



**Prepare your e-commerce finance
team for 4x transaction volumes
during the holidays**

.|Leapfin

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Housekeeping



You are muted for the duration of the webinar



Please submit questions via the Q&A module or reach out to marketing@leapfin.com



The session is being recorded and will be shared afterwards

AGENDA

- Speaker Introductions
- Discussion
- Q&A

Moderator



Leapfin

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CEO

Speaker



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Director of Finance

**The holiday rush is
exciting....**



and exhausting.



What is the biggest pain point during the holiday rush for your team?

Finance must act as a cross-functional leader to ensure success during the holiday season

- Prep and align stakeholders because finance has access to all the data and insights
- Inform stakeholders where processes or systems can break
- Determine how to best serve the executive team
- How to manage ad hoc requests

Pre-work

- Use last year's data to inform areas of improvement
 - Where were your biggest roadblocks?
 - What can be improved?
 - What discounts will be offered?



Holiday prep timeline

4 Months Out

- Prepare and review updated supply plan
- Inform teams on upcoming demand
- Formalize any changes to credit terms with vendors
- AP team to plan infrastructure to prepay vendors

3 Months Out

- Fulfillment Center to finalize resources needed for peak season
- AP team to start process of prepaying vendors in line with credit limits

1 Month Out

- Hire and train seasonal support team
- Assess layout of Fulfillment Center
- Prioritize final changes to website before freeze

Black Friday

- Monitor customer orders
- Customer Experience and fulfillment center running at full capacity

End of Year

- Post-mortem assessment of performance compared to budget

4 months out:

1

Prep and inform teams on upcoming demand

- Supply chain to ensure supplier contracts are in place and enough stock is ordered to fulfill demand
- Fulfillment center team to ensure they have enough stock

2

Formalize any changes to credit terms and develop a prepayment plan with AP

3

Set up syncs with supply chain to understand if you have enough inventory to cover the rush

- Impact on deferred revenue until shipped

4

Work cross-functionally to understand what data is being created before the holidays to avoid surprises.

- I.e. how will new product bundles impact the bottom line?

3 months out:

1

Fulfilment Center and Customer Experience teams to work with recruiting teams to hire support staff for peak season

2

AP team to address how vendors will be paid to comply with credit limits

- 3-way match against A/P, PO, and invoices
- 2-way matches when necessary
- Prepay when possible to make sure inventory is delivered on time

1 month out:

1

Hire Fulfilment Center and Customer Experience support staff for peak season

2

Assess final changes to make to the product or website before freezing it to ensure optimal performance before the holiday period

3

Ensure the layout of the fulfilment center is set up for picking, packing, and shipping

- Conduct stress tests

4

Set deadlines for month-end reporting

1 week out:

1

**Digital product
freeze website
month before Black
Friday**

2

**Conduct weekend
training for
Fulfilment Center
and Customer
Experience teams**

3

**Adapt shift work
hours to align with
seasonal demand**

Holiday post-mortem

Post-holiday
adjustments

YoY margin
analysis

Identify learnings
and improvements
for next year

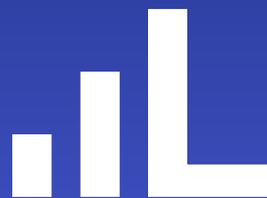
Bottom line

It's hard to 100% know what the holiday rush will look like each year, especially in light of last year. Focus on preparation to ensure smooth sailing.



Q&A





Thank You



Leapfin's Financial Data Platform and Revenue Subledger help e-commerce companies prepare for the holiday surge. Leapfin empowers your finance team with visibility into chargebacks and fraud, dunning, credits, and more.

If you have any questions regarding this content, feel free to reach out to marketing@leapfin.com

