

## Black Friday & Cyber Monday Prep:

# A Checklist for eCommerce Businesses



## Inventory Preparation

This is the process of making sure that you have enough products to sell during the Black Friday and Cyber Monday sales.

**To prepare your inventory, you need to:**

- Forecast demand and estimate order volume
- Allocate sufficient inventory for high-demand products
- Coordinate inventory intake, storage, and organisation for easy access



## Packaging Supplies

This is the process of making sure that you have enough materials to pack and ship your products safely and securely.

**To prepare your packaging supplies, you need to:**

- Ensure you have an ample supply of packaging materials, including boxes, tape, and inserts
- Customise packaging to accommodate potential gift wrapping or special promotions
- Verify that all packaging materials are in good condition and ready for use



## Order Processing

This is the process of making sure that you can handle and fulfill your orders quickly and accurately.

**To prepare your order processing, you need to:**

- Prepare for a surge in orders by optimising your order processing workflows
- Partner with a fulfillment center to efficiently pick, pack, and label orders
- Implement barcode scanning and quality checks to minimise errors



## Shipping Planning

This is the process of making sure that you can deliver your products to your customers on time and at a reasonable cost.

**To prepare your shipping planning, you need to:**

- Collaborate with a fulfillment center to anticipate and secure adequate shipping capacity
- Strategise shipping methods to meet delivery timelines and customer expectations
- Automate shipping label generation and tracking updates



## Returns Management

This is the process of making sure that you can handle and resolve customer returns and exchanges in a timely and satisfactory manner.

**To prepare your returns management, you need to:**

- Prepare a streamlined process for handling potential returns and exchanges
- Ensure returned items can be efficiently inspected, processed, and restocked



## Quality Control

This is the process of making sure that your products and services meet the highest standards of quality and customer satisfaction.

**To prepare for quality control, you need to:**

- Implement rigorous quality checks to ensure accurate order fulfillment
- Assign dedicated personnel for final quality control before shipments
- Address any potential issues or discrepancies promptly and professionally

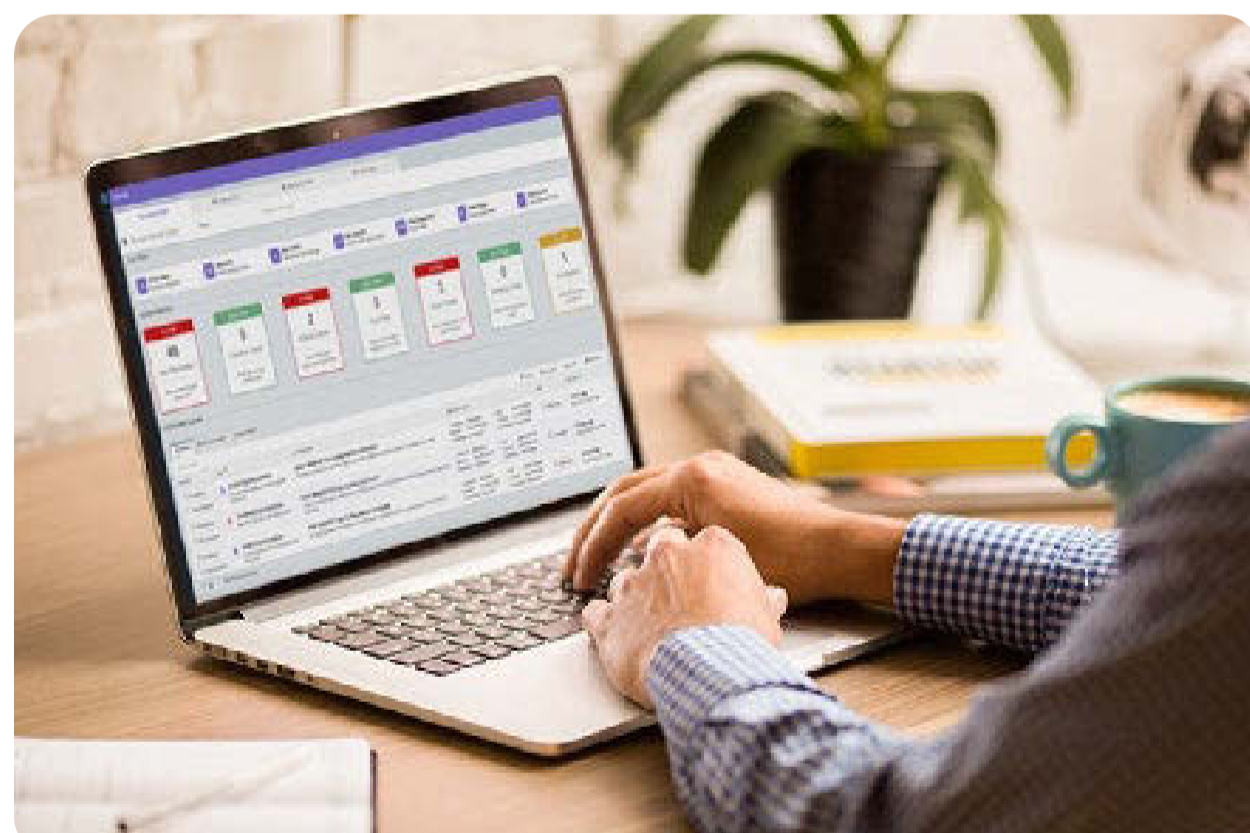


## Peak Traffic Readiness

This is the process of making sure that your order management system can handle increased traffic and demand during the Black Friday and Cyber Monday sales.

**To prepare your peak traffic readiness, you need to:**

- Test and optimise your order management system to handle increased traffic
- Monitor real-time order volumes to adjust staffing as needed



## Customer Support Readiness

This is the process of making sure that you can provide excellent customer service and support during the Black Friday and Cyber Monday sales.

**To prepare your customer support readiness, you need to:**

- Connect with a fulfillment support centre with customer support to handle an influx of inquiries and order-tracking requests
- Offer real-time customer support to address any shipping or order-related concerns



## Post Peak Evaluation

This is the process of making sure that you can learn from your experience and improve your performance for future peak periods.

**To prepare your post peak evaluation, you need to:**

- Collaborate with your dedicated fulfillment center to review performance and address any challenges
- Gather feedback from clients and customers to identify areas for improvement
- Client feedback and customer feedback are invaluable sources of information for improving your e-commerce operations
- Use post-event analysis to refine strategies for future peak periods



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