Fulfillment

Mastering your e-commerce operations

Our comprehensive *Mastering your e-commerce operations* e-book provides everything you need to know to optimize your workflow. **Chapter two focuses on fulfillment** – where the item stored in your inventory becomes the parcel you ship. This at-a-glance tip sheet shows simple ways to save time, minimize errors and increase your customers' satisfaction.

THE SPACE

This is where you will store your inventory. Make sure to set it up for speed and accuracy.

- Define clear stations for incoming inventory and outgoing orders to limit mix-ups.
- Organize your shelves so your most popular items are the easiest to access.
- Stock packing stations with everything you need: tape, packaging, scales, etc.
- Use labels!

THE PROCESS

It defines how you pick the items from the shelf and pack them for shipping. Follow these 3 three rules.

- Create a set pick and pack process that minimizes steps and can be easily learned.
- Include a quality control step to ensure packed items match the order and are undamaged.
- Use the right packaging with every order. A tight and secure fit for each shipment is a must.

THE LABEL

Don't let the printing of shipping labels slow you down – because it can. A lot.

- If you're printing more than a handful of shipping labels a day, invest in a thermal printer.
- Don't underestimate the impact of technology; it's the backbone of shipping.
- Use online and integrated shipping tools. Take the time to learn which solutions best fit your business.

YOUR GROWTH

Position your business today for tomorrow.

- Know where extra inventory will go during seasonal spikes.
- Use growth projections when upgrading your space.
- Empower your physical stores to act as fulfillment hubs.
- Choose warehouse options with your future in mind.

Head to **canadapost.ca/ecommoperations** to download our e-book, *Mastering your e-commerce operations: How to optimize every stage of your workflow – and satisfy customers.*