SAMPLE — ILLUSTRATIVE COMPANY, NOT A CLIENT ENGAGEMENT

Operations Teardown: Order operations at a founder-led D2C brand

Prepared to the exact structure and depth of a real Teardown. Every figure is illustrative; the flow, the findings, and the reasoning are how we actually work.

COMPANY	"Meadowline Home" — a fictional home & kitchen D2C brand, invented for this sample
TEAM	24 people; founder plus one ops lead run all order operations
VOLUME	~1,900 orders a month, roughly 60% cash-on-delivery
STACK	Shopify · WhatsApp Business · Razorpay · Shiprocket · Google Sheets · Gmail
SESSION	90-minute working session with the founder and the ops lead, then async review of the tools and numbers

About this sample. We are early and we do not invent case studies. So instead of logos, we show you the deliverable itself: a complete Teardown of a realistic, fictional company. When you book, this is the structure that lands in your inbox — with your operation, your tools, and your numbers in it.

01 Where the work still routes through you

One order, followed end to end. Four of the seven steps stop and wait for the founder — marked in terracotta.

1. **Order placed** — Shopify, Razorpay
   Prepaid flows clean. COD orders (~60%) drop into a manual queue.
2. **COD confirmation** — WhatsApp Business
   Two staff message customers one by one from a shared handset. No script, no cutoff time.
3. **Order edits** — WhatsApp → Shopify → Sheets FOUNDER
   Address and item changes arrive on WhatsApp and are re-typed by hand into Shopify and the dispatch sheet. **Anything ambiguous waits for the founder.**
4. **Dispatch approval** — Google Sheets FOUNDER
   Pick-and-pack starts only after the founder reviews the morning batch: COD risk, pin-code serviceability, stock — **rules that live in the founder's head, not on paper.**
5. **Pick, pack, manifest** — warehouse WhatsApp group, Shiprocket
   Smooth once released. The delay is upstream, not here.
6. **NDR follow-up** — Shiprocket, WhatsApp FOUNDER
   Courier "not delivered" reports sit until someone checks. **The escalation path is the founder's personal number.**
7. **Refunds & exceptions** — Razorpay, Shopify FOUNDER
   Every refund and every out-of-policy request is approved personally by the founder.

The founder touches **4 of 7 steps** on the main order path — roughly **14 hours a week** (illustrative) spent inside a flow that should run without them. That is the operation this Teardown takes apart.

02 Findings

Four findings, each with the symptom you feel, the root cause underneath it, and what it costs. All figures illustrative.

F1 Order edits are re-keyed by hand across three tools

SYMPTOM Address, size, and item changes arrive on WhatsApp. The ops lead re-types each one into Shopify and again into the dispatch sheet. Some days the queue is cleared twice; some days it isn't cleared at all.

ROOT CAUSE WhatsApp is the customer channel but nothing writes back to Shopify — so the dispatch sheet has quietly become the real source of truth, and Shopify is only sometimes correct.

COST **~11 hours a week** of re-keying across two people, and **~15–20 edits a month** that miss the parcel before dispatch — each one a wrong shipment, a return, and an apology cycle.

F2 Every dispatch batch waits for the founder

SYMPTOM Pick-and-pack starts when the founder finishes reviewing the morning sheet. When the founder travels or is in meetings, dispatch slips to the next day.

ROOT CAUSE There are no written dispatch rules. COD-risk judgement, pin-code serviceability, and stock checks are experience in the founder's head — so no one else is allowed to press go.

COST **~6 founder-hours a week** on routine approvals, and the daily courier cutoff missed **~3 days a month** — a full day added to delivery time each occurrence, at COD volumes where every extra day raises refusal risk.

F3 COD confirmation and NDR follow-up are manual, and escalate to the founder

SYMPTOM Two staff confirm COD orders one at a time from a shared handset. Courier non-delivery reports sit in Shiprocket until someone remembers to check; the tough ones go to the founder's personal number.

ROOT CAUSE There is no confirmation flow with a cutoff and a script, and no NDR queue with a named owner. Both jobs exist only as habits.

COST Return-to-origin on COD runs **~2 percentage points higher** than the confirmation-plus-NDR discipline this volume supports — at ~1,140 COD orders a month, that is **~23 avoidable RTOs** and roughly **~₹85,000 a month** (illustrative) in stuck inventory, double freight, and repacking.

F4 Stock truth lives in a weekly manual sync

SYMPTOM Shopify stock and the purchase-tracking sheet are reconciled by hand on Sundays. After a weekend spike, the store oversells items the warehouse no longer has.

ROOT CAUSE Two systems of record with a human bridge. Neither is wrong; they are wrong **together**, six days out of seven.

COST **~8–10 oversold orders a month** ending in refunds, and reorder decisions made a week later than the sales data allowed — stockouts on exactly the products that are moving.

03 What we would fix first

The dispatch spine — F1 and F2 as one operation: order edit → dispatch decision → manifest. It carries the most founder-hours on the map, it unlocks F3 (a real NDR flow needs a clean queue to exist), and it is measurable in 90 days with numbers already in Shopify and Shiprocket. F4 is a quarterly candidate, not the first cut.

04 The First Win scope, and the target we would guarantee

IN SCOPE — FIXED

- Dispatch rules written down: COD risk, serviceability, stock — as a checklist the ops lead runs
- Order-edit intake that writes to Shopify as the single source of truth
- Auto-built dispatch queue; founder approves flagged exceptions only
- A dispatch dashboard the team actually reads, on your Sheets
- SOPs, a trained owner (the ops lead), handover, and a 30-working-day warranty

OUT OF SCOPE — NAMED NOW, NOT LATER

- NDR automation and inventory sync (F4) — quarterly candidates after the spine holds
- Anything that is not the dispatch spine: website, ads, sourcing

THE CO-DEFINED WIN (ILLUSTRATIVE)

≥90% of orders dispatch with zero founder touch, and order-edit re-keying goes to zero — measured from Shopify and the dispatch dashboard against a baseline set in writing in week one. We co-define the measurable win up front. Miss it, and the final tranche is waived.

FIRST WIN IN 90 DAYS

₹3.5L list

Fixed scope, fixed price. This Teardown's fee is credited in full.

FOUNDING RATE

₹1.75L

2 founding slots · in exchange for a documented case study + reference · steps up after.

All prices exclude applicable taxes; GST is charged additionally as per law.

05 An honest read on fit

Right fit	Digital stack, a genuinely founder-in-the-loop constraint, and one ops lead ready to own the fixed system. Exactly the shape we build for.
Not our job	Negotiating courier rates (an aggregator or 3PL does it better). A full ERP migration (an implementation-partner project — we will say so). A single bot with no process behind it: our Services page is the honest start, not a 90-day engagement.

What happens after a real Teardown

You get this report, built on your operation, with a fixed First Win scope and price at the end. Then you decide: go ahead (the fee is credited in full), fix things yourself with the report, or walk away. No obligation either way. We reply within 24 working hours.

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