YOUR READING MAP

Understand the whole job

Build a customer promise you can actually keep.

Your mission

Understand who does what, test one supplier and one product, then judge the whole order journey. Start with a spending limit you can afford.

03-04 — **Understand the model**
Meet Zara and separate the promise from the hype.

05-06 — **Check suppliers and costs**
Ask useful questions and calculate an order honestly.

07-09 — **Protect the buying experience**
Test fulfilment, handle issues and pilot carefully.

10-11 — **Explore 10 business ideas**
Small concepts with practical first tests.

12-14 — **Make a workable plan**
Seven-day sequence, worksheet and source notes.

01 / UNDERSTAND IT

Meet Zara and her first offer

Fictional example: Zara sells fabric desk organisers.



Who does what?

A customer buys from Zara’s store. Zara sends the order to an agreed supplier and pays the supplier’s charges. The supplier ships directly to the customer.

The parcel bypasses her desk

Zara still chooses the offer, checks samples, sets prices, brings in customers and handles support. She must know what happens when stock runs out or a parcel arrives damaged.

☺ Zara’s first rule

“The supplier ships the order. I own the customer conversation.” An app can pass on details; it cannot make an unreliable supplier reliable.

02 / REMOVE THE HYPE

Less stock, still a business

Compare the trade-offs before choosing this model.

“No inventory means no cost.”

You may avoid buying bulk stock, but samples, software, marketing, refunds and support still cost money. You may pay the supplier before customer funds reach your bank.

“The supplier handles everything.”

The supplier picks, packs and ships under your agreement. You still need accurate listings, stock checks, delivery updates and a workable problem-resolution process.

“Any trending product will sell.”

Attention does not prove profitable demand. Ask why a buyer would choose your offer when similar products are easy to find elsewhere.

Choose the model for a reason

It may suit a narrow range with reliable fulfilment. Holding a small amount of stock or using a local fulfilment partner may give more control when speed and quality matter.