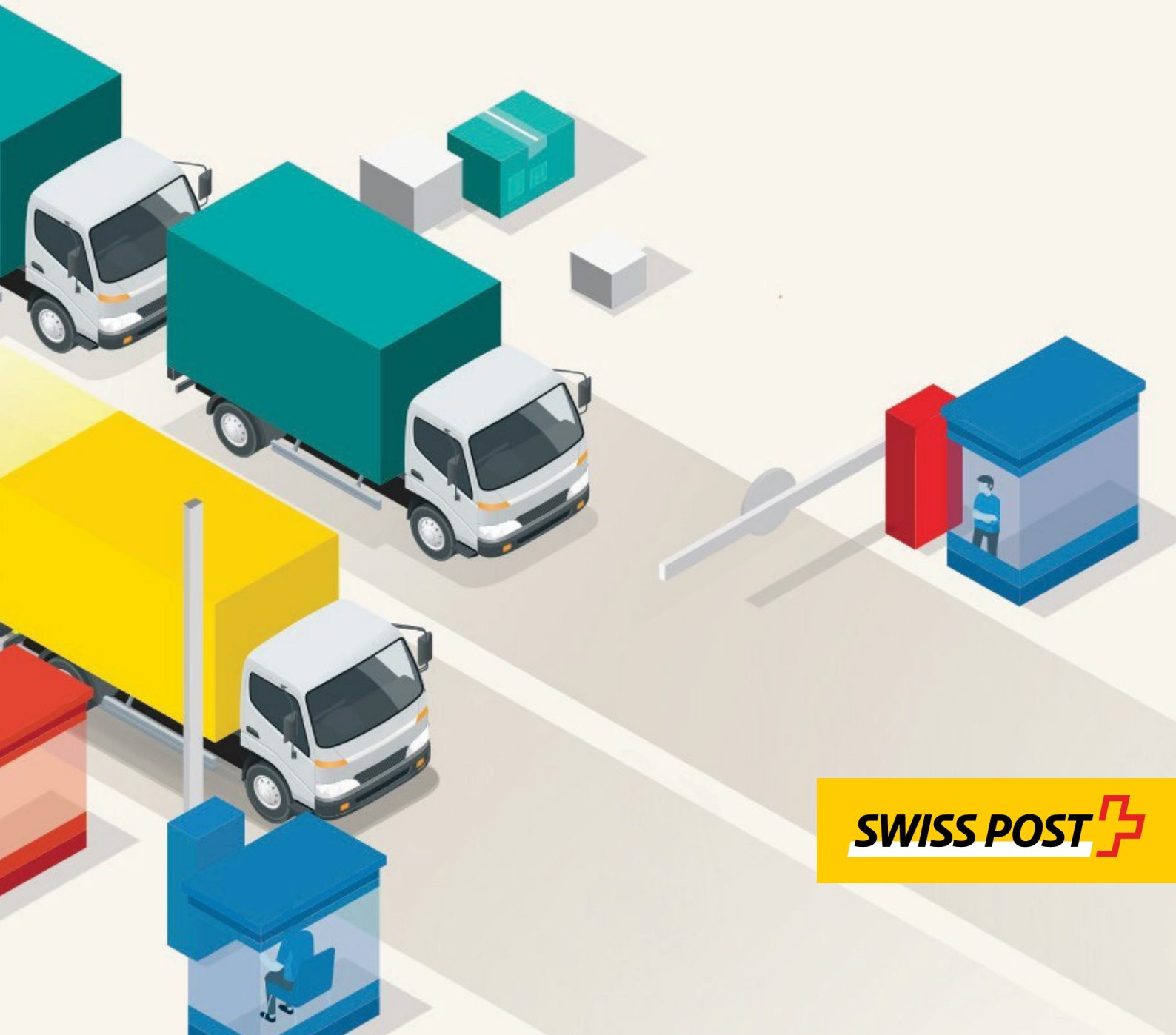

CROSS-BORDER E-COMMERCE EXPORT CHECKLIST



SWISS POST 

CROSS-BORDER E-COMMERCE EXPORT CHECKLIST

Starting position

You successfully sell your products within Switzerland and now you want to ship your products abroad and expand your store accordingly? The following list shows the most important points you should consider to make your store a success abroad:

Market & General Conditions

At the beginning the question arises which market is suitable for your products. Use the [Marketfinder](#) and find the perfect starting location.

Brand registration: protect your brand internationally: [Link](#)

Legislation in the EU such as for example the right of return differs from Swiss law (e.g. right of revocation, general terms and conditions or contract conclusion mechanism). You should consider these regulations!

Online Store

Offer your online store in the proper language with the correct currency. Do not forget the exact delivery instructions and specified shipping costs. Keep in mind that a professional translation including a keyword analysis in the target market are critical success factors for an online store.

Total Landed Cost: an important global customer requirement is that you specify at checkout exactly which costs are included in the final price and explicitly indicate if customs and VAT are not included

Different countries prefer different payment methods. Find out which payment options are expected in your market.

Marketing

Without marketing no sales - which marketing activities are suitable for the intended market?

Data protection declaration: are the data protection regulations in accordance with the GDPR?
[Find out here](#)

Swiss products are extremely popular worldwide – Find out whether you can call your products Swiss Made [at the Swiss Federal Institute of Intellectual Property](#)

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Shipping and return

Which shipping channel do you want to use to ship your goods? Depending on the weight category and value of the goods, other shipping channels are suitable.

Arrange a free initial consultation now and we will help you choose the ideal shipping channel.

Packaging: since in international shipping not only the weight but also the format of the shipment determines the price, we recommend that you pay special attention to the packaging.

Track and Trace: According to IPC's **Shopper Survey study**, tracking shipments abroad is a prerequisite.

Tip: Enable your customers to inform themselves about the status of their shipment at any time via Track & Trace

Do you offer your customers a return solution? The majority of all e-commerce customers demand a simple return option. If you offer a simple return solution, you will increase your conversion rate. Find out through your customer advisor which individual return solutions you can choose from.

Customs Clearance

When is VAT and customs duty due in the recipient country? The value added tax exemption limit as well as the customs fee varies from country to country. Find out how high the respective exemption limits are.

What delivery options do you want to offer your customers? For an amazing customer experience, we recommend that you ship your goods duty paid with a customs clearance solution.

What customs clearance data is required for shipping abroad? Depending on the delivery option, different data are required from you. Find out what is required with the help of your customer advisor.

Register now for a free initial consultation.

Let's talk.

We want to hear about your unique challenges as an online retailer around shipping processes, shipping logistics and customs clearance. Together, we will quickly discover whether we can simplify and optimise your international business. Choose your preferred date and we'll call you! If you think our services are the right fit for your business, we'll keep in touch

Schedule meeting