

# Fulfillment Reality Check – Checklist

## 1. Product Basics

- Do you know your exact product weight (with packaging)?  Yes  No
- Do you know final parcel dimensions?  Yes  No
- Are your products fragile, liquid, or regulated?  Yes  No
- Do you have standardized packaging or still changing it?  Yes  No
- Can your product handle international shipping conditions?  Yes  No

## 2. Order Profile

- What is your average order size (units per order)?  Yes  No
- Do you expect single-item orders or bundles?  Yes  No
- Do you know your expected monthly order volume?  Yes  No
- Do you have seasonality or spikes planned?  Yes  No
- Are orders predictable or still random?  Yes  No

## 3. Target Markets

- Are you shipping locally, EU-wide, or worldwide?  Yes  No
- Do you know your top 3 priority countries?  Yes  No
- Do you understand VAT and customs implications?  Yes  No
- Do you need UK shipping (separate from EU)?  Yes  No
- Do you expect returns from these markets?  Yes  No

## 4. Shipping Expectations

- What delivery time do you expect (2–3 days, 5–7, etc)?  Yes  No
- Are you competing on price or speed?  Yes  No
- Do you need tracked shipping for all orders?  Yes  No
- Do your customers expect free shipping?  Yes  No
- Do you know your acceptable shipping cost per order?  Yes  No

## 5. Fulfillment Operations

- Do you need pick & pack only, or full logistics support?  Yes  No
- Will you include inserts, bundles, or kitting?  Yes  No
- Do you need batch/expiry tracking?  Yes  No
- Do you expect custom packaging or branding?  Yes  No
- Do you need returns handling?  Yes  No

## 6. Tech & Sales Channels

- What platform are you using (Shopify, Woo, Etsy, etc)?  Yes  No
- Do you need integration or manual processing?  Yes  No

A quick self-check before you commit to a 3PL

- How are orders currently managed?  Yes  No
- Do you sell in multiple channels?  Yes  No
- Do you need real-time stock visibility?  Yes  No

### 7. Financial Clarity

- Do you know your max acceptable fulfillment cost per order?  Yes  No
- Do you know your margin after shipping + fulfillment?  Yes  No
- Are you pricing with logistics included or guessing?  Yes  No
- Do you understand storage + handling + shipping breakdown?  Yes  No
- Are you prepared for minimum monthly costs?  Yes  No

### 8. Growth Readiness

- What happens if volume doubles next month?  Yes  No
- Can your current setup handle 1,000+ orders/month?  Yes  No
- Do you have a plan for scaling logistics?  Yes  No
- Are you dependent on one supplier or setup?  Yes  No
- Do you know when you need a 3PL?  Yes  No

### How to Interpret Your Results

**Mostly YES:** You're ready to optimize. Now it's about reducing costs and improving speed.

**Mixed:** You need more clarity before scaling. You're operating with gaps. Scaling now will likely increase costs and create issues.

**Mostly NO:** You're not ready for a 3PL. You'll overpay, misprice shipping, and fix problems later at a higher cost.

If you're unsure about your answers, you're probably guessing your fulfillment setup.

That gets expensive fast.

The **Early Stage Logistics Report** gives you clarity:

- Real shipping cost breakdown by country
- Clear fulfillment cost per order
- Setup recommendations based on your product
- Avoiding mistakes before you scale

 [Get Your Fulfillment Plan](#) 

Clear costs. Clear setup. No guessing.