

Before you discount

Plan one offer with confidence

One product. Whole units. One currency. One dispatch period.

Product / SKU

Channels

Stock snapshot date / time

Currency / tax basis

Dispatch-by date

1 How much stock can this offer use?

Physical
units

Separate
holds

Existing
reservations

Ordinary-trading
keep-back

Units for
the offer

-

-

-

=

Planned offer orders

Units per order

Units needed

x

=

Keep deductions separate: do not count the same units twice.

Do not add listing quantities. Verify shared-stock rules and limits separately.

2 What is left from each order?

Proceeds per order (incl. delivery charged)

Your chosen minimum contribution

Costs per order - count each cost once

Product cost

Fees

Packaging

Delivery cost

Ads

Expected returns

Other

Total costs per order

Proceeds per order

Total costs per order

Remaining contribution

-

=

Contribution is before labour and overheads, not profit.

Use one consistent tax basis throughout; no tax rates are assumed here.

3 Can you pack the orders in time?

Total packing slots
for this period

Already committed
orders

Planned offer
orders

Spare packing
slots

-

-

=

One packing slot = one order in the same dispatch period.

Confirm packaging and carrier cut-off; dispatch-by is not an arrival promise.

4 Choose a practical next step

Next action

Who

Review date

Manual planning only - not live stock control or an automatic launch verdict.

<https://www.channelweave.com/resources/templates/offer-readiness-planner>

Read: <https://www.channelweave.com/blog/before-you-discount>