YOUR READING MAP

Choose a place to sell

Start where your customers and your capacity meet.

Your mission

Compare a marketplace with a store you run. Look at customer reach, total costs, control and daily work. Pick one starting route, test a small offer and use the evidence to decide what comes next.

03–04 **Understand the two routes**
Meet Maya and compare the trade-offs.

05–06 **Count costs and daily work**
A fictional cost comparison and shared-stock lesson.

07–09 **Make a sensible first choice**
Customer reach, platform rules and a test template.

10–11 **Explore 10 business ideas**
Channel experiments with a practical first test each.

12–14 **Put your choice into action**
Seven steps, a worksheet and useful source links.

01 / UNDERSTAND IT

Maya has two doorways

Fictional example: a maker selling personalised gift boxes.



Where should she begin?

Maya has three gift designs and a small following. A marketplace could put her beside other gift sellers. Her own store could explain custom options in her own way. She compares the work and costs before opening either.

Two routes, one business

A marketplace brings many sellers together under one platform. Your own store is a dedicated shop you run, often using hosted software. You still depend on payment, hosting and other providers. Neither route automatically brings profitable orders.

☺ Maya’s first rule

“Choose the easiest route to a useful test.” She starts with a few products and a spending limit. A second shop can wait until the first process works.

02 / COMPARE THE ROUTES

Different strengths

Use this as a starting comparison, then check your providers.

QUESTION	MARKETPLACE	YOUR OWN STORE
Discovery	Existing shoppers; visibility is competitive.	You plan how people reach the shop.
Presentation	Templates and platform rules shape the page.	More freedom over layout and story.
Costs	Check listing, selling, payment and ad fees.	Check software, payment, apps and traffic costs.
Relationships	Customer contact is governed by platform rules.	More direct contact, with privacy responsibilities.
Daily work	Listings, messages, orders and platform standards.	Site upkeep, traffic, orders and customer support.

A marketplace can also charge subscriptions. An own store can also charge transaction fees. Compare the full bill, not the headline price.