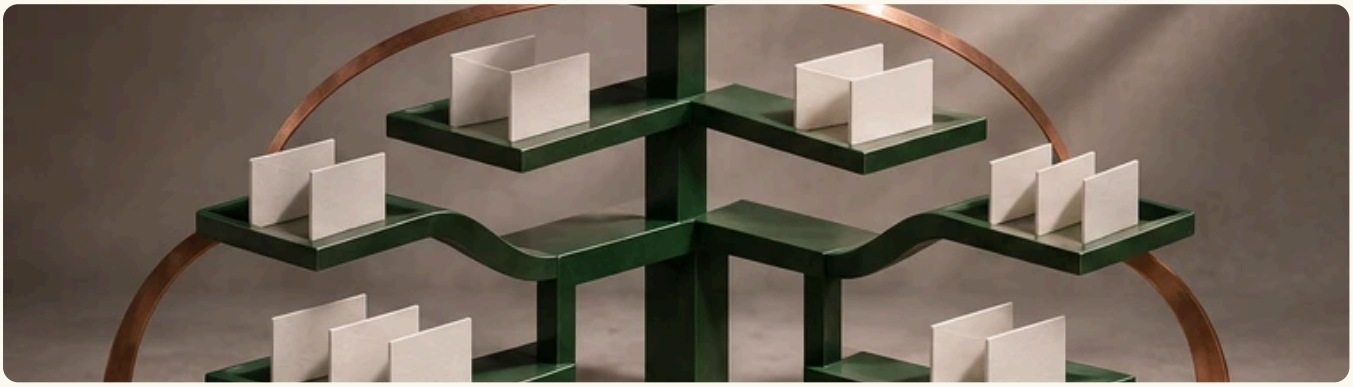
BUSINESS CASE WHITEPAPER · COM-008

Collection and category map

Give shoppers a clearer route through your product range.



The decision

Overlapping categories make subsequent product assignments inconsistent.

What the fee buys

We reorganise up to 80 products into a navigable collection tree with naming rules.

When to commission

Commission when the range fits the scope and a catalogue owner can maintain naming rules.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A travel mug appears under drinkware and gifts, and two teams maintain competing category names.

In this illustrative case

Choose its primary catalogue assignment and write a naming rule the next editor can apply.

Inputs and ownership

Export up to 80 products, existing categories and examples of the names customers use.

1. Inspect products
2. Propose collection hierarchy
3. Agree naming rules

Using the handover

Use the collection tree to resolve overlap and give future products a consistent home.

An alternative to buying

Make a local category rename if the problem affects a single clearly understood branch.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£399 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 9.97 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

Ask two editors to place the same sample products and measure agreement before and after the new rules. 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 when the range fits the scope and a catalogue owner can maintain naming 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-008, GBP catalogue fee and an illustrative working case. View service scope.

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