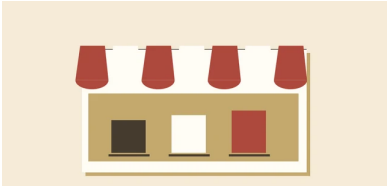
Wholesale storefront brief



We specify trade access, order minimums and price-list rules for one proposed wholesale channel.

Who it helps

Merchants and online retail teams

The problem to solve

A wholesale channel can confuse approved trade buyers and retail customers if access and ordering rules are unclear.

Working through the brief

1. **Confirm the trade buyer journey**

   Gather the agreed inputs. A store URL or platform brief, current setup and launch requirements.

2. **Specify access and order rules**

   Track “Trade account status” and “Order minimum rule” together so the reviewer can connect the source information to the result.

3. **Review edge cases**

   Use the brief to test order behaviour before requesting a platform build or configuring trade access.

4. **Check the scope at handover**

   Subscriptions, platform fees, advertising and fulfilment charges are separate.

Worked example

A trade buyer orders by carton. Include pack size and minimum quantity in the storefront brief.

Read the service scope / COM-006

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