure packaging at time of order processing ensures minimal damages and returns

# How Does FBD Benefit Sellers?



## SAVES COST & TIME

**No storage charges** are taken for the first **30 days** of the items being kept in Daraz Fulfillment Centers. Even after 30 days the charges are very low compared to storage rates in the market. Additionally, you save on fixed cost like rent or labor. There is also **no packaging cost** as FBD handles that for the seller. As **Daraz handles all packaging for the orders**, the sellers avoid all hassle and can rest easy that their orders will be dispatched to customers safely and on time



## FLEXIBILITY

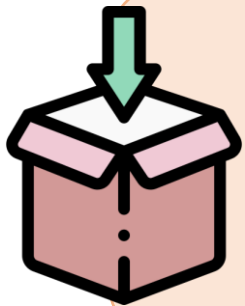
FBD means that there's no infrastructure and operational constraints to grow your sales – just send Daraz your stock and we will handle the rest. FBD provides an opportunity for Sellers to have stock in **multiple fulfillment centers** across the FBD network and there is **no minimum limit** for the number of products you can send to our fulfillment centers. You can also create outbound orders and get your products back at anytime

# How Does FBD Benefit Sellers?



## BETTER SERVICE LEVEL

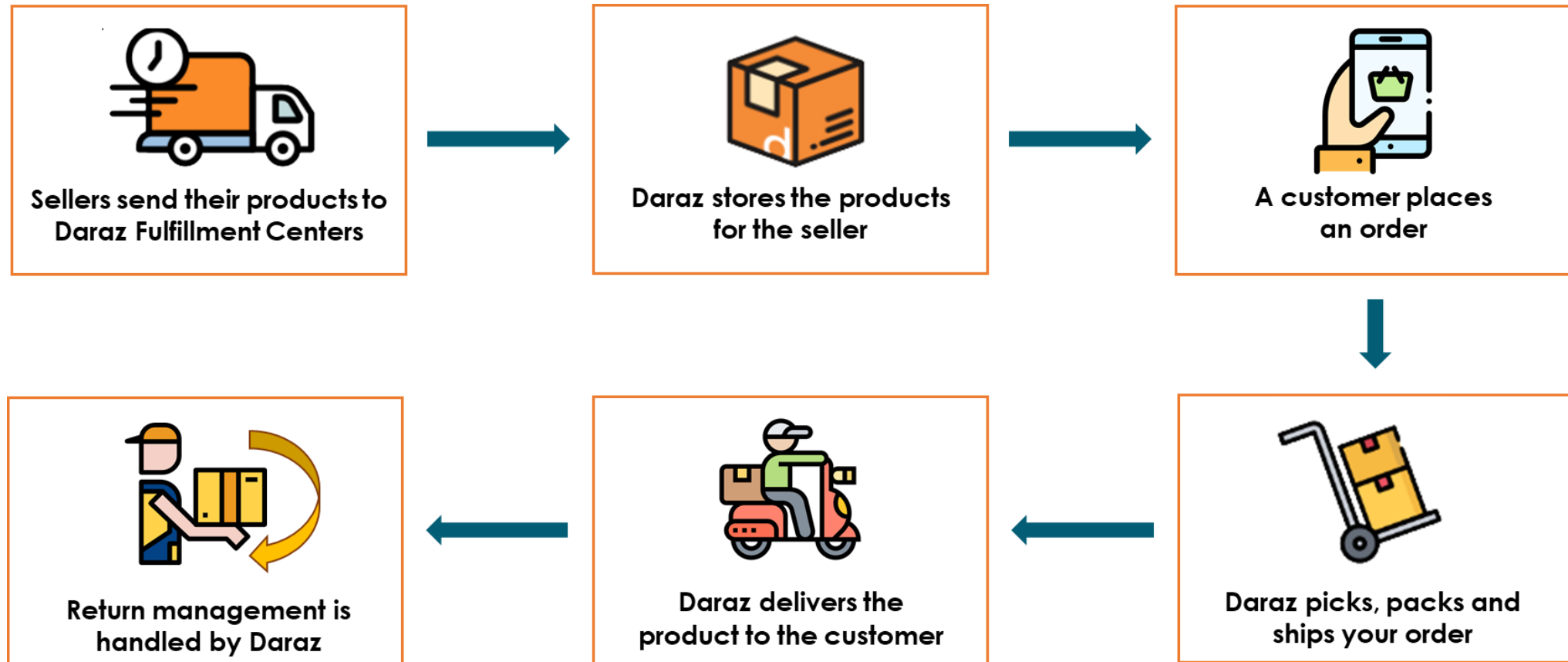
FBD provides **quality packaging** for all products – ensuring **protection** of your products during delivery. Since products are stored in Daraz Fulfilment Centers, our team keeps a regular check on stock numbers **reducing the chances** of **out of-stock cancellations**. This results in an overall **increase** in your **seller rating**. You can have real time visibility on your stock level through the DSCM portal



## EASIER RETURN MANAGEMENT

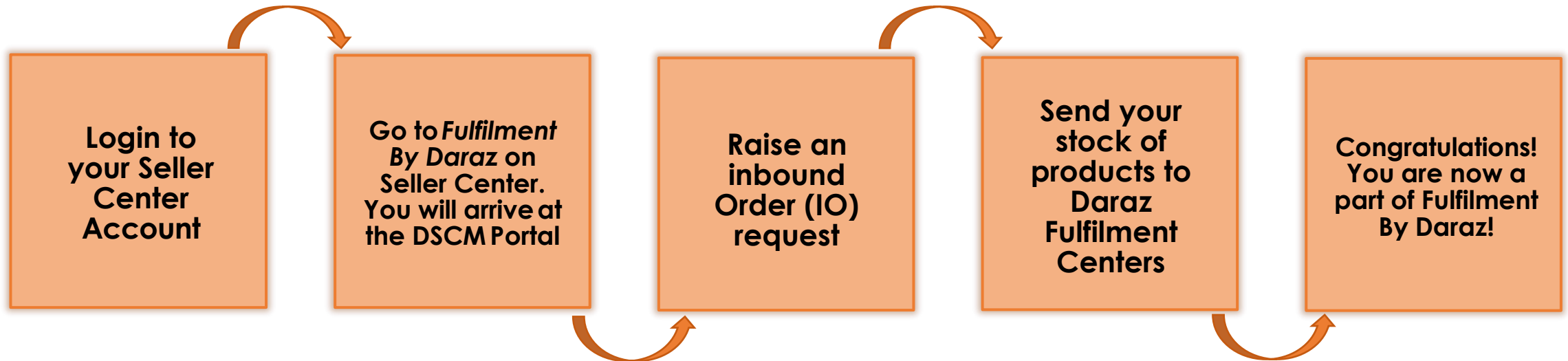
The entire return or exchange process can be a true hassle for sellers from receiving returns and failed deliveries to coordinating with 3PL partners. However, being part of FBD means that **Daraz handles** both your **returns and failed deliveries**. Let us manage your end to end supply chain!

# How Does FBD Work?



# How To Become Part Of FBD?

Becoming part of Fulfilled By Daraz is fairly simple. Any seller can avail the benefits of FBD by following these simple steps;





So, what are you waiting for?

**START USING OUR FBD SERVICE!**

For more tutorials, courses and policies,  
Visit Daraz University