

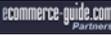
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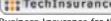


Solutions

Sell Overseas for the Holidays with Shipwire
August 28, 2008

Become a Partner

In preparation for the busy holiday season, Shipwire Inc., an e-commerce order fulfillment service, has released "Five Steps to Holiday E-commerce Success," a special promotion offering free international order fulfillment to support e-tailers' overseas expansion and celebrate enhancements to the Shipwire Store-Sell-Ship platform.



Editor's Picks

Unbund Storage and Delivery Duties on Shipwire

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<> "Large international retailers offer online buyers local shipping options that guarantee timely delivery of orders at ground shipping rates. Shipwire levels the playing field and gives small e-tailers access to a global order fulfillment service specifically modeled on successful Fortune 500 fulfillment and shipping best practices.

"Online retailers have a great opportunity for international growth this holiday season — Shipwire's 'Five Steps to Holiday Success' promotion provides a risk-free opportunity for small businesses to expand into new markets," says Damon Schechter, founder and CEO of Shipwire and author of Delivering the Goods: The Art of Managing Your Supply Chain (Wiley, 2002). "The Shipwire Store-Sell-Ship platform allows e-tailers to focus on growing their business in the U.S. or overseas by eliminating the hassles of inventory storage and order shipping."

International Markets Bring Holiday Cheer

A number of variables make the current environment ideal for online retailers to grow sales in the UK and Europe this holiday season, according to Schechter. UK and European online sales have traditionally trailed the U.S. in growth percentages. This is no longer the case as each market is expected to gain significantly in the coming years. According to Jupiter Research, e-tailers targeting overseas markets see the most promise in Europe, which is experiencing fast online sales growth. In the 10 largest European markets between 2006 and 2012, online retail sales are predicted to grow 137 percent from EUR 56.9 billion to EUR 134.8 billion (Jupiter Research, May 2008).

Established e-tailers are using e-commerce tools and sales processes honed in the U.S. market over the past 10 years to expand overseas successfully. Shipwire provides outsource warehouse and order fulfillment services that enable e-tailers to enter foreign markets without having to manage additional employees or make large capital investments in warehouses. Using Shipwire, online retailers can offer customers faster order delivery at lower shipping rates than traditional international parcel shipping, says Schechter. "The largest online retailers don't ship all orders from one central warehouse — they diversify inventory globally across multiple warehouses, and ship orders from the warehouse closest to the end customer. Shipwire allows e-tailers of any size to plug into this kind of global warehouse network starting at \$30 a month."

Mark Carlton of www.Rockgardn.ca said in a statement, "We knew our products would sell well in Canada. We didn't want to miss the fall riding season, and certainly couldn't miss the 2008 holiday sales season. We worked with Shipwire to get inventory moved into Canada when we launched a customized Canadian site for our off-road body-armor and protective outerwear. From idea to production in less than two months, we are now selling to dealers and direct to consumers in Canada as though we were local."

Five Step Guide

For e-tailers that want to automate order fulfillment and expand into the U.S., Canada or Europe this holiday season, Shipwire has created "Five Steps to Holiday E-commerce Success" guide and promotion that includes a free trial, free logistics consultation with a Shipwire expert and a limited-time offer of 50 orders fulfilled free-of-charge from any Shipwire warehouse. For more information visit the Shipwire holiday page.

According to Schechter, "The Shipwire holiday promotion is intended to eliminate cost concerns and demonstrate to merchants that Shipwire is their partner for U.S. and overseas growth. The promotion includes unlimited free access to the Shipwire Store-Sell-Ship platform, coupled with 50 orders fulfilled free of any Shipwire charges out of one or all of our warehouses across the U.S., Canada or Europe. Shipwire fully integrates with retailer Web stores; orders are closed normally, and, are automatically routed to Shipwire."

"With our system, orders are analyzed and shipped from the warehouse closest to the buyer — guaranteeing fast delivery at the lowest shipping price. By locating inventory closer to shoppers, e-tailers using Shipwire deliver orders throughout the U.S., Canada and the UK in one to two days — for the price of a local-ground delivery. Compared to alternative 'single-warehouse' fulfillment solutions and international shipping, Shipwire retailers get to customers faster and cheaper without customs risks."

New Shipwire Features and Integrations Further Automate Sales

Building upon the Shipwire Store-Sell-Ship platform, Shipwire is also launching new features and service enhancements in time for the holidays, including:

- Shipping Optimization: Now available for free in all Shipwire accounts. A one-button selection in an e-tailer's Shipwire account ensures a shipment will be sent using the most cost-effective shipping method available from the major parcel carriers. Don Chernoff of Skyroll.com, maker of carry-on garment bags, said in a statement, "The shipping optimization feature will make sure that I always get the best shipping rate, without me having to judge which carrier should be used. More shipping savings with less time."
Expanded International Shipping Options: With the low dollar and high European demand, the UK warehouse continues to expand its traffic. Now all accounts will include the option to access the UK warehouse at no additional charge. Shipwire provides a UK e-commerce order fulfillment warehouse guide to aid retailers with common questions and shipping options as they enter the UK and Europe.
Single-Click Warehouse Insurance: With one click, retailers can add insurance to inventory stored by Shipwire. No longer will e-tailers need to turn to third-party insurers and their teams of paperwork to keep their inventory properly insured against loss, according to the company. This additional inventory insurance augments the standard Shipwire warehouse guarantees and provides the retailer with proof of insurance.
New Integrations: The Shipwire e-commerce developer partner and affiliate program is continuing to grow. New integrations and partners include: Miva Merchant, Amazon Seller Central, NetSuite, 15shoppingCart, ProStores by eBay, Zoovy and support for the PayPal shopping cart. Each of these integrations have a connection wizard within the Store-Sell-Ship platform, insuring connections with no custom development needed. For a complete list of new enhancements to the Shipwire solution, and tips for retailers looking to go international, visit the Shipwire order fulfillment blog.

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By george June 3 2010 12:17 PMPDT
Shipwire is really an expensive proposition and not really worth it. If you have an order to ship (say to amazon) they require labels, Shipwire will charge 40 dollars administrative fees for the labels. That kills a small shipment, plus they charge for the orders to be shipped and that can be up to \$3 dollars per item. I would ship direct where you can or just get a warehouse (non e-commerce) to do it. All you have to do with say RML which is in millersburg PA is forward them the order confirmation and they do the rest for a flat monthly or a percentage of shipment rate which can be negotiated. They are really efficient and get it done. The only good thing with shipwire is that you have an international address but it "" your money up every time you send something through them that it's best to look for just a warehouse over in England. I haven't found anything yet. Any suggestions

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