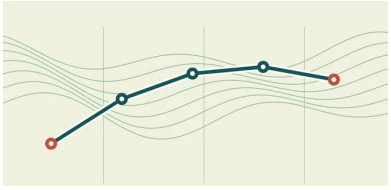
International storefront *readiness*



We review one target market’s language, currency, delivery and service gaps and assign actions.

Who it helps

Merchants and online retail teams

The problem to solve

A new market can expose gaps in language, payment currency or customer support that were invisible in the home store.

Working through the brief

1. **Confirm the target market**

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

2. **Review language, currency and delivery**

   Track “Target-market requirement” and “Store readiness gap” together so the reviewer can connect the source information to the result.

3. **Assign readiness actions**

   Use the findings to prioritise actions that need completion before offering the same experience in the target market.

4. **Check the scope at handover**

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

Worked example

A store accepts an overseas address but displays domestic delivery copy. Add the mismatch to the market-readiness review.

Read the service scope / COM-024

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