

Plan your next country.

Check demand, a real basket and the delivery experience before expanding the scope.

Target country / products to offer

Market owner / review date

Choose one country first. Check verified items and record unanswered questions on page 2.

01 Choose a market for a reason

- ☐ Review existing orders, inquiries and relevant traffic. Distinguish interest from evidence that shoppers will buy.
- ☐ Select a small starting catalog and target customer. Check product eligibility and local requirements with the right adviser.
- ☐ List one-time and recurring costs: setup, translation, payments, shipping, returns, support and any added software.

Evidence of demand / period reviewed

Minimum outcome that would justify continuing

02 Make the buying experience clear

- ☐ Review local language, currency, price display and suitable payment methods using a target-country address.
- ☐ Have a capable reviewer check product information, units, size guidance, policies and key emails.
- ☐ Explain delivery estimates, charges and return steps before checkout. Confirm who pays duties, taxes and fees.

03 Check delivery and the margin left behind

- ☐ Get current quotes for representative baskets, packaging and destinations, including a return or failed delivery.
- ☐ Confirm shipping documents and product data with your carrier or adviser. Do not assume another country's rules apply.
- ☐ Confirm stock, fulfillment and customer support ownership, plus updates to ERP/CRM and reporting where needed.

A country setting or translation is not proof of readiness. Product, payment, tax and carrier eligibility depend on your actual setup and destination.

Test one real customer journey.

Use a representative basket to decide whether to run a limited pilot, fix gaps or pause.

04 Write down the commercial assumptions

Basket / destination / currency

Selling price excluding collected taxes

Product + payment + delivery costs

Returns/support allowance + expected acquisition cost

Contribution left per order (before fixed costs)

Source of quotes / assumptions still unverified

Use one currency and a consistent tax basis. Confirm tax treatment with your adviser.

05 Check the complete path

- ☐ Test the local product page, checkout, payment and confirmation using the agreed basket and address.
- ☐ Rehearse fulfillment, tracking, a customer question and a return. Confirm costs and who handles exceptions.
- ☐ Check market links, language versions, relevant product feeds and reporting before promoting the pilot.

Keep test evidence with this sheet. Set a pilot review date and a clear reason to stop or continue.

06 Assign the gap that matters most

Blocker / next action

Owner / date to check again

07 Make the expansion decision

Choose one outcome. An unchecked critical item means more work, not a passing score.

- ☐ Run a limited pilot: buying, delivery and ownership are verified, with a review point.
- ☐ Fix the gaps first: there is demand, but costs or a customer-facing step are unclear.
- ☐ Pause this market: demand or the expected contribution does not justify the work yet.

First next step

Decision owner / review date