

Fulfillment Options for Canadian Orders

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Cross-Border vs. Domestic Fulfillment

Your fulfillment strategy for Canada significantly impacts delivery speed, customer satisfaction, and costs.

- Cross-border (ship from US): Simpler but slower delivery and customs delays
- Canadian 3PL: Faster domestic delivery but requires Canadian inventory
- WFS Canada: Best option when available, Walmart-managed fulfillment
- Hybrid approach: Use Canadian 3PL for top sellers, cross-border for long tail

Optimizing Delivery

Regardless of your fulfillment method, optimize for the best possible customer experience.

- Use carriers with strong US-to-Canada service networks
- Pre-clear customs when possible to reduce delivery delays
- Offer duty-delivery-paid (DDP) shipping to avoid surprise charges for customers
- Set realistic delivery timeframes that account for border crossing times
- Track delivery performance and adjust carrier selection based on reliability