

[Daniel Kehrer](#) | Apr 18, 2011 | [Comments 0](#)



If your retail business is growing but storage, shipping and fulfilling orders have you running in circles; an under-the-radar site that caters to small businesses has your back. With a few clicks at up-and-coming [Shipwire](#), you can send inventory to their warehouses, integrate with your own website and start fulfilling your customers' orders in real time. Shipwire handles the storage, the packing, the shipping and other logistical details from warehouses in the U.S., Canada and Europe, with more coming worldwide.

Don Chernoff credits Shipwire with helping get his firm Skyroll rolling. Skyroll makes lightweight, compact luggage. But Chernoff was frustrated because he was spending so much time on shipping and fulfilling orders himself. ShipWire took those tasks off his plate so he could concentrate on selling. Similar services wanted long-term contracts, big startup fees and volume commitments. Chernoff needed something simple to get his

Internet operation off the ground. The Shipwire service lets businesses of all types — from garage startups and web entrepreneurs to seasonal businesses and importers — have multiple warehouses and automated order fulfillment at their fingertips.

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About the Author: Daniel Kehrer, founder of BizBest, is a leading small business expert who has started four businesses, written 7 business books and delivered quality advice and information to business owners for over 20 years. He has been Editor-in-Chief of Business.com, creator of What Works for Business and Business.com ShortList, and a business columnist, author and media entrepreneur in New York, Washington, DC and Los Angeles.