BUSINESS CASE WHITEPAPER · COM-011

Product import preparation

Catch product-row errors before the import reaches your shop.



The decision

A spreadsheet needs transformation before the target shop will accept its product rows.

What the fee buys

We transform a supplied spreadsheet of up to 100 product rows into one platform's import format and validate it.

When to commission

Buy when the target format is known and the merchant can verify source values.

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

Row 37 contains a display name where the target import requires a stable product identifier.

In this illustrative case

Map the correct source field and validate a small sample before preparing the full import file.

Inputs and ownership

Share up to 100 product rows, the target import specification and a merchant-approved sample.

1. Map spreadsheet fields
2. Transform records
3. Validate import file

Using the handover

Use the validated import file to reduce manual re-entry and make remaining exceptions visible.

An alternative to buying

Use the native import template directly if the source already matches its field rules.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£599 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 14.97 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

Count rows that validate against the required import fields on a controlled sample. 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

Buy when the target format is known and the merchant can verify source values. 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-011, GBP catalogue fee and an illustrative working case. View service scope.

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