

SHUNWANG APPAREL

OEM/ODM Launch Toolkit for Activewear, Swimwear and E-commerce Brands

CHECKLIST

E-commerce Launch Checklist

A practical launch readiness checklist for activewear, swimwear and private-label apparel brands.

Use this checklist before sampling, production and online launch to reduce delays, missing information and avoidable return risks.

Version 1.0 | May 2026 | For buyer briefing, sample development and e-commerce launch preparation

How to Use This Checklist

Complete this document before submitting an RFQ or starting sample development. You can also use it as an internal launch gate with your product, content, operations and sourcing teams.

Recommended use

Mark each item as Ready, In progress or Not applicable. Add owner names and due dates for open items. Share the completed checklist with Shunwang when requesting an OEM/ODM quote or sample plan.

Project Snapshot

Brand / Company		Prepared by	
Selling channel	Amazon / Shopify / TikTok Shop / Wholesale / Retail	Target launch date	
Product category	Swimwear / Activewear / Plus-size / Other	Target market	US / EU / UK / AU / Other
Estimated launch quantity		Target price range	

1. Product Strategy & Collection Plan

Done	Checklist item	Notes / details to prepare
<input type="checkbox"/>	Target customer profile is defined	Age range, body type, lifestyle, sport/use case, price sensitivity.
<input type="checkbox"/>	Selling channel is confirmed	Amazon, Shopify, TikTok Shop, marketplace, wholesale or retail.
<input type="checkbox"/>	Collection structure is planned	Core styles vs trend styles; number of styles, colors and sizes.
<input type="checkbox"/>	SKU matrix is drafted	Style code, color code, size range, quantity per size/color.
<input type="checkbox"/>	Benchmark products are collected	Competitor links, price points, reviews, images and known pain points.
<input type="checkbox"/>	Target retail price and cost range are aligned	Include packaging, labels, shipping and expected margin assumptions.
<input type="checkbox"/>	Launch timeline is realistic	Sample development, fitting, revision, bulk production, shipping and listing prep.

2. Product Development Inputs

Done	Checklist item	Notes / details to prepare
<input type="checkbox"/>	Reference photos or style codes are ready	Front, back, detail and fit references are preferred.
<input type="checkbox"/>	Tech pack is available or requirements are listed	Include measurements, construction notes, trims, prints and labels if available.
<input type="checkbox"/>	Fabric direction is defined	Composition, handfeel, weight, stretch, compression, opacity and performance needs.
<input type="checkbox"/>	Color and print direction is selected	Pantone/TPX references, print files or moodboard links.
<input type="checkbox"/>	Logo and branding assets are ready	Logo files, label placement, heat transfer, embroidery or packaging design.
<input type="checkbox"/>	Sample size and fit model are selected	Specify sample size, target body measurement and fit expectations.
<input type="checkbox"/>	Special function requirements are listed	UPF, chlorine resistance, moisture wicking, compression, lining, support or pockets.

3. Fit, Quality & Compliance

Done	Checklist item	Notes / details to prepare
<input type="checkbox"/>	Size range is confirmed	Include core sizes and extended sizes if applicable.
<input type="checkbox"/>	Measurement chart is drafted	Garment measurements, tolerance and grading logic.
<input type="checkbox"/>	Fit review criteria are defined	Comfort, coverage, movement, support, squat-proof/opacity and recovery.
<input type="checkbox"/>	Quality control points are aligned	Stitching, measurement, fabric defects, print placement, needle detection and packing.

Done	Checklist item	Notes / details to prepare
[]	Care label wording is confirmed	Fiber content, washing instructions, country of origin and label language needs.
[]	Compliance requirements are listed	REACH, OEKO-TEX, recycled content, CPSIA, Prop 65, marketplace rules or buyer-specific standards.
[]	Testing plan is selected if needed	Color fastness, pilling, stretch recovery, chlorine resistance, UV/UPF, seam strength.

4. E-commerce Content & Visual Assets

Done	Checklist item	Notes / details to prepare
[]	Product naming format is defined	Brand + product type + key feature + fit or fabric.
[]	Product titles and bullet points are drafted	Adapt for Amazon, Shopify, TikTok Shop or marketplace requirements.
[]	Hero image plan is created	White background, front/back, detail, lifestyle, size/fit, packaging.
[]	AI-assisted visuals are briefed if needed	Concept visuals, campaign mockups, body diversity or colorway previews.
[]	Real sample photo plan is scheduled	AI visuals support planning; final product accuracy should be confirmed with real samples.
[]	Size guide copy is drafted	How to measure, fit note, model information and size recommendation.
[]	FAQ and return-reduction content is prepared	Fit, fabric, care, support level, coverage, opacity and use cases.

5. Packaging, Logistics & Launch Operations

Done	Checklist item	Notes / details to prepare
[]	Packaging format is selected	Polybag, kraft bag, pouch, hangtag, insert card or custom box.
[]	Barcode / SKU / FNSKU needs are confirmed	Platform-specific label format and placement instructions.
[]	Carton mark and packing ratio are defined	Units per polybag, per carton, size/color ratio and shipping marks.
[]	Inventory launch plan is prepared	Initial test order, reorder trigger, color/size risk and buffer stock.
[]	Platform listing fields are ready	Images, title, bullets, description, variations, size chart and backend keywords.
[]	Post-launch feedback loop is planned	Collect reviews, returns, fit feedback, support tickets and sales data for reorder improvements.

Launch Gate Summary

Gate	Ready?	Owner	Next action
Product direction	Yes / No		
Sample development inputs	Yes / No		
Fit and size data	Yes / No		
Visual and listing content	Yes / No		
Packaging and logistics	Yes / No		
RFQ / production decision	Yes / No		

Next step with Shunwang

Send your completed checklist together with reference photos, Tech Pack or sample request. Shunwang can help review the development path, sampling plan, bulk production requirements and launch-support needs.