BUSINESS CASE WHITEPAPER · COM-002

Platform choice brief

Choose a selling platform around the work your team actually does.



The decision

The team must choose a platform without letting an attractive feature outweigh operational constraints.

What the fee buys

We compare three selling platforms against the merchant’s catalogue, payment and staffing needs.

When to commission

Commission before signing a platform contract and identify who will own implementation.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A team runs wholesale and retail stock together and has one person available for catalogue maintenance.

In this illustrative case

Test the same stock and staffing requirement against all three platforms before weighting the options.

Inputs and ownership

Give the catalogue size, payment requirements, staff roles and three platform candidates if known.

1. Define merchant requirements
2. Compare three platforms
3. Explain trade-offs

Using the handover

Use the comparison to weigh catalogue fit, payment needs and staff responsibilities together.

An alternative to buying

Use a focused product demonstration when only one specific capability remains uncertain.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£349 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 8.72 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

Score three candidates on the same catalogue, payment and staffing requirements. 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 3–7 working days.

Approval test

Commission before signing a platform contract and identify who will own implementation. 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-002, GBP catalogue fee and an illustrative working case. View service scope.

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