

# DIGITAL FASHION ACADEMY

## Digital Strategy Checklist

### ORGANIZATION

- DO YOU HAVE SKILLED RESOURCES IN HOUSE TO DEFINE AND IMPLEMENT THE DIGITAL STRATEGY?
- ARE ALL FUNCTIONS EXPOSED TO DIGITAL TRANSFORMATION?
- HAVE YOU DEFINED A VISION OF HOW YOUR COMPANY WILL BE ORGANIZED IN 5 AND 10 YEARS?

### COMMERCIAL STRATEGY

- HAVE YOU PREPARED A ROADMAP FOR THE NEXT 3 TO 5 YEARS?
- DO YOU KNOW WHAT WILL BE THE KEY DRIVERS OF THE GROWTH?
- HAS THE PNL FOR ECOMMERCE BEEN DEFINED?

### DIGITAL PRODUCTION

- HAVE YOU IMPLEMENTED A DIGITAL SUPPLY CHAIN THROUGH WHICH ALL PRODUCTS ARE DIGITIZED AND THE ASSETS ARE EASY TO RETRIEVE AND READY TO USE?
- HAVE YOU IMPLEMENTED YOUR "STORY TELLING" PROCESSES?
- HAVE YOU DEFINED THE TONE OF VOICE OF THE BRAND?

### LOGISTICS & OPERATIONS

- IS YOUR WAREHOUSE READY TO SUPPORT AN ECOMMERCE BUSINESS? HOW MANY ORDERS CAN YOU SHIP PER DAY? ARE YOU ORGANIZED FOR PICK & PACK? IS YOUR WAREHOUSE SOFTWARE INTEGRATED WITH ECOMMERCE? ARE YOU ABLE TO PROCESS RETURNS EFFICIENTLY?

### DIGITAL MARKETING

- DO YOU HAVE A DIGITAL MARKETING TEAM IN HOUSE OR HAS AN AGENCY SPECIALIZED IN PERFORMANCE MARKETING BEEN APPOINTED?
- HAVE YOU DISCUSSED AND APPROVED THE BUDGET AND DIGITAL MARKETING GOALS?

### TECHNOLOGY

- HAVE YOU CHOSEN A COMMERCE PLATFORM YET?
- IS THE PLATFORM ABLE TO SUPPORT YOUR GROWTH FOR THE NEXT 5 YEARS?
- DOES YOUR PLATFORM SUPPORT AN OMNICHANNEL STRATEGY?

### CUSTOMER EXPERIENCE

- HAVE YOU DECIDED WHO IS GOING TO MANAGE THE ECOMMERCE CUSTOMER SERVICE? IN HOUSE, AS A SERVICE OR HYBRID? WHO IS GOING TO DEFINE THE PROCEDURES?
- HOW WILL YOU MEASURE THE CUSTOMER SATISFACTION?