



## SKU, MSKU, FNSKU - What's the Difference?

**SKU - Stock Keeping Unit** - each manufacturer can create a SKU of their choice using alphanumeric characters. If the product is wholesale, usually the SKU will come from the manufacturer or the brand. If PL, you create the SKU as advised in the Ignite training material.

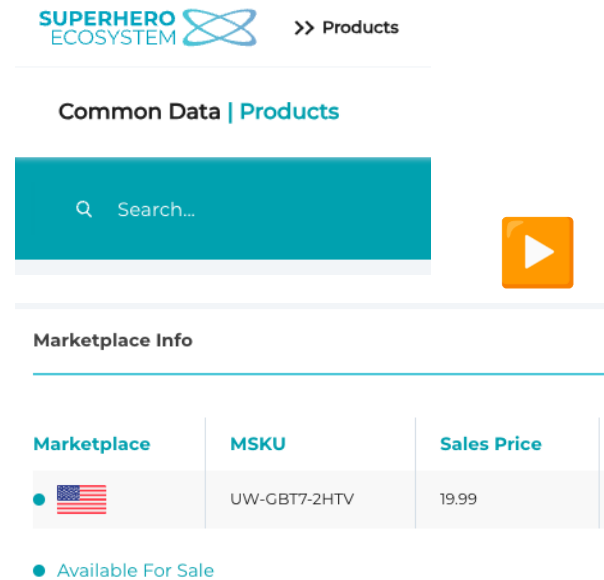
**MSKU - Merchant Stock Keeping Unit** - in Amazon's terms, this is essentially the same as the SKU. However, sometimes Amazon provides a different MSKU that does not match your SKU - these are always in the format XX-XXXX-XXXX, example UW-4GV6-89QE.

**FNSKU - Fulfillment Network Stock Keeping Unit** - on Amazon, if you utilize the manufacturer's barcode (commingling), the FNSKU is the same as the ASIN and will start with a "B". If you use Amazon's barcode (no commingling) Amazon will assign a unique FNSKU to you - it looks like an ASIN, but starts with an "X" and is not the same as the ASIN or the SKU. This is for use when there are multiple sellers on the same listing (i.e. same barcode and same SKU) to identify which of the items in their warehouse actually came from you. As opposed to commingling where if I send 10 and you send 20 of the same item on the same listing, Amazon now has 30 in their warehouse, and it doesn't matter which seller made the sale, 1 of the 30 items are shipped to the customer. It may or may not be the actual item you sent in. Additionally, there are certain categories of products, typically Health and Beauty related, but there are other instances as well, where Amazon "requires" you to utilize the FNSKU, so that any issues with the product can easily be identified to a particular seller and addresses.


*Generally speaking the FNSKU is unrelated to the SKU and MSKU as far as the EcoSystem and replenishments are concerned.*

What's more important to understand and something we see a LOT here in the hubs is that the SKU in the EcoSystem is different from the SKU on Amazon - which is no problem at all, the EcoSystem is designed to handle this with **one simple step**.

If your Amazon SKU is different from your primary SKU in the EcoSystem, simply go into **Products > Edit the Product > Add the MSKU to the appropriate Marketplace Info** (only). Because I have situations where I sell the same SKU in US, CA and UK - however during creation of my UK Listing, something happened and it assigned its own SKU, but only for the UK Marketplace.



The screenshot shows the SUPERHERO ECOSYSTEM interface. At the top left is the logo for SUPERHERO ECOSYSTEM, followed by a navigation link '>> Products'. Below this is a section titled 'Common Data | Products'. There is a teal search bar with a magnifying glass icon and the text 'Search...'. To the right of the search bar is an orange play button icon. Below the search bar is a section titled 'Marketplace Info'. This section contains a table with three columns: 'Marketplace', 'MSKU', and 'Sales Price'. The table has one row with a blue dot, an American flag icon, the MSKU 'UW-GBT7-2HTV', and the sales price '19.99'. Below the table is a legend with a blue dot and the text 'Available For Sale'.

Marketplace	MSKU	Sales Price
● 	UW-GBT7-2HTV	19.99

● Available For Sale

**Why is this so important?** The hub will NEVER send a carton out unless the SKU on the Amazon label EXACTLY matches the SKU in the EcoSystem. This is for your protection because SKUs can be literally one letter or number different, and be a completely different product, color, or pack size. Therefore, in an abundance of caution and with no other way to confirm the SKU on the Amazon label is the SKU you intended to send, we ALWAYS ask for confirmation.

It's so easy to avoid, just be sure to **add your MSKU** to the EcoSystem and we can then match up your labels no problem. Also, you don't need to change your EcoSystem SKU, or the SKU on your cartons or your product!