



SRM-03 / PREMIUM STATIONERY / INDIA TO UNITED KINGDOM

Should this Indian journal enter UK retail?

Decision question: Should one premium journal enter the UK through wholesale, marketplace or direct shipping?

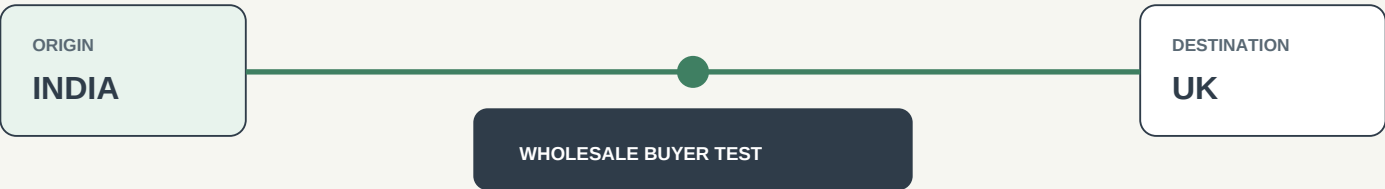
PRODUCT Hardcover journal	AGREEMENT India-UK CETA	STATUS CHECKED 24 August 2026	CURRENT CALL WATCH
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EXECUTIVE VIEW

Test buyer and corporate-gifting demand before sending consumer inventory.

The product is compact and retail-ready enough to model, but the route should wait for a packed contribution margin, UK comparable-price evidence and an origin review.

RECOMMENDED FIRST ROUTE



DECISION BASIS

01 / VERIFIED Live corridor CETA is in force. Preference still depends on the final code, origin rule and proof.	02 / UNRESOLVED Company evidence Buyer price, packed route costs, VAT treatment and comparable demand are still missing.	03 / THRESHOLD What changes Watch A named buyer accepts the proposition or the marketplace model clears the contribution threshold.
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SCOPE / SOURCE / DECISION

The full report shows its work.

A paid Route Memo replaces sample assumptions with the client's product facts, current sources, economics and named specialist questions.

01	Product and access	Product passport, likely classification, agreement status, tariff and origin questions.
02	Demand and route	Comparable evidence, buyer or channel signal, route comparison and stop conditions.
03	Landed economics	Client costs, duty, tax, fulfilment, working capital and downside assumptions.
04	Written decision	Go, Fix, Watch or Stop, with owners, 90-day gates and the next investment decision.

DELIVERY AND SCOPE POLICY

INCLUDED One accepted scope - Dated source register - Visible assumptions - Written recommendation - One factual correction round	EXCLUDED Specialist outcomes - Binding classification - Legal or tax opinion - Licences and provider fees - Buyer or listing guarantee	REVISION Five-business-day window - Factual corrections included - New SKU is a rescope - New market is a rescope - Post-cutoff rule change is an update
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SOURCE REGISTER EXAMPLE

UK Government	CETA entry into force	gov.uk / historic UK-India CETA notice
UK Government	CETA rules of origin	gov.uk / UK-India CETA chapter 3
HMRC	Import process	gov.uk / import-goods-into-uk

NEXT STEP

Bring one product, one direction and one decision.

Request a scope at sartha.ai/start