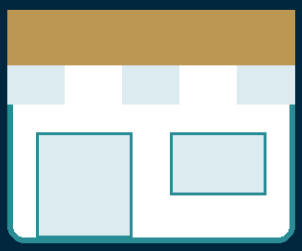
FREE BUSINESS RESOURCE

UAE E-COMMERCE

READINESS CHECKLIST



40 practical checks to help you prepare a trustworthy, operationally ready online store.

01 VALIDATE YOUR ONLINE OFFER

02 PREPARE PAYMENTS & DELIVERY

03 LAUNCH WITH CONFIDENCE



WELCOME / FREE SME RESOURCE

A clearer path to online selling

A practical, evidence-based checklist for UAE SME founders and existing businesses preparing an online store.

WHAT THIS RESOURCE DOES

40 launch-readiness checkpoints in eight categories, practical worksheets, a scorecard and a first-month improvement plan.

How to use the workbook

01 Decide your selling model

Physical products, digital items or services; use applicable tasks and explain any N/A.

02 Check each item in a real environment

Verify with actual products, orders, providers or official guidance—not assumptions.

03 Use status and evidence

Ready = confirmed with evidence; Needs work = fix; Not sure = investigate.

04 Assign an owner and deadline

The editable planning sheets turn issues into accountable tasks.

05 Repeat after launch

Review results weekly and update your assumptions.

IMPORTANT LIMITATION

A self-assessment is not a licence confirmation, tax opinion, legal review, payment-security test or certification. Verify current requirements with the relevant UAE authorities and qualified advisers.

INSTRUCTIONS / SCORING

How to assess and track progress

Record the status of each checkpoint using a real example or a verifiable document.

Response	Points	Use when
Ready	1	The applicable item has been completed and you can show evidence.
Needs work	0	A gap or issue is known and needs correction.
Not sure	0	The item has not been adequately checked.
Not applicable	Excluded	Document why this checkpoint does not apply to your business model.

Eight readiness areas

Chapter	Focus	Checks
01	Commercial Case & Offer	5
02	Licensing & Compliance	5
03	Storefront & Content	5
04	Payments & Checkout	5
05	Delivery & Fulfilment	5
06	Customer Trust & Service	5
07	Marketing & Measurement	5
08	Launch & First 30 Days	5

READINESS RATIO

Ready ÷ Applicable × 100 = indicative completion rate. If all 40 checks apply, you may also report your Ready score out of 40. N/A items must be explained.

This is a private planning measure, not an industry benchmark or legal compliance score.

CHAPTER 01

01

COMMERCIAL CASE & OFFER



WHY IT MATTERS

Prove demand, choose a profitable offer and set realistic goals.

WHAT YOU WILL CLARIFY

- Audience
- Product value
- Margins

CHAPTER 01 / 5 READINESS CHECKPOINTS

Commercial Case & Offer

Mark one response, record evidence and assign a next step. For each applicable item: Ready = 1; other responses = 0.

01 / Define the first customer segment

Name a specific buyer, shopping need and likely purchase occasion.

HOW TO CHECK Interview 3–5 prospects or review real customer enquiries. Record evidence.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

02 / Test purchase demand

Find evidence of genuine buying intent beyond likes or compliments.

HOW TO CHECK Run a small enquiry, preorder or listing test where permitted.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

03 / Select a clear first product range

Keep the launch assortment focused on items you can source and deliver reliably.

HOW TO CHECK List 5–15 priority items and explain why each belongs.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

04 / Estimate a realistic selling margin

Factor product cost, packaging, processing, delivery, returns and promotions into pricing.

HOW TO CHECK Calculate contribution per order using actual provider quotes.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

05 / Pick a measurable launch goal

Define a practical commercial outcome for the first month.

HOW TO CHECK Set a target for paid orders, conversion or repeat enquiries.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____

*N/A requires a written reason. Do not count N/A checks in the applicable denominator.

CHAPTER 01 / PRACTICAL WORKSHEET

Customer & offer decision log

Translate the readiness results into decisions, owners and testable actions.

START WITH EVIDENCE

Record facts you have verified and label assumptions that still need checking. Assign an owner to every open item.

Decision	Your editable notes
Core buyer	Describe the first customer and their main need.
Offer and proof	State what you will sell and how demand has been validated.
Order economics	Record selling price, direct costs and contribution per order.
Launch goal	Write one measurable goal and the date you will assess it.

TOP NEXT ACTIONS

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

CHAPTER SIGN-OFF

Business owner: _____ Review date: _____ Decision: _____

CHAPTER 02

02

LICENSING & COMPLIANCE



WHY IT MATTERS

Confirm your trading permissions, taxes and customer obligations.

WHAT YOU WILL CLARIFY

- Activity licence
- Tax checkpoints
- Customer rights

CHAPTER 02 / 5 READINESS CHECKPOINTS

Licensing & Compliance

Mark one response, record evidence and assign a next step. For each applicable item: Ready = 1; other responses = 0.

06 / Confirm the trading licence

Check that your legal setup permits the intended online activity, channels and territory.

HOW TO CHECK Verify the activity and required approvals with the relevant emirate/free-zone authority.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

07 / Check restricted-product rules

Identify approvals, labelling or permits for regulated products or services.

HOW TO CHECK Confirm requirements with the relevant sector regulator before listing.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

08 / Prepare customer-facing disclosures

Show business details, accurate product information, terms, payment and warranty information.

HOW TO CHECK Review the UAE consumer-protection guidance, including Arabic information requirements.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

09 / Review VAT and tax registration

Assess registration, invoicing, corporate tax and recordkeeping obligations.

HOW TO CHECK Compare your circumstances with current Federal Tax Authority guidance.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

10 / Set a privacy and marketing baseline

Document personal data collection, access, consent and promotional practices.

HOW TO CHECK Review applicable requirements and ask qualified advisers where needed.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____

*N/A requires a written reason. Do not count N/A checks in the applicable denominator.

CHAPTER 02 / PRACTICAL WORKSHEET

Licence, tax & obligations tracker

Translate the readiness results into decisions, owners and testable actions.

START WITH EVIDENCE

Record facts you have verified and label assumptions that still need checking. Assign an owner to every open item.

Decision	Your editable notes
Licensing authority	Record authority, licence activity and items requiring confirmation. _____
Products & restrictions	Identify regulated items and approvals, if any. _____
Consumer information	List policies, Arabic disclosures and invoicing details to prepare. _____
Tax checkpoint	Record FTA registration checks and your professional review contact. _____

TOP NEXT ACTIONS

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

CHAPTER SIGN-OFF

Business owner: _____ Review date: _____ Decision: _____

CHAPTER 03

03

STOREFRONT & CONTENT



WHY IT MATTERS

Create accurate listings and a mobile-first shopping experience.

WHAT YOU WILL CLARIFY

- Listings
- Bilingual content
- Trust

CHAPTER 03 / 5 READINESS CHECKPOINTS

Storefront & Content

Mark one response, record evidence and assign a next step. For each applicable item: Ready = 1; other responses = 0.

11 / Design the mobile shopping path

Customers can browse, choose a product and reach checkout comfortably on a phone.

HOW TO CHECK Walk through the full experience on a real mobile device.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

12 / Write accurate, helpful listings

Descriptions, photos, variations, prices, availability and key terms agree.

HOW TO CHECK Audit 5 launch listings against actual products.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

13 / Provide appropriate Arabic information

Customer-facing product and service details meet relevant UAE Arabic-language obligations.

HOW TO CHECK Review required Arabic content with a qualified local adviser if uncertain.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

14 / Show credible business information

Customers can find the seller identity, service area and reliable contact method.

HOW TO CHECK Check footer, contact, about and policies pages.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

15 / Check usability and accessibility basics

Links, inputs, images and headings are understandable and operable.

HOW TO CHECK Try keyboard navigation, zoom and screen-reader spot checks where practical.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____

*N/A requires a written reason. Do not count N/A checks in the applicable denominator.

CHAPTER 03 / PRACTICAL WORKSHEET

Storefront & product-content brief

Translate the readiness results into decisions, owners and testable actions.

START WITH EVIDENCE

Record facts you have verified and label assumptions that still need checking. Assign an owner to every open item.

Decision	Your editable notes
Primary pages	List homepage, collections, products, about and contact pages.
Bilingual content plan	Define where Arabic and English content are required.
Product information	State photos, price, delivery, variations and stock fields.
Mobile journey	Describe the minimum steps from listing to order.

TOP NEXT ACTIONS

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

CHAPTER SIGN-OFF

Business owner: _____ Review date: _____ Decision: _____

CHAPTER 04

04

PAYMENTS & CHECKOUT



WHY IT MATTERS

Choose payment methods and test complete orders end-to-end.

WHAT YOU WILL CLARIFY

- Payment fees
- Checkout
- Reconciliation

CHAPTER 04 / 5 READINESS CHECKPOINTS

Payments & Checkout

Mark one response, record evidence and assign a next step. For each applicable item: Ready = 1; other responses = 0.

16 / Compare payment providers and real fees

Review onboarding, settlement, supported cards, charges, chargebacks and refund handling.

HOW TO CHECK Request written pricing and confirm provider status via official sources.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

17 / Use a secure checkout approach

Avoid handling payment-card data unnecessarily; review the provider's hosted options.

HOW TO CHECK Confirm the payment integration and responsibility split with the vendor.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

18 / Choose useful payment methods

Offer reasonable options for your target customers and business model.

HOW TO CHECK Validate preferred methods with buyers and provider eligibility.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

19 / Test the full successful payment

Prove total price, delivery charges, confirmation and customer receipt are correct.

HOW TO CHECK Place a test order and reconcile the captured payment.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

20 / Test failed, reversed and refunded payments

The team knows how to handle declines, cancellations, refunds and disputes.

HOW TO CHECK Run test scenarios and record refund timelines and responsibilities.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____

*N/A requires a written reason. Do not count N/A checks in the applicable denominator.

CHAPTER 04 / PRACTICAL WORKSHEET

Payment test & reconciliation plan

Translate the readiness results into decisions, owners and testable actions.

START WITH EVIDENCE

Record facts you have verified and label assumptions that still need checking. Assign an owner to every open item.

Decision	Your editable notes
Payment provider	Name provider, settlement arrangement and fees.
Test purchase	Record expected total, receipt and settlement proof.
Declines and refunds	Document user messages, owner and turnaround.
Reconciliation owner	Who matches orders, provider payouts and bank statements?

TOP NEXT ACTIONS

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

CHAPTER SIGN-OFF

Business owner: _____ Review date: _____ Decision: _____

CHAPTER 05

05

DELIVERY & FULFILMENT



WHY IT MATTERS

Make stock, dispatch, tracking and returns operationally workable.

WHAT YOU WILL CLARIFY

- Stock
- Shipping
- Returns

CHAPTER 05 / 5 READINESS CHECKPOINTS

Delivery & Fulfilment

Mark one response, record evidence and assign a next step. For each applicable item: Ready = 1; other responses = 0.

21 / Define delivery areas and promises

Publish realistic service locations, delivery estimates and exclusions.

HOW TO CHECK Confirm coverage and lead times with fulfilment partners.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

22 / Calculate fulfilment costs

Include packing, pick/pack, courier, failed delivery and return costs.

HOW TO CHECK Obtain written quotes and create a per-order cost assumption.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

23 / Set stock and order-status controls

The team can prevent overselling and identify unfulfilled orders.

HOW TO CHECK Test a low-stock and out-of-stock order flow.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

24 / Enable tracking and customer updates

Buyers can understand shipment status and whom to contact.

HOW TO CHECK Simulate dispatch, delay and delivered notifications.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

25 / Plan returns and exceptions

Define damaged, incorrect, refused and undelivered order processes.

HOW TO CHECK Walk through a sample return and credit/refund.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____

*N/A requires a written reason. Do not count N/A checks in the applicable denominator.

CHAPTER 05 / PRACTICAL WORKSHEET

Fulfilment & exception planner

Translate the readiness results into decisions, owners and testable actions.

START WITH EVIDENCE

Record facts you have verified and label assumptions that still need checking. Assign an owner to every open item.

Decision	Your editable notes
Shipping coverage	Define zones, charges, thresholds and delivery promise.
Stock / pick-and-pack	Describe inventory and dispatch responsibility.
Customer updates	State how tracking and delays will be communicated.
Reverse logistics	Define the return path and refund decision owner.

TOP NEXT ACTIONS

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

CHAPTER SIGN-OFF

Business owner: _____ Review date: _____ Decision: _____

CHAPTER 06

06

CUSTOMER TRUST & SERVICE



WHY IT MATTERS

Explain policies, protect information and support customers.

WHAT YOU WILL CLARIFY

- Policies
- Support
- Privacy

CHAPTER 06 / 5 READINESS CHECKPOINTS

Customer Trust & Service

Mark one response, record evidence and assign a next step. For each applicable item: Ready = 1; other responses = 0.

26 / Publish clear customer policies

Make applicable return, refund, cancellation, delivery and warranty terms understandable.

HOW TO CHECK Verify consumer-rights obligations and review policies before launch.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

27 / Handle customer data responsibly

Know who accesses information, where it is stored and how long it remains.

HOW TO CHECK Map data, roles, retention and third-party access.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

28 / Provide a working customer-support route

Customers can contact a human or receive clear expected response times.

HOW TO CHECK Send test enquiries through every published channel.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

29 / Set complaint and escalation procedures

Assign responsibility for disputes, service failures and difficult cases.

HOW TO CHECK Document an escalation owner, expected response and resolution record.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

30 / Protect store and provider accounts

Use unique named access, strong authentication and a recovery owner.

HOW TO CHECK Test MFA, permissions and access removal for an old team member.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____

*N/A requires a written reason. Do not count N/A checks in the applicable denominator.

CHAPTER 06 / PRACTICAL WORKSHEET

Customer protection & service brief

Translate the readiness results into decisions, owners and testable actions.

START WITH EVIDENCE

Record facts you have verified and label assumptions that still need checking. Assign an owner to every open item.

Decision	Your editable notes
Policies	Record pages required for privacy, returns, refunds and delivery. _____
Customer support	Name channels, hours and response goals. _____
Issue escalation	Describe who handles complaints and evidence. _____
Account ownership	Record admin roles, access review and MFA owner. _____

TOP NEXT ACTIONS

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

CHAPTER SIGN-OFF

Business owner: _____ Review date: _____ Decision: _____

CHAPTER 07

07

MARKETING & MEASUREMENT



WHY IT MATTERS

Plan customer acquisition and track real commercial results.

WHAT YOU WILL CLARIFY

- Campaigns
- Conversion
- Retention

CHAPTER 07 / 5 READINESS CHECKPOINTS

Marketing & Measurement

Mark one response, record evidence and assign a next step. For each applicable item: Ready = 1; other responses = 0.

31 / Choose a focused customer-acquisition plan

Select a realistic mix of organic, marketplace, paid and referral channels.

HOW TO CHECK Write a 30-day channel plan with a spending ceiling.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

32 / Track commercial outcomes

Measure product views, add-to-cart, completed orders and enquiries accurately.

HOW TO CHECK Complete a consent-aware test order and inspect analytics.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

33 / Review product discoverability

Use descriptive page titles, helpful copy, navigation and product categories.

HOW TO CHECK Search for a product through your own store and check key metadata.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

34 / Prepare launch marketing assets

Create truthful product visuals, benefits, opening offer and customer FAQs.

HOW TO CHECK Review all claims, prices, exclusions and creative before publishing.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

35 / Plan customer retention

Identify useful follow-up, service and repeat-purchase steps.

HOW TO CHECK Create an opt-in follow-up flow and document a simple retention measure.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____

*N/A requires a written reason. Do not count N/A checks in the applicable denominator.

CHAPTER 07 / PRACTICAL WORKSHEET

First-month marketing plan

Translate the readiness results into decisions, owners and testable actions.

START WITH EVIDENCE

Record facts you have verified and label assumptions that still need checking. Assign an owner to every open item.

Decision	Your editable notes
Acquisition focus	Name top two channels and why they fit.
Launch assets	List photography, descriptions, announcements and FAQs.
Measurement	Define order, conversion and retention measures.
Spending limits	Set budget and owner for adjusting campaigns.

TOP NEXT ACTIONS

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

CHAPTER SIGN-OFF

Business owner: _____ Review date: _____ Decision: _____

CHAPTER 08

08

LAUNCH & FIRST 30 DAYS



WHY IT MATTERS

Check launch readiness, assign owners and improve after going live.

WHAT YOU WILL CLARIFY

- Launch gate
- Test orders
- Learning

CHAPTER 08 / 5 READINESS CHECKPOINTS

Launch & First 30 Days

Mark one response, record evidence and assign a next step. For each applicable item: Ready = 1; other responses = 0.

36 / Test the complete purchase journey

Complete a real-device journey from product choice to receipt.

HOW TO CHECK Test mobile and desktop, including Arabic content where applicable.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

37 / Test non-happy paths

Confirm that errors, stock changes, failed payments and returns are handled well.

HOW TO CHECK Log the results of at least five negative scenarios.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

38 / Confirm owners and go-live approvals

Assign accountable people for storefront, operations, payments and customer service.

HOW TO CHECK Complete the launch sign-off table.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

39 / Prepare a response and recovery plan

Document who handles downtime, fraud alerts, failed integrations and missed deliveries.

HOW TO CHECK Run a short tabletop exercise and verify backups/access.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

40 / Set the first 30-day review cadence

Choose dates and metrics for checking customer feedback, orders and costs.

HOW TO CHECK Schedule weekly reviews with clear owners and actions.

☐ Ready ☐ Needs work ☐ Not sure ☐ N/A* Evidence / page: _____

CATEGORY TOTAL: ___ Ready / ___ Applicable • N/A reasons: _____

*N/A requires a written reason. Do not count N/A checks in the applicable denominator.

CHAPTER 08 / PRACTICAL WORKSHEET

Launch sign-off & operating rhythm

Translate the readiness results into decisions, owners and testable actions.

START WITH EVIDENCE

Record facts you have verified and label assumptions that still need checking. Assign an owner to every open item.

Decision	Your editable notes
Go-live owner	Who authorises store publication and checkout activation?
Required test evidence	List completed orders, payment, refunds and mobile tests.
Exception owner	Name incident, payment and delivery escalation contacts.
First review date	Set the first weekly meeting and measures to check.

TOP NEXT ACTIONS

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

CHAPTER SIGN-OFF

Business owner: _____ Review date: _____ Decision: _____

PROGRESS / SCORECARD

Your E-commerce Readiness Score

Copy the totals from each chapter. Be conservative: “Ready” requires evidence, and “N/A” must be justified.

Chapter	Readiness area	Ready	Applicable	N/A
01	Commercial Case & Offer	___	___	___
02	Licensing & Compliance	___	___	___
03	Storefront & Content	___	___	___
04	Payments & Checkout	___	___	___
05	Delivery & Fulfilment	___	___	___
06	Customer Trust & Service	___	___	___
07	Marketing & Measurement	___	___	___
08	Launch & First 30 Days	___	___	___
	TOTAL	___	___	___

CALCULATE THE RESULT

Readiness percentage = (total Ready ÷ total Applicable) × 100. Keep a separate list of all Not sure and N/A items.

Review priorities

Question	Your next step
Which three gaps could block a customer order?	_____
Which requirements need an official or professional check?	_____
Who owns the launch go/no-go decision?	_____

COMMERCIAL PLANNING / WORKSHEET

Know Your True Order Economics

Gross sales are not profit. Use realistic estimates and validate them with provider quotations.

Amount per order (AED)	Estimate	Evidence / assumption
Average selling price	_____	_____
Product or fulfilment input cost	_____	_____
Packaging and handling	_____	_____
Delivery subsidy paid by business	_____	_____
Payment / platform variable charges	_____	_____
Expected returns / discounts allowance	_____	_____
Estimated contribution per order	_____	Sales price minus all listed variable costs.

WATCH THE BOUNDARY

Contribution is not net profit. Separately account for rent, staff, marketing, software, taxes where applicable, financing and other operating costs.

Your financial assumptions

Planning question	Editable answer
How many orders per month are realistic?	_____
What is your monthly fixed-cost estimate?	_____
What happens if delivery or return rates rise?	_____

OPERATIONAL VERIFICATION

Test Orders Before Launch

Complete controlled test orders, document outcomes and re-test after fixes.

Test	Result	Evidence / issue / owner
Happy-path mobile purchase	☐ Pass ☐ Fix	_____
Arabic product/content review	☐ Pass ☐ Fix	_____
Incorrect or out-of-stock item	☐ Pass ☐ Fix	_____
Failed/declined payment	☐ Pass ☐ Fix	_____
Refund / return / reversal	☐ Pass ☐ Fix	_____
Delivery delay / customer update	☐ Pass ☐ Fix	_____
Order confirmation / invoice	☐ Pass ☐ Fix	_____
Analytics / sales reconciliation	☐ Pass ☐ Fix	_____

LAUNCH GATE

Do not accept a successful test as proof that the entire business complies with all legal, data or payment requirements. Validate those separately.

Testing owner: _____ Re-test date: _____

APPROVAL / SIGN-OFF

Your Go-Live Decision

Only approve launch once the people responsible for each major area have reviewed it.

Area	Approver / decision	Evidence / remaining blockers
Licence and applicable legal checks	_____	_____
Customer information and policies	_____	_____
Store, product pages and mobile UX	_____	_____
Payments, invoices and refunds	_____	_____
Stock, fulfilment and delivery	_____	_____
Security and access ownership	_____	_____
Customer support and escalation	_____	_____

FINAL DECISION

☐ Go live ☐ Delay launch ☐ Limited pilot Decision owner: _____ Date: _____

Conditions and actions

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

AFTER LAUNCH / EXECUTION

The First 30 Days

Review actual performance every week, then make a small number of evidence-led improvements.

When	Focus	Measure / action
Week 1	Reliability	Check first orders, failures, payment settlements and support issues.
Week 2	Customer clarity	Fix confusing listings, checkout friction and delivery surprises.
Week 3	Commercial results	Compare order margin, returns, marketing cost and repeat interest.
Week 4	Improve the system	Prioritise measurable fixes and plan the next month.

Your three commitments

Priority	Task / decision	Owner	Due date
1	Type here...		
2			
3			

REVIEW DATE

Next performance review: _____ Owner: _____ One customer problem to solve: _____

UAE GUIDANCE / OFFICIAL REFERENCES

Sources to Verify Before Launch

These official references support the legal and operational checkpoints. Rules vary by activity, structure, customer location and product.

UAE Government — eCommerce

https://u.ae/en/information-and-services/business/ecommerce/

Licensing and approval overview, Modern Technology-Based Trade, mainland and free-zone considerations.

UAE Government — Consumer Protection

https://u.ae/en/information-and-services/justice-safety-and-the-law/consumer-protection

Customer rights, disclosures, Arabic product information, privacy and invoicing considerations.

Federal Tax Authority — VAT Registration

https://tax.gov.ae/en/taxes/Vat/vat.topics/registration.for.vat.aspx

Mandatory AED 375,000 and voluntary AED 187,500 registration threshold overview; check specific exceptions and current requirements.

Central Bank of the UAE — Licensing

https://centralbank.ae/en/licensing

Check payment-provider licensing status and relevant categories.

W3C — Web Content Accessibility Guidelines

https://www.w3.org/TR/WCAG22/

Technical reference for accessible web content; the checklist is not an accessibility audit.

PUBLICATION NOTE

Resource prepared November 2026. Check the latest official rules and platform requirements before taking action. This guide is not legal, tax or financial advice.

SELL WITH CLARITY.

GROW WITH CONFIDENCE.

Use your completed checklist to close launch gaps, assign owners and keep improving the customer experience.

- INDEPENDENT ADVICE
- PRACTICAL SOLUTIONS
- REAL BUSINESS IMPACT

