

Ultimate E-commerce Operations Checklist



YOUR STEP-BY-STEP GUIDE TO RUNNING A PROFITABLE ONLINE STORE

This guide helps you to *streamline your e-commerce operations, boost efficiency, and scale your online business with confidence.*

Running an e-commerce business isn't just about uploading products—it's about *managing operations smoothly across marketplaces, ads, fulfilment, and customer service.*

This checklist helps you:

- ✓ Avoid costly mistakes
- ✓ Streamline your daily workflows
- ✓ Ensure your business is ready to scale

1 Marketplace & Store Setup

Start Right: Build a Strong Foundation

- Open seller accounts (Shopee / Lazada / TikTok Shop / Website Store)
- Verify business documents (SSM, bank account, tax info)
- Optimize storefront branding (logo, banners, profile description)
- Set up mobile-friendly storefront design
- Connect your store to an OMS (Order Management System)

2 Product Management

Make Your Products Stand Out

- SEO-optimized product titles & descriptions
- High-quality photos + lifestyle images
- Competitive yet profitable pricing
- Bundled/collection products
- Stock level updates

3 Marketing & Advertising

Get Seen, Get Sales

- Monthly campaign calendar (sales, promos, events)
- Marketplace ads (Shopee, Lazada, TikTok Spark Ads)
- Google Ads (Search & Shopping)
- Meta Ads (Facebook & Instagram conversions)
- Retargeting abandoned carts
- Test 2–3 creatives per product

4 Social Media & Community Growth

Turn Followers into Customers

- Consistent posting schedule (3–4x weekly)
- Engage with comments & DMs (24–48h)
- Use trending hashtags/audio
- Collaborate with micro-influencers
- Run contests/giveaways

5 Fulfillment & Logistics

Deliver Fast, Deliver Right

- Courier integration (J&T, Ninja Van, Pos Laju)
- Same/next-day order processing
- Eco-friendly packaging
- Return/exchange SOPs
- Delivery performance tracking

6 Customer Service & Retention

Happy Customers = Repeat Sales

- Respond to queries within 24h
- Automate FAQs with chatbots
- Collect reviews & feedback
- Loyalty/reward program
- Email/SMS campaigns

7 Growth & Analytics

Scale Smart with Data

- Track ROAS monthly
- Monitor conversion rates
- Measure CAC vs. LTV
- Identify best-sellers for expansion
- Explore O2O strategies (pop-ups, retail partners)

You don't have to manage all this alone.

At O2O Alliance, we help businesses like yours run their e-commerce operations from end to end — so you can *focus on growing your brand*.

Book a Free Consultation Today!

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