

Online Selling (Own + Marketplace)

Consumer Electronics & Appliances

Document type: Plan / SOP / strategy / guide · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Guides selling online — own WhatsApp/website ordering and marketplace/local-commerce listing — the economics and logistics, and positioning online as complementary (local delivery, service-backed) to the store rather than a race-to-bottom. Use it to add an online channel wisely. For the strategic call use the Online vs Offline Strategy (via growth).

Purpose of this tool & output

Sell online without cannibalising the store

How the output is used

Use it to sell online without cannibalising the store — an own-site and marketplace approach that adds sales without hurting the counter.

Important cautions

For a local electronics retailer, online works best as service-backed local commerce (own WhatsApp/site with local delivery, installation and service as the edge) — competing on marketplace price for big appliances against giants is a losing race; use online to serve local customers better.

Companion documents

- Local Marketing Plan
- Google Business Profile & Local SEO
- Digital Ads Plan
- Social Media & Content Plan
- Referral & Word-of-Mouth Program
- Reviews & Reputation Management

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.