

# BrandScale

## ONE STOP eCommerce Fulfillment and Inventory Services



Complete A-to-Z solution for brand setup and eCommerce sales in Canada, including warehousing integration, inventory sync, online store design, 3PL handling, and order fulfilment.



# BrandScale

## Setup and Manage Own eCommerce B2C/B2B

Turnkey eCommerce Design, Fulfilment & Management for Growing Brands

BrandScale is a complete A-to-Z eCommerce service package that allows product-based businesses to launch, operate, and scale their online sales channels in Canada or internationally without building an internal team.

We manage your entire digital commerce journey — from design to delivery — so you can focus on product and brand growth.

### WHAT'S INCLUDED IN BRANDSCALE? ↙

1. Brand & Store Setup
  - Brand identity support (logo, tagline, style)
  - Online store setup (Shopify, WooCommerce)
  - Local domain + hosting
  - Content, images, banners, and mobile optimization
  - Multi-language support (EN/FR or EN/AR)
2. Product Catalog & Inventory
  - Upload & structure of up to 100 SKUs
  - Inventory sync with warehouse or 3PL
  - Integrated pricing, variations, bundles, etc.
  - Add-on: Product photoshoot or mockups
3. Fulfillment & Operations
  - Integration with 3PL warehouse in Canada
  - Order processing & shipping setup
  - Return management process
  - Daily coordination and fulfillment supervision
4. Sales & Customer Management
  - eCommerce dashboard & KPIs
  - Email notifications and automation flows
  - CRM integration for support and retention
5. Marketing Ready (Optional Add-on)
  - Initial SEO setup
  - Social media page design
  - Google Analytics & tracking integration
  - Add-on: Performance marketing, lead gen & influencer outreach

### WHY CHOOSE BRANDSCALE OVER INHOUSE OR AGENCIES OPERATION

- Economic and low cost services all in one stop
- No need to hire a team
- All-in-one solution with local operations
- Custom-fit to your product and market
- Built to scale — from 50 to 5000 orders/month
- Local support in Canada
- Fully integrated

### HOW IT WORKS: ↘

1. **Free Consultation** – We study the products and design
2. **Customized Setup** – We build/optimize your online store
3. **Monthly Support** – We operate and update your platform
4. **Growth Tracking** – Regular performance reports
5. **Integration:** Fulfillment & Logistics Integration
6. **Operation:** Ongoing Operations & Scaling
7. **Scaling:** When reaching CA\$1m sales per year, then sell in third party marketplaces



### Who Is It For? ↘

This package is ideal for:

- Global brands entering Canada
- Local brands launching new D2C or B2B online
- Beauty, fashion, lifestyle, wellness, tech, or niche products
- Product startups and entrepreneurs looking to scale without overhead
- Min annual sales of CAD 600K



## SETUP FEE

- Product selection and insurance
- Business audit & product strategy
- eCommerce Store Design & Develop
- Shopify/WooCommerce custom store
- Up to 50 SKU product listing (descriptions, images, categories)
- Payment gateway integration (Stripe)
- Shipping rules, tax settings, and checkout flow setup
- Dual-language site option (EN/FR)
- Graphic designing for contents
- Setup third-Party integrated warehouse
- Initial SEO Setup & Google Integration

**\$CA 5000**

1-2 Months before publishing online

## MONTHLY FEE

- Daily Order Processing & Fulfillment
- Monitoring orders,
- Returns/exchanges handling
- Inventory Reconciliation & Reporting
- Weekly stock updates/alerting low stock
- Monthly inventory ageing reports
- Customer Service Support (First Level)
- Email inquiry responses, basic CRM
- Escalation to brand for complex cases
- Sales & Performance Reporting
- Monthly sales report
- Product updates, price changes, minor UI adjustments
- Sales Forecasting & Reorder Planning (Optional Add-on)

**\$CA 3000/MONTH + 15%**

Back-Office team with Client Leads

+

PLUS

## WAREHOUSE FEE

- Product/Transport Cost to warehouse
- Inbound Receiving & QC
- Inspection/registration of incoming stock
- Storage per day per cbm
- Warehouse space allocation
- Pick & Pack Services
- Dispatch Coordination
- Handover to last-mile couriers, managing pickups
- Returns Processing
- Inspection, restocking, or disposal of returned goods

**Fee Model:**

- Storage: CAD \$20-\$30 per pallet/month or per cubic meter
- Handling (Pick & Pack): CAD \$2.50 - \$5.00 per order
- Inbound Receiving: CAD \$50-\$100 per inbound shipment

**Note:**

Pricing policy should be based on additional \$2 fix plus courier as shipping and handling on top of sales price online.

**\$CA 1500/M BY SELLER  
\$CA 2000/M BY BUYER**

Plus Cost of min 3000pc products in store,  
The estimation is based on min 1000pc sales per month

## THIRD-PARTY FEES

- Product/Brand insurance
- Meta Advertisement & Google Adv fees
- Payment Gateway Commission
- Photography and video shooting
- Influencer marketing fee
- Host and Domain and SSL Fees
- 3PL Warehouse Fees (if external provider is used)
- Regulatory Registration Fees (Health Canada, CFIA if applicable)
- Software Subscription Fees (Shopify)

**ESTIMATED \$2000/M**

NO THIRD PARTY MARKETPLACE

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**30-40% OF SALES IS ONLINE AND OPERATION EXPENSES AND 60-70% IS GROSS INCOME**

**THIRD PARTY MARKETPLACE IS TOO EXPENSIVE AND LATE PAYMENT FOR STARTING STAGE. WHEN REACH \$1M, WE ADD MARKETPLACES.**