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PARCEL PROPOSAL TEMPLATE

A Parcel Request for Proposal (RFP) is your chance to find the right carrier partner to meet your shipping needs. A well-crafted RFP not only communicates your requirements but also guides carriers to provide the exact information you need to evaluate them effectively.

Below, you'll find a simple, clear template followed by a completed example so that you can find a parcel carrier that can handle your shipping needs, scale with your growth, and help you cut costs without cutting corners.

This template helps you:

- Define what you need
- Collect the information to evaluate carriers quickly
- Make a decision with confidence

This RFP is written to be simple for you to send—and even simpler for the carriers to complete.

PARCEL RFP TEMPLATE & GUIDELINES

Use this template to structure your Parcel RFP. It ensures you communicate your needs and expectations clearly while guiding carriers on how to respond.



1. INTRODUCTION

Explain the purpose of the RFP. Help carriers understand your shipping challenges and your objectives for finding the right partner. Communicate why you're issuing this RFP, such as increasing efficiency, reducing costs, or improving delivery reliability.

2. COMPANY BACKGROUND

Share key details about your company's history, industry, and market focus. This context helps carriers understand how their services fit into your operations. Be sure to provide insights to your industry, growth trajectory, and shipping operations.

3. SHIPPING PROFILE

Ensure carriers understand the full scope of your shipping operations so they can create accurate and competitive proposals that tailor their services effectively. Be sure to include:

- **Lane Data:** Origin and destination ZIP codes, along with key shipping zones
- **Weights and Dimensions:** Average package size and weight
- **Volumes:** Monthly shipping volume and seasonal peaks
- **Shipping Methods:** Specify ground, express, international, or other relevant methods

4. REQUIREMENTS AND EXPECTATIONS

Define what you need from a carrier. Clearly setting these expectations ensures carriers address how they'll meet your standards. This includes:

- Operational requirements:
 - Minimum shipping volumes or seasonal scalability
 - Specific handling or service capabilities
- Technological requirements:
 - System integration needs, such as real-time tracking or reporting dashboards.
- Performance metrics:
 - Measurable goals like on-time delivery rates or claims resolution times.

5. PROPOSAL SUBMISSION GUIDELINES

This section makes it easier for carriers to respond—ensuring proposals are complete and actionable. And, it helps to streamline and standardize the response process by detailing how carriers should submit their proposal, including:

- Submission deadline
- Required documents (e.g., executive summary, pricing breakdown, references)
- Instructions for formatting and delivering proposals (e.g., email address or portal)

6. EVALUATION CRITERIA

Transparency helps carriers focus on what matters most to you and reduces irrelevant information. This is why it's important to explain how you will evaluate proposals. If you are weighting factors like cost, scalability, or technology, specify those weights here.

7. PRICING REQUIREMENTS

Provide instructions for carriers to outline their pricing. This ensures you can simply price comparisons across all proposals to ensure you understand total costs—as some surcharges may not be so clearly defined. Be sure to include:

- Base rates by volume tiers
- Surcharges (fuel, residential, delivery area)
- Calculation of “all-in costs” per package, which combines base rates and surcharges

8. OPTIMIZED CARRIER SELECTION

Clarify the types of carriers you're seeking. This helps carriers self-assess whether they are a good fit before submitting a proposal.

For example:

- UPS/FedEx for heavier shipments
- Mail consolidators for lightweight shipments
- International carriers for global distribution

9. ADDITIONAL INFORMATION

Request supplementary materials that provide insight into a carrier's capabilities and reputation to ensure they can help you keep your customers happy. These could include:

- Client references
- Case studies highlighting cost savings or efficiency improvements
- Certifications (e.g., ISO 9001, OSHA compliance)

10. CLOSING SUMMARY

Conclude with a concise summary of your goals and expectations. Provide contact information for any questions or clarifications.

PARCEL RFP EXAMPLE

1. INTRODUCTION

We are Acme Home Goods, a fast-growing e-commerce company specializing in consumer products. Our mission is to deliver exceptional customer experiences, and efficient shipping is at the heart of our operations.

To support our growth and improve customer satisfaction, we are seeking a parcel carrier that can provide reliable service, scalable solutions, and competitive pricing.

Our goals for this RFP include:

- Reducing total shipping costs without compromising delivery performance
- Enhancing delivery efficiency through advanced technology integration
- Building a partnership that scales with our growth and peak season demand

2. COMPANY BACKGROUND

Acme Home Goods was founded in 2015 with the goal of delivering high-quality consumer products to customers nationwide. We have experienced steady growth, shipping over 30,000 packages monthly, with seasonal peaks reaching 50,000 during Q4.

Key details about our business:

- **Market Focus:** Primarily zones 4–8 within the U.S.
- **Customer Commitment:** Reliability and timely delivery are central to our reputation
- **Growth Potential:** We anticipate continued expansion, requiring a partner that can support increasing demand

3. SHIPPING PROFILE

To ensure carriers can provide accurate and tailored proposals, below is a detailed overview of our shipping operations:

- Lane Data:
 - Origin ZIP: 46201 (Indianapolis, IN)
 - 70% of shipments go to zones 4–8
- Weights and Dimensions:
 - Average package weight: 7 lbs
 - Dimensions: 14" x 10" x 8"
- Volumes:
 - Monthly shipments: 30,000
 - Peak season shipments: 50,000
- Shipping Methods:
 - 85% ground
 - 15% express

4. REQUIREMENTS AND EXPECTATIONS

In this section, we've outlined our operational, technological, and performance requirements. These details are critical for ensuring that potential partners understand our expectations and can meet them effectively.

OPERATIONAL REQUIREMENTS

- Handle 30,000+ packages monthly, scalable to 50,000 during peak seasons
- Support ground, express, and international shipping

TECHNOLOGICAL REQUIREMENTS

- Integration with Shopify and ShipStation
- Real-time tracking capabilities with a reporting dashboard

PERFORMANCE METRICS

- On-time delivery $\geq 98\%$
- Claims resolution within 5 business days
- Clear and accurate invoicing with full cost transparency

5. PROPOSAL SUBMISSION GUIDELINES

This section ensures that all submissions are complete, organized, and aligned with our evaluation criteria.

- April 30
- Email PDF or link to operations@acmehomegoods.com, Attn: Julie

REQUIRED DOCUMENTS

- Executive summary outlining how your services align with our needs
- Detailed proposal addressing all requirements and expectations
- Estimated all-in cost per package (base rates + surcharges)
- Implementation timeline, including onboarding steps
- References from three clients with similar shipping profiles

6. EVALUATION CRITERIA

Proposals will be evaluated based on their ability to meet our business priorities. The following criteria and weights will guide our decision:

- Proven experience in supporting e-commerce businesses with similar shipping profiles and product categories
- Scalability to handle growth and seasonal demand, ensuring consistent service during peak periods
- Technological compatibility with Shopify, ShipStation, and other platforms, offering real-time tracking and robust reporting capabilities
- Competitive pricing and clear value-added benefits, including transparent breakdowns of base rates and surcharges
- Operational reliability and service quality, such as on-time delivery rates and claims resolution performance
- Proactive communication and customer support, ensuring responsive and effective issue resolution

7. PRICING REQUIREMENTS AND CONSIDERATIONS

We require detailed pricing information to evaluate total cost impacts and ensure transparency. Your proposal should include:

- Base Rates: Itemized rates for defined volume tiers
- Surcharge Breakdown:
 - Fuel surcharge
 - Residential delivery fees
 - Delivery area surcharges by zone
- All-In Costs Per Package: A summary combining base rates and surcharges for a clear understanding of total shipping costs

8. OPTIMIZED CARRIER SELECTION

We are seeking carriers with expertise in areas critical to our shipping operations. Carriers that specialize in the following will be prioritized:

- UPS/FedEx for heavier shipments
- Mail consolidators for lightweight packages
- International specialists for global distribution

9. ADDITIONAL INFORMATION

This section requests additional details that will aid in our decision-making process.

- References from three clients with similar shipping profiles
- Case studies demonstrating cost savings or operational improvements
- Certifications such as ISO 9001, OSHA compliance, FDA, etc.

CLOSING SUMMARY

We look forward to receiving your proposals and exploring how your services can support Acme Home Goods in achieving our operational goals. If you have any questions or need additional details, please contact our operations team at operations@acmehomegoods.com.



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AT IDS FULFILLMENT, WE BELIEVE THAT LOGISTICS IS MORE THAN JUST MOVING PRODUCTS.

It's the foundation that supports your business's growth, reputation, and customer satisfaction. With over 60 years of experience in tailored, scalable logistics solutions, we've partnered with businesses just like yours to turn their supply chains into competitive advantages.

When you choose IDS, you're not selecting a vendor—you're gaining a partner who understands the high stakes of your operations. From proactive optimization and parcel costs to seamless technology integrations, every detail of our service is designed to keep your business running efficiently, without you even having to ask.

If you're ready to take your logistics to the next level, schedule a discovery call to explore how IDS can make your supply chain a driving force behind your success.

For immediate assistance, contact us directly at (866) 232-6533 or email at sales@idsfulfillment.com.