

ZIMOZI SOLUTIONS

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FREE RESOURCE

# Ecommerce Readiness Checklist

A practical pre-launch checklist for SME online stores

So you are ready to sell online. Whether you are an SME owner testing your first online store or a founder gearing up for a proper launch, this checklist keeps you from missing the things that quietly sink new ecommerce businesses. Work through all five sections before you go live. Tick each box, fix what is missing, and you will launch with far more confidence and far fewer nasty surprises.

## Platform Choice

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- ✓ **Match the platform to your stage, not the hype.** A small catalogue with simple needs runs beautifully on Shopify or WooCommerce, while a complex business with custom workflows may need a bespoke build. Picking the wrong platform early means painful migrations later.
- ✓ **Check the total cost, not just the sticker price.** Add up subscription fees, transaction fees, app and plugin costs, themes, and hosting before you commit. The cheapest plan often becomes the most expensive once add-ons pile up.
- ✓ **Confirm it handles your product types.** Make sure the platform supports variants, bundles, subscriptions, or digital downloads if you sell them. Forcing a platform to do something it was not built for creates endless workarounds.
- ✓ **Make sure it is mobile-first.** Most shoppers in Singapore and across the region buy on their phones, so your store must load fast and look clean on small screens. A clunky mobile experience kills sales before the customer even sees your products.
- ✓ **Plan for growth from day one.** Choose a platform that can handle more products, more traffic, and more channels as you scale. Replatforming after you have momentum is costly and risky.
- ✓ **Check the app and integration ecosystem.** You will want to connect accounting, email, shipping, and analytics tools, so confirm those integrations exist or are easy to add. A platform with a thin ecosystem leaves you stitching things together by hand.

## Payment Setup

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- ✓ **Offer the payment methods your customers actually use.** In Singapore that means cards, PayNow, GrabPay, and popular wallets, plus buy-now-pay-later if it suits your audience. Missing a preferred method means losing the sale at the final step.
- ✓ **Pick a payment gateway with fair, transparent fees.** Compare transaction rates, payout timing, and any monthly costs across providers like Stripe, PayPal, and local options. Small percentage differences add up fast once volume grows.
- ✓ **Secure checkout with SSL and PCI compliance.** Your store needs a valid SSL certificate and a gateway that handles card data securely so you never store sensitive details yourself. Shoppers abandon carts the moment a site looks unsafe.

- ✓ **Test every payment path before launch.** Run real transactions, refunds, and failed payments to confirm money moves correctly and receipts fire. A broken checkout discovered by a customer is a broken checkout that costs you trust.
- ✓ **Set up clear tax and currency handling.** Configure GST correctly and decide how you handle pricing for overseas buyers if you sell beyond Singapore. Getting tax wrong creates accounting headaches and compliance risk.
- ✓ **Reduce checkout friction.** Enable guest checkout, autofill, and a short single-page flow so customers can pay in seconds. Every extra field and step gives people another reason to leave.

## Product Catalog

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- ✓ **Write product titles and descriptions that sell and inform.** Lead with the benefit, include the key specs, and use language your customer actually searches for. Thin or vague descriptions leave shoppers unsure and send them back to search.
- ✓ **Use high-quality images from multiple angles.** Clear, well-lit photos with zoom and lifestyle shots help people buy with confidence since they cannot touch the product. Poor images are the fastest way to make a good product look cheap.
- ✓ **Organise products into logical categories.** Group items so customers can browse and filter naturally without hunting through a flat list. Good structure also helps search engines understand your store.
- ✓ **Set up accurate stock and inventory tracking.** Connect your inventory so stock counts update automatically and you never sell something you cannot ship. Overselling damages your reputation on day one.
- ✓ **Add SEO basics to every product page.** Fill in meta titles, descriptions, alt text, and clean URLs so your products can be found on Google. Skipping this means relying entirely on paid traffic to get noticed.
- ✓ **Display reviews and trust signals.** Show ratings, reviews, return policies, and clear delivery info near the buy button to ease doubt. Social proof often does more to convert than any amount of clever copy.

## Logistics & Fulfilment

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- ✓ **Decide your fulfilment model early.** Choose whether you ship yourself, use a third-party logistics partner, or dropship, because each one shapes your costs and customer experience. Sorting this out after orders arrive leads to delays and chaos.
- ✓ **Set clear, honest shipping rates and zones.** Define delivery costs and timelines for local and overseas orders, and show them before checkout. Surprise shipping fees are one of the biggest causes of abandoned carts.

- ✓ **Connect reliable courier and delivery partners.** Integrate trusted local and regional couriers so orders move quickly and tracking just works. Slow or unreliable delivery turns first-time buyers into one-time buyers.
- ✓ **Automate order confirmations and tracking updates.** Make sure customers get an instant order confirmation and tracking link without you lifting a finger. Silence after purchase makes people anxious and floods your inbox with where-is-my-order messages.
- ✓ **Write a clear returns and refunds policy.** Spell out how returns work, who pays for them, and how long refunds take. A simple, fair policy builds trust and actually increases the chance people buy.
- ✓ **Plan packaging that protects and impresses.** Use packaging that keeps products safe in transit and feels good to unbox. Damaged deliveries cost you refunds, and a thoughtful unboxing earns you repeat customers.

## Marketing & Launch

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- ✓ **Install analytics and tracking before you launch.** Set up your analytics, conversion tracking, and pixels so you measure traffic and sales from the very first visitor. Launching blind means you cannot tell what is working.
- ✓ **Build an email list and welcome flow.** Start collecting emails early and set up an automated welcome and abandoned-cart sequence. Email remains one of the highest-return channels you own outright.
- ✓ **Prepare your social and content channels.** Set up the platforms where your customers spend time and have a few weeks of content ready before launch. An empty social page on launch day makes a new store look untested.
- ✓ **Plan a launch offer or campaign.** Give people a clear reason to buy now with a launch discount, bundle, or limited drop. Momentum in the first weeks is far easier to build than to recover later.
- ✓ **Test the full buying journey one last time.** Walk through your store as a customer from landing page to confirmation email on both desktop and mobile. Catching a broken link or slow page now is far cheaper than losing launch-day sales.
- ✓ **Set up customer support channels.** Offer an easy way to reach you through chat, WhatsApp, or email, and be ready to respond quickly. Fast answers during the early days turn curious visitors into loyal buyers.

## How Zimozi Helps

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At Zimozi Solutions, we build ecommerce stores that are ready to sell, not just ready to look at. Based in Singapore, we work with SMEs and startups to turn this checklist into a live, polished store that handles real customers and real orders from day one.

We build on the right foundation for your business. If Shopify fits, we set it up cleanly with the apps, payments, and integrations you need. If you want the flexibility of WooCommerce, we build it on a fast, secure WordPress stack. And when your business needs something the off-the-shelf platforms cannot do, we design and develop a custom ecommerce store tailored to your exact workflows.

Beyond the build, we handle the details that make stores actually convert. That means local payment methods like PayNow and GrabPay, GST and tax setup, courier and logistics integrations, clean product structure, SEO basics, and analytics wired in before you launch. You get a store that is fast, mobile-first, and built to grow with you.

Ready to launch with confidence? Book a free consultation with Zimozi and we will walk through your goals, review where you are on this checklist, and map out the fastest path to a store that sells. Get in touch today and let us build it together.