BUSINESS CASE WHITEPAPER · COM-024

International storefront readiness

Find the gaps before you invite buyers from a new market.



The decision

A new target market exposes conflicting language, delivery and customer support promises.

What the fee buys

We review one target market's language, currency, delivery and service gaps and assign actions.

When to commission

Buy before the market launch and give the reviewer an actual target region and store.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A target-market address is accepted at checkout while the published delivery page excludes that region.

In this illustrative case

Assign the mismatch to the delivery owner and record which statement is approved.

Inputs and ownership

Name one target market and supply the current language, currency, delivery and support arrangements.

1. Confirm the target market
2. Review language, currency and delivery
3. Assign readiness actions

Using the handover

Use the findings to prioritise actions that need completion before offering the same experience in the target market.

An alternative to buying

Run a focused policy review if a single market-specific rule is the only open question.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£699 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 17.48 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 unresolved local buying requirements with an owner and a release decision. 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 before the market launch and give the reviewer an actual target region and store. 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-024, GBP catalogue fee and an illustrative working case. View service scope.

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