

SAFA Entrepreneurial Lesson

Shipping from storage facility to customers

Packaging

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Another thing that entrepreneurs need to concern themselves with is how their product is packaged, in order to be in deliverable form. Some things you need to consider when creating your packaging is the product's sensitivity, price, and weight.

It is often recommended to do this yourself when you first start out, but as you grow you can employ a packaging service to do this for you.

Now you need to start shipping the orders to the customers.

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This part is one of the less important aspects of creating a startup business, but it is still an essential part of running your company.

Some important questions to ask yourself when finding a shipping plan to deliver your products to your customers are...

1. Do I need to ship internationally?
2. How much does each product weigh when it is all packaged?
3. How delicate are the contents of the package you are delivering?

Delivery Options

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Although there are numerous options for delivering your products to customers, here are a few notable options.

1. Order fulfillment services

- a. These are specialized services to help small business carry out their orders.

2. Using certified shipping carriers.

- a. Examples of these include FedEx, UPS, USPS, or DHL (More common for international orders).

Why is the delivery method you choose still important?

Although the type of delivery to customers isn't the main concern of entrepreneurs in most cases, it is still a crucial part of your business. If you fail to meet the shipping expectations, it can indirectly lead to your company failing.

This is because if customers don't receive their product in a timely manner, then they would be unsatisfied and unlikely to be loyal to your brand.

Furthermore, if you choose an expensive shipping option there could be 2 consequences.

1. If you offer free delivery, the expensive shipping will cut down on your profits.
2. If you charge customers for delivery, the demand for your product will decrease as the cost to purchase increases.

Activity Time!

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Research into different shipping options that are available for small businesses and start up companies. Look at different things like price, shipping speed, and how the shipping prices differ for packaging weight.

After researching, write down the delivery method you will employ to ship your products to your customers, and provide a short explanation for why you chose the method you did.

Maintaining Professionalism

An important aspect of running your company is to be professional about how it interacts with customers. This can be in the packaging design and shipping process. It is important to maintain a professional look in order for your customers to take you seriously and be loyal to your brand.

Here are some ways where you can maintain professionalism

1. Having a simple logo and design which fits the theme of your consumers
2. Providing email confirmations and real time updates
 - a. This can be improved upon by giving them tracking IDs
3. Opening up a live communication portal for customers to use
 - a. This can be a phone number or a live chat service.
 - b. This helps the customers communicate with you or a representative from your company in order to handle issues.