

6

TAKEAWAYS

to prepare your eCom  
operation for Black Friday.

# 1

Align your forecasts between  
Customer Support, Sales, Marketing,  
Purchasing, and not least for  
Warehousing and Logistics.





# 2

Possibly announce temporarily  
changed delivery times to  
balance the loads.



3

Plan your manning and resource pool  
incl. temps and regular staffing.

Remember training of new  
colleagues in due time and allow  
for lower productivity during  
the Black Friday period.





# 4

Build strong Available-to-Promise\* functions on your websites to provide customers realistic delivery options, and to off list products not in inventory.

\* <https://www.cogoport.com/shipping-terms/available-to-promise-atp-130>

# 5

If your company has an Omnichannel\* setup, consider splitting articles between stores and on-line to balance load.

\* <https://www.techtarget.com/searchcustomerexperience/definition/omnichannel>





# 6

Involve your forwarders in planning  
e.g., for additional trailers and  
load carriers to be available.



# BALANCED LOGISTICS.

Costs. Growth. Service. Sustainability. Flexibility.