BUSINESS CASE WHITEPAPER · COM-001

Store launch readiness check

Find the five shop fixes that deserve attention before opening.



The decision

The merchant is approaching opening day with an unranked list of possible defects.

What the fee buys

We review one existing shop against a 15-point opening checklist and return the five most urgent actions.

When to commission

Buy if a single store is ready to inspect and someone is available to act on the five priorities.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A mobile buyer can choose a product but only sees an important fulfilment condition late in checkout.

In this illustrative case

Record the affected step and assign a clear next action on the opening checklist.

Inputs and ownership

Share one shop URL or approved preview, its opening date and the intended purchase journey.

1. Inspect opening settings
2. Run readiness checklist
3. Rank urgent actions

Using the handover

Use the five ranked actions to put opening-critical fixes ahead of cosmetic work.

An alternative to buying

Use an existing opening checklist when the team can already prioritise its findings.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£149 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 3.73 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Count launch-critical issues with evidence, priority and an accountable owner. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 2–3 working days.

Approval test

Buy if a single store is ready to inspect and someone is available to act on the five priorities. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-001, GBP catalogue fee and an illustrative working case. View service scope.

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