



FIFTIFY

Warehouse Management System for Multichannel Sellers

WHITEPAPER · ONLINE BUSINESS

The Starting an Online Business Toolkit

Navigate the complexities of launching on Amazon or eBay with confidence

WHAT'S INSIDE

- Executive summary of key decisions
- Self-assessment for platform choice
- Feature checklist for Amazon and eBay
- Cost worksheet for budgeting
- Vendor interview questions
- Implementation roadmap for first 90 days

Contents

This toolkit is designed to guide you through the process of starting an online business on Amazon or eBay. It provides practical tools and insights to help you make informed decisions and optimize your operations.

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HOW TO USE THIS TOOLKIT

Use each section to evaluate your readiness, plan your strategy, and execute your launch effectively.

01

Executive Summary

Key considerations for launching on Amazon or eBay

Starting an online business on Amazon or eBay offers a quick path to early sales due to built-in traffic and buyer trust. However, the choice between these platforms depends on your product type, margins, and workload.

This toolkit provides a structured approach to evaluating and launching your online business on Amazon or eBay. It covers key decisions, self-assessment tools, feature checklists, and implementation strategies.

The five decisions that matter most

1. Choose the right platform.

Decide between Amazon and eBay based on your product type and business goals.

2. Understand fee structures.

Review the costs associated with each platform to maintain healthy margins.

3. Evaluate fulfillment options.

Consider Amazon FBA for streamlined operations or manage eBay logistics yourself.

4. Plan your pricing strategy.

Develop a pricing plan that withstands competitive pressure and maximizes profit.

5. Set clear growth goals.

Define your short-term and long-term objectives to guide platform choice and strategy.

QUICK WIN

Start with a small product test to gauge demand and refine your listings before scaling.

02

Do You Need to Start on Amazon or eBay?

A 12-point self-assessment

Evaluate your business needs and readiness for each platform.

SELF-ASSESSMENT — CHECK ALL THAT APPLY

- We have a clear product niche.
- Our products have steady demand.
- We need built-in buyer traffic.
- Our margins can handle platform fees.
- We prefer to manage our own logistics.
- Our products are collectible or rare.
- We have limited upfront capital.
- We need flexibility in pricing and listings.
- Our products fit standard catalogs.
- We want to use Fulfillment by Amazon.
- We plan to scale quickly.
- We want direct control over buyer communication.

Score	Verdict	What it means & what to do
0 – 3 boxes	Premature.	Consider more research and planning before choosing a platform.
4 – 7 boxes	Warranted.	You have a reasonable basis for selecting a platform but need to refine your strategy.
8 – 12 boxes	Urgent.	Your business is ready to choose a platform and start selling.

03

Platform Features Checklist

Sorted by priority and business stage

Identify the essential features needed for your business at different growth stages.

MUST-HAVE — BASELINE FOR ANY GROWING OPERATION

- Built-in buyer traffic
- Secure payment processing
- Basic analytics and reporting
- Flexible pricing options
- Listing and selling tools

NICE-TO-HAVE — ADD AS YOU SCALE

- Fulfillment services
- Advanced analytics
- Promotional tools
- Branding options
- Global reach capabilities

ADVANCED — ENTERPRISE / SPECIALIZED

- API integrations
- Custom storefronts
- Dedicated account management
- Advanced logistics solutions
- Comprehensive customer insights

Quick view: which features matter at your stage

Stage	Volume	Key features
Starter	< 100 / day	Built-in buyer traffic, Secure payment processing
Growth	100 – 1,000 / day	Fulfillment services, Advanced analytics
Scale	1,000 – 5,000 / day	Promotional tools, Branding options

Stage	Volume	Key features
Enterprise	> 5,000 / day	API integrations, Custom storefronts

04

Total Cost of Ownership Worksheet

The numbers vendor sales pages rarely add up for you

Understanding the full cost of selling on Amazon or eBay is crucial for maintaining profitability.

SOFTWARE LICENSING

Platform subscription fees	\$ _____
Listing fees	\$ _____
Referral fees	\$ _____

IMPLEMENTATION & SETUP

Initial setup costs	\$ _____
Product listing optimization	\$ _____
Photography and branding	\$ _____

HARDWARE & INFRASTRUCTURE

Warehouse setup	\$ _____
Packaging materials	\$ _____

ONGOING & HIDDEN

Fulfillment costs	\$ _____
Advertising spend	\$ _____
Return processing fees	\$ _____

3-YEAR TOTAL COST OF OWNERSHIP

\$ _____

05

Red Flags & Vendor Interview Questions

Spot trouble before it becomes a 6-month rebuild

Red flags during the sales process

Unclear fee structures.

Ensure all costs are transparent to avoid unexpected expenses.

Limited customer support.

Check the availability and quality of support services.

Lack of scalability options.

Ensure the platform can grow with your business needs.

Poor integration capabilities.

Verify that the platform integrates well with your existing systems.

Inflexible contract terms.

Review contract terms for flexibility and exit options.

Questions to ask every vendor on the shortlist

1. What are the total costs associated with your platform?
2. How does your platform handle high order volumes?
3. What support services do you offer to new sellers?
4. Can you provide case studies of similar businesses?
5. What integration options are available with your platform?
6. How do you handle data security and privacy?
7. What is your platform's uptime and reliability record?
8. How do you support sellers in scaling their operations?

06

90-Day Implementation Roadmap

A realistic schedule

Plan your launch with a phased approach to minimize risk and maximize efficiency.

| Phase 1

Days 0–21

- Platform setup
- Product listing creation
- Initial pricing strategy

| Phase 2

Days 22–45

- Launch first products
- Monitor initial sales
- Adjust marketing efforts

| Phase 3

Days 46–70

- Evaluate sales data
- Optimize listings
- Expand product range

| Phase 4

Days 71–90

- Implement feedback
- Scale marketing
- Plan for next quarter

PILOT, DO NOT BIG-BANG

Start small to test assumptions and refine your approach before a full-scale launch.

07

About Fiftify

When you are ready to talk to a real WMS

Fiftify is a warehouse management system built for multichannel sellers. We provide the tools and insights needed to streamline operations whether you're starting on Amazon, eBay, or both. Our platform integrates seamlessly with these marketplaces to help you manage inventory, orders, and fulfillment efficiently.

Multichannel integration.

Fiftify connects with Amazon, eBay, Shopify, and more to centralize your operations.

Real-time inventory tracking.

Avoid stockouts and overselling with accurate, up-to-date inventory data.

Automated order processing.

Save time and reduce errors with our automated workflows.

Comprehensive analytics.

Gain insights into sales trends and performance with our detailed reports.

Scalable solutions.

Whether you're just starting or scaling up, Fiftify grows with your business.

Ready to talk to a real WMS?

See how Fiftify runs multichannel fulfillment at scale.

fiftify.com · **info@fiftify.com**