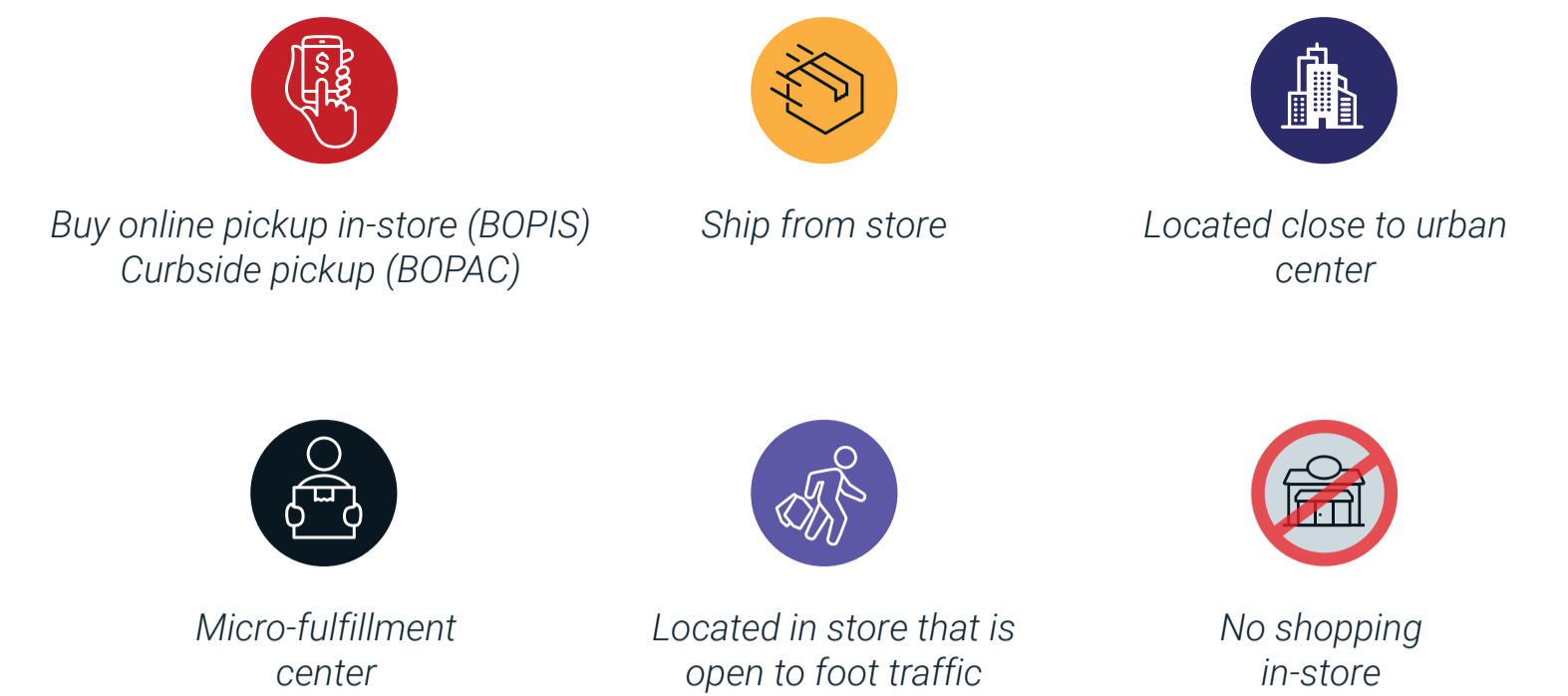


# Micro-fulfillment 101

As the retail world continues evolving to meet customer demands for speedy delivery, free shipping, convenience and even sustainability, store fulfillment is becoming an increasingly important element of the customer experience.

A number of different strategies for store fulfillment now exist, but vary greatly in scope, complexity and cost. To help bring clarity to this emerging trend, we've put together a list of non-warehouse fulfillment strategies.



## Store Fulfillment



### How it works:

An in-store fulfillment process performed by store associates whereby items are retrieved as needed from store shelves or the stockroom.

The store associate is not directed to the item location and the item inventory is consumed by the OMS system, not by an inventory management system.



### Ideal for:

Retailers with small footprint stores.  
Retailers that need to implement click and collect quickly.

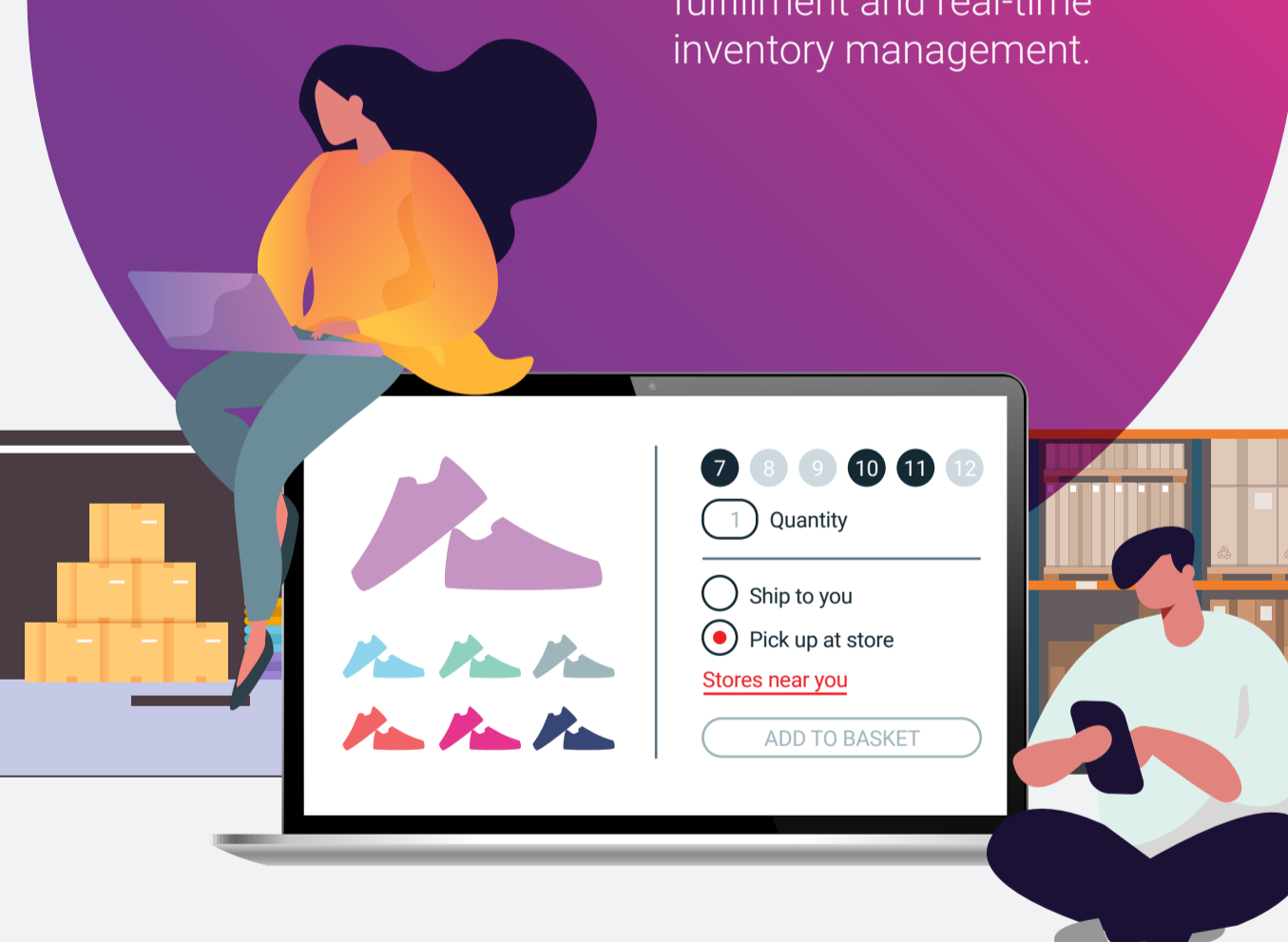
## Micro-fulfillment



### How it works:

An in-store fulfillment process sometimes referred to as "store as warehouse."

In this model, store associates act as "pickers" and are directed to the shelf locations — in the stockroom or showroom — by workflow tools such as hand terminals and scanners, making for efficient and cost-effective fulfillment and real-time inventory management.



### Ideal for:

Department stores, big-box retailers and warehouse stores.  
Retailers that want to use stores as fulfillment centers and eliminate/significantly reduce dependence on warehouse operations.

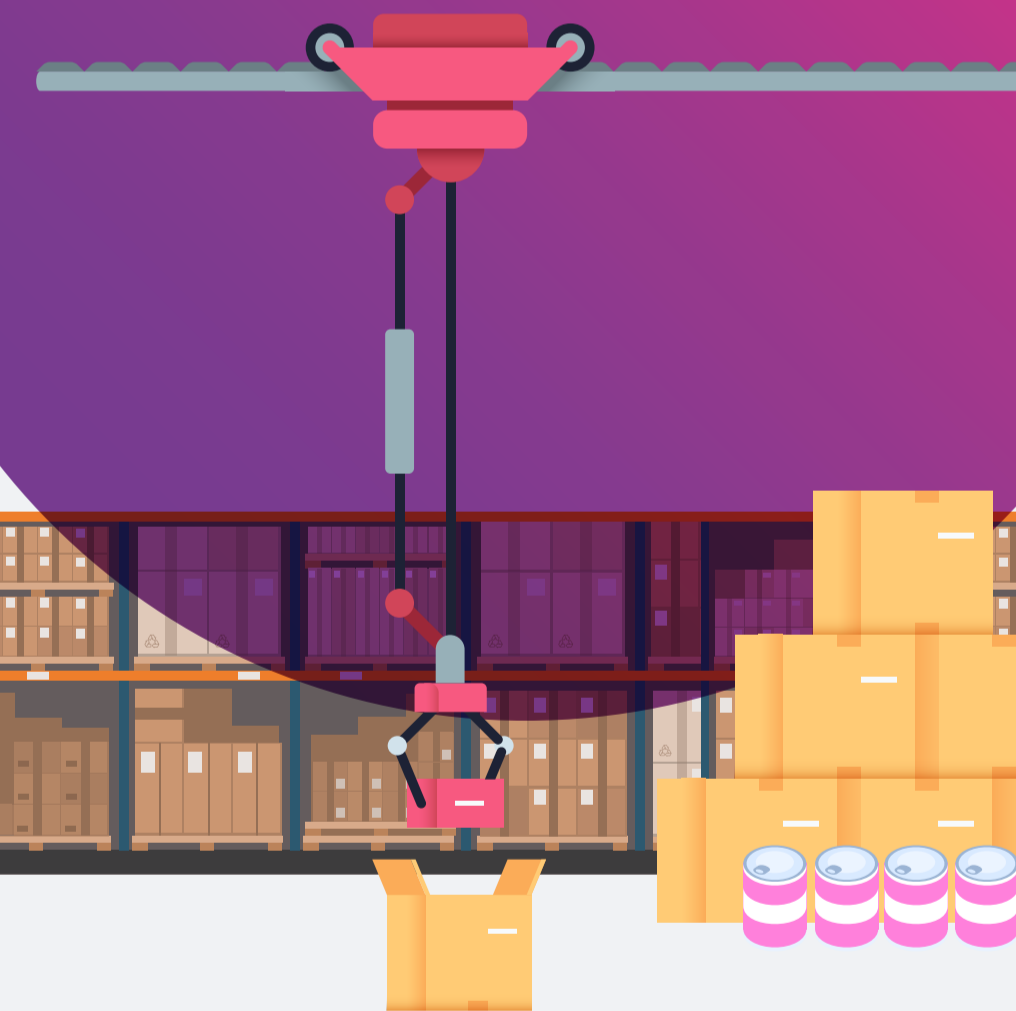
## Automated Micro-fulfillment



### How it works:

A fulfillment process in which order fulfillment is performed by an automated system (robots/machinery).

The robotic system may be located in the stockroom/warehouse area of a store or adjacent to the store in a separate location.



### Ideal for:

Big-box retailers and warehouse stores with a high volume of orders that contain small and medium-sized items.  
Grocery stores with large footprints looking to eliminate or significantly reduce manual order fulfillment.

## Dark Store



### How it works:

A retail location that is structured and arranged like a store, but closed to foot traffic and is used for the sole purpose of fulfilling e-commerce orders.

These locations may have been former stores that have been closed or locations that were purposely developed for e-commerce fulfillment. They may also employ automated processes.



### Ideal for:

Grocery retailers.  
Retailers looking to leverage existing, closed locations to increase delivery speed and reduce delivery cost for online orders.

Find out how Tecsys' cloud-native SaaS order management system powers e-commerce and omnichannel retail.

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