

Zero Inventory Swag Store Readiness Checklist

Use this checklist to decide whether an on-demand swag store is a smart fit for your next employee, customer, event, or field marketing program.

A zero inventory model works best when recipients should have choice, your team needs brand control, and you want less waste from overbuying, guessing sizes, or holding unused product.

1. Audience and Use Case

- ☐ The audience has different sizes, preferences, locations, or needs.
- ☐ The program benefits from recipient choice instead of one-size-fits-all kits.
- ☐ The campaign does not require every item to be delivered on the same day.
- ☐ The experience should feel personal, not like leftover inventory.

3. Fulfillment and Operations

- ☐ Direct-to-recipient shipping would save your team meaningful time.
- ☐ You need visibility into orders, delivery status, and product activity.
- ☐ Inventory risk, storage, or manual shipping is creating friction today.
- ☐ You want a repeatable model for future campaigns.

2. Store Setup

- ☐ Approved products, budgets, colors, decoration, and quantities can be defined up front.
- ☐ You know who should access the store and what each group can order.
- ☐ The store can support redemption codes, budget limits, or manager approvals if needed.
- ☐ The brand team wants consistent presentation across locations and teams.

4. Measurement

- ☐ You want to know what products people actually select.
- ☐ You want to compare spend, participation, and fulfillment activity.
- ☐ You need a better way to decide what to keep, replace, or retire.
- ☐ You want reporting that helps improve the next program.

Next step: If three or more boxes are checked in two or more sections, a zero inventory swag store is worth exploring.

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