

Scorecard on Scaling E-commerce

- Do I understand what it takes to scale an e-commerce business successfully?
- Have I researched international markets to know which countries are best for my business?
- Do I know how to manage cross-border payments, logistics, and customer service?
- Am I familiar with the challenges of international taxes, shipping regulations, and local consumer behavior?
- Have I invested in learning from experts, books, or courses on scaling e-commerce businesses?
- Is my business already profitable in my current market?
- Have I successfully handled a surge in orders during peak seasons without major issues?
- Have I tested running ads in international markets to see how my products perform?
- Have I shipped products to customers outside my home country and managed returns smoothly?
- Do I have repeat customers and positive feedback that suggest my brand is ready to go global?
- Do I have a strong brand identity that will appeal to international audiences?
- Is my website professionally designed, easy to navigate, and optimized for global users?
- Do I have social proof—customer reviews, testimonials, or media features—that build trust?
- Have I built a social media presence that attracts customers worldwide?
- Am I positioned as an authority in my niche, making customers trust my products?
- Do I have a reliable system for processing international payments securely?
- Have I partnered with trustworthy logistics providers to ensure fast and safe shipping?
- Do I offer clear return policies and customer support for international buyers?

- Is my website secure with SSL certificates and trusted payment gateways?
- Do I have customer service teams or chatbots that can handle inquiries from different time zones?