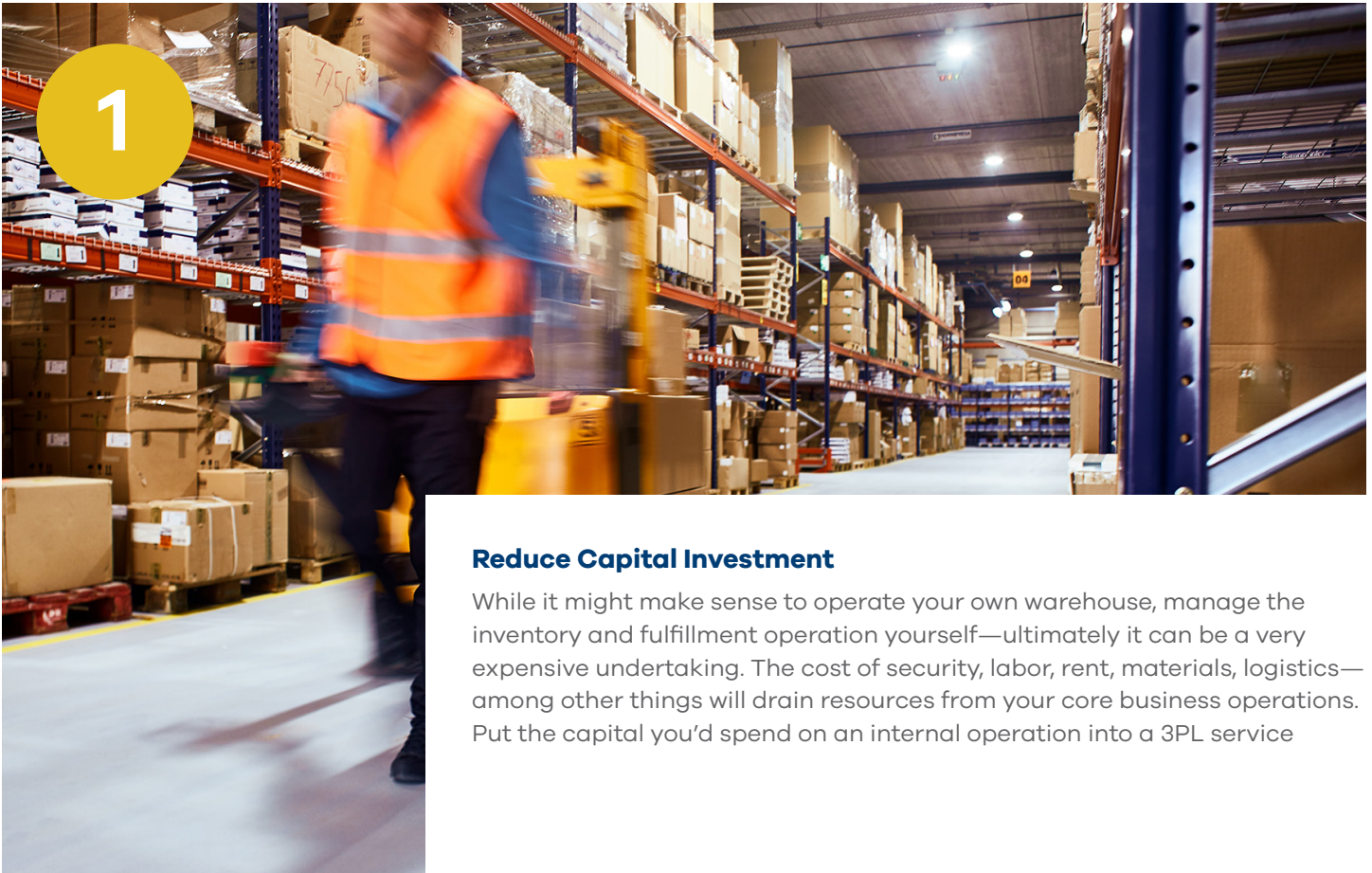




One of the most costly aspects of running a business is order fulfillment and shipping. It's important to make sure you are spending wisely when executing your fulfillment strategy. One of the steps to take to ensure you are maximizing your budget, and operating your organization more efficiently, is outsourcing fulfillment operations to a third-party logistics (3PL) provider. Here are some ways working with a 3PL can save money and make your organization more efficient.





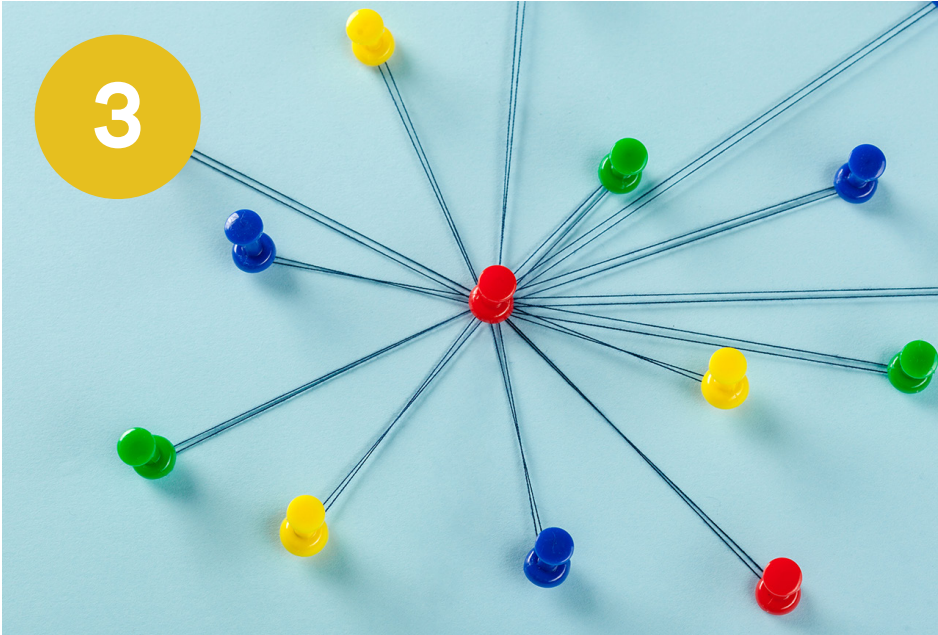
### Reduce Capital Investment

While it might make sense to operate your own warehouse, manage the inventory and fulfillment operation yourself—ultimately it can be a very expensive undertaking. The cost of security, labor, rent, materials, logistics—among other things will drain resources from your core business operations. Put the capital you'd spend on an internal operation into a 3PL service

### Seasonal Flexibility

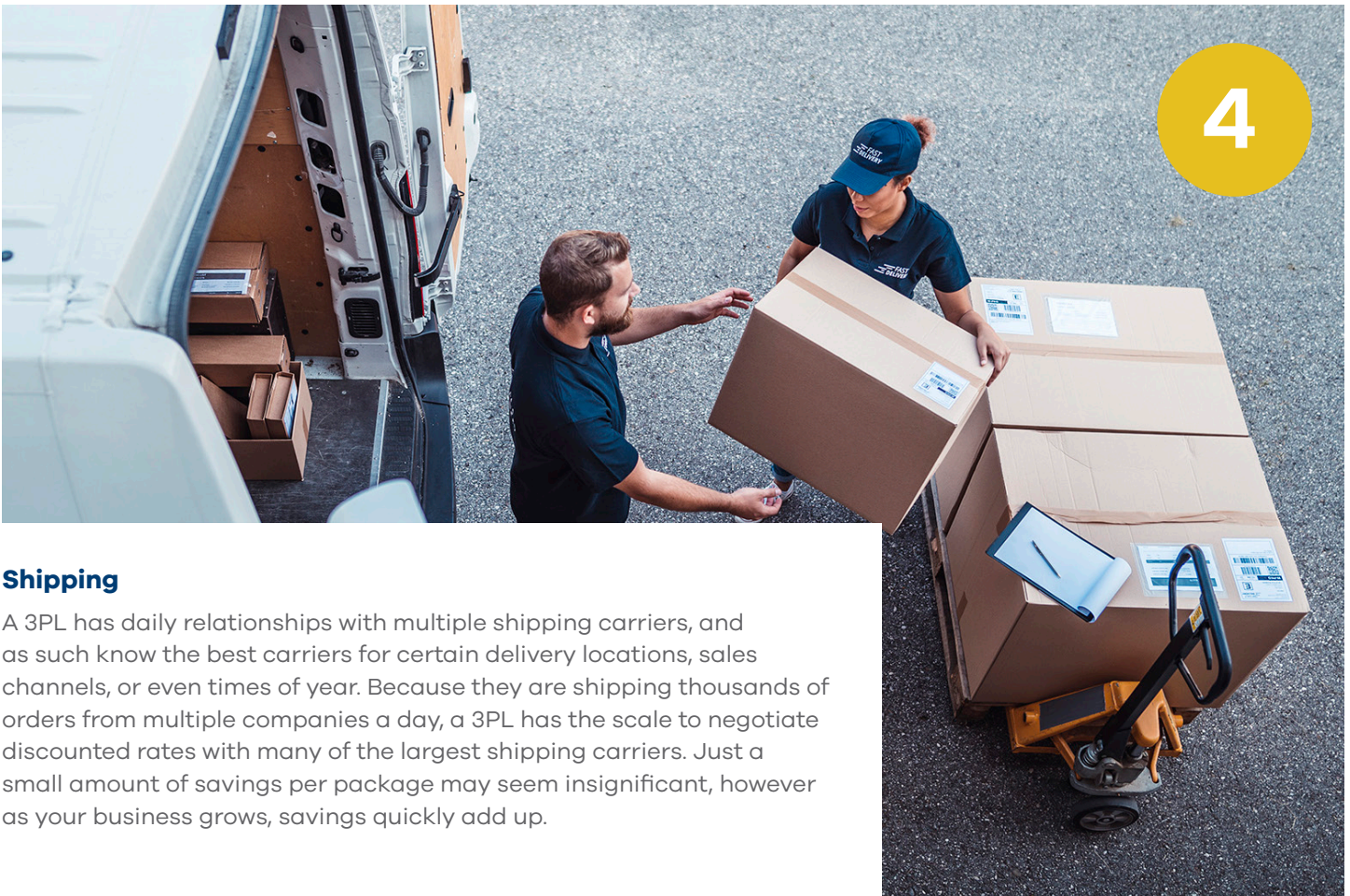
Chances are you experience spikes in sales activity throughout the year—whether it is due to seasonality like the winter holiday rush, or special promotions. With these spikes come the need for extra staff to expand your fulfillment footprint. At the end of these seasonal growth spurts, you'll have to let the extra staff go. A good fulfillment partner will have the means to scale both up and down to meet the unique needs of your company, and you won't have to absorb the additional labor costs for hiring and layoffs.





### Location

Chances are your in-house fulfillment operation is shipping from one location. Depending on where your customers are located, distributing from just one location increases time to destination, which in turn increases the cost of shipping. Because 3PLs operate multiple, strategically located fulfillment centers, their greater reach can drive down your overall shipping expense.



### Shipping

A 3PL has daily relationships with multiple shipping carriers, and as such know the best carriers for certain delivery locations, sales channels, or even times of year. Because they are shipping thousands of orders from multiple companies a day, a 3PL has the scale to negotiate discounted rates with many of the largest shipping carriers. Just a small amount of savings per package may seem insignificant, however as your business grows, savings quickly add up.

## Equipment

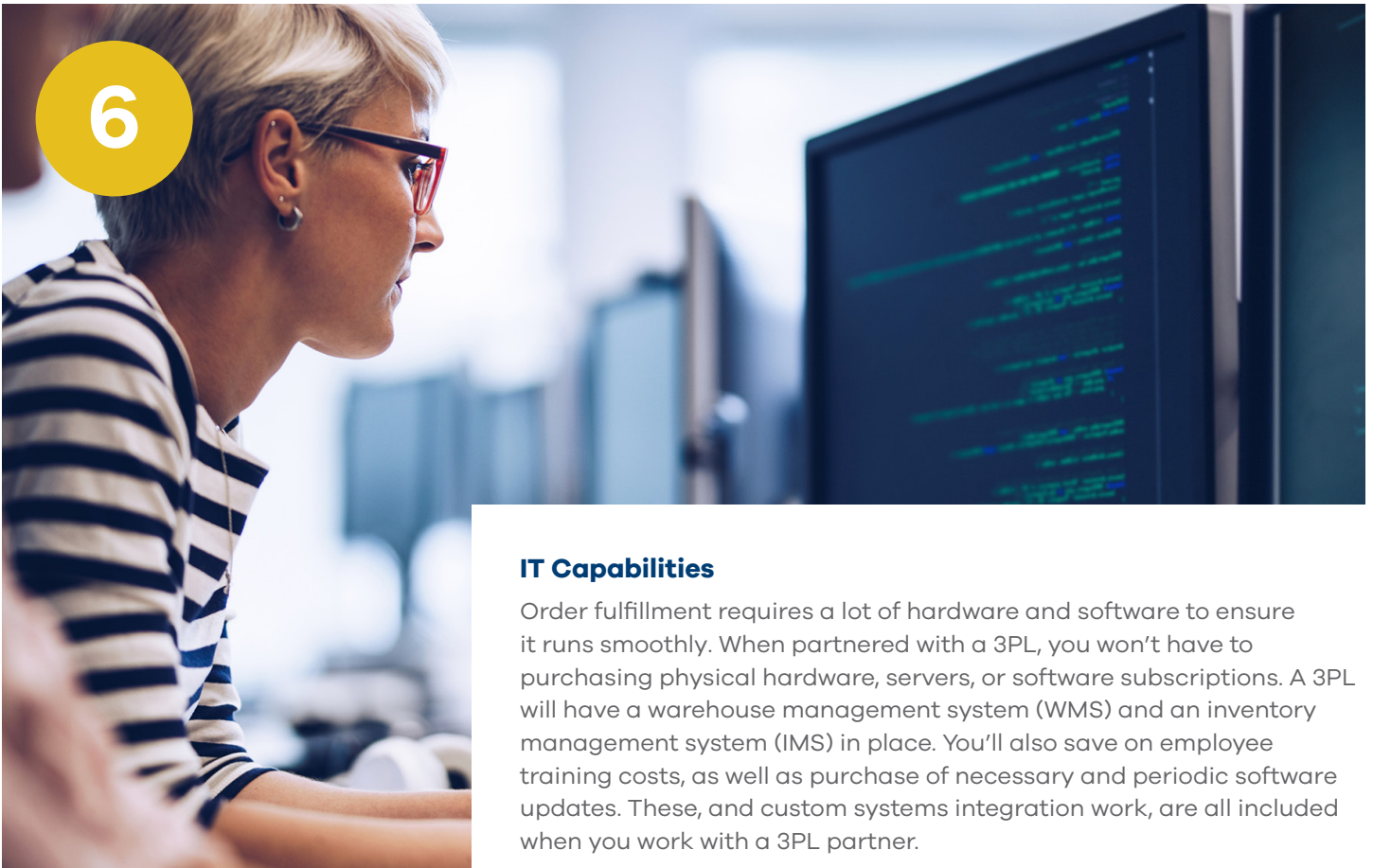
The various equipment required to run an order fulfillment operation fraught with unforeseen costs. From pallets to forklifts, and conveyor belts to barcode scanners, equipment costs quickly add up. And it's not only the upfront costs of purchase, but the ongoing cost of service and maintenance. A 3PL will have all the necessary equipment on-hand so you don't have to worry about buying and maintaining your own.



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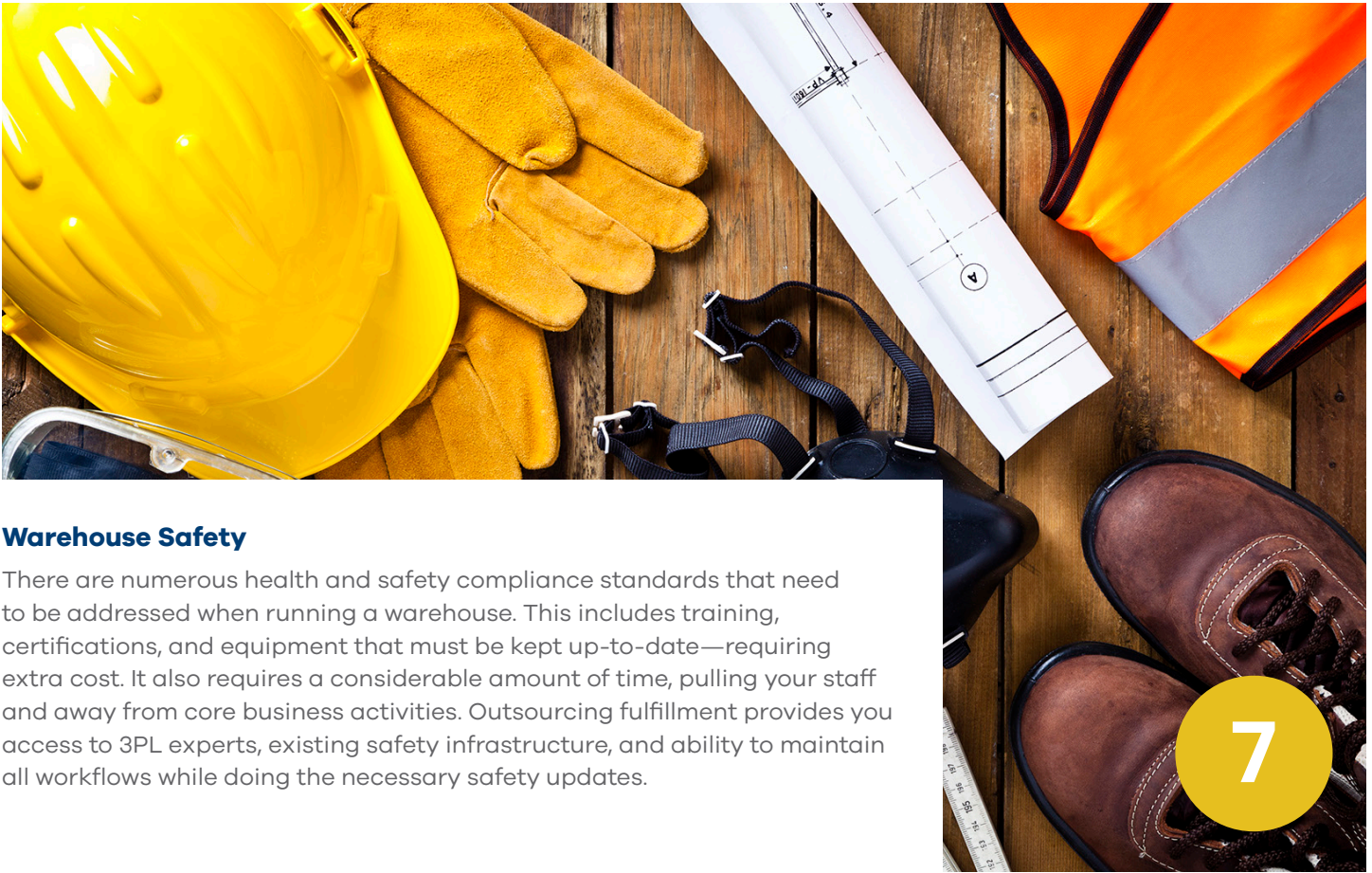


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## IT Capabilities

Order fulfillment requires a lot of hardware and software to ensure it runs smoothly. When partnered with a 3PL, you won't have to purchasing physical hardware, servers, or software subscriptions. A 3PL will have a warehouse management system (WMS) and an inventory management system (IMS) in place. You'll also save on employee training costs, as well as purchase of necessary and periodic software updates. These, and custom systems integration work, are all included when you work with a 3PL partner.



### Warehouse Safety

There are numerous health and safety compliance standards that need to be addressed when running a warehouse. This includes training, certifications, and equipment that must be kept up-to-date—requiring extra cost. It also requires a considerable amount of time, pulling your staff and away from core business activities. Outsourcing fulfillment provides you access to 3PL experts, existing safety infrastructure, and ability to maintain all workflows while doing the necessary safety updates.



### Experience

Pretty certain your business wasn't started with the idea of managing order fulfillment and logistics. It was started to solve a problem or meet a need in the market. Having a true 3PL expert on your team, who knows logistics inside and out, is probably the biggest value-add to outsourcing. 3PLs are fully equipped to handle logistics and fulfillment in the leanest, most cost-effective manner possible.





### Customer Satisfaction

Taking on fulfillment issues, shipping errors, and daily logistics operations tasks spreads your staff incredibly thin. This may cost your company loyal customers and profits. Satisfaction is paramount when it comes to retaining existing customers and growing your business. Using a 3PL to handle your fulfillment will eliminate the simplest mistakes—missed or late deliveries, incorrect orders, mixed up labeling, and more. When these issues are reduced, your company is more likely to realize increased customer satisfaction, which is one of the greatest benefits (and money makers!) you can hope for.

### Opportunity Costs

If you are managing the complexities of your own fulfillment operation, time and focus is being taken off core business responsibilities. Being able to delegate fulfillment to a 3PL not only frees up capital that can be reinvested into your business, it also allows your talent to concentrate time and energy on what you do best.



Handling order fulfillment can be a time consuming and costly undertaking if you choose to go it alone. However, if you choose the right Fulfillment/3PL partner you will realize savings in multiple ways. More important partnering will save you time, which can be better spent elsewhere. Contact BR. Our talented 3PL team is ready to build you a fulfillment solution that delights your customers and saves you time, internal resources, and money.



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