

How to Future-Proof Your E-Shop



Use this practical checklist to assess whether your e-shop is ready for successful expansion and long-term growth across European markets.

- ✓ Have we researched our new target market (customer habits, competitors, pricing, delivery preferences)?
- ✓ Are our product listings localized (language, cultural relevance, appropriate tone)?
- ✓ Do we offer local payment options (e.g. Klarna, iDEAL, SOFORT, COD)?
- ✓ Are our prices transparent, including taxes and shipping costs?
- ✓ Is our return policy clear, easy to find, and fair to the customer?
- ✓ Do we provide multiple and reliable shipping options, suited to each region?
- ✓ Is our customer support easily accessible and available in relevant languages?
- ✓ Are we working with a 3PL partner who understands cross-border logistics?

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- ✓ Is our packaging both protective and aligned with my brand image?
- ✓ Have we optimized our site for mobile and fast loading speeds in key markets?
- ✓ Do we collect and respond to customer feedback regularly?
- ✓ Are our product descriptions clear, accurate, and tailored to each market?
- ✓ Do we provide detailed tracking information and post-purchase communication?
- ✓ Is our About Us page complete and trustworthy (with real contact details)?
- ✓ Do we comply with local tax and VAT requirements for all our selling markets?

Use this checklist as a routine review before expanding into any new country or region. A few thoughtful adjustments can make the difference between stagnation and scalable success!