

smartposti

A logistics guide for a growing online store





We help your online store grow

Many online retailers have encountered a situation in which their online store is growing to such an extent that it is no longer worthwhile to do marketing, as they simply do not have enough time to take care of everyday logistics. An online store's logistics can be time-consuming, but at the same time it is a key part of a good customer experience. At this stage, it is the right time to consider an external logistics partner.

We want to help you save time so you can focus on what matters most – running and developing your business. Warehouse outsourcing is an effective way to focus on your core business, improve competitiveness and achieve cost savings, flexibility, quality and efficiency.

In this guide, we offer you tips and advice on how to optimize your online store's logistics processes and understand your customer better. In addition to logistics, we recommend that growing online retailers also make use of data and marketing activities.

Good luck and success with your online store!



Warehouse outsourcing saves time and effort

Warehouse outsourcing means transferring the company's entire warehousing process, i.e. warehouse management and operational activities, to an external logistics partner. When a company decides to outsource or considers outsourcing warehousing, this is often due to changes in the company's warehouse property or business.





When is the right time to consider a partner for warehouse logistics?

- When several deliveries leave your online store to customers on a daily basis
- When your warehouse becomes too small
- When running everyday online store logistics, i.e. receiving and picking orders and arranging transports, takes time away from other company functions, such as sales and business development, it is time to consider outsourcing your warehouse.

When your online store has grown to the point that several parcels are already sent out every day, it is worth considering an external partner.

Outsourcing your warehouse to a logistics partner is worthwhile, as it offers significant business benefits:

Focus on core business

By outsourcing your warehouse to logistics professionals, you get a future-scalable solution and free up your time and resources for developing your online store and ensuring a continued growth path.

Cost-efficiency

When you outsource your warehouse, you pay for the work performed on a performance-based basis, and the optimal resourcing of personnel, developing operations and improving their efficiency and keeping the tools and machines in the warehouse up-to-date, for example, remain the responsibility of the partner

Flexibility

Whether your company is small or large, your warehouse capacity will be more flexible when an outsourced warehousing partner can quickly scale your warehouse to meet changes in demand, seasonal fluctuations, and the growth or contraction of your business.

Value-added services

You can expand outsourced warehousing services with value-added services, such as repackaging, peak season and campaign work or finishing services, which reduces the need for these activities at other stages of the chain. We also develop new value-added services on the basis of our customers' needs, e.g. around the circular economy.

Turn fixed costs into variable costs

Having too little warehouse space is an obstacle to growth, while too much space is an unnecessary cost. By outsourcing your warehousing, you get the space your company needs flexibly – and pay according to the use.

Make speed a competitive advantage

With our warehousing services and extensive transport network, we can ensure that speed will become a competitive advantage for your business. We are constantly working to further speed up transport to the consumer.

Temporary personnel and flexibility as needed

Our large team of trained and motivated logistics and warehousing professionals are at your service according to your needs.

Making use of expertise

We have vast experience of outsourcing, as well as specialist expertise and technology to improve warehouse efficiency and operations.

Products quickly from warehouse to customer

We offer a unique opportunity – a single service provider taking care of the entire supply chain. This enables fast transport solutions to the end customer.

We tailor the shipments according to your wishes and can wrap your products in tissue paper, for example, or add a greeting to the customer – depending on your needs.





What does it cost to outsource a warehouse?

When considering outsourcing your warehouse, one of the first questions is, of course, its cost. The price of an outsourced warehouse scales up or down automatically according to your needs – with no additional charges. Do you need the work of ten people at the peak of the season or just two in a quieter period? Thanks to scalable pricing, you know exactly what the service costs at any given time. The price automatically adjusts to meet your needs, so you can focus on business development without worrying about costs.

Pricing

The pricing of an outsourced warehouse is based on the work performed and the space used. The three key elements of pricing are goods reception, goods warehousing and product picking. Other costs may arise from processing customer returns, packaging materials or value-added services charged at an hourly rate.



ESTONIA

Food supplements online store

An outsourced food supplements online store warehouse has approximately 5 pallet positions and approximately 25 small-item shelfmeters. Goods are delivered to the warehouse a few times a month and approximately 200 items are delivered to consumer customers each month.

Approximately 3% of the products are returned by customers, after which the returns are inspected and restocked in the warehouse for resale.

The cost of the
outsourced warehouse
is approximately

€530
/month + VAT





LATVIA

Electrical equipment, parts for it

An outsourced electrical equipment online store warehouse has approximately 5 pallet positions and approximately 25 small-item shelfmeters. Goods are delivered to the warehouse a few times a month and approximately 200 items are delivered to consumer customers each month.

Approximately 2% of the products are returned by customers, after which returns are inspected and restocked in the warehouse for resale.

The cost of the
outsourced warehouse
is approximately

€450
/month + VAT

LITHUANIA

Fashion online store

An outsourced fashion online store warehouse has approximately 10 pallet positions and approximately 50 small-item shelfmeters. Goods are delivered to the warehouse a few times a month and approximately 400 items are delivered to consumer customers each month.

Approximately 10% of the items are returned as customer returns, after which the returns are processed, cleaned and shelved in the warehouse for resale.

The cost of the
outsourced warehouse
is approximately

€770
/month + VAT



SUMMARY

Online store type	Pallet positions	Shelf meters	Monthly deliveries	Return rate	Warehouse cost /month + VAT
ESTONIA Food supplements	5	25	200	3%	€530
LATVIA Electrical	5	25	200	2%	€450
LITHUANIA Fashion	10	50	400	10%	€770

Pickup and delivery service is a fixed-price everyday helper

Even if your warehouse worked efficiently without an external partner, or you want to make it even better independently, you may still need extra hands for your daily work. In that case, the deployment of a fixed-price **Pickup and Delivery Services** may be the right solution.

It is a good idea to use the Pickup and Delivery Services when you send several parcels a day. The services save time and effort as you do not have to transport parcels to the service point. We take care of pickup and delivery according to the agreed schedule.





How to enable the Pickup and Delivery Services

- **Make a contract with us for regular Pickup and Delivery Services.**
- **With the contract, we agree a flexible schedule with you, according to which we will pick up the parcels you are sending and deliver your incoming items to you.**
- **The services are provided exactly in accordance with your business's timetable: we can visit you daily or, for example, once a week.**
- **If needed, you can also suspend your regular Pickup and Delivery Services for a holiday or other period of time.**

Contact us

Would you like to discuss further our services for a growing online retailer?

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