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AUSTRALIAN DIGITAL AGENCY

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CHECKLIST FOR AUSTRALIAN MANUFACTURERS

Selling direct to customers? Ten things in place first.

Tick each item that is ready before the first direct order. Unticked items are where direct-to-customer projects usually struggle.

- [ ] 01 **A pricing plan that protects wholesale** — Direct prices that do not undercut your resellers. — Pricing
- [ ] 02 **Reseller conversations planned** — How you will explain the change to existing partners. — Relationships
- [ ] 03 **Products chosen for the first range** — Items that ship well and sell without much advice. — Range
- [ ] 04 **Single-order fulfilment set up** — Picking, packing and shipping one item at a time. — Operations
- [ ] 05 **Customer service covered** — Who answers questions, returns and complaints. — Operations
- [ ] 06 **Returns and warranty process written** — Clear for customers and simple for staff. — Policies
- [ ] 07 **Store connected to your systems** — Orders, stock and invoices flow to ERP and accounts. — Integration
- [ ] 08 **Product information ready** — Descriptions, photos, specifications and care details. — Content
- [ ] 09 **Australian Consumer Law obligations understood** — Guarantees, refunds and product safety. — Compliance
- [ ] 10 **Marketing plan and budget** — How customers will find the store. — Demand

Marketplaces as a half step

Selling through a marketplace first can test demand with less setup, though fees and less customer data are the trade-off.

What you gain

Higher margin per sale and a direct relationship with customers, including their feedback and data.

Full guide: high10.com.au/blog/manufacturers-selling-directly-to-customers

0406 996 050 | team@high10.com.au

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