

Your U.S. readiness checklist.

Eighteen questions to help you frame the work ahead. Use this to prepare a conversation about your brand, your commercial priorities, and your operation.

01

Market & positioning

- ☐ Who is your U.S. customer, and what makes your product relevant to them?
- ☐ Which channels fit your brand, assortment, and starting point?
- ☐ What would meaningful early traction look like?

02

Commercial planning

- ☐ Have you considered channel costs, fulfillment, and returns in your margin planning?
- ☐ Are your pricing and assortment choices coherent across channels?
- ☐ Who owns commercial decisions and performance review?

03

Product & presentation

- ☐ Are your product descriptions, imagery, and attributes ready for each channel?
- ☐ Can a buyer understand the collection from your line sheets and lookbook?
- ☐ Are product identifiers, sizes, materials, and care details consistent?

04

Inventory & fulfillment

- ☐ Who owns the stock record and channel allocation decisions?
- ☐ Are storage, handling, packaging, and fulfillment requirements defined?
- ☐ Can replenishment planning account for stock on hand and in transit?

05

Returns & customer care

- ☐ How will returned products be assessed and saleable stock recovered?
- ☐ Who will answer customer questions and manage after-sales issues?
- ☐ Can the service team see the order and returns information it needs?

06

People & systems

- ☐ Are responsibilities clear across your team and operating partners?
- ☐ Which product, order, and inventory connections need to be in place?
- ☐ How will people review results and improve the operation?

Use these prompts as a starting point; requirements depend on the brand, product, and channel. Discuss your priorities with us at partner@theglobalops.com.