

eCommerce Growth Guide

Real-world moves to launch, send and grow your business.



How to use this guide

Whether you're testing an idea, sending your first orders or preparing to scale, find the stage that feels most like your business — then take the next step.



THE SPARK

I've got a business idea.
What do I need before launch?



THE FIRST 10 ORDERS

I made a sale!
Now how do I send it properly?



FULL STEAM AHEAD

Orders are picking up.
How do I keep up?



THE GROWTH SPURT

I'm ready to scale.
Where do I start?



THE SPARK

THE FIRST
10 ORDERS

FULL STEAM
AHEAD

THE GROWTH
SPURT

You don't need a full brand ecosystem to start selling. But you do need a clear offer, a store that customers can trust, and a simple process for handling your first order.

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YOUR PRE-LAUNCH CHECKLIST

SMALL BUSINESSES START WITH A PROBLEM, PRODUCT OR SKILL — THEN BECOME REAL THROUGH THE DECISIONS THAT FOLLOW. USE THIS CHECKLIST TO MOVE FROM “I’VE GOT AN IDEA” TO “I’M READY TO SELL”.

1. MAKE YOUR OFFER EASY TO UNDERSTAND

What are you selling, who is it for and what makes it worth buying? A clear offer makes everything else easier, from writing website copy to first customer conversations.

2. FIND OUT IF THERE’S ACTUAL DEMAND

Look for signs that people want what you’re offering before investing in stock, branding or a full store build. Ask your target audience what they already buy, test a small batch, take pre-orders or run a waitlist.

When Robyn, founder of THEBRIDEAU, researched the market, she saw linen stationery was already popular.

“I ALSO NOTICED THERE WASN’T MUCH COMPETITION IN MY CHOSEN NICHE, WHICH GAVE ME CONFIDENCE THERE WAS ROOM FOR MY PRODUCT”

3. CHECK THE REAL COST OF SELLING

Before you set your price, factor in the product costs, [packaging](#), sending, platform fees, your time and the occasional return. A product can be popular and still be hard to sustain if the numbers don’t work.

4. SET UP YOUR eCOMM STORE BASICS

Spend time on the non-negotiables like product pages, pricing, contact details, delivery and returns information, and a simple checkout. Shopify research shows:

52% of Aussies abandon cart when the checkout process is too long or too complicated, according to Shopify research.

5. BUILD TRUST BEFORE YOU HAVE REVIEWS

Small trust signals matter when you don’t have brand recognition or years of reviews. Use real product photos where possible, write specific product details and be clear about pricing, delivery timeframes and returns.

Meke Baby founder Elysia says transparency matters.

“I SHOWED THE JOURNEY, LISTENED TO FEEDBACK AND RESPONDED TO CUSTOMERS PERSONALLY. THE RELATIONSHIP WITH OUR COMMUNITY IS SO IMPORTANT.”

6. DECIDE WHAT YOUR FIRST CUSTOMER WILL EXPERIENCE

Map what happens after someone places an order. What confirmation will they receive? What will you do if they need to change, cancel or return an order? Make sure your first customer does not experience or expose gaps you could have spotted earlier.



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TINY TASK:

DECIDE ON YOUR SHIPPING AND RETURNS INFORMATION BEFORE YOUR eCOMM STORE GOES LIVE. INCLUDE WHERE YOU SHIP, DELIVERY TIMEFRAMES, DELIVERY OPTIONS, COST, RETURNS OR EXCHANGES, AND WHO CUSTOMERS SHOULD CONTACT IF SOMETHING GOES WRONG.

ASK ME ANYTHING ABOUT... SETTING UP AN ONLINE STORE



Shaun, Managing Director, APAC and Japan at Shopify offers practical advice for starting an online store and getting ready for your first order.

WHAT ARE THE MUST-HAVE PAGES FOR AN ONLINE STORE?

Start with clear product pages featuring strong photos and honest descriptions, an About page, your contact details, and shipping, returns, refunds and privacy policies.

WHAT DO FIRST-TIME CUSTOMERS NEED TO IMMEDIATELY UNDERSTAND WHEN THEY VISIT AN ONLINE STORE?

What you sell, why it's worth buying and where to go next. Make the path to the product and the cart obvious, and make sure the page loads fast on mobile.

WHAT MAKES A NEW STORE FEEL TRUSTWORTHY BEFORE IT HAS REVIEWS?

A custom domain, consistent branding, quality product photos and clear policies. Make your contact details easy to find, show recognised payment options at checkout and keep a visible returns policy.

FOUNDER NOTE

Meke Baby on turning an idea into a business

“THE WORLD DOESN'T NEED MORE PRODUCTS. IT NEEDS BETTER SOLUTIONS TO REAL PROBLEMS. TALK TO OTHERS WHO FACE THE SAME CHALLENGE AND IF THE PROBLEM IS REAL, THE OPPORTUNITY WILL REVEAL ITSELF.”

Elysia, founder of Meke Baby.

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Every order is a learning opportunity. Use your early sales to build a fulfilment process that can grow with demand.

**The First
10 Orders:
I made a
sale!**

Now how do I
send it properly?

WHAT TO SORT BEFORE YOU SEND

HAVING YOUR PACKAGING, SHIPPING LABELS, DELIVERY PARTNER AND CUSTOMER COMMUNICATIONS IN PLACE CAN MAKE YOUR FIRST ORDER FEEL EXCITING RATHER THAN OVERWHELMING.

1. CHOOSE PACKAGING THAT FITS YOUR PRODUCT

Match the packaging to what you're sending. Satchels work well for soft items like clothing, while boxes are better for bulky or fragile items that need more protection. Keep size and weight in mind as oversized [packaging](#) can add to postage cost.

2. CHECK WHAT POSTAGE REALLY COSTS

Factor in [parcel size, weight, packaging](#), delivery speed, tracking and whether you're absorbing postage or charging the customer separately. If you offer free shipping, build it into your pricing.

3. LABEL EVERY PARCEL PROPERLY

Each label should have the customer's full name, address, postcode and, where possible, contact details. Save time by [automating your labels](#) through [MyPost Business](#). Place the label on the largest, flattest and smoothest surface of the parcel and make sure the barcode is clearly visible.

4. SET CLEAR DELIVERY EXPECTATIONS

Customers want to know what happens after they buy — and ideally, before they check out.

For THEBRIDEAU founder Robyn, transparency extends to international orders. She says:

“I LET MY INTERNATIONAL CUSTOMERS KNOW WHICH LOCAL CARRIER WILL HANDLE THE PARCEL AFTER AUSTRALIA POST, SO THEY KNOW EXACTLY WHERE TO TRACK IT.”

5. TURN ONE-OFF ORDERS INTO A REPEATABLE ROUTINE

Your first 10 orders are a good time to learn how fulfilment really works and identify small ways to make the process repeatable.

As Andy and Hayley, founders of Sheet Society, reflected:

“IN THE EARLY DAYS, WE PACKED BY ORDER. OVER TIME, WE FOUND A BETTER RHYTHM OF PACKING BY PRODUCT, CREATING LABELS FASTER AND MAKING DISPATCH MORE SEAMLESS.”

The more you learn from each parcel, the easier it becomes to build a routine that feels less ad hoc and ready for the next step.





“SHOPPERS WANT THREE THINGS BEFORE THEY COMMIT:

WHAT DELIVERY COSTS, HOW LONG IT
WILL TAKE AND WHERE YOU SHIP.”

SHAUN, MANAGING DIRECTOR,
APAC AND JAPAN AT SHOPIFY.

WANT TO KNOW WHAT SHOPPERS WANT?

SPEED:

44%

of shoppers will abandon cart
if delivery will take more than a
couple of days.*

COLLECTION:

32%

of shoppers would switch
retailers to access out-of-home
collection points such as
Parcel Lockers.*

TRACKING:

3 in 4

shoppers want delivery-related
notifications to come from the carrier.*

TINY TASK:

WRITE DOWN HOW YOU'LL PACK, LABEL, LODGE AND SHARE TRACKING FOR YOUR NEXT 10 ORDERS – THEN UPDATE IT AS YOU LEARN WHAT WORKS.



ASK ME ANYTHING ABOUT... SENDING YOUR FIRST ORDERS PROPERLY

Wesley, Postal Leader at Burnley Post Office shares his top tips for getting your sending off to a great start.

WHAT'S THE MOST COMMON SENDING MISTAKE?

Using random packaging instead of the most cost-effective packaging for products. A short conversation with us can save you a lot of money.

HOW CAN A SMALL BUSINESS MAKE DELIVERY FEEL MORE PROFESSIONAL?

Always make sure parcels are correctly labelled with the customer's full name, address and, wherever possible, the mobile number so customers can track their parcel.

WHAT SENDING HABITS SHOULD SMALL BUSINESSES BUILD BEFORE ORDERS GROW?

Lodge your parcels before your regular Post Office's daily collection cutoff time. Share tracking details via the [AusPost app](#) with customers from the outset to improve the experience and reduce calls to your support team.

FOUNDER NOTE

THEBRIDEAU on finding their first customers

"I FOCUSED ON PUTTING MY PRODUCTS IN FRONT OF CUSTOMERS WHO WERE ALREADY LOOKING FOR THEM. I ALSO SPENT A LOT OF TIME LEARNING SEO, IMPROVING MY LISTINGS AND MAKING MY PRODUCTS STAND OUT."

Robyn, founder of THEBRIDEAU.

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Orders are coming in and the business is starting to feel bigger. Now's the time to strengthen your systems, delivery setup and customer experience so you can grow with confidence.

Full Steam Ahead: Orders are picking up.

How do I keep up?

WHAT TO STRENGTHEN AS ORDERS GROW

AS ORDERS GROW, YOUR BEHIND-THE-SCENES SETUP NEEDS TO KEEP PACE, FROM PACKING AND DELIVERY TO RETURNS AND CUSTOMER UPDATES.

As Sheet Society founders, Andy and Hayley, put it:

“IF SYSTEMS AND PROCESSES AREN’T RIGHT EARLY ON, THEN THERE’S NO CHANCE OF KEEPING UP. IT’S ALSO IMPORTANT TO UNDERSTAND WHY DEMAND IS GROWING QUICKLY, SO YOU CAN DO MORE OF WHAT’S WORKING.”

1. YOUR SYSTEMS

Start with the manual, repeatable tasks in your week: creating labels, managing orders, tracking parcels, booking pickups or sending customer updates. These are the jobs to simplify before sales really start taking off.

[MyPost Business](#) can make sending easier with smart sending tools that help you [automate label printing](#), send notifications to your customers and manage the returns process. It can also integrate with various eCommerce platforms.

2. YOUR DELIVERY EXPERIENCE

Look at the moments after checkout: delivery timeframes, tracking updates, returns, missed delivery questions and how quickly you respond when something goes wrong.

Elysia, founder of Meke Baby, points out:

“CUSTOMERS DON’T SEPARATE THE PRODUCT FROM THE DELIVERY EXPERIENCE. IF A PARCEL ARRIVES LATE, DAMAGED OR WITH POOR COMMUNICATION, THAT REFLECTS ON THE BRAND.”

3. YOUR PEAK SEASON PLAN

A busy period should feel like a growth moment, not a scramble. Map the parts of your process that usually come under [peak season](#) pressure: stock, packing time, packaging, customer questions, delivery cut-off dates or lodgement routines.

Then prepare the repeatable pieces early. [Pre-order packaging](#), set clearer cut-off dates or save useful AI prompts for common tasks like returns responses, delivery updates or sale-period customer messages.

4. YOUR NEXT PRIORITY

Pick the improvement that will make the next step easier, then build from there. If customers are asking more delivery questions, focus on communication. If customers expect more convenience, look at delivery or collection choice.

Growth should feel exciting, not impossible. The more you understand what’s working, what’s stretched and what customers need next, the easier it becomes to grow with confidence.

WHEN SPEED, SCALE OR FULFILMENT SUPPORT MATTERS, AUSTRALIA POST HAS DELIVERY SOLUTIONS TO MATCH YOUR NEXT STAGE OF GROWTH.

SAME DAY WITH AUSTRALIA POST:

Fast same-day delivery available across select metro and regional areas.

METRO:

Next business-day delivery to same-state metro postcodes in Sydney, Melbourne, Brisbane, Perth and Adelaide.

STARTRACK PREMIUM:

Weekday deliveries nationwide to residential and business addresses, Parcel Lockers, PO Boxes and Post Offices.

EXPRESS POST:

Cost-effective nationwide coverage.



FULFILLED BY AUSTRALIA POST – A BUNDLED FULFILMENT AND FREIGHT SERVICE THAT SIMPLIFIES OPERATIONS, REDUCES COSTS AND SCALES WITH YOUR BUSINESS.

TINY TASK:

PICK YOUR GROWTH PRIORITY: LESS ADMIN, CLEARER COMMUNICATION, LOWER SENDING COSTS OR MORE DELIVERY CHOICE.

ASK ME ANYTHING ABOUT... CREATING A GREAT CHECKOUT EXPERIENCE



Shaun, Managing Director, APAC and Japan at Shopify talks about how to reduce abandoned carts and improve conversion at checkout.

WHAT DELIVERY INFORMATION SHOULD BE VISIBLE BEFORE CHECKOUT?

Shoppers want three things before they commit: delivery costs, how long it will take and where you ship. Show this on the product page and in the cart rather than saving it for the final step.

WHAT IS MOST LIKELY TO MAKE CUSTOMERS ABANDON CART AT CHECKOUT?

Surprise shipping fees, taxes or surcharges, forced account creation, slow page loading and too few payment options. Be upfront about the total cost early and cut any non-essential step.

HOW SHOULD A BUSINESS TEST THEIR CHECKOUT EXPERIENCE BEFORE LAUNCHING?

Place a real test order on both desktop and mobile, then run through a refund and a cancellation. Time the process and count the steps. If it feels too long to you, it will feel longer to a customer.

FOUNDER NOTE

Sheet Society on preparing for peak season

“WE HAVE AN AMAZING CASUAL WORKFORCE CULTURE THAT WE CALL ON FOR PRODUCT LAUNCHES OR SALES PERIODS. OUR SYSTEMS ARE SIMPLE SO WE CAN EASILY FLEX OUR TEAM FOR DEMAND SPIKES AND STILL MAINTAIN THE SAME DELIVERY PROMISE.”

Andy and Hayley, founders of Sheet Society.

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As demand picks up, staying competitive means showing up where customers are searching, making buying easier and keeping your human edge to build trust.

The Growth Spurt: I'm ready to scale.

Where do
I start?

STAYING COMPETITIVE AS YOU GROW

STAYING COMPETITIVE MEANS MAKING IT EASY TO UNDERSTAND WHY YOUR BUSINESS IS WORTH CHOOSING. WHEN YOUR OFFER, STORY AND CUSTOMER EXPERIENCE ARE CLEAR, YOU BECOME THE OBVIOUS CHOICE.

MAKE IT EASIER TO FIND AND UNDERSTAND YOU

Customers are discovering products in more places, including AI chats.

Shaun, Managing Director, APAC and Japan at Shopify says showing up where customers shop means having

**“CLEAN, COMPLETE
PRODUCT AND BRAND
DATA, SO PLATFORMS
LIKE CHATGPT AND
GEMINI CAN SURFACE
YOUR PRODUCTS
ACCURATELY.”**

Keep product names specific, descriptions genuinely useful, shipping, returns and payment information easy to find, and your brand story clear.

USE AI TO MOVE FASTER, THEN ADD YOUR JUDGEMENT

AI can help when the to-do list grows faster than the team. Shopify's Shaun points to tools like Sidekick, which can help write product descriptions, sharpen promotions, bounce around ideas and work through the next stage of growth.

Use AI to save time on work that slows you down, so you can spend more energy on the decisions that need your judgement, like product, customers, creative direction and service.

KEEP THE HUMAN EDGE

As demand grows, it can be tempting to focus only on efficiency. But customer experience is still one of the strongest ways a smaller business can compete.

For Robyn, founder of THEBRIDEAU, that human quality is central:

**“I WANT PEOPLE
TO FEEL LIKE THERE'S
A REAL PERSON BEHIND
THE BUSINESS WHO
CARES ABOUT
GETTING IT RIGHT.”**

When you're up against bigger, faster or cheaper retailers, your advantage is care, clarity and trust.

KNOW WHEN TO LEVEL UP YOUR SENDING SETUP

[MyPost Business](#) can be a strong fit while you're building volume, but if you're sending 2,000+ domestic parcels a year, it could be worth exploring whether [eParcel Contract](#) better suits you.

The right shipping setup can become part of how you compete by helping you save time, manage costs and keep the customer experience consistent as you grow.

A STEP UP FOR HIGHER VOLUME SENDING

[eParcel Contract](#) gives you access to competitive contract rates, an account manager or Local Business Partner, more pickup and integration options, flexible delivery features and customisable returns options.

**TINY TASK:**

**COMPARE YOUR DELIVERY EXPERIENCE WITH THREE COMPETITORS.
CHOOSE ONE THING TO IMPROVE.**

ASK ME ANYTHING ABOUT... SCALING A BUSINESS



Andy and Hayley, founders of Melbourne bedding brand Sheet Society, share how to scale with demand while maintaining a consistent customer experience.

WHAT SHOULD A GROWING BUSINESS THINK ABOUT BEFORE SCALING FURTHER?

You can't generally run more than one big project at a time so pick the biggest pain point and evolve that beyond the capability needed, then go on to the next and the next.

WHAT SHOULD A BUSINESS REVIEW FIRST WHEN DEMAND STARTS GROWING QUICKLY?

Your systems and processes. If these aren't in place and working well early on, there's no chance of keeping up. And understand why demand is growing, so you can do more of what's working.

HOW DO YOU KEEP THE CUSTOMER EXPERIENCE CONSISTENT AS YOU GROW?

If a customer is buying from your brand, the least you can do is respond to their questions as quickly as possible. We have systems to manage this process, but we make sure our customers are always talking to a human.

FOUNDER NOTE

THEBRIDEAU on knowing when you're ready for your next market

"MAKE SURE THERE'S DEMAND FIRST. THEN LOOK AT STOCK LEVELS, COMPETITION, SEASONALITY AND PROFITABILITY. GROWTH IS EXCITING BUT CAN GET EXPENSIVE VERY QUICKLY IF YOU GET IT WRONG."

Robyn, founder of THEBRIDEAU.

Wherever you are on the growth map, Australia Post has tools, services and people who can help you send, grow and deliver with more confidence.

LINKS:

[MYPOST
BUSINESS](#)

[ePARCEL
CONTRACT](#)

[INTERNATIONAL
SENDING](#)

[BUSINESS SHIPPING
GUIDELINES](#)

[NEXT DAY
DELIVERY OPTIONS](#)

[BUSINESS
PACKAGING](#)

[INTEGRATE
YOUR SHIPPING](#)

[LOCAL PICK-UP AND
DELIVERY SERVICES](#)

[MANAGING
PEAK DEMAND](#)

