

# ***ShipRight***

*Order Fulfillment*



## ***Fulfillment for Online Startups***

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**PLANNING FOR SUCCESS**

[www.shipright.biz](http://www.shipright.biz)

The numbers speak for themselves; online spending through e-commerce reached an unprecedented level last year, representing almost 20% of all retail sales. With such opportunity comes competition, and new businesses are sprouting up all the time to try to cash in on this lucrative and expanding market.

While product development and marketing are key, the strength or weakness of a company's logistics and delivery process can make or break a business. Many startups have neither the time nor expertise to spend on warehouse operations including receiving, inventory management, picking, packing, and shipping.

By choosing to outsource those functions to a professional fulfillment company, startups can avoid the many pitfalls that can damage their brand and customer relationships beyond the success or failure of their products.

### **Stay focused on your priorities**

In the early stages of a product and company's lifecycle, it is especially important to pay attention to the big picture and not get lost in the minutiae of running the daily business. That big picture includes fully understanding the voice of the customer, product development and refinement, and strategic planning for growth. By streamlining logistics work with a professional fulfillment provider, expertise, money, and time can be focused on where it will have the greatest impact on a company's success or failure in the e-commerce marketplace.

### **Finding the right partner is critical**

When a company starts thinking about outsourcing logistics, it must meet certain minimum criteria. Fulfillment providers will need answers to the following questions:

- › What is your weekly unit shipping volume?
- › What is the average weight per unit?
- › What is the average value per unit?
- › How many SKUs will be inventoried and shipped?
- › What Shopping Cart technology is used?

Finding a fulfillment company that caters to small businesses is harder than finding a large 3PL that advertises nationally and handles hundreds of customers. Ideally, startups need to find a compatible small to mid-sized 3PL with one or two regional locations, and with a leadership team committed to personal service. Teaming up with the right one and developing a true business partnership focused on growth can be a game-changer.

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ShipRight exists to help businesses grow and succeed. Over the past 22 years ShipRight has worked tirelessly to provide outsource solutions and support its clients' needs through hard work and attention to detail, as well as taking a personal and collaborative approach to every business relationship. Please contact us with any questions and let us know if we can help your business!



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