

Category Compliance Readiness Checklist

A practical starting point for Australian and New Zealand brands assessing Bangladesh.

How to use this checklist

Use these questions before a market-fit assessment to identify what is already ready, what needs confirmation, and which specialists or authorities may need to be involved. It is designed for early-stage planning across food, beverages, health, beauty, wellbeing, lifestyle, and other consumer categories.

1. Product and category

- ☐ Record the full product description, composition, intended use, and target customer.
- ☐ Confirm the likely HS code and whether classification advice is required.
- ☐ List all ingredients, materials, claims, warnings, and restricted-substance questions.
- ☐ Document shelf life, batch controls, storage temperature, and handling requirements.
- ☐ Identify samples, test reports, or technical files that may be requested.

2. Business and export documents

- ☐ Confirm the legal manufacturer, exporter, brand owner, and authorized signatories.
- ☐ Prepare company registration, tax, manufacturing, and quality-system documents.
- ☐ List certificates, laboratory reports, declarations, and country-of-origin evidence.
- ☐ Prepare commercial invoice, packing list, product specification, and shipment records.
- ☐ Review trademark ownership, distributor permissions, and contract authority.

3. Bangladesh market readiness

- ☐ Confirm which authority, permit, registration, or approval may apply to the category.
- ☐ Confirm whether a local importer, agent, license holder, or record holder is required.
- ☐ Review label language, mandatory declarations, claims, warnings, and date formats.
- ☐ Estimate duties, taxes, fees, testing, inspection, and registration lead times.
- ☐ Identify any pre-shipment inspection, health, phytosanitary, or product-specific questions.
- ☐ Document the evidence required before marketing, sampling, or selling the product.

4. Logistics and launch operations

- ☐ Choose the initial freight mode, shipment size, Incoterm, and target launch window.
- ☐ Confirm cold-chain, hazardous-goods, fragile, high-value, or controlled handling needs.
- ☐ Plan customs brokerage, secure warehousing, inventory controls, and final-mile delivery.
- ☐ Define returns, damaged-goods, recall, expiry, and customer-support procedures.
- ☐ Map the first channels: distributor, B2B, marketplace, social commerce, or direct-to-consumer.

5. Bring these answers to your market-fit assessment

- ☐ Which products and SKUs are the priority, and why are they relevant to Bangladesh?
- ☐ What is the target retail price, expected volume, and acceptable landed-cost range?
- ☐ Which approvals, documents, labels, tests, and partner roles are already confirmed?
- ☐ What timeline, budget, evidence threshold, and go/no-go decision does your team need?

Important: This checklist is a planning aid, not legal, regulatory, tax, customs, or product-safety advice. Exact requirements vary by category, product, claim, origin, shipment, and current law. Confirm final obligations with the relevant authorities and qualified advisers before exporting, importing, marketing, or selling.

Next step: use the homepage form to book a low-pressure market-fit assessment with TrueLink.