



Guide to basic knowledge of cross- border fulfillment Chapter two

Logistics is a crucial part of cross-border e-commerce operations. Unlike simpler domestic distributions, cross-border fulfillments require more considerations such as: costs, timeliness, export declarations in the country of departure, customs clearance in the destination country, and local distribution. These are highly relevant to a positive customer experience. Studying this guide will help you understand several important links involved in cross-border fulfillment, common logistics transportation methods, and relevant preparations that need to be made in advance. At the same time, we will also introduce you to Amazon's logistics services that will help easily expand your international business.

2. Choose the cross-border fulfillment model

As a seller, when you develop a cross-border export e-commerce business, you must not only consider optimizing logistics costs, but also take into account the buyer experience and deliver goods to buyers on time and in good condition. How can I choose the logistics method appropriate for my business situation? If you want to learn more about this issue, let us quickly explore the transportation methods for cross-border fulfillment!

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There are four chapters in this course. If you wish to learn about other chapters, please look for them under Related Topics.



2.1 Cross-border fulfillment transportation

The most common transportation methods of cross-border fulfillment are: **International express**, **Air transportation** and **Sea transportation**. Next, we will introduce these transportation methods in detail for you so that you may better choose the transportation method that suits your business according on your own commodity properties and business needs.

2.1.1 International express

International Express: Refers to express and logistics services carried out between two or more countries (or regions). When the international express mail arrives at the destination country, it needs to be delivered in the destination country before the express mail can be delivered to the final destination. International express parcels deliver fast and excellent service, but the price is relatively high. Common logistics carriers include UPS, DHL Express, and FedEx.

2.1.2 Sea transportation

Sea transportation: Refers to a method of using ships to transport goods between ports in different countries and regions through sea lanes. Sea transportation includes **FCL by sea** and **LCL by sea**.

- FCL shipping: FCL stands for full container load. Refers to cargo for which there is only one consignor for the whole container and the consignor is responsible for packing, counting, stowage and lead sealing of freight. The common dimensions of the internationally unified standard container are 20'GP, 40'GP, 40'HQ and 45'HQ;
- Shipping LCL: LCL stands for less container load. Refers to cargo for which the consignor has consigned less than a full container of goods, and in which the agent (or carrier) sorts and organizes the goods and consolidates the goods sent to the same destination into a certain amount, then packs them into the box.



Should you choose FCL or LCL?

Your choice depends on the volume of the goods you want to consign. The minimum size of a standard shipping container is 20 feet. If the volume of the consignment is less than 20m³, it is recommended to use LCL transportation; if it is greater than 20m³, use FCL for transportation.

Sea transportation generally includes two methods: **"Sea+Truck"** and **"Sea+Courier"**:

- Sea+Truck: Refers to the use of logistics ¹ by sea and customs clearance in the destination country through normal sea transportation, followed by the use of trucks to transport the goods to the warehouse after arriving at the destination port;
- Sea+Courier: Refers to the use of sea transportation for logistics and the use of a courier for customs clearance in the destination country in which the goods are delivered to the warehouse by a courier or postal vehicles after arriving at the destination port.

2.1.3 Air transportation

Air transportation: Refers to a mode of transportation that uses airplanes as a means of transportation for cargo. Similar to sea transportation, air transportation can also be divided into two methods: **"Air+Truck"** and **"Air+Courier"**.

- Air+Truck: Refers to the use of air transportation and customs clearance in the destination country through normal air freight, followed by the use of trucks to transport the goods;
- Air+Courier: Refers to the use of air transportation for logistics and the use of a courier company to carry out customs clearance in the destination country, followed by the use of a courier or postal vehicles to transport the goods.



2.1.4 Comparison of transportation methods

The above introduction has given you a preliminary understanding of various modes of transportation. So, how do you choose between these modes of transportation, and which types of goods are suitable for them? Use the comparison-table below to choose the right method for your business needs.

Transportation method	Billing unit	Dimensions Attributes	Product properties	Transportation cycle 2	Shipping rates
International Express delivery	Kilogram	Single side dimension Less than 3 meters	Products that are light in mass, high in unit price, and subject to seasonal and time constraints, such as electronic chips, and branded fashion products.	short around 2-4 days	high
Sea transportation	cubic meters	Overweight and over-long product	Any product can be transported, and the unit price of the product is relatively low, such as furniture and textiles.	long around 30-50 days	Low
air transportation	Kilogram Usually 45 kilograms and up for shipment	3.18*2.54*1.6 (m) or less	Products with relatively light weight, relatively high unit price, and high seasonal and time constraints, such as clothing and electronic products.	medium around 10 days	middle

1. First-haul logistics: In all links of cross-border fulfillment, goods are transported from one country or region to another country or region by sea, land or air. This link is called first-haul logistics.
2. In case of force majeure, the transportation time may be delayed to varying degrees. Please contact your logistics carrier for details.



Important:

- It is recommended that you decide the transportation method based on the long-term understanding of the volume, weight, amount and attributes of the products sold;
- At different stages of the product life cycle, such as new product launches, emergency shortages, and inventory replenishment, you may find it better to choose a transportation method based on the specific scenario;
- In addition to product attributes, **production lead time and available re-stocking funds** are also important determinants.

2.2 Explanation of terms in this chapter

Term	Explanation
First-haul logistics	In all links of cross-border fulfillment, goods are transported from one country to another country or region by sea, land or air. This link is called first-haul logistics.



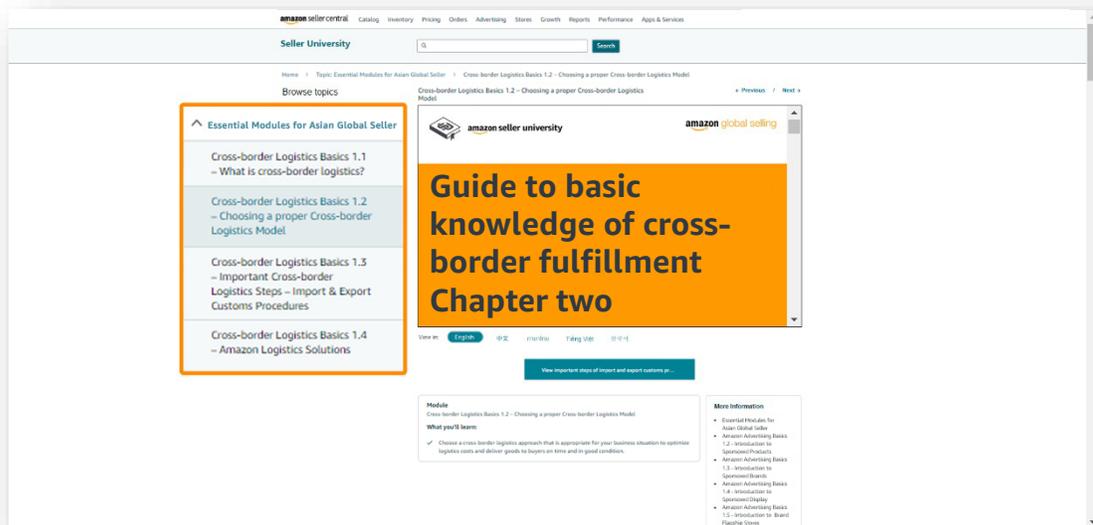
Related Topics

Basic knowledge of cross-border fulfillment

1. What is cross-border fulfillment?
2. Choose the appropriate cross-border fulfillment model
3. A key aspect of cross-border fulfillment—import and export customs
4. FBA solutions

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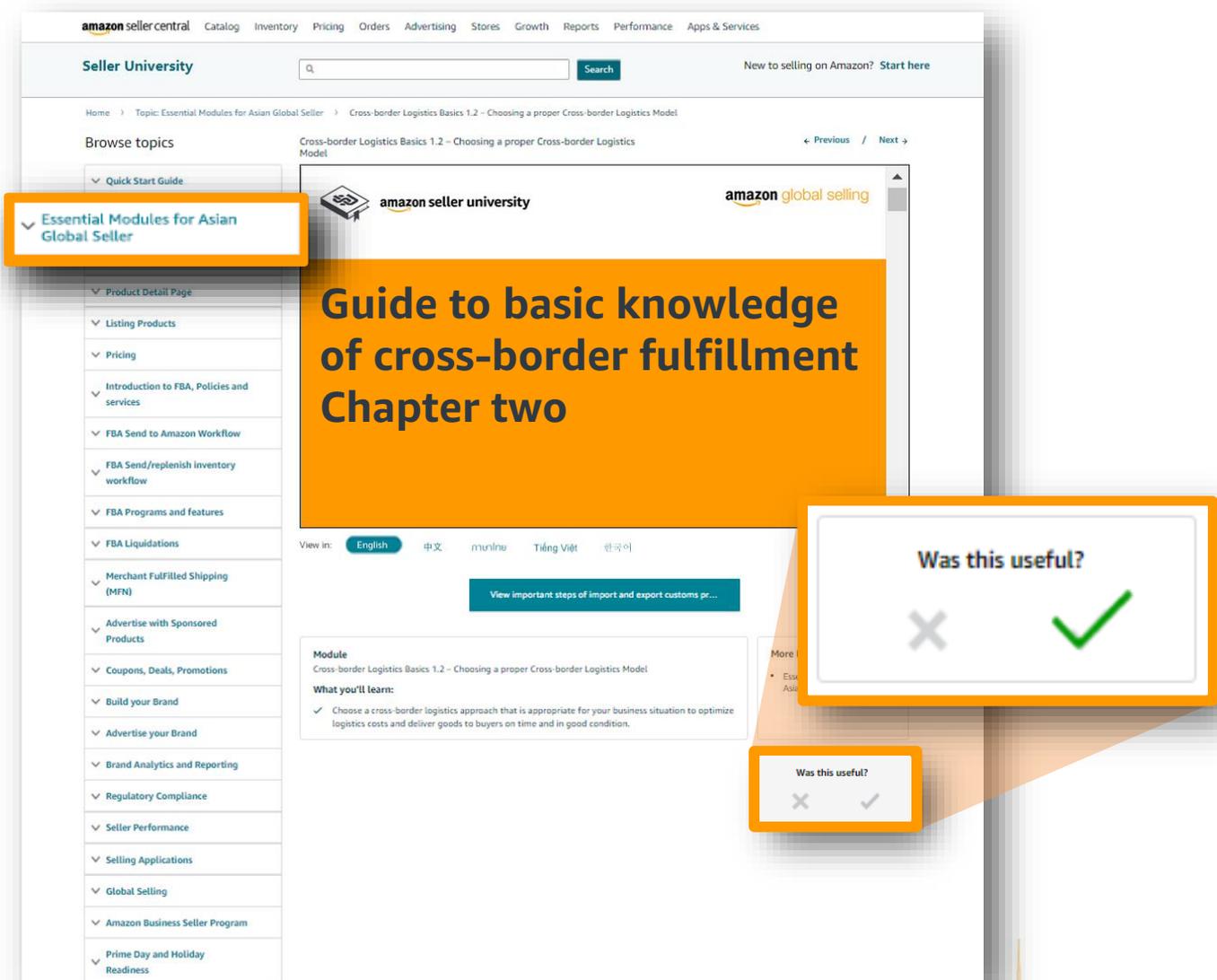


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