

Your peak readiness checklist

Peak season success starts long before the first Black Friday order is placed. A well-prepared operation gives you the flexibility to manage higher volumes, maintain service levels and keep customers happy throughout Q4.

Use this month-by-month checklist to review your readiness across inventory, fulfilment, technology and operations. The IFGlobal team is here to support every stage of the journey, helping you stay prepared from planning through to post-peak.

August

Build the foundations for a successful peak season

Planning & forecasting:

- Review historical Q4 sales data
- Align growth targets with marketing and promo calendars
- Break forecast down by SKU, channel, and region
- Place stock orders with buffer for high-volume SKUs
- Build a flexible labour plan based on volume expectations
- Confirm key partners' lead times and peak availability

People & processes:

- Confirm go-live plan with ops, marketing, and customer support
- Set peak kick-off milestones and team checkpoints
- Outline escalation paths and communication channels

November

Keep operations running smoothly through peak trading

People & processes:

- Complete peak readiness training across operational teams
- Ensure support teams are aligned on peak processes and FAQs
- Reconfirm escalation contacts and communication plans

Operations in motion:

- Monitor fulfilment, inventory and customer service performance daily
- Prioritise time-sensitive and high-value orders where required
- Keep customers informed of delivery updates and cut-off changes

Continue planning with your IFGlobal team

Peak preparation is a collaborative process, and we're here to help you stay ahead. If you'd like to review forecasts, discuss inventory plans, explore fulfilment improvements or prepare for increased order volumes, speak to your Account Manager. Together, we'll make sure you're ready for a successful Q4.

September

Fine-tune inventory and fulfilment readiness

Inventory & warehousing:

- Sync inventory across all sales channels
- Enable batch, expiry, and location tracking
- Map fast-pick zones for high-demand SKUs
- Slot in seasonal SKUs and new product lines
- Prepare kits and bundles ahead of promotional campaigns

Fulfilment & packaging:

- Stress-test pick-pack workflows
- Confirm branded packaging, inserts, and gift notes
- Confirm value-added services, including kitting, inserts and samples

December

Maintain momentum through the busiest weeks

Customer experience & fulfilment:

- Maintain focus on gift orders, personalisation and packing accuracy
- Communicate delivery cut-offs and service updates
- Prepare for increased returns activity following Christmas

October

Validate your operation before peak demand arrives

Inventory & warehousing:

- Confirm courier SLAs and contingency options
- Map and communicate regional cut-off times
- Review courier performance and activate smart routing
- Validate packaging requirements and product protection

Testing & tech readiness:

- Complete end-to-end peak volume testing
- Stress-test your tech stack and integrations
- Activate live dashboards and reports
- Review contingency plans for operational disruptions

January

Review, recover and prepare for the year ahead

Returns & reflection:

- Keep returns processing running efficiently
- Sort returned inventory for restocking, refurbishment, resale or recycling
- Review peak performance across fulfilment, delivery and customer experience
- Capture key learnings and improvement opportunities
- Update forecasts using peak season insights

