

Peak Season Starts Now



If you're in Operations, you know that peak season planning starts right after the flurry of activity with holiday shipping and returns. The clock immediately starts ticking toward Prime Day, Black Friday, and Cyber Monday.

Amazon's ever-changing rules, shifting fees, and growing fulfillment challenges mean you need to get ahead now. As the #1 Amazon shipper, Pattern knows exactly what it takes to keep operations running smoothly when demand surges. Here are our top 10 tips for peak season success:

1

Start strategic inventory planning — yesterday.

Product development cycles, shipping timelines, demand forecasts—get everything aligned early to ensure a steady product flow.

2

Know Amazon's inventory rules inside and out.

Inventory requirements shift, but one thing stays the same: Amazon penalizes low stock levels. Stay within the four-week sweet spot—no more, no less—to avoid FBA fees.

3

Keep up with Amazon's placement logic changes.

Amazon wants inventory closer to customers, which means you need a smarter strategy for where you send products (and what it'll cost).

4

Understand Amazon's new regional crossdock structure.

Inventory now moves through two crossdocks before hitting fulfillment centers (FCs), adding extra time before your products are available and prime-eligible. Plan accordingly.

5

Factor in inbound placement fees.

Want to avoid these fees? Be ready to ship to five Amazon FCs instead of one. This usually means more LTLs for you and higher costs.

6

Allocate stock like a pro.

Send best-sellers and promo products to Amazon's warehouses first. Optimize inventory placement by region to meet localized demand more effectively.

7

Use Amazon's forecasting tools.

These tools can provide valuable insights into demand, based on historical sales data and current market trends.

8

Strengthen supplier relationships.

The stronger the supply chain, the fewer bottlenecks. Get ahead of production schedules and shipping timelines.

9

Plan for shipping logistics.

Shipping plans mean something else within Amazon.

10

Always have a backup plan.

Disruptions happen. Diversify suppliers, explore alternative shipping methods, and stay flexible.

Get Peak Season *Ready* with Pattern

Peak season is complex. We make it simple.

As a third-party logistics provider (3PL), Pattern helps you:

- Optimize inventory levels and avoid fees
- Use our network to sidestep inbound placement costs
- Get products into Amazon faster with our standing appointments
- Deliver to customers on time—at the best rates



Let's get *ahead* of peak season together.

Scan the QR code to connect with us.