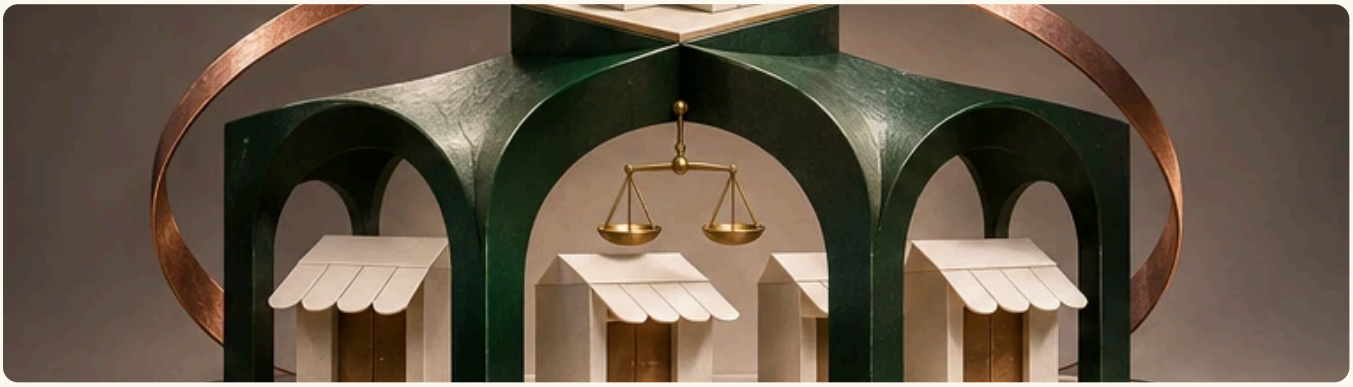
BUSINESS CASE WHITEPAPER · COM-006

Wholesale storefront brief

Define who can buy wholesale and which rules apply at checkout.



The decision

A wholesale launch needs consistent minimums, access rules and price-list ownership.

What the fee buys

We specify trade access, order minimums and price-list rules for one proposed wholesale channel.

When to commission

Buy before configuring the channel and identify the commercial owner who can settle competing rules.

SPARKLE SOLUTIONS GROUP LTD · Registered in England and Wales
71–75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom
routineworks.co.uk · contact@routineworks.co.uk · support@routineworks.co.uk

SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A trade basket reaches the minimum unit count but falls below the agreed minimum order value.

In this illustrative case

State which rule applies and give the wholesale team a sample basket to check.

Inputs and ownership

Share the proposed trade access policy, minimum order rules and price-list ownership.

1. Confirm the trade buyer journey
2. Specify access and order rules
3. Review edge cases

Using the handover

Use the brief to test order behaviour before requesting a platform build or configuring trade access.

An alternative to buying

Use an existing trade policy if it already specifies platform-ready rules.

SPARKLE SOLUTIONS GROUP LTD · Registered in England and Wales
71–75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom
routineworks.co.uk · contact@routineworks.co.uk · support@routineworks.co.uk

INVESTMENT AND EVALUATION

Test the case before approving spend

£799 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 19.98 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 agreed trade scenarios whose eligibility and expected price are unambiguous in the brief. 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 5–10 working days.

Approval test

Buy before configuring the channel and identify the commercial owner who can settle competing rules. 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-006, GBP catalogue fee and an illustrative working case. View service scope.

SPARKLE SOLUTIONS GROUP LTD · Registered in England and Wales
71–75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom
routineworks.co.uk · contact@routineworks.co.uk · support@routineworks.co.uk