

Quiz

SHOULD YOU OFFER WORLDWIDE SHIPPING?

Answer the following questions honestly. Mark Yes or No for each one. At the end, review your results to see whether worldwide shipping makes commercial sense for your business.

	YES	NO
Do your products have high enough margins to absorb unexpected shipping or return costs?		
Is your product non-perishable and non-regulated?		
Can your product survive delivery delays of 1 to 3 weeks without damage or loss of quality?		
Would you still be profitable if a parcel was returned and you lost the original shipping cost?		
Are you confident handling customs forms, commodity codes, and export paperwork?		
Can you clearly explain to customers who pays import VAT and duties?		
Do you have time to deal with international delivery issues and customs queries?		
Is your average order value high enough to justify 20 to 50 pounds shipping costs?		
Can your product legally be imported into other countries without special certification?		
Would a refused or delayed parcel not cause serious financial strain?		

HOW TO INTERPRET YOUR RESULTS

- **Mostly Yes:** Worldwide shipping could be viable with proper setup, clear policies, and careful margin planning.
- **A mix of Yes and No:** Start with UK-only shipping and test selected international markets carefully.
- **Mostly No:** Focus on UK shipping first. Expanding worldwide now is likely to create stress, margin loss, and compliance risk.