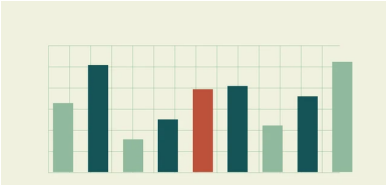
Channel margin worksheet



We model fees, returns and fulfilment for ten products across two channels from merchant inputs.

Who it helps

Merchants and online retail teams

The problem to solve

Sales by channel can conceal costs from returns, platform fees and fulfilment.

Working through the brief

1. **Confirm the products and channels**

   Gather the agreed inputs. Target channels or markets, product range and the relevant account or feed information.

2. **Map merchant-supplied cost assumptions**

   Track “Product and channel” and “Returns and fulfilment inputs” together so the reviewer can connect the source information to the result.

3. **Compare contribution by channel**

   Use the worksheet to see which cost assumptions have the greatest impact before changing where products are sold.

4. **Check the scope at handover**

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

Worked example

Two channels sell the same item but charge different fulfilment fees. Put comparable cost lines beside each channel’s proceeds.

Read the service scope / COM-022

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