

# Your Canada Expansion Roadmap

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### Phase 1: Research & Setup (Month 1-2)

Lay the groundwork for a successful Canadian launch.

- Research Canadian demand for your product categories
- Apply to Walmart.ca and complete registration
- Set up Canadian tax obligations with professional guidance
- Plan your fulfillment strategy and carrier partnerships
- Prepare bilingual product content for initial catalog

### Phase 2: Launch & Learn (Month 3-4)

Launch with a focused catalog and gather data.

- List your top 20-30 products with fully localized content
- Begin advertising with Sponsored Products on Walmart.ca
- Test your fulfillment process with real orders
- Collect customer feedback and adjust listings accordingly
- Monitor profitability accounting for all cross-border costs

### Phase 3: Scale & Optimize (Month 5+)

Expand based on data from your initial launch.

- Expand product catalog based on demand signals
- Optimize advertising based on Canadian keyword performance
- Consider transitioning to Canadian domestic fulfillment if volume justifies
- Build your brand presence with Canadian-specific promotions
- Plan for Canadian seasonal events and holidays