

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.

Cash Flow Fulfillment

- 1 ☐ Can current fulfillment handle a 2x order spike without delay?
- 2 ☐ Do you track cash conversion cycle weekly during growth surges?
- 3 ☐ Are existing customers contacted before new customer campaigns launch?
- 4 ☐ Is there a documented cap on order volume per shift?
- 5 ☐ Do you review unfulfilled order backlog daily, not monthly?

Margin Math

- 6 ☐ Do you know net margin to the decimal, not the estimate?
- 7 ☐ Have you calculated revenue needed to earn a target wage?
- 8 ☐ Is net margin recalculated after each shipping rate change?
- 9 ☐ Do you separate gross margin from true net margin in reports?
- 10 ☐ Can you name your break-even order volume per SKU?

Shipping Mechanics

- 11 ☐ Do you weigh and measure every SKU before setting ship price?
- 12 ☐ Is shipping cost reviewed per carrier at least quarterly?
- 13 ☐ Do you know shipping cost as a percent of item price?
- 14 ☐ Is free shipping cost isolated in your P&L, not buried?
- 15 ☐ Do you audit dimensional weight errors on new listings?

Customer Promises

- 16 ☐ Do delivery estimates match actual carrier transit times, not hope?
- 17 ☐ Is same-day or next-day promised only where margin allows it?
- 18 ☐ Do you disclose overseas origin when it affects delivery speed?
- 19 ☐ Is cart abandonment tracked against shipping cost disclosure timing?
- 20 ☐ Do refund rates get segmented by supplier shipping distance?

Systems Process Discipline

- 21 ☐ Is there a written QA process before a spec ships to production?
- 22 ☐ Does support have a documented SLA for returns and refunds?
- 23 ☐ Is growth rate compared weekly against support team capacity?
- 24 ☐ Do you have a kill switch to pause ads if fulfillment lags?
- 25 ☐ Is fast growth ever used to excuse missing process docs?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/service. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com