



Build: Module 7

# E-commerce fulfillment explained

**Directions:** Using this outline, take notes throughout the presentation on anything you found useful, interesting, or informative. Afterwards, you can complete the rest of this exercise guide at your own pace

**Estimated time of completion:** 1 hour

## Note Taking Template

1. Order fulfillment

2. Fulfillment solutions

3. Fulfillment strategy SWOT analysis



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**Summary:** A SWOT analysis is a technique used to determine and define your Strengths, Weaknesses, Opportunities, and Threats. Using a SWOT analysis to evaluate your fulfillment strategy can be a good practice to refine and strengthen your process

**Directions:** Use the guiding questions in each box to help you organize your thoughts.

**Estimated time of completion:** 20 minutes

## SWOT Analysis

<p><b>STRENGTHS</b> <i>What areas of your fulfillment strategy minimize risk of errors and delays?</i></p>	<p><b>WEAKNESSES</b> <i>What areas of your fulfillment strategy increase risk of errors and delays?</i></p>
<p><b>OPPORTUNITIES</b> <i>What changes to your fulfillment strategy could reduce costs or increase efficiency?</i></p>	<p><b>THREATS</b> <i>What disruptions to your fulfillment strategy could hurt sales or decrease efficiency?</i></p>



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**Directions:** Studies show that summarizing builds comprehension by helping to reduce confusion. Now that you have completed the webinar, complete this 3-2-1 exercise to the best of your ability.

**Estimated time of completion:** 10 minutes

## 3-2-1 Exercise

What are 3 things I've learned?

- 1.
- 2.
- 3.

What are 2 things I want to learn?

- 1.
- 2.

What is 1 question I still have?

- 1.

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## Resource Guide

Immersing yourself in entrepreneurial culture can help you learn more about how to build your small business. Here are some resources to help further your education.

### Resources

- [Amazon's Black Business Accelerator](#)
- [Minority Business Development Agency](#)
- [Women's Business Centers](#)
- [Local Small Business Development Centers](#)
- [Hello Alice](#)

### Podcasts to follow:

- [This is Small Business](#)

### Newsletters to subscribe to:

- [The Amazon Business Pulse](#)
- [Forbes – Daily Dozen](#)
- [Entrepreneur – official newsletter](#)
- [Inc. – newsletter options](#)

### Business Plan Templates:

- [Business School at the University of Colorado](#)
- [US Small Business Administration](#)

### Amazon Specialty Program Links:

- [Amazon Handmade](#)
- [Amazon's Black Business Accelerator](#)
- [Amazon Merch on Demand](#)

For more information on upcoming and On Demand Webinars, visit our website:

[www.smallbusiness.amazon](http://www.smallbusiness.amazon)



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## References used in webinar

These references have been used to develop our webinars. If you would like to learn more about any particular topic discussed in the webinars, you may find some of these references helpful.

1. "Assessing the Company's Supply Chain with a SWOT Analysis." DriveYourSucce\$\$, 2011, [www.driveyoursuccess.com/2011/03/assessing-the-companys-supply-chain-with-a-swot-analysis.html](http://www.driveyoursuccess.com/2011/03/assessing-the-companys-supply-chain-with-a-swot-analysis.html).
2. BigCommerce. "What Is a Fulfillment Center and Why Is It Important?" BigCommerce, 3 May 2020, [www.bigcommerce.com/ecommerce-answers/what-fulfillment-center-and-why-it-important/](http://www.bigcommerce.com/ecommerce-answers/what-fulfillment-center-and-why-it-important/).
3. Brief Overview of 1PL, 2PL, 3PL, 4PL, and 5PL Conclusive - Navata. 8 Dec. 2020, [navata.com/cms/1pl-2pl-3pl-4pl-5pl/](http://navata.com/cms/1pl-2pl-3pl-4pl-5pl/).
4. ChannelSight. "A Deep Dive into Fulfillment Planning." ChannelSight, 24 Aug. 2021, [www.channelsight.com/blog/fulfillment-planning#link1](http://www.channelsight.com/blog/fulfillment-planning#link1). Accessed 13 Jan. 2023.
5. "Guide to Third-Party Logistics (3PL)." Supplychain.amazon.com, [supplychain.amazon.com/learn/guide-to-third-party-logistics-3pl](http://supplychain.amazon.com/learn/guide-to-third-party-logistics-3pl).
6. NetSuite.com. "The Heart of Your Business: Order Fulfillment." Oracle NetSuite, 20 Aug. 2020, [www.netsuite.com/portal/resource/articles/erp/order-fulfillment.shtml](http://www.netsuite.com/portal/resource/articles/erp/order-fulfillment.shtml).
7. "Set up In-House Fulfillment for ECommerce Fulfillment." ShipMonk | Fulfillment Center | Order Fulfillment Services, [www.shipmonk.com/in-house-fulfillment-setup](http://www.shipmonk.com/in-house-fulfillment-setup). Accessed 13 Jan. 2023.
8. "What Is the Difference between 1PL, 2PL, 3PL, 4PL, and 5PL?" DCL Logistics, 1 Apr. 2021, [dclcorp.com/blog/3pl/difference-between-1pl-2pl-3pl-4pl-5pl/](http://dclcorp.com/blog/3pl/difference-between-1pl-2pl-3pl-4pl-5pl/).