High10.com.au
AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN MANUFACTURERS

Starting to sell online?
Five steps, ten checks.

Work through the five steps in order. Tick each check as it is done.

- [ ] 01 **First customers chosen** — Trade, consumers or both, and why. — Step 1
- [ ] 02 **First products chosen** — A focused range that ships well. — Step 1
- [ ] 03 **Store platform chosen** — Shopify, WooCommerce or B2B portal suited to how you sell. — Step 2
- [ ] 04 **Store connected to ERP and accounts** — Orders, stock and invoices flow automatically. — Step 2
- [ ] 05 **Product data a buyer can use** — Specifications, dimensions, photos and downloads. — Step 3
- [ ] 06 **Prices and GST set correctly** — Retail and trade pricing rules tested. — Step 3
- [ ] 07 **Single-order fulfilment ready** — Packaging, couriers and dispatch times. — Step 4
- [ ] 08 **Returns process written** — Clear for customers and simple for staff. — Step 4
- [ ] 09 **Repetitive work automated** — Order confirmations, invoices and stock updates. — Step 5
- [ ] 10 **Results tracked** — Orders, margin and enquiries measured monthly. — Step 5

What to avoid

Launching every product at once, retyping orders into the ERP by hand, and underestimating customer service for single orders.

Start small

A focused range for one customer type, connected to your systems from day one, then expand once fulfilment runs smoothly.

Full guide: high10.com.au/blog/how-manufacturers-can-start-selling-online

0406 996 050 | team@high10.com.au

Book a scoping call