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Boost Your eBay Sales — 25-Point Self-Audit

25-Point Operator Self-Audit • [modonix.com](#)
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How to use: Go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Inventory Management

- 1☐ Do you have real-time visibility into stock levels across all channels?
- 2☐ Can you predict stockouts 2-3 weeks before they happen?
- 3☐ Do you track velocity trends by SKU and automatically adjust reorder points?
- 4☐ Are dead stock items identified and liquidated within 90 days?
- 5☐ Do you have separate safety stock calculations for A/B/C category items?

Financial Operations

- 6☐ Can you generate profit margin reports by SKU within 24 hours?
- 7☐ Are all marketplace fees automatically reconciled and categorized?
- 8☐ Do you track customer acquisition cost (CAC) by channel?
- 9☐ Is cash flow forecasted 13 weeks ahead based on order patterns?
- 10☐ Are chargebacks and refunds processed within your SOP timeframes?

Channel Management

- 11☐ Are product listings optimized with consistent data across all channels?
- 12☐ Do you monitor competitor pricing and adjust automatically?
- 13☐ Are you maintaining target profit margins on each marketplace?
- 14☐ Can you track performance metrics (conversion, traffic, rankings) by channel?
- 15☐ Do you have backup plans for suspended listings or account issues?

Customer Operations

- 16☐ Is order fulfillment automated with same-day processing?
- 17☐ Are customer service inquiries resolved within your target response time?
- 18☐ Do you track and minimize "Where is my order?" (WISMO) tickets?
- 19☐ Are returns processed efficiently with minimal manual work?
- 20☐ Do you have systems to identify and reward repeat customers?

Growth Systems

- 21☐ Are advertising campaigns monitored daily with clear ROAS targets?
- 22☐ Do you have documented SOPs for scaling successful product launches?
- 23☐ Can you identify your most profitable customer segments and target them?
- 24☐ Are you tracking leading indicators (not just sales) to predict growth?
- 25☐ Do you have clear criteria for when to expand to new channels or markets?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	Your operation has structural failures that are actively destroying margin
12-19	MODERATE	Gaps exist in 2 to 3 areas that need immediate attention
20-25	STRONG	Your systems are solid, focus on optimization

Book a free data audit at [modonix.com/services](#) — we identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, [Modonix.com](#)