



# SHIPPING IMPACT CHECKLIST



Use this to assess how shipping logistics  
affect your broader business efforts.

## PRODUCT & INVENTORY

- ☐ Are shipping timelines aligned with restocks and planning cycles?
- ☐ Are fragile or seasonal items packaged to handle delays?
- ☐ Is packaging both cost-effective and durable for transit?
- ☐ Do delivery estimates reflect carrier cutoff times?

## OPERATIONS & SHIPPING

- ☐ Are PM or expedited shipping costs built into pricing?
- ☐ Is fulfillment staffed for late-day or high-volume orders?
- ☐ Are cutoff times clear to teams and customers?
- ☐ Are backup carriers or alternatives in place?

## MARKETING & CUSTOMER EXPERIENCE

- ☐ Are product pages showing accurate delivery timelines?
- ☐ Are promos (e.g., 2-day shipping) financially viable?
- ☐ Are campaigns timed with fulfillment capacity?
- ☐ Are messages ready for delays, upgrades, or changes?



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## PROJECT MANAGEMENT & ALIGNMENT

- ☐ Are calendars synced across marketing, ops, and CX?
- ☐ Do launch plans reflect fulfillment and shipping limits?
- ☐ Is shipping performance reviewed and tracked?
- ☐ Are strategies reviewed and adjusted regularly?

## FINANCE & PROFITABILITY

- ☐ Are shipping costs accurately forecasted in budgets?
- ☐ Do price margins account for seasonal rate changes?
- ☐ Are we regularly auditing carrier invoices for errors?
- ☐ Are we factoring in returns and reshipping costs?

## SUSTAINABILITY & BRAND REPUTATION

- ☐ Are we offering eco-friendly or carbon-neutral shipping options?
- ☐ Are packaging materials aligned with sustainability goals?
- ☐ Are delays or shipping issues addressed transparently with customers?
- ☐ Does our shipping experience reflect our brand promise?