BUSINESS PLAN · INDIA

3PL / Warehousing & Fulfilment Provider

Warehousing, order fulfilment, distribution & returns for e-com/D2C

LOGISTICS

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

August 2026

1. Executive Summary

This plan sets out a **3PL / Warehousing & Fulfilment Provider** in India — a third-party logistics business offering storage, inventory management, order fulfilment (pick-pack-ship), distribution, returns handling and value-added services to e-commerce brands, D2C companies, retailers and manufacturers. Operated from a warehouse with a WMS, it earns recurring revenue on storage, fulfilment and handling.

The e-commerce and D2C boom has created strong demand for reliable, scalable fulfilment. Brands want to outsource warehousing and order fulfilment to focus on growth. A well-run 3PL with good location, systems and service builds a sticky, recurring, volume-scaling business.

The promoter — a logistics/operations professional — seeks total funding of **₹18.0 lakh** (₹7.0 lakh promoter + ₹11.0 lakh term loan for warehouse setup, racking, WMS and opex; note warehousing is capital- and space-intensive), targeting **₹40 lakh** revenue in Year 1 and **₹1.1 crore** by Year 3.

2. Business Description, Vision & Legal Structure

Concept: An outsourced fulfilment partner — brands store inventory with us and we pick, pack, ship and handle returns accurately and fast, so they scale without logistics headaches.

Vision: To be a trusted fulfilment partner for e-commerce and D2C brands in the region.

Mission: Fulfil every order accurately and on time, manage inventory precisely, and give brands a hassle-free logistics backbone.

Legal structure options

- **Private Limited / LLP** — recommended for credibility, contracts and scale.
- **Proprietorship** — acceptable for a small start.

> **Model note:** 3PL is capital-intensive (warehouse lease, racking, WMS, handling equipment) with recurring revenue (storage + per-order fulfilment). Location, systems (WMS), accuracy and courier tie-ups are core. Working capital covers the gap between service delivery and client billing.

3. Promoter & Ownership

Led by a promoter with warehousing, fulfilment or supply-chain experience. Delivery uses warehouse ops staff, a WMS, and courier/transport partners. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

E-commerce, D2C and quick-commerce growth are driving strong, sustained demand for fulfilment. Brands increasingly outsource warehousing/fulfilment to 3PLs for speed, scalability and cost. The market spans metro fulfilment centres and Tier-2/3 expansion, with room for reliable, tech-enabled regional 3PLs and niches.

Demand drivers

- **E-com & D2C boom** needing fulfilment.
- **Quick-commerce & faster delivery** expectations.

- **Outsourcing** to focus on core & scale.
- **Multi-channel & returns** complexity.
- **Regional/Tier-2/3** fulfilment expansion.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Fulfilment demand for e-com/D2C in India	Very large
SAM	Reachable brands in the 3PL's region	Large
SOM (Yr 1–3)	Brands served / orders fulfilled	Growing volume

Target segments

- D2C & e-commerce brands needing fulfilment.
- Marketplace sellers (multi-channel).
- Retailers & manufacturers needing distribution.
- Subscription/box brands.

5. Competition & Competitive Advantage

Landscape: large 3PLs, fulfilment-tech platforms, self-fulfilment, and regional players. The firm competes on accuracy, turnaround, systems, location, service and cost for its segments.

The firm's edge

- **Accuracy & on-time fulfilment.**
- **WMS & integrations** (marketplaces/couriers).
- **Location & delivery reach.**
- **Service & flexibility** for growing brands.
- **Returns handling** capability.

6. Services & Pricing

Service	Income model	Basis
Storage	Per unit/pallet/month	Recurring
Inbound & putaway	Per unit/receipt	Per event
Order fulfilment (pick-pack-ship)	Per order	Volume
Shipping (via courier partners)	Margin/pass-through	Per shipment
Returns handling	Per return	Volume
Value-added (kitting, labelling)	Per task	Add-on

> Storage (recurring) plus per-order fulfilment scales revenue with client volume; value-added services and returns add income. Volume and utilisation drive economics.

7. Go-to-Market — Marketing & Sales

- **Brand BD:** D2C/e-com brands needing fulfilment.
- **Marketplace & courier partnerships.**
- **Referrals & reputation** for accuracy/turnaround.
- **Digital presence** for "fulfilment / 3PL / warehousing".
- **Onboarding ease & integrations** as a differentiator.

Sales approach

Win brands → onboard & integrate → fulfil accurately → grow volume & add services. Sticky once integrated; volume and utilisation compound revenue.

8. Operations Plan

- **Location:** a warehouse with good connectivity and delivery reach.
- **Process:** inbound & putaway → storage & inventory management → order pick-pack → dispatch (courier) → returns handling → reporting.
- **Technology:** a WMS with marketplace/courier integrations, barcode/scanning, and client dashboards.
- **Quality:** inventory accuracy, order accuracy, on-time dispatch, and SLA management.
- **Capacity:** warehouse space + staff + WMS scale with volume; add space/shifts as needed.

Fulfilment metrics

Metric	Meaning	Target
Inventory accuracy	Stock correctness	High
Order accuracy	Right items	High
On-time dispatch	SLA	High
Utilisation	Space/labour	Optimised
Returns TAT	Reverse speed	Fast

9. Regulatory, Licences & Compliance (India)

- **Business registration:** Pvt Ltd/LLP; PAN/TAN; GST (with additional place-of-business for warehouse); Shops & Establishments; trade licence.
- **Warehouse compliance:** fire safety, labour, and (for certain goods) specific storage norms.
- **Contracts & SLAs:** clear client terms, liability, and insurance (goods in storage/transit).
- **Data protection** aligned to the DPDP Act; secure handling of client/order data.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Ops Head	1	1	1

Warehouse Ops & Fulfilment	4	9	14
WMS / Tech & Client Success	1	2	3
Sales / Admin	1	2	2
Total	**7**	**14**	**20**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–2	Warehouse, racking, WMS, integrations, first brands
Launch	Month 2–5	First fulfilment live; accuracy & SLA proven
Traction	Month 5–12	Volume & utilisation grow; break-even nears
Scale	Year 2	More brands; add space/services
Growth	Year 3	High utilisation; recurring fulfilment book

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. Shipping is largely pass-through. They are not projections of guaranteed results.

12.1 Project cost & means of finance

Capital requirement	₹
Warehouse setup & racking	6,50,000
WMS, scanning & IT	2,80,000
Handling equipment & packing	2,20,000
Deposits (lease) & pre-operative	3,00,000
Branding, BD & setup	1,00,000
Working-capital buffer	2,50,000
Total project cost	**18,00,000**
Promoter contribution	7,00,000
Term loan	11,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Storage revenue	10,00,000	20,00,000	28,00,000
Fulfilment (pick-pack-ship) & returns	24,00,000	48,00,000	68,00,000
Value-added & other	6,00,000	12,00,000	14,00,000

Total revenue	**40,00,000**	**80,00,000**	**1,10,00,000**
Warehouse rent & utilities	9,00,000	11,00,000	13,00,000
Salaries & wages	15,00,000	30,00,000	44,00,000
WMS, IT & packing materials	4,20,000	7,00,000	9,60,000
Marketing & admin	3,00,000	4,40,000	5,60,000
Interest on term loan	1,20,000	90,000	55,000
Total expenses	**32,40,000**	**53,30,000**	**72,75,000**
Net profit (before tax)	**7,60,000**	**26,70,000**	**37,25,000**
Net margin	19.0%	33.4%	33.9%

12.3 Unit economics & break-even

- **Per order:** fulfilment fee above handling cost; storage adds recurring; utilisation drives margin.
- **Operating leverage:** fixed warehouse cost spreads over volume — margins scale with utilisation.
- **Break-even:** a threshold storage + order volume filling the warehouse — reached around month 9–12.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	2,50,000	1,40,000	1,55,000	2,80,000
Collections	6,50,000	9,00,000	11,50,000	13,00,000
Operating outflows	7,00,000	8,40,000	9,70,000	11,00,000
Loan EMI	60,000	45,000	55,000	55,000
Closing balance	**1,40,000**	**1,55,000**	**2,80,000**	**4,25,000**

> Cash builds as the warehouse fills with brands and order volume rises; the buffer covers the lease/setup ramp before utilisation improves.

12.5 Key Performance Indicators to Monitor

- **Utilisation:** space & labour utilisation; orders/month.
- **Accuracy:** inventory & order accuracy; on-time dispatch.
- **Growth:** brands onboarded; storage & order volume.
- **Economics:** revenue per order; storage yield; margin per client.

13. Funding Requirement & Bankability

Total ask: **₹11.0 lakh term loan** against ₹7.0 lakh promoter contribution — eligible under **PMMY (Mudra) / CGTMSE** or an MSME term loan given the capital nature. Year-1 net profit ~₹7.6 lakh against annual debt service of ~₹3.2 lakh gives a **DSCR above 2.3**, strengthening as utilisation rises. Racking/WMS assets provide security.

13.1 Funding utilisation

Use of funds	₹	% of total
Warehouse setup, racking & equipment	8,70,000	48%
WMS, scanning & IT	2,80,000	16%
Lease deposits & setup	4,00,000	22%
Working-capital buffer	2,50,000	14%
Total	**18,00,000**	**100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
Low utilisation / fixed cost	BD pipeline; flexible space; multi-client mix
Inventory shrinkage / errors	WMS, scanning, cycle counts, insurance
Client concentration	Diversify brands; contracts & SLAs
Courier/SLA dependence	Multiple courier partners; SLA management
Working-capital gap	Billing discipline; advances; buffer/facility

15. SWOT Analysis

Strengths Recurring storage + volume fulfilment; sticky once integrated; operating leverage; growing market.	**Weaknesses** Capital/space-intensive; utilisation risk; working-capital gap.
Opportunities E-com/D2C & q-com growth; Tier-2/3 fulfilment; value-added services; multi-channel.	**Threats** Large 3PLs; brand self-fulfilment; rate pressure.

16. Recommended AiSevak Tools for This Business

This 3PL would use AiSevak's Logistics vertical tools in delivery:

- **Fulfilment & ops:** warehouse-setup, WMS-selection, SLA and inventory tools.
- **Finance:** Unit-Economics, Working-Capital and utilisation-modelling tools.
- **Practice:** Business Plan and Break-even tools to model the 3PL.

17. Key Assumptions & Notes

- Storage + fulfilment volume grows as brands onboard; utilisation is the key margin driver.
- Shipping is largely pass-through; warehouse fixed cost spreads over volume.
- Term-loan interest ~11% p.a., 5-year tenure; capital nature may suit an MSME term loan.

- Figures exclude GST where applicable; goods-in-storage/transit insurance is essential.

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