

SUPPLY CHAIN SCORECARD

EVALUATING YOUR CURRENT LOGISTICS



How are your logistics holding up this year?

Amazon’s ever-changing fees structure plus the many other supply chain hitches and glitches that we’ve seen recently mean it’s time for an ecommerce logistics checkup. Use this self assessment to get an idea of what’s already going well, and what could be better.

Just put a check mark under the response that suits you best to get a score of how your ecommerce business is doing logistically. Don’t worry, you’re the only one who will see it!

To quote Henry Ford, "The only real mistake is the one from which we learn nothing."

Questions	Response - Choose the Best Match			
	I Got This	Doing OK	Could Be Better	I’m Completely Lost
<p>Amazon PCP and AGL Utilization:</p> <p>Are you relying solely on Amazon PCP and AGL for shipping, or are you diversifying to optimize for cargo size and route?</p>				
<p>Shipping Costs vs Amazon Fees Analysis:</p> <p>Have you analyzed the cost difference between shipping to one location versus multiple Amazon fulfillment centers, including the impact on your per-unit shipping cost?(Unit cost should include both shipping costs and Amazon fees)</p>				

Questions (continued)	Response - Choose the Best Match			
	I Got This	Doing OK	Could Be Better	I'm Completely Lost
<p>Alternative Fulfillment Exploration: Have you explored alternative fulfillment options outside of Amazon FBA, such as third-party logistics (3PL) services, to potentially reduce costs and increase efficiency?</p>				
<p>FBM Product Evaluation: Have you evaluated the benefits of Fulfillment by Merchant (FBM) for your slower-moving or larger items to avoid high storage fees at Amazon warehouses?</p>				
<p>Seller Fulfilled Prime: If considering FBM, have you assessed your eligibility for Seller Fulfilled Prime and its potential to match Amazon Prime's delivery standards, displaying the prime badge and being cost-effective for you?</p>				
<p>Fulfillment Location Strategy: Have you chosen your fulfillment center locations strategically based on shipping costs and delivery times to your primary customer base?</p>				
<p>Diversifying Outlets and Advertising: Are your logistics able/optimized to support expansion into multi-channel fulfillment?</p>				

Questions (continued)	Response - Choose the Best Match			
	I Got This	Doing OK	Could Be Better	I'm Completely Lost
<p>Reverse Logistics Management: Is your current strategy for managing returns and excess inventory working well and boosting your cash flow?</p>				
<p>Forwarding and Logistics Simplification: Are you well-informed about the available logistics options, and are you regularly evaluating your strategy to ensure it supports your business?</p>				
<p>Shipping Struggles: Do you have a process in place to manage shipping delays and emergencies?</p>				
<p>Logistics Effort: How challenging do you find the task of managing your logistics</p>				
<p>Market Changes: Are you regularly re-evaluating your logistics strategy to ensure you're adjusting to market conditions?</p>				

SCORE REVIEW



How Did Your Current Strategy Hold Up?

Mostly 'I Got This'

If you can say 'I got this' to all the logistics conundrums in this questionnaire, then we hope it's pizza day in the office!

- You're taking a proactive approach in optimizing various aspects of your operations.
- You're actively diversifying your shipping and fulfillment to optimize cargo size and route
- You're weighing up shipping costs plus Amazon fees
- You know each of your products is on a suitable fulfillment path, whether that's FBA, FBM or an alternative vendor.
- You've strategically chosen your ship-from locations so it's cost- and time-effective
- You're on top of your logistics without it taking up too much time and energy

Keep doing what you're doing, if it's working well. And if there's something that can be improved upon, why not tackle it?

Mostly 'Doing Okay'

If you find yourself nodding your head and saying 'It's okay' to most of the logistics challenges in this questionnaire, then congratulations are in order.

While you're managing to keep things afloat, there's always room for improvement. Consider this as an opportunity to take your business to the next level by fine-tuning your operations.

- You're on top of your logistics and you can see overall it's going well for you.
- Start by reviewing your current trucking and warehousing processes and identifying areas where optimizations could be made. A small adjustment on your part could lead to significant improvements.
- Have you made a full evaluation of how new fees from Amazon are affecting your existing strategy? Can you confidently say, 'My current strategy is holding up despite these changes'?
- What about those past-season slow sellers? Have you thought about ways to shift them and convert them into cash?

Keep up the good work, and don't hesitate to explore new strategies to continue growing and evolving.

Mostly 'Could Be Better':

We definitely didn't mean to make you feel like you're back in Middle School. And rest assured, we are here to offer some support and a gentle nudge in the right direction.

- In general your process is effective, but the ever-changing policies and constant market shifts mean you have logistics improvements to make. It could mean more margin for you.
- Start by identifying the areas that need the most attention and focus your efforts there - is trucking and restocking timely and in control? Are your fulfillment centers strategically located? Is Seller-Fulfilled Prime the best thing for your business right now?
- Do you suspect other strategies may be better but have no time or ideas how to research or implement? It may be time to devote some energy to it, or get some help.

While the amount of work involved in changing and fine-tuning your strategy may appear overwhelming, we are confident that once you critically consider your next steps, you'll begin to see positive results and increased cash flow. You'll say, 'Why didn't I do this months ago?'

Mostly 'I'm Completely Lost'

Maybe there's a bit too much month left at the end of the logistics budget, and your margins are being impacted. Luckily for you, this can be improved, and we're here to help.

Start with the low-hanging fruit: What seems most attainable to you?

- How about looking around for some trucking quotes and see how that compares to Amazon's offering or whatever you are currently using?
- If Amazon fee increases are getting you down, time to make some price projections for FBM and other vendors and see what it can do for you.
- Where are your customers based? Is it time to get a fulfillment center nearer to them so they can enjoy superfast shipping and you can enjoy more happy customers?
- Cash tied up in stock that isn't shifting? Your reverse logistics story could generate cash in hand for your business.

Consider bringing a trusted partner on board, such as our team at Simple Forwarding. We specialize in streamlining ecommerce logistics to help your business overcome its challenges and thrive - while taking the daunting task of organizing logistics off of your shoulders.

NEXT STEPS



If you haven't already, download and read through our guide, [Supply Chain Mastery: Advanced Logistics Strategies for Amazon & eCommerce Success](#). It's got a ton of strategies for upleveling your logistics that we've gathered over years of working with Amazon and eCommerce sellers. We designed it to help uplevel and scale your business!

WE CAN HELP

Still have questions? We're here to help. Think of Simple Forwarding as your partner in the shipping world. We're great at smoothing out those kinks in your supply chain so that everything runs like clockwork.

We're more than just a freight forwarding service; we're an extension of your business, dedicated to fueling your growth with smart and efficient logistics. Our commitment is straightforward: ensuring your inventory arrives precisely when and where you need it. We help fine-tune your supply chain for peak performance.

We believe in doing more than just moving containers from point A to point B. We are committed to being your partner in the intricate world of freight forwarding, ensuring that every shipment is handled with utmost care and personal attention - the white-glove service you deserve.

Our expert team is always ready to help grow your business with better logistics. Please give us a call at +1 (212) 203-5575 or email Sales@SimpleForwarding.com if we can help.

