

Fulfillment Outsourcing 2024: How & Why?

Business-to-Consumer (B2C) Order Processing Operations



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Number-One Reason to Outsource

The number-one reason to outsource fulfillment is to allow you to focus more on what you do best, so that you can grow your business faster.

The decision to outsource, is the same as when you want to hire a manager; you need to find the best person to perform the job at the right price. You want someone who can follow directions but can also be self-starting and can generate ideas and reduce costs.

You could hire a manager, and a whole warehouse of people to run your backroom operations, *or* you could outsource your backroom operations to a company that provides all these people already seasoned with many years of hard-won experience.

In addition, when you outsource your fulfillment, you'll get a warehouse, order-processing equipment, computer and software systems, and all the things necessary to run an order-processing operation. Outsourcing gives you all the benefits of a full-service backroom without the fixed overhead costs; you only pay for most fulfillment services when you generate sales.

A Third-party Fulfillment House has Deeper & Broader Experience

Another reason to outsource fulfillment is that a good product fulfillment company has deep and broad experience. A seasoned fulfillment house has seen many other order processing, packaging, shipping, and data-handling operations for a wide variety of other products. Consequently, it is better equipped to handle the inevitable problems and opportunities that will come as your business expands. Furthermore, an active, broad-based fulfillment company is always up-to-date with the latest software and order-processing technology, so that that it can its clients on the leading edge with their first orders.

By outsourcing fulfillment, you can focus on what you do best, whether that is sales, marketing, advertising, manufacturing, or improving or expanding your business in other ways. When you outsource your fulfillment operations, you can optimize your business strengths while allowing your fulfillment company to cost-effectively refine and improve your backroom operations. By outsourcing your operation, you have fewer people to manage, lower overhead, and more time and resources to focus on expanding your business.

An Outsourced Fulfillment Company Integrates eCommerce Platforms on Multiple Levels

A B2C order processing company such as Coast to Coast Fulfillment has its order-processing system automatically integrated with Shopify and other e-commerce platforms and is always improving its software applications to optimize its order processing system. Thus, you are always on the leading edge of eCommerce software solutions to grow your business.

Outsourcing Preserves Capital

In addition, outsourcing also allows you to preserve capital. You do not have to make investments in buildings and facilities, and you only pay for what you use. When creating a backroom on your own, you must ask, "How much space do I need? Should I buy or rent? When you outsource your fulfillment, your question will soon be, "Why worry?" When you outsource, you can say

goodbye to capital expenditures, lease payments, payrolls, and dozens of other expenses and related administrative headaches.

Outsourcing Makes Your Instantly Operational

When you outsource, you are almost instantly operational. Whether you are based in the United States, or in Europe or Asia, your U.S.A. fulfillment company should be able to establish your company in the marketplace with minimal expense in a matter of days, or a few weeks at most.

When you outsource your fulfillment, your warehouse and distribution center can be operational *before* your products arrive. Why? Because your warehouse already *is* operational, already sending out packages of all types directly to millions of consumers and to thousands of retail stores in the USA. Your fulfillment company simply enters your SKUs in its system, allocates warehouse space, reviews your policies, and then implement and order processing system appropriate for your business.

A good third-party fulfillment company can set up your company's warehousing and order processing operation quickly because it is just making minor changes to an existing business model to fulfill your needs, rather than starting from scratch. Plus, a good fulfillment company is always investing in new technology, to enhance its order-processing system and facilities. You benefit from these improvements, while you will not have any additional expenses.

You Can Ramp-Up More Quickly

When you outsource B2C fulfillment, you benefit from your fulfillment company's expertise in handling a wide range of products, ranging from housewares and fashion jewelry, to apparel, food supplements, promotional goods, and many other products. With a fulfillment company such as Coast to Coast, you also benefit from it having a large staff handling orders for many online sales promotions. When your sales ramp up, or when launch a successful online promotion, your fulfillment company can absorb the increased order volume, while promptly shipping the orders out to your customers.

Outsourcing Enables Simultaneous Sales & Distribution Through B2B Channels

As your company grows, you will receive orders from new distributions channels. While you may start out selling direct-to-consumers (D2C), you could also be third-party (3P) online marketplaces that may want you to drop-ship your products directly to their consumers. Meanwhile, a major wholesale distributor or mass merchant may want to buy your product via electronic data interchange (EDI) protocols, and then give you a 200-page compliance manual and order-routing guide. You will need a truly omni-channel order processing company, such as Coast to Coast Fulfillment, to effortlessly ship your products out through all your expanding distribution channels.

Outsourcing Gives You Access to Other Support Services

When you outsource to a company such as Coast to Coast Fulfillment, you also have access to other services that can expand what you offer your customers. Such services include gift wrapping, and the assembly of *kits* or *bundles* of separate components that then become a new product when *kitted*.

Outsourcing Keeps You on the Competitive Edge

Outsourcing can help you be more efficient, stay more competitive and serve your customers better. A third-party fulfillment company such as Coast to Coast Fulfillment has the latest

software, order-processing equipment, continual operational and software upgrades, and gets volume discounts on shipping and materials that only a larger order-processing facility can afford. You benefit from these efficiencies while not having to pay more for them.

Outsourcing can give you highly-qualified people and the latest technology to deliver order processing services at cost far below most in-house operating costs. Since backroom operations are the focus of a good fulfillment company, it should excel at them. A busy fulfillment house such as Coast to Coast is accustomed to operating at peak efficiency, to reduce costs while keeping its clients on the leading edge of quality order processing and customer service.

Outsourcing Order-Overflow Controls Overhead & Increases Your Marketing Potential

Even if you have a satisfactory in-house fulfillment operation, outsourcing could enhance your existing operation and help you manage order volume more economically. Rather than expand your own facility in an uncertain economy, outsourcing order overflow from seasonal variations and special promotions and could be the most efficient way to expand your capabilities without moving your operation or establishing new warehouses. Outsourcing the fulfillment of your “overflow” orders can reduce your annual overhead costs, while you will have the extra personnel and facilities on standby, to handle orders at peak times.

Thus, at all times, your fulfillment house’s job is to concentrate on the back-end of your business so that you can be free to focus on staying on the leading edge of growing your business.

Coast to Coast Fulfillment, Inc. is set up to handle the above operations, plus dozens more. Let us help you glide over the minefield of B2C order processing. Give us a call to discuss how we might help you make your business grow and make your life easier.



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