



Holiday Planning Cheat Sheet: *December*

To Do List

- Send FBA shipments for Christmas delivery by **December 1***
- Ship all "free shipping" Fulfilled By Merchant (FBM) orders for Christmas delivery by **December 13***
- Begin shipping inventory for 2021 starting **December 17***
- Ship all "standard shipping" FBM orders for Christmas delivery by **December 18***
- Ship all "2-day shipping" FBM orders for Christmas delivery by **December 21***
- Begin sourcing holiday returns for 2021 inventory

Keep in Mind

With the overall increase in ecommerce due to COVID-19, USPS and other mail carriers are going to be busier than ever this holiday season. Build a few buffer days into your delivery timelines to account for unforeseen delays and prevent customer dissatisfaction.

*Amazon's recommendations according to 2019 guidelines.

Holidays to Note

Giving Tuesday: December 1

Hanukkah Begins: December 10

Christmas Day: December 25

Boxing Day: December 26

Kwanzaa: December 26

New Year's Eve: December 31

