

Scaleups & Small Business Fulfilment Outsourcing Checklist



Everything you need to assess your fulfilment readiness & pick a partner built for scale.

1. Growth Triggers

- Forecasted surge in orders (peak season, product virality, new channel launch)
- Increasing operational complexity — e.g. more demanding B2B requirements or international carriage
- Rising fixed operational costs, making budgeting and forecasting harder
- Warehouse lease nearing expiration or requiring expansion
- Current facility is at capacity
- Launching a new product line requiring flexible fulfilment space
- Significant investment requirements in IT Infrastructure
- Growing back-office complexity around managing multiple carriers

2. Financial Feasibility

- Compare forecasted in-house (staff, bills, logistics) vs. outsourced costs (storage, staffing, IT, management)
- Do a direct comparison of carriage costs: in-house vs. 3PL-sourced rates

3. Operational Efficiency

- Shifting from fixed overheads to a variable, activity-based cost model
- Increasing Health & Safety and compliance demands (e.g. insurance, racking inspections) that are better managed externally
- Need to reduce staffing risks (e.g. sickness, turnover, holiday cover)

4. Strategic Focus

- Free up internal resources to focus on product development, marketing & growth
- Need sharper insights into competitors and customer behaviour
- Eager to access carrier discounts via economies of scale
- Desire to switch from fixed to variable operational cost model

5. Service & Performance Needs

- Desire for extended fulfilment hours to meet next-day delivery slots
- International expansion plans requiring customs, duties & compliance expertise
- Need to manage seasonal peaks without overinvesting in infrastructure

6. Expertise & Capabilities

- Looking for Value Added Services (e.g. personalisation, gift wrap, returns)
- Need experience with big box or retail delivery (e.g. slot booking, vendor manuals)
- Seeking a partner with expertise in sector-specific areas (e.g. beauty, fashion, wellness)
- Need support for international growth and market entry

7. Partner Fit & Due Diligence

- Confirm provider is a fulfilment specialist with a track record of working with customers with similar needs to yours — not just a storage facility
- Ensure an activity-based pricing model with minimal fixed overhead
- Test-drive with a mystery shop:
 - Order experience
 - Packaging and presentation
 - Delivery accuracy and timing
- Check for omnichannel fulfilment capabilities
- Look for brand alignment and a strong cultural fit
- Request references, case studies, or testimonials to validate trust
- Ensure there's chemistry and confidence, that they 'get' your brand and growth goals

What You'll Get When You Outsource with ILG

- **Scalable capacity:** pay only for what you use
- **Regulatory compliance & safety:** all covered by the provider
- **Operational resilience:** built-in staffing and resource buffers for peak
- **Carrier management:** streamlined with trusted partner rates
- **WMS access:** real-time visibility, reporting, and control
- **Global logistics:** handled with customs & international savvy
- **Expert end-to-end support:** packaging, returns, personalisation in one place
- **Award-winning customer service:** 3-tier account management

Next Steps

1. Run through this checklist and tick relevant boxes.
2. Score each section to help prioritise, focus first on the top 3 gaps.
3. Use insights to shortlist & evaluate 2–3 fulfilment partners.
4. Prepare a comparison template (costs, services, speciality).
5. Ensure no questions are left unanswered, make an informed decision as to which shortlisted 3PL best fits your needs.

“ILG stood out as a company that actually cared – they really bought into what we were trying to do. It felt like we were in safe hands, and that made such a difference. Choosing a company that's slick, knows what they're doing, and genuinely cares – that's what sets ILG apart.”

Jo Tutchener Sharp, Scamp & Dude Founder and CEO

Get in touch today to discover how ILG can support your growth – across all channels.



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