

Is It Time to Outsource Your Fulfillment?

Thrive 3PL

thrive3pl.com

A 5-Minute Self- Assessment for E- Commerce Founders

Score your operations.
Uncover hidden costs. Make
a clear decision.

[FREE RESOURCE](#)

Part 1 — Operational Signals

We built this because we lived through it. Our founding team ran a \$100M+ e-commerce business and spent years doing fulfillment in-house before we realized the true cost.

Instructions: Rate each statement 1-5 (1 = never, 5 = constantly). Add up your total.

Statement	Score (1-5)
Cannot keep up with daily order volume during normal periods	○ ○ ○ ○ ○
Shipping error rate has increased over the last 3 months	○ ○ ○ ○ ○
Fulfillment issues are causing negative customer reviews	○ ○ ○ ○ ○
We have turned down sales because we cannot fulfill them	○ ○ ○ ○ ○
The founder/CEO is personally involved in fulfillment weekly	○ ○ ○ ○ ○
We are running out of warehouse space	○ ○ ○ ○ ○
Hiring and retaining warehouse staff is a constant challenge	○ ○ ○ ○ ○
We lack real-time inventory visibility across channels	○ ○ ○ ○ ○
We need multi-channel fulfillment but cannot manage it	○ ○ ○ ○ ○
Returns processing is disorganized	○ ○ ○ ○ ○

YOUR TOTAL: _____ / 50

10-20
Under Control
Revisit in 6 months.

21-35
Warning Signs
Start evaluating 3PLs now.

36-50
Critical
Fulfillment is limiting your growth. Act now.

Part 2 — Hidden Cost Worksheet

Most founders drastically underestimate the true cost of in-house fulfillment. This worksheet reveals the real number.

Cost Category	Monthly	Annual
Warehouse lease/rent	\$ _____	\$ _____
Warehouse labor (wages, benefits, taxes)	\$ _____	\$ _____
Equipment & supplies	\$ _____	\$ _____
Software & technology	\$ _____	\$ _____
Shipping & postage (without volume discounts)	\$ _____	\$ _____
Shipping errors & reshipping	\$ _____	\$ _____
Founder/leadership time (hours × value)	\$ _____	\$ _____
Opportunity cost (lost revenue)	\$ _____	\$ _____
Customer loss / brand damage	\$ _____	\$ _____
TRUE TOTAL	\$ _____	\$ _____

Reality Check: When founders complete this honestly, the total is typically 40-60% higher than the number in their head.

THRIVE DISCOVERY

Most brands that switch find all-in cost stays flat or decreases — accuracy jumps to 99.8%+, shipping speeds up, founder gets 15-20+ hours/week back.

Want to compare your numbers? thrive3pl.com/quote

Part 3 — Readiness Checklist

Before engaging a 3PL, these items should be in order. Missing some? That is normal.

- Accurate SKU-level inventory counts
- Product catalog (dimensions, weights, barcodes) up to date
- At least 3 months order history data
- E-commerce platform supports standard integrations
- Packaging and insert specs documented
- Know current cost-per-order
- Point person for onboarding
- Can handle 2-4 week transition

"Not ready on everything? That is normal. A good 3PL helps you get organized."

Part 4 — Already Using a 3PL? "Should I Switch?"

Rate each problem 1-5 (1 = never, 5 = constantly). Add up your total.

Problem	Score (1-5)
My 3PL ships incorrect orders or wrong quantities	○ ○ ○ ○ ○
I cannot get a timely response from my account manager	○ ○ ○ ○ ○
Inventory counts in their system do not match reality	○ ○ ○ ○ ○
My invoices contain surprise fees I did not expect	○ ○ ○ ○ ○
They cannot support my growth into new channels or volume	○ ○ ○ ○ ○
I feel like just a number — not a valued partner	○ ○ ○ ○ ○

Your Total: _____ / 30

"Above 18? It is time to start looking at alternatives."

Part 5 — Decision Matrix + Next Steps

Situation	Score	Action
In-house, under control	10–20	Stay, revisit in 6 months
In-house, warning signs	21–35	Begin 3PL evaluation
In-house, critical	36–50	Urgent transition needed
Current 3PL, minor issues	6–12	Optimize current relationship
Current 3PL, concerns	13–18	Negotiate improvements
Current 3PL, failing	19–30	Begin search immediately

5 Next Steps

- 1 Complete hidden cost worksheet
- 2 Define requirements (volume, SKUs, handling, integrations)
- 3 Request quotes from 3–4 providers
- 4 Ask for client references
- 5 Plan phased transition (2–4 weeks)

Remember: The goal is not the cheapest 3PL. It is the one that fits — operationally, technologically, and culturally.

Ready to Make the Move?

Whether you are evaluating for the first time or switching providers, get a no-pressure consultation with the team that has been on both sides of the table.

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