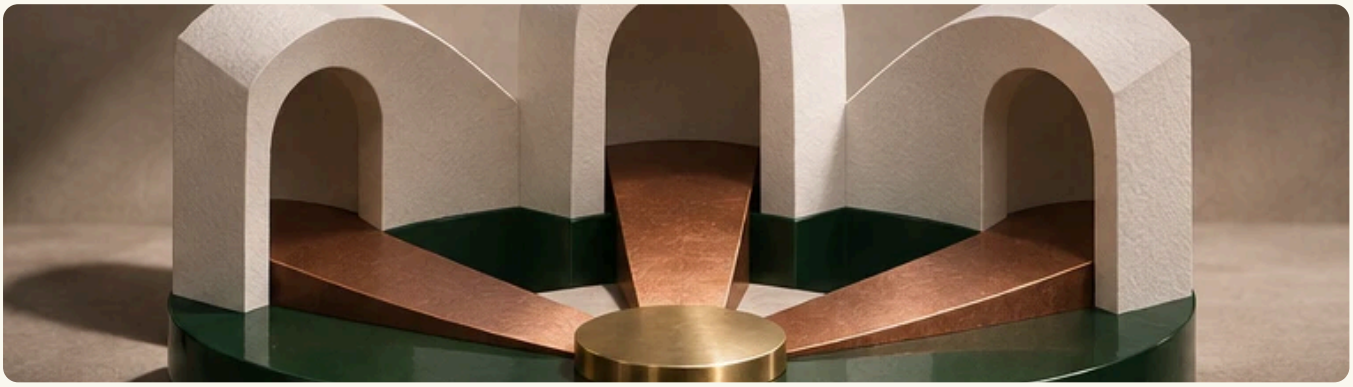
BUSINESS CASE WHITEPAPER · COM-019

Marketplace entry assessment

Compare two marketplaces before committing your range.



The decision

The team is considering two marketplaces with materially different category rules and fulfilment costs.

What the fee buys

We compare two marketplaces on published category requirements, selling costs and fulfilment options.

When to commission

Commission before onboarding spend when product samples and fulfilment constraints are known.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A bulky item fits the category on both candidate marketplaces but has different fulfilment costs.

In this illustrative case

Compare the same parcel assumptions and note which charges need confirmation.

Inputs and ownership

Name the two marketplaces, representative products and fulfilment constraints to compare.

1. Confirm category
2. Compare marketplace rules
3. Review fulfilment options

Using the handover

Use the assessment to compare the work required to enter and operate both channels.

An alternative to buying

Check one category rule directly if that single condition determines eligibility.

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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

Compare the same product and parcel assumptions across both candidate channels. 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 onboarding spend when product samples and fulfilment constraints are known. 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-019, GBP catalogue fee and an illustrative working case. View service scope.

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