EU Fulfilment Checklist for Swedish Webshops

In 7 steps to a scalable fulfilment setup in Europe

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How to use this checklist

This whitepaper is designed for Swedish webshops that want to set up their first structural EU-fulfilment setup and get it right the first time. It is not a theory book, but a practical checklist in narrative form. You can go through the chapters one by one and determine step by step where you stand, what has already been arranged and where the gaps still are.

Strategy & market selection

A good EU-fulfilment setup does not start with boxes, but with choices: where do you want to grow, with what promise and with which products? For many Swedish webshops this means markets such as Germany, the Netherlands and Belgium, possibly supplemented with France or Austria. Based on that choice, you define a clear delivery promise per country. In some markets you may want to be able to deliver within one to two working days, while for Southern Europe you may accept that two to four working days is more realistic.

You then compare these ambitions with your growth targets and assess how feasible they are. The revenue and volume targets in your businessplan must fit the budget you have available for logistics, the inventory you can place in an EU-hub and the capacity of your team. An aggressive growth plan makes little sense if you are not prepared to move stock into Europe or free up extra operations capacity. From that realistic framework you make an initial selection of product lines and SKUs that you want to stock in the EU hub. You usually start with bestsellers and product categories that are already performing well in the chosen countries. By not moving everything at once, but choosing deliberately, you reduce risk and quickly see an effect on delivery times and customer experience.

Legal, VAT and compliance basics

When you move fulfilment into the EU, your basics need to be in order. Not a deep legal handbook, but a checklist to prevent problems later on.

You have checked whether VAT handling for EU-sales is properly set up.

○ EU OSS (One Stop Shop) has been activated and configured correctly where needed.

○ Finance knows how to file returns for the chosen countries.

Packaging, product labels and returns policy have been checked against EU consumer regulations.

○ Think of language requirements, safety labels, CE marking where necessary.

○ Your returns conditions are clear, fair and legally aligned with EU rules.

You have a clear policy per country for warranty and service.

○ Terms.

○ Who is the point of contact (you, reseller, marketplace).

○ How claims are handled (process and lead times).

Warehouse and fulfilment partner selection

Here you lay the foundation for your daily operation. The location of the warehouse and the choice of fulfilment partner will determine delivery times, costs and flexibility. Once the strategic basis is in place, the question arises where you want to place your inventory physically and with whom you will work for fulfilment. The choice of location has a direct impact on delivery times, costs and flexibility. For many Swedish webshops a central hub in the Netherlands is logical: the country is easy to reach from Sweden, is centrally located relative to major markets such as Germany, the Benelux and France, and offers an extensive network of carriers and last-mile options.

When selecting a fulfilment partner, you look beyond storage and order picking alone. It is important that the partner can connect to your way of working. You want to know which e-commerce platforms and marketplaces are already integrated, how easily they can scale up in peak periods and which cut-off times and service levels are achievable. Error rates in order processing and the ability to handle B2B, marketplaces and D2C from one location also play a role.

With Efulfilment Europe you bring in a Dutch fulfilment partner that operates exactly at this intersection. We combine a central hub in the Netherlands with a network of strategically placed warehouses and more than 75 local carriers in the EU. This allows you to deliver quickly in major markets from a single setup, without having to open warehouses everywhere yourself. Our own WMS and AI-driven fulfilment software integrates with most major shop systems and marketplaces and translates your order flow into smart picking and shipping decisions. For Swedish brands this means: one partner, one dashboard, but a European network in the background. In the way of working you notice this through dedicated contact persons, short lines and clear SLAs, so you know exactly what to expect.

Systems & integrations

A EU fulfilment setup stands or falls with IT. Orders, inventory and returns must flow smoothly between systems; otherwise you quickly end up with miscommunication with customers or unnecessary manual work. In this step you make sure all relevant systems communicate properly with each other. You connect your webshop, marketplaces and possibly your ERP to the fulfilment platform. Orders are forwarded automatically, returns and cancellations are fed back and inventory positions stay in sync. Real-time inventory updates are crucial here: at any moment you want to see how many units are available, how many are reserved for open orders and what is inbound or in return. This prevents overselling and unnecessary "out of stock" messages.

You also set up customer communication around delivery. Branded track & trace pages and notification emails, ideally in the customer's own language, ensure that the customer stays with your brand and does not "disappear" into a generic carrier environment. Finally, you define the reports and dashboards you need to manage the operation. With Efulfilment Europe you get access to your own platform with real-time insight into orders and inventory. The software has been developed for international webshops and fits the daily practice of e-commerce and operations teams.

Shipping and carrier strategy

○ **You have chosen which delivery options you want to offer per country.**

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○ **You have a multi-carrier strategy per region.**

For each country you have chosen which carrier is the main "workhorse" for your volumes, supplemented by additional carriers for specific services such as express delivery, evening delivery or delivery to remote areas. You deliberately distinguish between standard and premium shipping so that customers can choose between price and speed. You have also decided what you do if a carrier consistently underperforms or has capacity issues, so you can switch quickly without service interruption.

○ **Guidelines for packaging and sustainability have been agreed.**

You have defined which types of boxes and packaging formats you use, from light letterbox parcels to standard cartons, and what kind of filling material is needed to protect products properly. Where possible, you opt for recyclable or reusable materials and have decided to what extent you use branded packaging with your own logo or campaigns. At the same time, you have formulated a clear vision on sustainability.

There is a clear process for incident handling.

For lost parcels, damage on delivery and delays, there is a clear step-by-step plan, including internal response times so customers receive a quick reply and solution. You have documented who communicates with the customer in which situation, so there is no ambiguity. Rules have also been set for reimbursements, replacement shipments and any compensation, so teams do not have to decide from scratch what is "reasonable" in every incident.
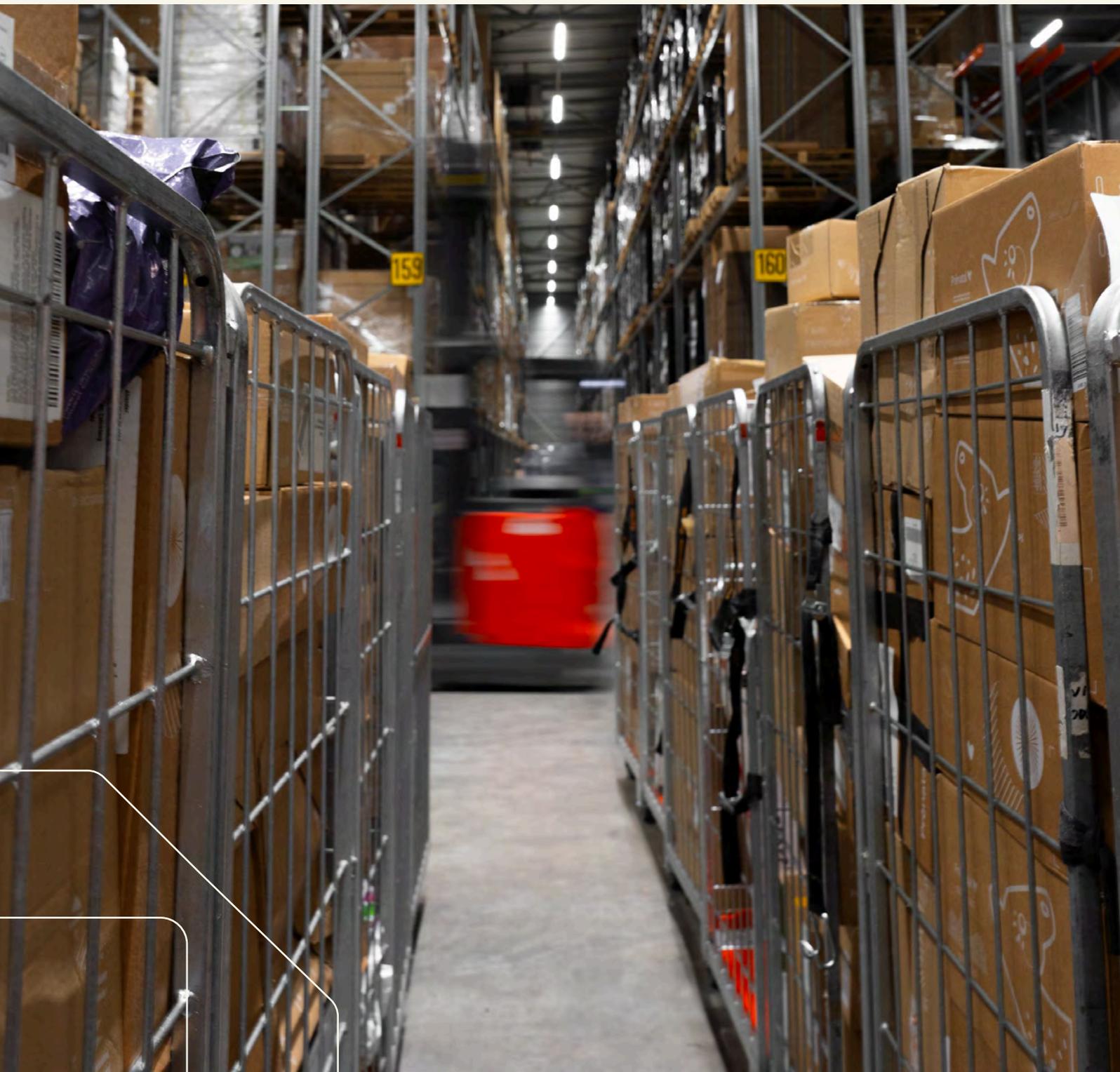
Returns & customer experience

Returns are an integral part of e-commerce, especially in fashion, lifestyle and consumer goods. The better you organise this, the lower the threshold for a first purchase and the higher the chance that customers will come back. In this section you set up the returns process as part of the overall customer experience.

You start with a clear returns policy per product category: which timelines you apply, whether there are exceptions for sale items or personalised products and how you communicate this on your website and in your emails. You then decide how you want to handle returns logistically. For many Swedish webshops it is attractive to work with local return addresses in the EU, so customers do not have to send items back to Sweden at high cost and over long distances. Actual processing can then take place centrally in the EU hub.

You also ensure clear return instructions and a logical flow for the customer, for example via a returns portal in their own language. Internally you record how returns are assessed after arrival, when products go back on sale, when they are discounted and when you decide to write them off.

Go-live & continuous improvement

Once all preparations have been completed, it is time to go live. This is the moment when all choices come together in practice. With good preparation you avoid surprises and can start optimising right away. Before going live you place test orders from the countries you are starting with. You check whether track & trace works properly, whether email flows are logical and whether the agreed cut-off times are achievable in practice. Customer service is involved in the new situation so the team knows exactly what they can communicate about delivery times, carriers and returns.

In the first ninety days after go-live you closely monitor a number of core KPIs. You look at the actual delivery time per country, shipping costs per order, the returns rate and the main reasons for returns. You also track which questions come in to customer service and what customers say in reviews about delivery and the returns process. Based on this data you can make targeted adjustments together with your fulfilment partner.

After this initial period you schedule regular evaluation moments, for example every quarter. You discuss which countries are ready for expansion, whether new markets can be added and where the next optimisation opportunities lie.

If you have been able to tick off most items on this checklist, it essentially means that your first structural EU fulfilment setup is in place. Your strategy, legal and VAT are aligned, you have chosen a central hub and partner, your systems communicate with each other, your carrier and returns policies are implemented and you actively manage on data in the first months after go-live. With Efulfilment Europe as fulfilment partner you then translate this quickly into practice. Thanks to more than twenty years of experience, tailor-made software, a personal approach and an onboarding that can often be live within a week, your EU fulfilment is no longer an experiment but a solid foundation under your growth in Europe.

Why efulfilment.eu?

20.000 m2 storage

1 day plug & play

EU, UK & USA

Flawless (99,7%)

75 international carriers

20+ years of experience

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