



Holiday Fulfillment Checklist

Follow this timeline to ensure your fulfillment needs are met during peak season.



July - August

- Contact your suppliers and submit your inventory orders.
- Meet with your 3PL to discuss your holiday fulfillment needs.
 - Share your peak season forecasts to help determine the best fulfillment strategy.
 - Ask about inventory turnover and decide what needs to be cleared out.
 - Secure additional storage space if needed.
 - Ensure their seasonal staff are qualified to handle your business.
- Start testing different shipping automations and work out any issues.
- Optimize your checkout.
 - Install Easyship's Rates at Checkout to give full visibility of shipping options for every customer.
 - Include phone number and email fields so customers can receive important delivery information.
 - Use an address verification system to prevent failed deliveries

September

- Begin interviewing and hiring additional staff to assist with the holiday rush.

October

- Deliver your inventory to your 3PL.
 - To have your goods ready for shipping events such as Black Friday, Cyber Monday, and Christmas cut-off dates, be sure to ask your 3PL for inventory receiving deadlines.
- Train your seasonal staff and prepare your full-time employees in handling heavier volumes.
- Plan your holiday ad, email, and social media campaigns.
- Unable to get your goods imported in time for the holiday? Consider shipping direct to your customers from Asia, contact us for a free quote.

November

- Start your holiday ad, email, and social media campaigns.
- Promote your free shipping offers on your website.
- Update your return and exchange policy, if needed.
- Monitor your inventory as sales begin to ramp up.

December

- Actively monitor your 3PL's performance.
- Communicate your holiday shipping cutoff dates based on service (i.e. postal and express delivery) to ensure on-time arrival.
- Stay on top of any customer service enquiries.