

Choose the buying route

Start with a product family and three real orders. This is a planning aid, not a scored test.

1. Define the range you are assessing

Business / product family:

Typical buyer and destination:

Three example products or orders:

2. What needs confirmation before an order is accepted?

Write: defined / needs review / varies. Add a short note where useful.

Product specification and options

Correct price and quantity rules

Availability or production timing

Payment and order acceptance

Delivery cost or delivery review

3. Choose a working direction

☐ **Enquiry catalogue**

Important details need review before you can quote or accept.

☐ **Online checkout**

Routine orders can follow defined, supportable rules.

☐ **Hybrid website**

Different products or buyers require different routes.

Turn the decision into a useful brief

Share the information with your team or any developer. Keep the first phase specific.

Your first-phase website

Catalogue, checkout or hybrid? Which product range and buyer journey should launch first?

Product information

Approximate products and variants, MOQ rules, images, specifications, languages and who prepares them.

Enquiry or order journey

Product references, quantities, destination, custom work, notifications and the person owning follow-up.

Systems and responsibilities

Existing website, POS / inventory / CRM, access, licences, hosting and ongoing care.

Commercial planning

Budget range, desired timing, approval stages and the work you expect to handle internally.

Ask every proposal to identify:

Deliverables, catalogue quantities, exclusions, data preparation, third-party costs, testing, ownership, handover and ongoing responsibilities.