

OVERCOME PEAK SEASON RED FLAGS



Step 1: Review data from previous seasons

- Conduct an in-depth analysis of previous season's data
- Monitor industry, socioeconomic, and consumer trends highly relevant to my business
- Make a precise inventory plan based on historical sales and current trends
- Set clear, measurable goals for sales and operations for the upcoming peak season

Step 2: Check platform reliability and speed

- Conduct a performance audit of your ecommerce operations platform
- Check for issues like crashes, slowdowns, or any other technical glitches
- Determine if the platform can handle anticipated traffic during the peak season
- Assess the need for upgrades or a complete system overhaul for business scalability

Step 3: Onboarding to new sales channels

- Evaluate potential for new sales channels onboarding
- Assess capacity for multichannel selling in current inventory system
- Identify suitable new selling platforms
- Leverage a flexible system like Linnworks for easy integration

Step 4: Forecasting

- Analyze past sales trends and external factors for accurate demand forecast
- Communicate with suppliers for insight into their peak season capacity
- Include contingency plans in forecasts for unforeseen events
- Use tools like Linnworks for accurate forecasting

Step 5: Inventory assessment

- Conduct a complete inventory audit
- Identify fast-moving and slow-moving items and arrange the warehouse accordingly
- Assess warehouse capacity to handle increased inventory during peak season
- Explore options for a temporary warehouse if necessary

Step 6: Supplier management

- Analyze past sales trends and external factors for accurate demand forecast
 - Communicate with suppliers for insight into their peak season capacity
 - Include contingency plans in forecasts for unforeseen events
 - Use tools like Linnworks for accurate forecasting
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Step 7: Stock replenishment

- Develop a robust replenishment strategy considering sales velocity, seasonality, lead times, and buffer stock
 - Implement an automated replenishing system such as Linnworks' replenishment dashboard
 - Schedule regular reviews of inventory levels and replenishment strategies
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Step 8: Staffing and operations

- Estimate and meet additional staffing needs for the peak season
 - Provide comprehensive training to staff
 - Streamline operations for maximum efficiency
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Step 9: Customer service and satisfaction

- Prepare customer service to handle higher demands
 - Prioritize efficient issue resolution via training
 - Communicate changes affecting customers clearly
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Step 10: Handling returns

- Review and update return policies (if required)
- Prepare for the increased volume of returns during the peak period
- Develop a system or protocol for processing returns efficiently

Ready to see linnworks in action?

Experience the power of Linnworks in **just 3 minutes** with a self-guided product tour. It's the fastest way to see firsthand how Linnworks can transform your inventory and order management workflows so you can sell more and grow faster.

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