

Business Reporter: Effective order fulfilment strategies are critical to successful channel expansion

Why inventory visibility and channel specific workflows are key to managing complexities

LONDON, UNITED KINGDOM, August 21, 2026 /EINPresswire.com/ -- In an article published on Business Reporter, Brian Mattingly, Senior Vice President at Saddle Creek Logistics Services explains how order fulfilment has become a critical factor in sustaining profitable growth as brands are expanding into new channels such as retail, e-commerce, marketplaces and social commerce. While new sales channels increase reach and customer engagement, each one also adds operational complexity, affecting how inventory is allocated, orders are picked and packed, shipments are managed and service levels are maintained. To protect both margins and customer experience, fulfilment strategies must evolve alongside channel expansion.

Every sales channel places different demands on fulfilment operations. E-commerce prioritises fast, accurate order picking and delivery transparency, while retail requires compliance with routing guides, pallet configurations and strict delivery windows. Marketplace fulfilment depends on inventory accuracy and service-level performance, whereas social commerce must cope with sudden spikes in demand and rapid fulfilment expectations. Managing these requirements successfully starts with an enterprise-wide view of inventory and real-time product availability. Shared inventory enables businesses to fulfil demand wherever customers choose to shop, but each channel requires its own workflows, priorities and execution rules. Robust warehouse and order management systems help optimise inventory allocation, fulfilment locations and channel-specific processes while maintaining operational efficiency.

As businesses grow, fulfilment networks should also be reassessed to ensure they continue to support customer expectations, cost objectives and delivery performance. Whether operating a single-site or multi-node network, organisations that align fulfilment capabilities with their channel strategy will be better positioned to protect profitability and deliver consistent customer experiences.

To find out more about omnichannel fulfilment strategies, [read the article](#).

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About Saddle Creek Logistics Services

Saddle Creek specialises in designing and delivering omnichannel supply chain solutions to help its clients get products where they need to be quickly, seamlessly and cost-effectively. The company provides a variety of services as stand-alone offerings or as part of an integrated logistics solution, including warehousing, omnichannel fulfilment and transportation. Saddle Creek's approach is data driven, using the most advanced operational methods and sophisticated technologies to help manufacturing, retail and ecommerce clients support their business goals.

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