

Fulfillment Quote Checklist

The 11 data points to send a fulfillment provider so you get a **comparable, accurate quote** — instead of a ballpark that gets re-quoted after you ship.

67 items across 11 sections

Time to complete: 30–45 min

Sources: fulfillbros.com

How to use this checklist

- 1. Fill in what you know and mark unknown items **TBD** — do not delete them. A named unknown is priced more accurately than a silent one.
- 2. Items marked **REQUIRED** have the largest effect on price. Missing them is what causes re-quotes.
- 3. Attach files where indicated (photos, spreadsheets, label samples) rather than describing them in prose.
- 4. Send the completed checklist **before** asking “what is your price?” — this is the difference between a real quote and a guess.

01 Company & Store Information

Why it matters: Determines the integration route, contract setup and who is responsible for inventory risk.	
ITEM	WHAT TO WRITE / ATTACH
■ Store URL	yourshop.com
■ Sales platform	Shopify / WooCommerce / Amazon / TikTok Shop / Other
■ Current fulfillment model	In-house / dropship / existing 3PL / mixed
■ Target start date	First inbound carton expected YYYY-MM-DD
■ Billing & shipping country	Where the contract is signed — affects tax and payment terms

02 Product & Packed-Parcel Data

Why it matters: Unit and PACKED dimensions decide handling difficulty and shipping cost. Unit-only data is the single most common cause of shipping-cost surprises.	
ITEM	WHAT TO WRITE / ATTACH
■ Product link & photos REQUIRED	One “good parcel” photo and one “problem parcel” photo save days of back-and-forth
■ Product category	Apparel / electronics / supplements / home / fragile / other
■ Unit weight	320 g
■ Unit dimensions (L×W×H)	22 × 15 × 4 cm
■ Packed parcel weight REQUIRED	Includes box, filler and inserts — 420 g
■ Packed parcel dimensions REQUIRED	26 × 19 × 8 cm
■ Sensitive / regulated? REQUIRED	Liquids, batteries, temperature, cosmetics, supplements — changes carriers and route
■ Special handling needs	Fragile, non-stackable, crush risk, odd shape, expiry dates

03 SKU, Variant & Bundle Structure

Why it matters: SKU count drives receiving, storage bins and picking complexity. Bundles and multipacks add kitting labour that is invisible in a “per order” fee.	
ITEM	WHAT TO WRITE / ATTACH
■ Active SKU count REQUIRED	16 active SKUs (or commodity types if unlisted)
■ Variants	Colors × sizes matrix — e.g. 4 colors × 5 sizes = 20 variants
■ Barcodes available?	Yes / No — missing barcodes adds labelling labour
■ Bundles / multipacks	How many, and whether components share SKUs
■ Packaging SKUs	Does a box change per bundle size?
■ Naming convention	Attach your SKU naming rule so the 3PL can map it once

04 Real Order Data

Why it matters: Monthly volume alone cannot be priced. Items per order decides pick-and-pack time far more than order count does.

ITEM	WHAT TO WRITE / ATTACH
■ Average monthly orders REQUIRED	1,000 orders / month
■ Average daily orders	33 / day
■ Peak daily orders REQUIRED	120 / day during launches — drives capacity planning
■ Average items per order REQUIRED	1.26
■ Single-item order %	78%
■ Multi-item order %	18% two-item · 4% three or more
■ Order timing pattern	Weekday/weekend split, end-of-month spikes, campaign bursts

05 Inventory & Replenishment Profile

Why it matters: Storage is priced on space and rotation, not on units. Replenishment frequency decides how much buffer space must be reserved for you.

ITEM	WHAT TO WRITE / ATTACH
■ Opening inventory by SKU REQUIRED	Attach a spreadsheet — best estimate is fine, label it as such
■ Supplier count	3 suppliers — affects receiving complexity
■ Supplier locations	City / province of each supplier
■ Replenishment frequency	Weekly / monthly / quarterly
■ Carton count & size	40 cartons, 60×40×40 cm, 18 kg each
■ Stackability	Single-stack only / stackable 3 high
■ Storage duration expectation	Give a range: 30–60 days, and what triggers release

06 Receiving & Inspection Scope

Why it matters: “QC required” is not a spec. The inspection scope is the second-largest hidden cost driver after shipping — define it precisely or it will be priced with a buffer.

ITEM	WHAT TO WRITE / ATTACH
■ Receiving method	Palletized vs floor-loaded cartons
■ Inspection type REQUIRED	Count only / visual / function test / full inspection
■ Sampling standard	AQL 2.5, or “100% of first shipment then 10%”
■ Defect definition	What counts as a reject — write it down, it prevents disputes
■ Relabelling required?	Yes / No — barcode, FNSKU, expiry labels
■ Photo evidence required?	Yes / No — per carton or per defect
■ Disposition on defects	Hold / return to supplier / rework / scrap
■ Escalation contact	Who is notified and within what window

07 Packaging, Kitting & Branding

Why it matters: Branded materials, inserts and kitting are labour lines, not material lines. Defining them before the final quote prevents a second pricing round.

ITEM	WHAT TO WRITE / ATTACH
■ Standard vs branded packaging REQUIRED	Stock mailer vs custom printed box
■ Material type	Kraft / corrugated / poly mailer / rigid
■ Filler & protection	Paper, bubble, air pillows — which items need which
■ Inserts	Thank-you card, discount card, care instructions
■ Kitting / bundles	Which SKUs are assembled together and how often
■ Gift wrapping / notes	Yes / No — per order or on request
■ Reference photo	Attach one photo of a finished parcel

08 Destinations & Delivery Targets

Why it matters: “We ship worldwide” cannot be priced. A percentage split by country and a delivery target determine the carrier and the route — the largest cost line in the quote.

ITEM	WHAT TO WRITE / ATTACH
■ Destination split by % REQUIRED	US 72% · EU 18% · UK 6% · other 4%
■ Delivery target per market REQUIRED	Economy / standard / express — differs by country
■ Duties & tax handling	DDP or DDU — decides whether customers see a customs bill
■ Current shipping cost & method	What you pay today, for comparison
■ Remote area / PO box	Yes / No — surcharges and restrictions

09 Returns & After-Sales Scope

Why it matters: Reverse logistics is priced separately and is the most frequently un-quoted cost. Define who inspects, who restocks and who pays.

ITEM	WHAT TO WRITE / ATTACH
■ Estimated return rate	4% of orders
■ Return destination	China warehouse / local address / discard
■ Inspection on return?	Yes / No — visual or functional
■ Restocking required?	Resellable vs quarantine vs write-off
■ Resend & refund handling	Who triggers, who pays, expected turnaround

10 Shopify & Order Integration

Why it matters: Integration determines order routing, inventory sync and whether oversells are possible. Some providers charge setup; some charge per additional store.

ITEM	WHAT TO WRITE / ATTACH
■ Platform & version	Shopify / WooCommerce / Amazon / TikTok Shop
■ Number of stores	Multi-store = multi-channel routing rules
■ Inventory sync required?	Two-way sync, or order-only
■ Special order rules	Hold high-risk orders, split shipments, gift orders
■ Tracking write-back	Which fields must feed back to the store

11 Peak Season & Growth Forecast

Why it matters: Capacity is reserved in advance. If your provider does not know about Q4 or a launch, your orders queue behind those who told them.

ITEM	WHAT TO WRITE / ATTACH
■ Peak periods	Q4 · Black Friday · Chinese New Year · product launches
■ Expected peak multiple REQUIRED	2X / 3X / 5X normal daily volume
■ Growth projection	Expected monthly orders in 6 and 12 months
■ Cut-off expectations	Latest daily order time for same-day dispatch

Before you press send — 5-point accuracy gate

1. Do the packed-parcel figures cover the **box, filler and inserts** — not just the product?
2. Have you given a **destination percentage split** instead of “we ship worldwide”?
3. Is the **items-per-order mix** included, not only monthly order volume?
4. Is the **inspection scope** written as a spec (type, sampling, disposition) instead of “QC required”?
5. Have you attached the **files** — inventory spreadsheet, sample labels, parcel photos, order export?

Quote comparison worksheet

Headline fees are not comparable. Ask the same question on every cost line.

COST / SERVICE LINE	PROVIDER A	PROVIDER B
Per-order pick & pack fee		
Additional item fee		

COST / SERVICE LINE	PROVIDER A	PROVIDER B
Storage — per pallet / per bin / per CBM?		
Receiving fee (per carton / per pallet)		
Inspection — included or billed per unit?		
Kitting / assembly fee		
Packaging material — charged or at cost?		
Shipping — charged or passed through?		
Integration / setup fee (one-off)		
Return handling fee		
Peak-season surcharge		
Minimum monthly spend / MOQ		
Quote validity period		

FulfillBros — China Fulfillment Made Easy

Warehousing, order fulfillment, custom packaging, international shipping and after-sales support from China — no fulfillment MOQ.

fulfillbros.com/blog/fulfillment-quote-checklist.html