

*Discover the steps*



**National shipping**

# Your roadmap to international shipping

## Ready to conquer international shipping?

Follow our easy-to-use roadmap to strategically plan your global shipping journey. This roadmap ensures that your international shipping operations are efficient, compliant, and cost-effective, helping you launch in new markets successfully.

**International success**



## National shipping

Step

1

### Know and understand your target market and customers

- Research market demand and customer preferences.
- Identify delivery expectations, preferred couriers, and return policies.
- Create customer profiles to tailor your shipping strategy.
- Translate and localise your website, e-commerce store, customer support flows, etc. accordingly.
- Adapt payment methods to match local preferences

Step

2

### Understand legal requirements when shipping abroad

- Familiarise yourself with international shipping laws and regulations.
- Stay informed about restricted and prohibited items.
- Ensure compliance with destination-specific import duties and taxes.

Step

5

### Pack and label your international parcels properly

- Use durable materials and proper cushioning to protect items.
- Ensure clear and accurate labelling on all packages.
- Follow guidelines to withstand drops and rough handling.

Step

4

### Calculate shipping costs

- Determine factors influencing shipping costs: tariffs, taxes, package value, package dimensions and weight, shipping method, and distance.
- Negotiate bulk shipping discounts and favourable rates with couriers.
- Use shipping platforms to access cost-effective solutions and bulk discounts.

Step

3

### Pick your international couriers strategically

- Evaluate options: Postal services, couriers, freight forwarders.
- Balance cost, speed, and reliability based on the service you want to provide and on customer expectations.
- Prioritise couriers with strong tracking capabilities and extensive global networks



Step

6

### Get your parcel through customs

- Complete accurate and thorough customs documentation like CN22/CN23, Commercial Invoice, Despatch Note CP71, HS Codes.
- Use automated customs generation tools to reduce errors.
- Understand Incoterms to define cost, risk, and responsibility agreements.

Step

7

### Decide on additional international shipping insurance

- Evaluate the risk and value of items being shipped.
- Choose between courier-provided and third-party insurance options.
- Consider the impact on customer trust and satisfaction.

Step

8

### Set up a clear and efficient international returns process

- Use a return portal to let customers return parcels themselves.
- Train your crew on handling refunds, item exchanges, or vouchers with new processes.
- Follow destination-specific return regulations.
- Publish your updated international return policy on your website.



International success

## Ready to take your business global?

Follow these steps to ensure a smooth and successful international shipping process.

[Read the blog](#)

[Find out how Sendcloud can help](#)

Step

9

### Leverage data & analytics

- Adjust your dashboards to include metrics for new markets.
- Distinguish between international and domestic shipping data to evaluate delivery success rates.
- Monitor KPIs to refine your international shipping strategy.