

eCommerce Marketing



CHAPTER 6 LOGISTICS AND SHIPPING

Lecturer: Muslimbek Rakhmonov

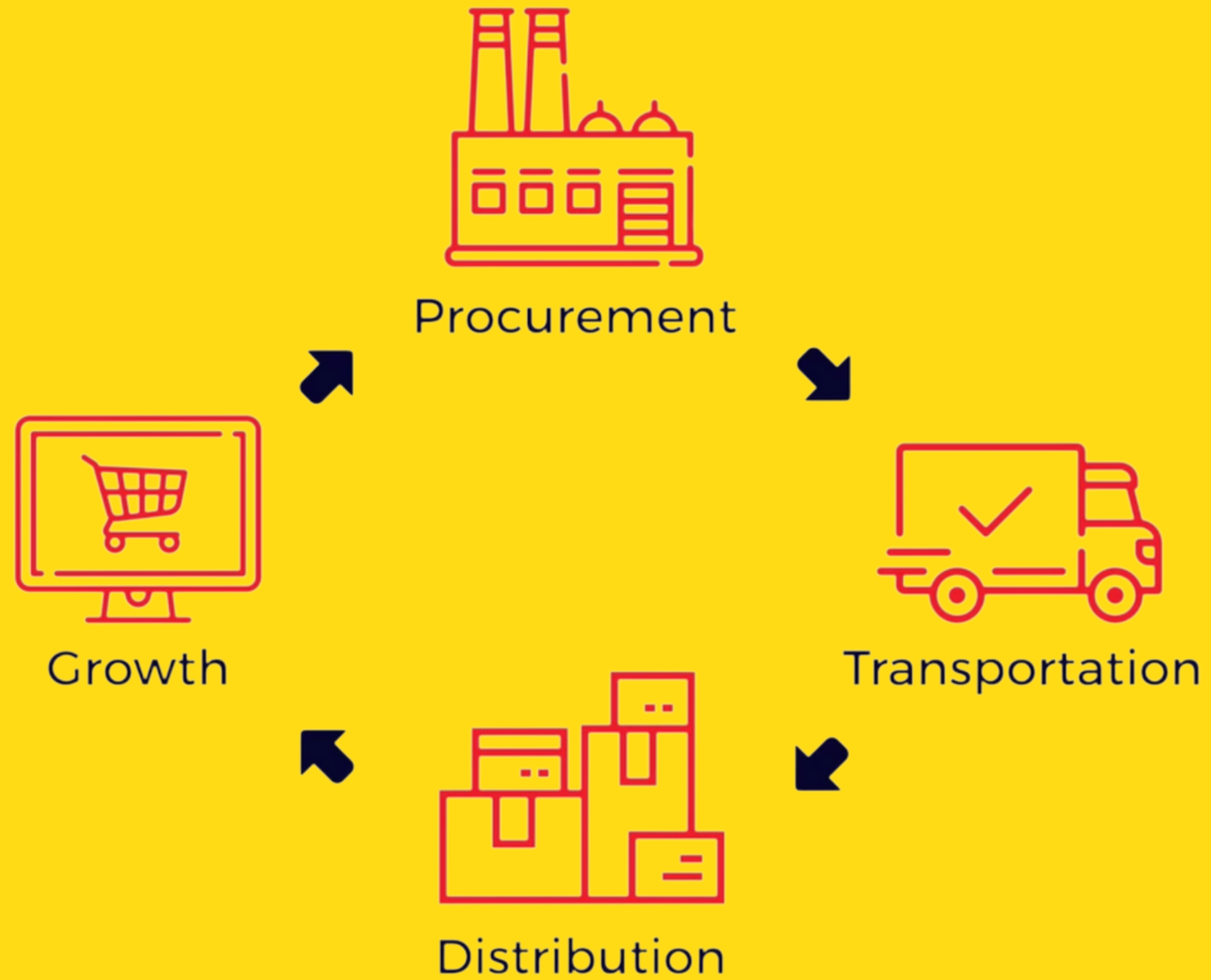


AGENDA

3PL

Freight forwarders

Launch and other
operations



Pro Tip:

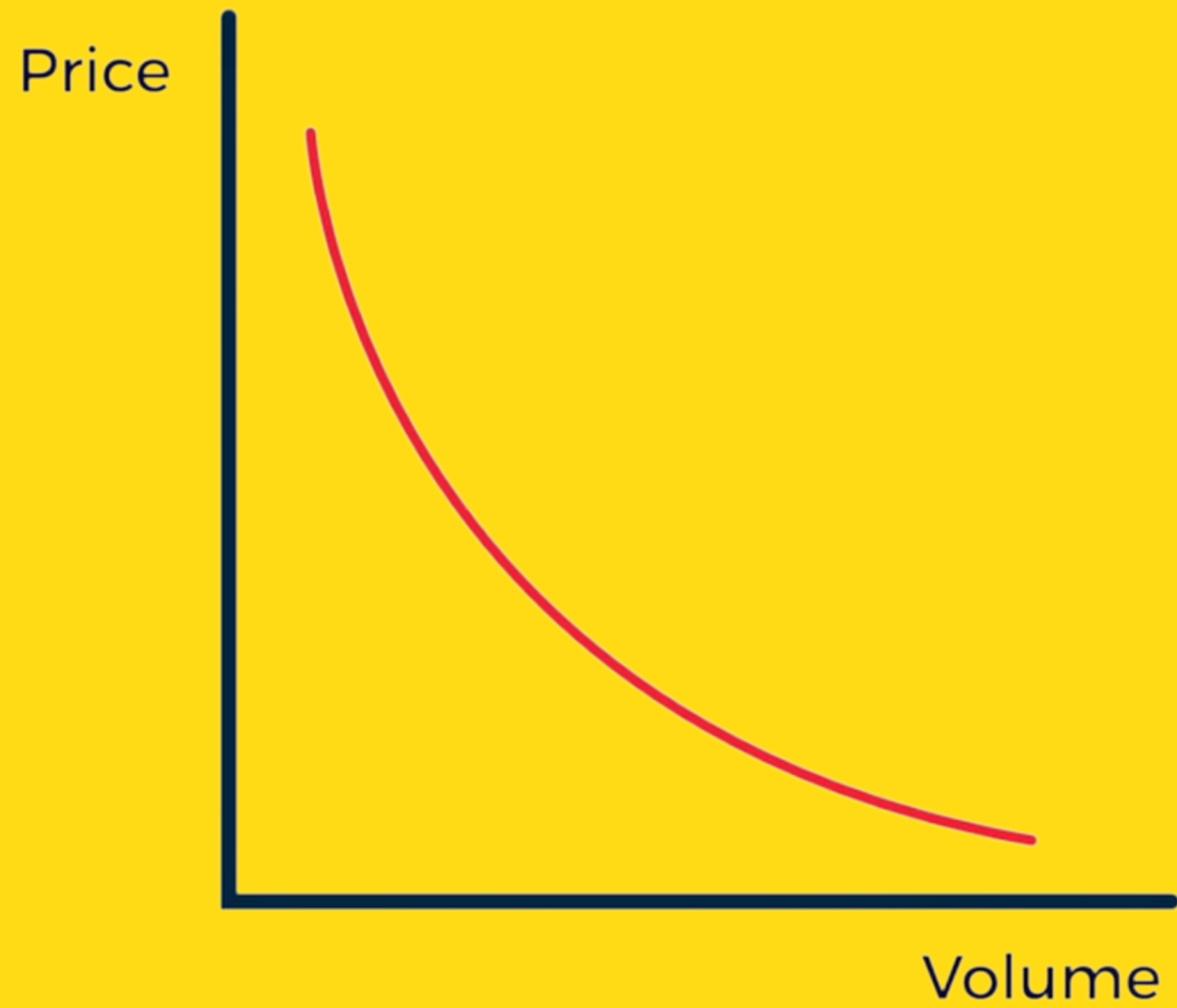
Look into 3PL once you start moving
over **300-500 units** per month



Source: foundr.com/start-and-scaling

3PL PRICING:

- Warehouse pricing
- Pick and Pack Price
- Shipping Price



Source: foundr.com/start-and-scaling



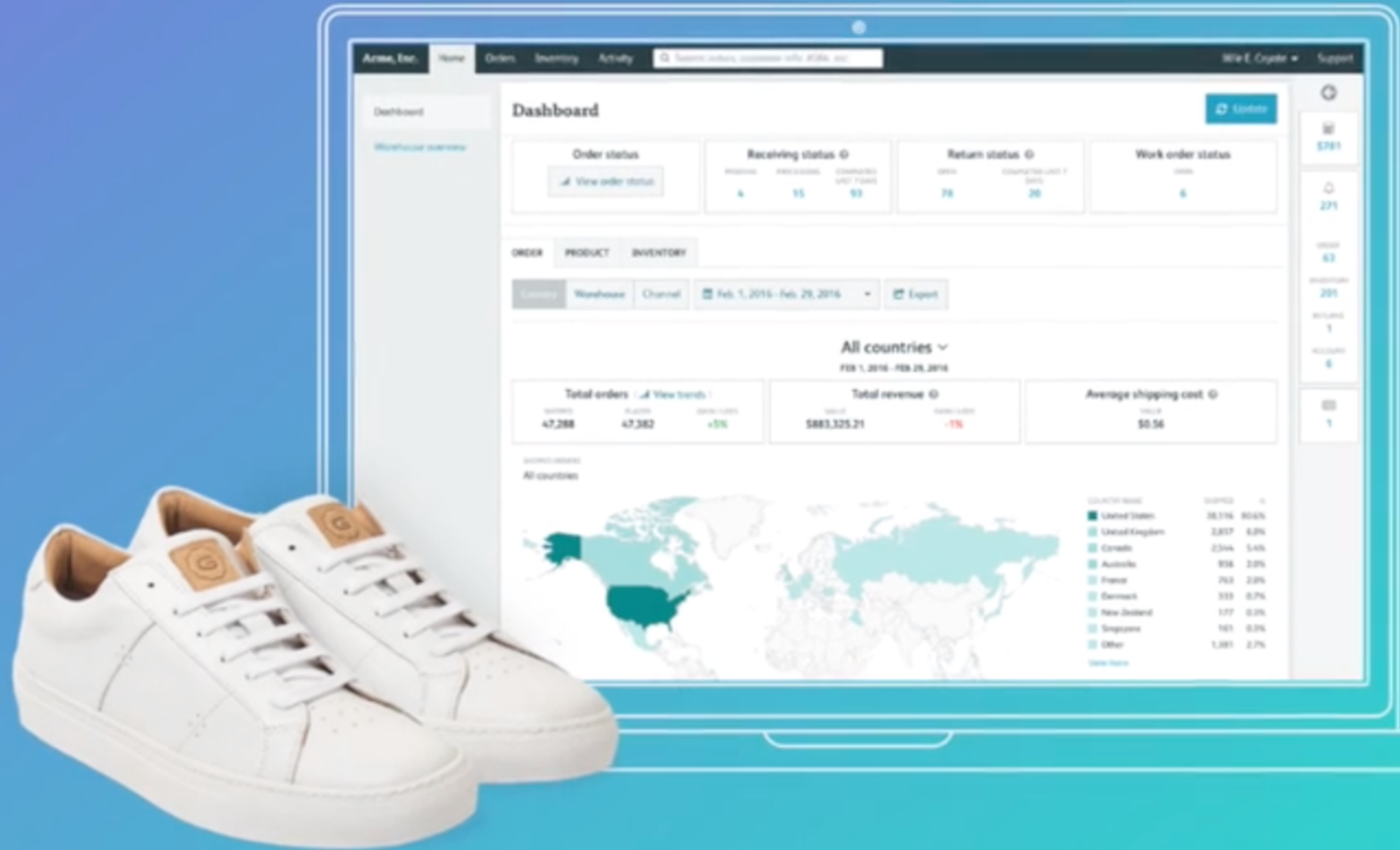
Platform ▾ Solutions ▾ Customer Success ▾ Resources ▾

Contact Us | Log In

GET STARTED

The cloud-based platform to power your global logistics network

EXPLORE THE PLATFORM



Pro Tip:

Aim to minimize the distance between your manufacturer and 3PL companies



Bring Your Business into Focus

More than Just a 3PL!

Any 3rd party logistics company or fulfillment warehouse can ship orders. Fulfillment Express has a unique approach that will provide you with the tools and services to grow your business, without sacrificing your bottom line. Our standards may be extraordinarily high, but our prices are not.



Strong eCommerce

We have seamless integration with multiple shopping cart platforms, including Amazon.com. We extract orders directly to our west coast warehouses and ensure timely



Inventory Management

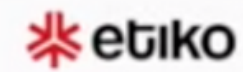
Full management of inventory levels, including lot number and serial number tracking, as well as timely receiving of incoming merchandise at our Los Angeles area facilities.



Dedicated Service

Each of our clients is assigned a dedicated account representative (as well as a backup), at our headquarters on the west coast, to act as their direct, daily contact at Fulfillment Express.

PICK, PACK AND DELIVERY SO GOOD, THEY'LL WONDER HOW YOU DID IT.

[GET A QUOTE](#)

WAREHOUSING AND ORDER FULFILMENT BUILT FOR ECOMMERCE

With the unwavering customer-centricity of a start-up and the reach and reliability of Australia's biggest distribution network, we'll help you take your ecommerce business to the next level; delighting your customers every step of the way.

Source: fulfilio.com



Warehouses Across the Country

Get a head start on the competition by getting your orders picked

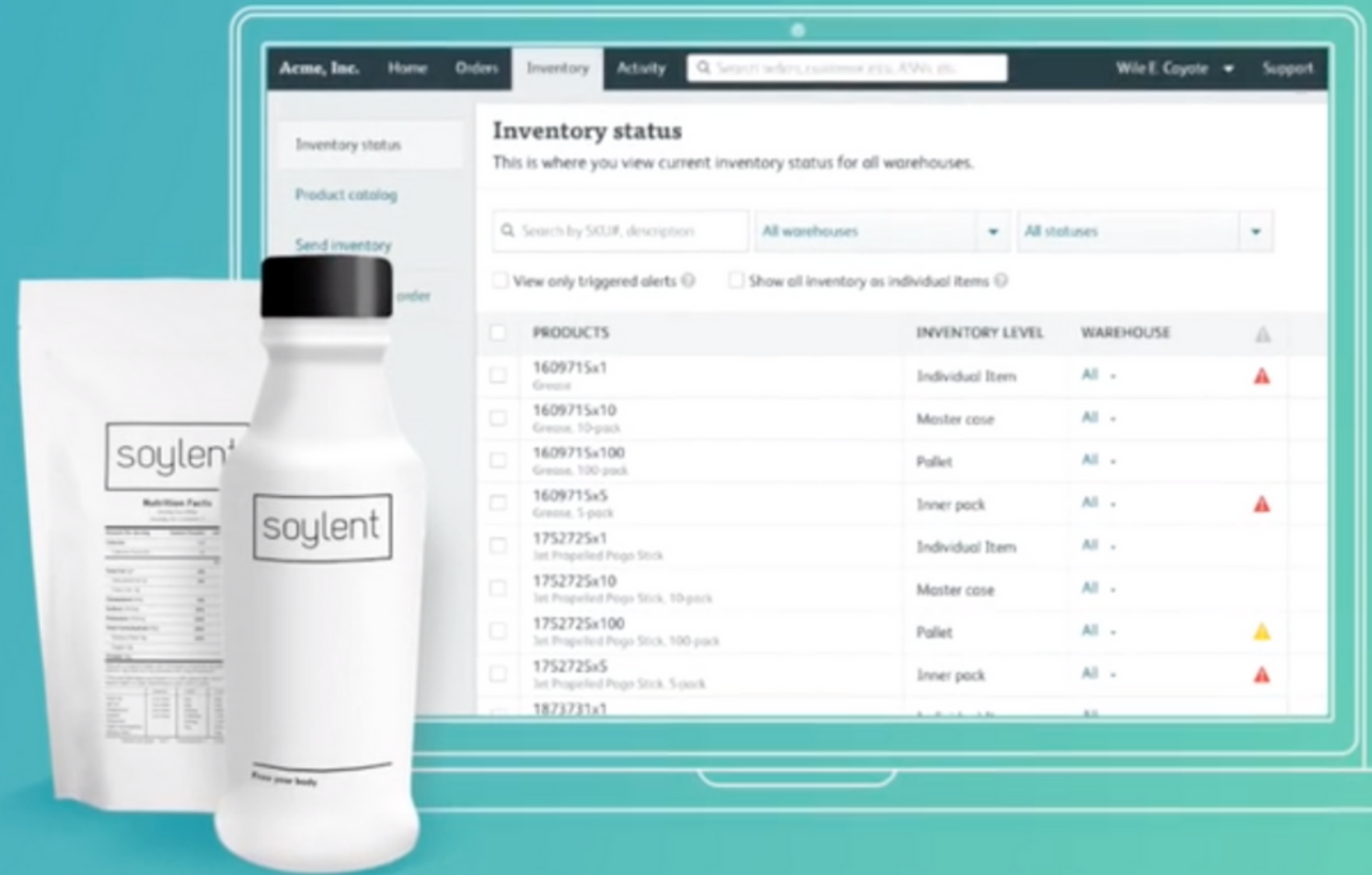




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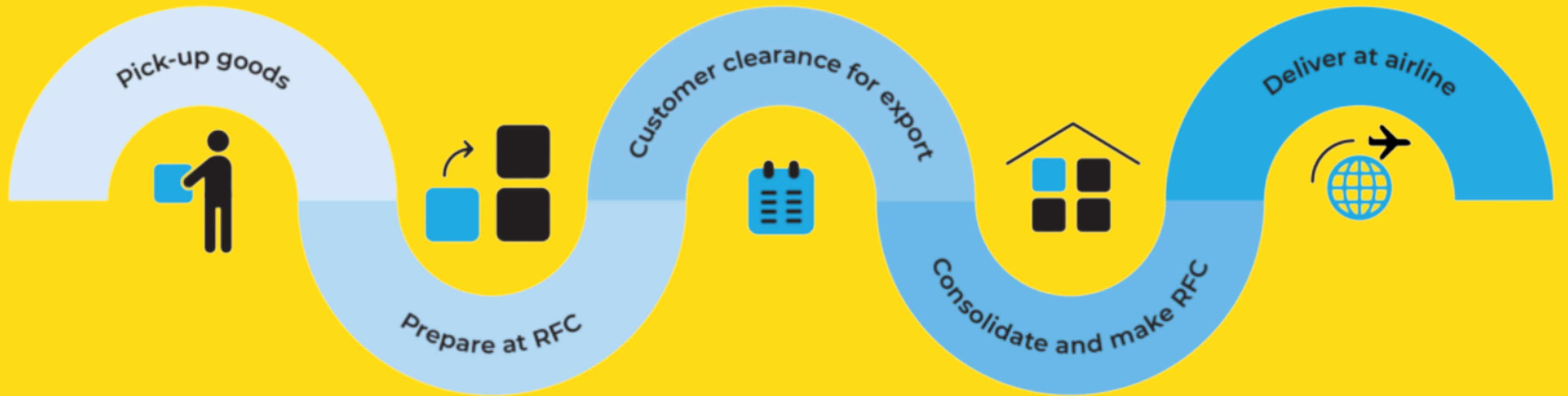




Source: foundr.com/start-and-scaling

3PL FACTORS:

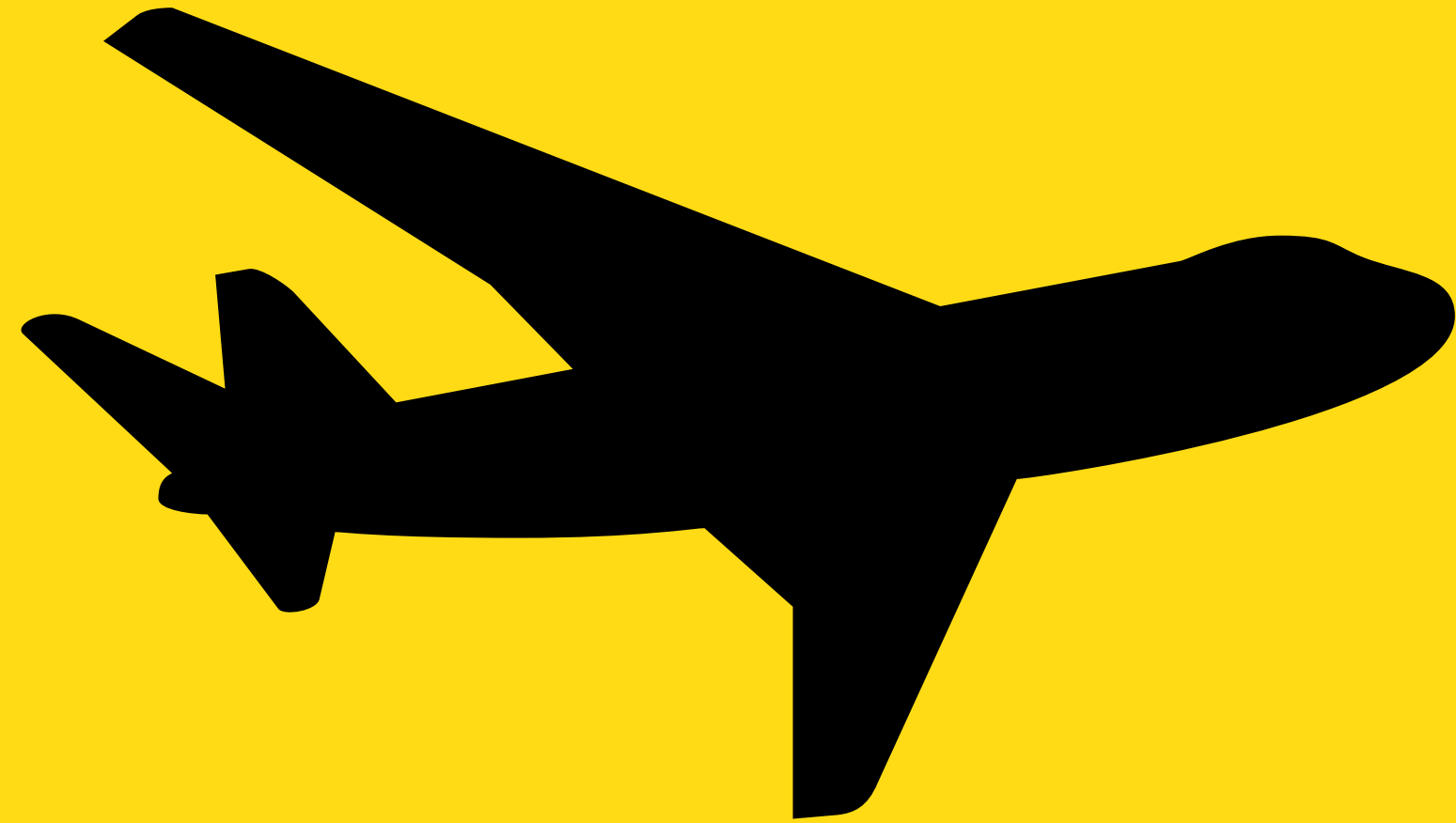
- Duration
- Cost per Unit



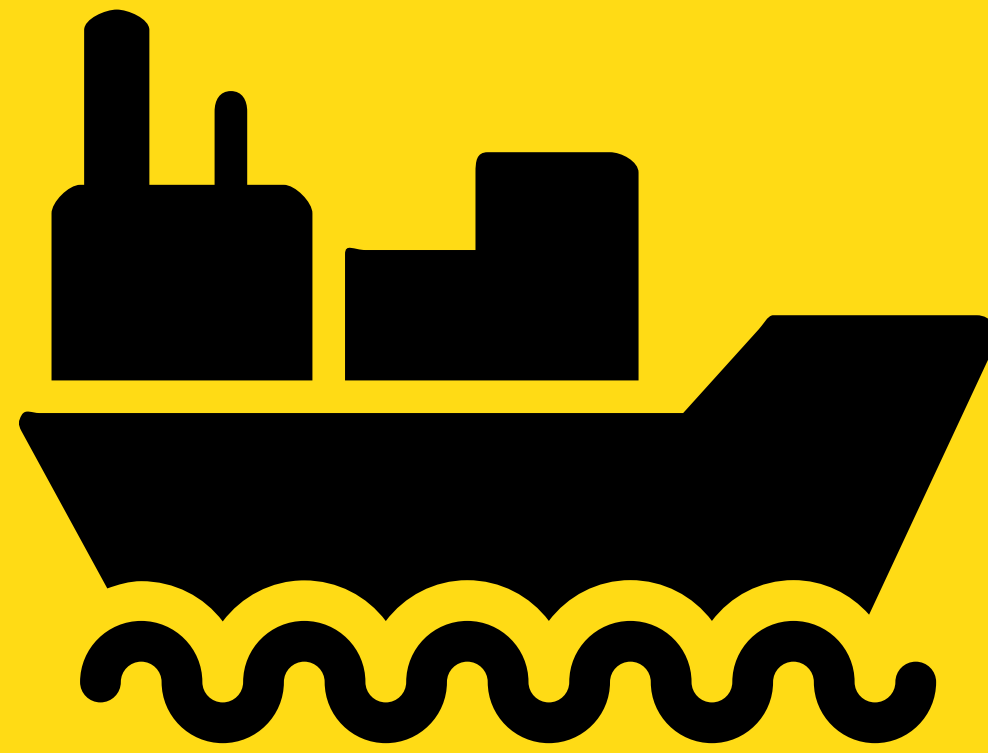
Source: foundr.com/start-and-scaling

Freight Forwarder

A company in charge of shipping product from a manufacturer to a holding facility



Fast and Expensive



Slow and Cheap

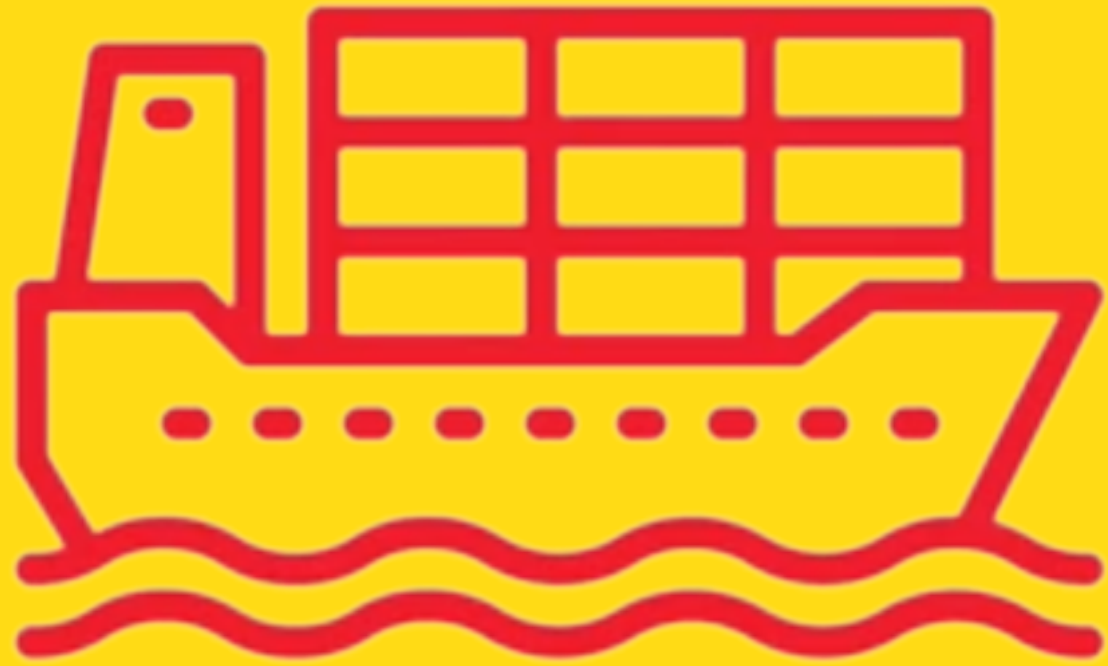


Source: foundr.com/start-and-scaling

COST

- Weight
- Dimensions





.50¢/kg

skinnymetea



\$6.50/kg

“

When we didn't use a freight forwarding company,
our product was once held in customs for 3 weeks

Freight Forwarding Prep

1. Paid stock balance before landing
2. Correct shipping labels



FedEx Trade Networks International Freight Forwarding



▶ FedEx Trade Networks Services

▶ Transportation

International Freight Forwarding Solutions

▾ Ocean Freight Forwarding

FedEx International Direct Economy OceanSM

FedEx International Direct Priority OceanSM

FedEx[®] International DirectDistribution Ocean Solutions

Less-Than-Container Load (LCL) Sailing Schedule

▾ Air Freight Forwarding

FedEx[®] International DirectDistribution Air Solutions

Air Charter

Surface Transportation

Import and Export Consolidation Programs

▶ Customs Broker

International Freight Forwarding

Global cargo expertise and integrated transportation solutions

A full suite of international air and ocean freight forwarding solutions

As an international shipper, you want an efficient and dependable full service freight forwarder that fits your business requirements. To keep your operations moving, you need a company that will handle your shipments quickly and smoothly. We can help. With multiple sailing and gateway options, supported by relationships with a variety of carriers, you have maximum flexibility and options.

As your international freight forwarder, you can rely on FedEx Trade Networks to have the knowledge and tools to support your business everyday – worldwide. FedEx Trade Networks can help you navigate the complexities of international trade by combining global reach, visibility and reliability. Our customer service and account management teams are dedicated to meeting your international transportation needs.

As your single source for international freight forwarding, FedEx Trade Networks offers a competitive global network and can tailor solutions to streamline your supply chain and increase efficiency, accuracy and cost savings.

Source: flexport.com



Freight forwarding designed for fast-growing businesses like yours.

Flexport combines robust software, dedicated service, and competitive rates to give you peace of mind over your supply chain. Let us help make your life easier.

Start Shipping

First Name*	Last Name*
Company Name*	
Company Email Address*	
Job Title*	
Annual Freight Shipments* ▼	
Is your business incorporated?* ▼	
Country of Residence* ▼	

Stock Keeping Unit (SKU)

A number/barcode assigned to an item to keep track of inventory

The more SKUs...

- The greater your average order value
- The better your brand experience will be

Pro Tip:

Leverage customer service tickets
to identify new products

A new product should be
complimentary to your previous products



Be self-aware as to where your brand stands
and where it's positioned in the market



Be self-aware as to where your brand stands
and where it's positioned in the market

Pro Tip:

Only give your customers a few new product options in your survey

Lesson:

The fewer options, the
greater the conversion rate

SKU Tips

- Make it relevant
- Don't alter your brand positioning
- Avoid analysis paralysis with no more than 4-6 options
- Try upselling when possible



TIP

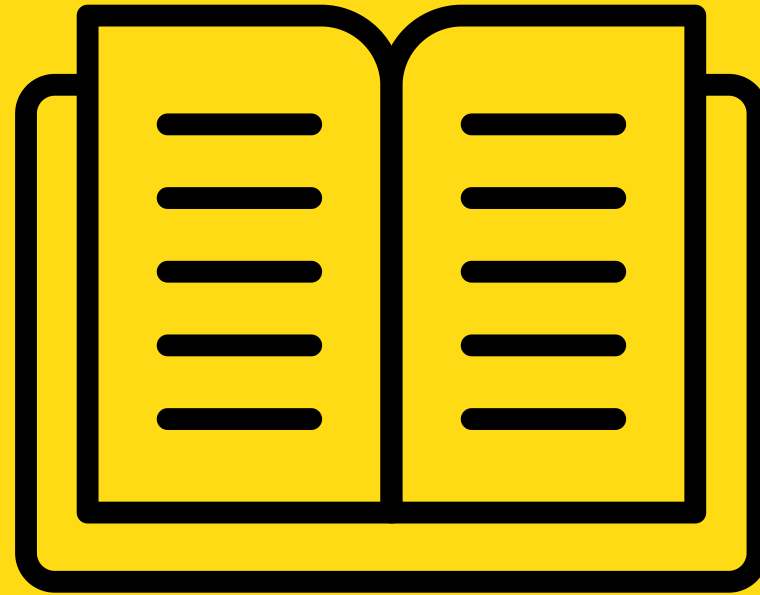
Factor your shipping and handling price into your product price



**Shipping costs rarely
influence your product's
perceived value**

**PEOPLE WOULD RATHER PAY MORE FOR A PRODUCT WITH
FREE SHIPPING THAN LESS FOR A PRODUCT AND SHIPPING**





$\$25 + \$5 \text{ Shipping} = \$30 \text{ Total}$
 $\$30 + \text{Free Shipping} = \30 Total

The book with **free shipping** will sell more



TIP

The longer it takes for the customer to get the product, the less likely that person is to buy it



WAYS TO OFFER FREE SHIPPING

- With a minimum order value
- As a one-time promo code to gain new newsletter subscribers and customers
- Exclusively during peak sales periods
- On select products to help clear extra inventory or one-off items

[Home](#) > [top sellers](#) > **Regenerate Face Serum**

Source: wildcraft.com

REGENERATE FACE SERUM

\$30.00

★★★★★ 217 Reviews

Quantity

ADD TO CART

 Is this a gift? Add a complimentary note at checkout!

A concentrated, restorative formula rich in vitamins, antioxidants and minerals. This lightweight formula glides on and absorbs quickly while hydrating and deeply nourishing the skin. Composed of active ingredients such as seabuckthorn, rosehip and Ontario hemp seed oil, it works to eliminate dehydration and encourages cellular renewal. Palmarosa also balances skin's sebum production, making this an ideal staple for all skin types.

Size: 1 oz | 30 ml

Too Much Stock

Expensive to order,
maintain and store

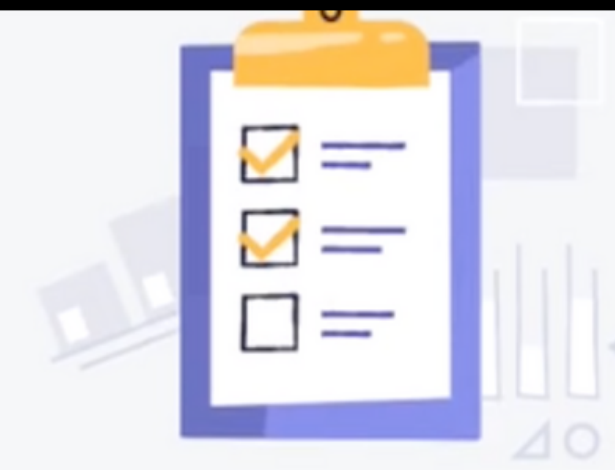
Too Little Stock

You'll miss out
on sales

Inventory management

Automate ordering, forecasting, and inventory tracking with these great tools.

Filtered by Inventory management x [Clear](#)



See only compatible apps

- All (3065)
- Store design (1302) ∨
- Sales and conversion (814) ∨
- Marketing (683) ∨
- Orders and shipping (515) ∨
- Customer support (257) ∨
- Reporting (211)
- Inventory management (211)
- Finding products (148) ∨
- Productivity (138) ∨
- Finances (111) ∨
- Trust and security (92)
- Places to sell (78) ∨

- All pricing (211)
- Free

1 - 24 of 211 results

Sort by Most relevant ∨



Bulk Product Edit by Hextom

Free plan available

Bulk edit thousands of products, CSV & Excel import bulk edit

★ 4.8 (999)



In Stock Alerts

Free plan available

Automatically notify customers when products are back in stock

★ 4.8 (269)



BrandsSync

15-day free trial

Sell the best fashion brands from Brandsdistribution

★ 4.8 (49)



ShippingEasy

Free plan available

The complete e-commerce solution for your Shopify store.

★ 4.7 (461)



Stock Sync

Free plan available

Update inventory/Add products from supplier or any feed format

★ 4.7 (454)



Omni Importer

Free to install

eBay Importer Amazon Importer Wish Importer Etsy Importer, FBA

★ 4.9 (54)



Codisto - Amazon & eBay

30-day free trial

Sell on any Amazon & eBay site directly from Shopify

★ 4.7 (216)



Syncee

Free plan available

Product Sourcing, easy Upload & Updates

★ 4.8 (358)



Dropship Beauty

Free plan available

Hair Extensions, Wigs, 3D Lashes and More shipped from the USA

★ 4.6 (98)



Bulk Product Editor & Sync

Free plan available

Save hours. Edit your products



Stocky Inventory Management

30-day free trial



Bundle Products

14-day free trial

An intelligent way to improve

Source: apps.shopify.com



Stock

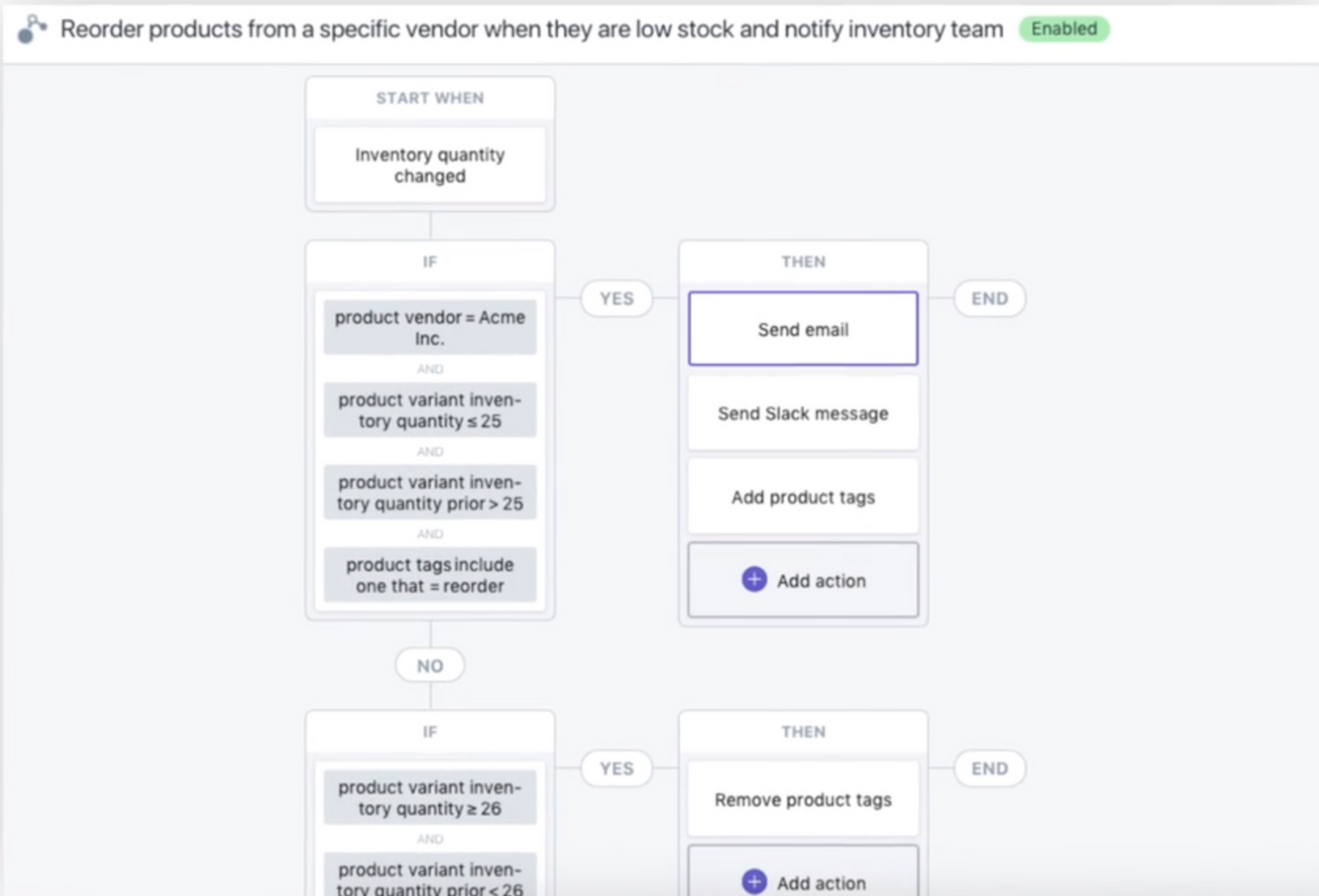
(At hand at all times)



Your Average Sales
(Daily/Weekly/Monthly)



Lead Time
(1-3 Months)



Source: foundr.com/start-and-scaling



Pro Tip:

Do a stock take every Monday so you can place an order during the week

It's important to figure out
how to offset the cost of low quantities