

FULFILMENT

WHAT IS FULFILMENT?

Fulfilment is the admin that comes with selling your books, pretty much the picking, packing and sending of orders to your end customers.

How fulfilment with BPUK works

1. Send us your book files
2. We'll print your books and hold a stock
3. Upload a csv of orders through your online account by **11am**
4. We'll send all your orders same day, and include any marketing materials you want!

Benefits for the customer:

- **Save time** – no picking, packing and posting your orders, giving you more time to focus on driving your business/brand forward.
- **Save space** – no more boxes of books in their way
- **No crazy rush** – If something has gone well in your marketing and the books are flying off the shelves you don't have to pull resources to send the orders. You can concentrate on repeating that marketing success.
- **Generate more business** – You can send marketing collateral in with your books
- **Personal Service** – a dedicated account manager who understands your business, meaning you don't have to waste time explaining who you are every time you call



What type of customer may want this:

- A customer who wants to sell their book and has a platform to do this (e.g. website, events, social media etc)

What type of customer is this **not** appropriate for:

- An author who has a book and wants to sell it with no current platform (better solution would be Author Arena)
- Businesses/schools where the project is for internal use (training manuals etc)
- Where the book is a giveaway (giving away at events)
- Where the book is to share with family and friends



FULFILMENT FAQs

How do you know how much stock to hold?

We'll make a decision on this together based on sales projections. We can then set low and high stock levels, once you hit the low stock level we'll let you know and you can order more. If you have an event coming up or a big marketing push you can easily order more for stock.



How do I pay?

You pay for the initial stock and then fulfilment is invoiced monthly based on exactly what we have dispatched for you.



I already have a stock of my book, what can I do?

In some cases we can take delivery of the stock you have and fulfil orders using this, once you hit the low stock level we'll let you know and we can print more for stock.

A lot of my customers are overseas, does this matter?

We can send to absolutely anywhere in the world, just send us the order and we'll do the rest!



I want to order books in bulk for me or retailer, can I do this?

Of course, you can place a bulk order at any time and have it shipped to wherever you want. These won't come out of the books we hold for fulfilment so it won't affect your stock levels.



Is there a minimum order?

Yes, there is a minimum order of **100** copies to use this service.

Do you charge for storage of my stock?

No, we figure we've got the space and which we pay for anyway so storage of your stock is free 😊



Do I have to sign my life away to use this service?

No, there is a small T's & C's document you need to agree to but that's all.

What is the difference between Author Arena and your fulfilment service?

The Author Arena is for people who want to sell their books on Amazon but don't want all the hassle of setting up and managing an Amazon Seller Account, fulfilment of orders received through the Author Arena is included in this service.

Our fulfilment service is for orders from different platforms; this may be from your website, an event you held or Facebook etc.

For authors who want to sell their books on Amazon and another platform both services will be used.

