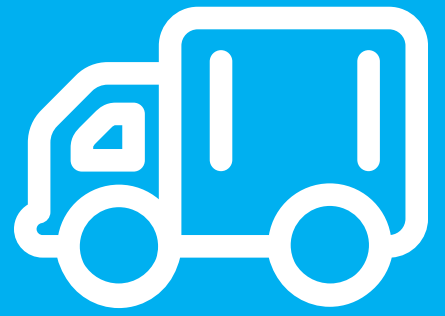
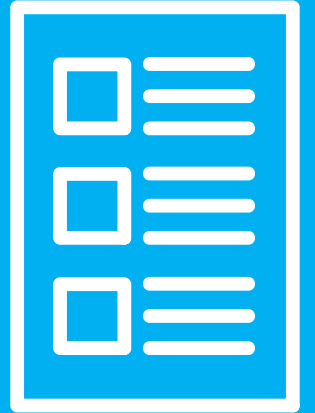


PEAK PLANNING TIP SHEET



As peak season is approaching, it's important to understand how to determine your unique peak strategy. Here are key steps to take to ensure a successful fulfillment experience.



1 INVENTORY PLAN

Determining your lead time is key in a good inventory plan. Note that ordering goods from India may have a longer lead time vs. ordering from China.

2 FORECAST

Figure out Wholesale and eCommerce Peak Days by looking at historic year-over-year volume and marketing dollars spent.



3 ANALYZE DATA

Develop a "lessons learned" document from peak days in the past. What worked in your marketing and public relations campaigns? What do you need to change for this year's initiatives to increase sales?

4 DEVELOP STRATEGY

Define your peak goal. How many orders would you like to receive by peak day? Figure that out by analyzing marketing strategy and spend.



5 WORKING WITH FULFILLMENT PARTNER

Clearly communicating your peak planning forecast ahead of time is crucial when you're working with a 3PL partner.

THINGS TO CONSIDER

- Does fulfillment partner have capacity to satisfy peak demand?
- If you worked with 3PL partner last year, seek their input on peak demands and best practices.
- How much of a risk (%) (cost of labor and materials) are you willing to take to develop a buffer?

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