



Expanding into New Markets? Try Outsourcing Fulfillment

Expanding into new markets is easily one of the most exciting moments for a small business. But it might just be one of the most stressful too. The pressure to successfully transition into new territory can get kind of overwhelming (especially when dealing with concepts like carrier rates, customs issues, and warehouse logistics).

Instead of trying to make sense of the confusion associated with shipping abroad, get things done the simple way – by outsourcing your fulfillment with a company that understands and by storing goods close to customers (locally)!

ShippingTree's variety of tools, along with their wealth of knowledge on best shipping practices can help get you on the right track to reaching your business' expansion goals.

Focus on What Matters Most – Sales

If you want to get the shipping game right (and you think doing it in-house is the best way) consider this: your business will need to interview and hire knowledgeable staff, make financial investments into securing proper equipment, and find ways to carve out time for the issues that will inevitably arise throughout the shipping process.

In-house efforts might work wonders for huge enterprises, but for the SMB community they're not the most practical.

Spending tons of time and money on shipping isn't just a bad move for overall costs, but perhaps most importantly, it takes away from the time that could be spent on the important stuff – like selling your brand.



Customs Confusion Resolved

Dealing with border customs issues and expensive brokerage fees can be a real nightmare for smaller businesses. But if the idea is to expand into a new market, like the United States for example, both concepts are a necessary part of the process.

Not sure how to estimate brokerage fees? Worried about shipments getting lost, or worse refused, due to huge fees from another country's government?

Outsourcing fulfillment takes care of those problems and then some! You send a shipment and pay the necessary fees just once while your outsourcing service deals with the rest.

How It Works:



Products are shipped to the fulfillment company's warehouse (ShippingTree has a whole network of them!)



All customs and entry forms are filled out properly, eliminating any risk of error or delays



The warehouse products are accurately inventoried for a smoother shipment process



Sales come in and items are shipped out from warehouses located near customers (read: storing inventory locally and as close to the end consumer as possible helps solve customs issues most effectively)

The Warehouse Win

Storing inventory closer to the customers that want to buy it helps cut major costs, but that storage method is only possible for businesses with access to multiple warehouses.

And like everything else, warehouses (and the expenses included with staffing them) come at a high price.

Enter fulfillment companies! By gaining access to a network of warehouses – ShippingTree has professionally run spaces all over North America (Canada coming soon) – your brand's reach on both a domestic and international level increases massively. Shipping costs are significantly reduced for customers because items are closer in location and storage space availability (especially needed during high-volume sales periods) is never a problem.

Conclusion

Expanding successfully into new markets is no easy task, but by outsourcing fulfillment the risks involved with those big moves virtually disappear.

Major costs are cut, inventory is properly stored and shipped, customers are easily accessed and most importantly, your time gets saved for the things that matter to your business the most.