

10 Considerations When Hiring A Fulfillment Company

As your e-commerce business begins to grow, it can be easy to pick, pack and ship the few orders that come in at first. When your business takes off however, the never-ending duties related to shipping online orders can drain from your bottom line. A day will come when you begin to consider outsourcing this function in your business. Before selecting a partner for this critical function, there are ten considerations to building a great fulfillment relationship.

1. Is your business ready? Startups and organizations that have only a handful of orders each week may find it beneficial to keep fulfillment in house until they have begun to scale. A good rule of thumb is that if you are shipping 10 or more orders per day, you are starting to hit the volume where it begins to make sense to outsource.
2. Can you take advantage of freight and volume postage discounts available through a 3rd party vendor?
3. Does the potential partner have the ability to provide you with inventory tracking and order shipment status within a 24-hour period?
4. Do you have enough inventory to stock a shelf for 30 days?
5. Does your provider have other services (such as print, online dashboards and other marketing programs) that can enhance brand connection and image with your consumer?
6. What is the error rate of the potential partner? While we all make a mistake occasionally, it should not be a regular occurrence. Ask for references, do a quick internet search for reviews and ask your network if anyone knows the provider and their reputation.
7. How many SKUs is your provider able to manage for your online store?
8. Will you need kitting an assembly services?
9. Can you shopping cart integrate with order fulfillment programs and/or have open source to easily plug in to a program?
10. Does your potential partner not only understand fulfillment services but also your industry?

Accurate and timely fulfillment of orders placed with your organization is essential to long term and repeat customers. Choose wisely as you consider outsourcing your fulfillment functionality.

We can help you get started. Just contact us at 303-607-9424 or contact@plumbmarketing.com.

