BUSINESS CASE WHITEPAPER · COM-022

Channel margin worksheet

See what remains after channel costs on the same ten products.



The decision

An item selling well on two channels may return very different contribution after costs.

What the fee buys

We model fees, returns and fulfilment for ten products across two channels from merchant inputs.

When to commission

Commission when costs for ten products can be supplied and the pricing owner can review the assumptions.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A product sells at the same price on two channels, with different fees and handling costs.

In this illustrative case

Apply the same quantity and returns assumption, then compare the remaining margin in each column.

Inputs and ownership

List ten products and supply prices, fees, returns and fulfilment inputs for both channels.

1. Confirm the products and channels
2. Map merchant-supplied cost assumptions
3. Compare contribution by channel

Using the handover

Use the worksheet to see which cost assumptions have the greatest impact before changing where products are sold.

An alternative to buying

Use the existing finance workbook if it already reflects returns and channel-specific fulfilment.

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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

Compare contribution per unit under the same volume and returns assumptions for each channel. 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 costs for ten products can be supplied and the pricing owner can review the assumptions. 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-022, GBP catalogue fee and an illustrative working case. View service scope.

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