



# THE 2026 E-COMMERCE FULFILMENT PLAYBOOK:

## 5 ways to grow and 5 ways to cut costs this year

Fulfilment is often viewed as a back-office cost. However, in a highly competitive market, operational capability is the primary driver of customer retention and scalable revenue. This playbook outlines how to transition from "shipping boxes" to "driving value".

We're proud to have supported leading brands with their fulfilment and operations:



### 5 GROWTH LEVERS OPERATIONS LEADERS CAN BRING TO THE TABLE...

#### **EXPAND INTO MARKETPLACES WITHOUT OPERATIONAL CHAOS**

Marketplaces can unlock new demand, but they also add complexity around stock accuracy, order routing, SLA compliance, and returns. With the right operational setup, they become a practical growth channel rather than a drain on time, margin, and customer experience.

#### **OPEN UP INTERNATIONAL GROWTH**

Cross-border demand is attractive, but international growth only works when delivery options, service levels, customs processes, and visibility are properly set up. Operations plays a key role in making expansion realistic, scalable, and commercially viable.

#### **ADD B2B AND RETAIL DROP-SHIP CAPABILITY**

Wholesale, retail partnerships, and drop-ship can create valuable new revenue streams, but they bring tighter compliance and more complex fulfilment requirements. Operations leaders who solve for that complexity make it easier for the business to pursue new channels with confidence.

#### **IMPROVE CONVERSION WITH A BETTER DELIVERY EXPERIENCE**

Delivery is not just a logistics issue. Fast dispatch, accurate orders, clear tracking, personalisation, and smooth returns all shape customer experience, conversion, and repeat purchase. Fulfilment can be a customer lever, not just a warehouse function.

#### **LAUNCH PROMOTIONS, BUNDLES AND KITTING FASTER**

Seasonal campaigns, product launches, gifting, and bundles are often strong commercial ideas that are hard to execute operationally. When fulfilment can support kitting and value-add services, Operations helps the business move faster and act on more growth opportunities.



## ...AND 5 EFFICIENCY LEVERS TO REDUCE COSTS

### **REDUCE CARRIER OVERSPEND**

Shipping is one of the biggest variable costs in ecommerce, but it is rarely fully optimised. Better carrier mix, smarter service selection, and tighter shipping rules can reduce cost per order without weakening service.

### **LOWER LABOUR AND OPERATIONAL OVERHEAD**

As brands grow, operational complexity often grows with them. More manual processes, exceptions, and internal coordination all add cost. Rethinking how fulfilment activity is handled can reduce overhead and create a more scalable operating model.

### **CUT THE COST OF FULFILMENT ERRORS**

Mis-picks, late dispatch, packaging issues, and poorly handled returns all erode margin. The cost shows up in refunds, service tickets, replacement shipments, and lost customer trust. Reducing errors protects both profitability and experience.

### **REDUCE STORAGE AND INVENTORY INEFFICIENCY**

Poor inventory visibility and inefficient storage create cost quietly over time. Excess handling, aged stock, fragmented inventory, and wasted space all make scaling harder. Better visibility helps tighten control and improve efficiency.

### **AVOID GROWTH BOTTLENECKS THAT BECOME EXPENSIVE LATER**

Processes that work at one level of volume often become expensive bottlenecks later. Firefighting, reactive hiring, service failures, and short-term fixes all carry a cost. Identifying constraints early helps the business scale more profitably.

*"Prolog Fulfilment has been an invaluable partner in our journey, demonstrating an unwavering commitment to understanding our brand and our mission. Their exceptional service and expertise have been instrumental in our growth, helping us achieve triple-digit expansion."*

**Katy Cottam, Founder & CEO, Luna Daily**

## WHY PROLOG FULFILMENT?

### SCALE & CAPACITY

Operating across two UK sites with 32,000 pallet and 40,700 pick locations, we comfortably manage up to 400% peak volume increases.

### GLOBAL SHIPPING, BONDED WAREHOUSE

Utilizing over 40 shipping partners, we offer cost-effective global delivery and allow you to defer duty and VAT payments until dispatch to improve cash flow.

### VALUE ADDED SERVICES

We go beyond standard fulfilment, offering co-packing, subscription management, and kitting over 2 million items annually.

### MARKET LEADING TECHNOLOGY

Our live, cloud-based dashboard and seamless integrations connect you to over 150 marketplaces, couriers, and platforms.

### DEDICATED CUSTOMER SUPPORT

We champion your growth with expert, hands-on support and a customer contact centre featuring over 100 agents.

### A PROVEN TRACK RECORD

Trusted by major retailers, our high service standards result in 24% of our new business coming directly from existing client referrals.

Prolog Fulfilment is a UK-based 3PL built for growing e-commerce brands. We handle pick, pack, multi-carrier delivery, B2B/retail drops, value-add/kitting and returns, personalisation, bonded goods, and cross-border deliveries - all tied together with real-time dashboards and clean integrations to leading e-commerce platforms (Shopify, Magento, BigCommerce, marketplaces).

We're trusted by over 150 brands. We operate 24 hours from 2 UK sites, and typically onboard new clients in 4 weeks with clear SLAs.

[prologfulfilment.co.uk](http://prologfulfilment.co.uk)



## Ready to elevate your fulfilment game?

Contact Steph for an initial discussion.

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