

Launch Market Information

Prepare target market, channel and document expectations before formula and export discussion.

Use this worksheet to prepare target market and channel information before formula, label, document and export discussion.

1. Target Market Details

Target Country / Region	
Launch Channel	Amazon / Shopify / retail / salon / distributor / marketplace / other
Label Language	
Shipping Destination	
Importer / Distributor	If available

2. Channel-Specific Requirements

☐ Amazon or marketplace listing needs	☐ Retail buyer document request
☐ Salon / spa professional-use positioning	☐ DTC website and social media launch
☐ Distributor import documents	☐ Gift set or bundle launch
☐ Private label retail shelf project	☐ Other channel needs

3. Market Information to Share

- Where the cleanser will be sold first
- Whether the product is for online sales, retail shelves, spa use or distributor sales
- Required label language and packaging information
- Any buyer, platform or importer document requests
- Expected shipment destination and logistics route
- Any local market restrictions the brand already knows

4. Market-Related Planning Table

Topic	What to Prepare	Why It Matters
Target country	Primary sales market and any future expansion market.	Affects language, document discussion and product positioning.
Sales channel	Amazon, Shopify, retail, salon, distributor or mixed channels.	Affects packaging, MOQ, listing needs and customer expectations.
Label language	Required language on packaging or labels.	Helps prepare artwork and product information discussion.
Document requests	COA, SDS/MSDS, INCI, product spec or buyer-specific requests.	Helps Zerun review what factory-side documents can be prepared.
Shipping route	Destination, carton needs, FBA preparation or distributor warehouse.	Affects packaging protection and carton planning.

Important Note

Market-specific registration, final label compliance and sales-market legal review should be handled according to the client's target market and local regulations. Zerun can support factory-side product information and document communication based on confirmed project details.

Share Target Market