

# E-commerce Defining Ownership / RACI

For online retail and direct-to-consumer businesses using this pre-filled Defining Ownership / RACI template.

## Responsible (R)

- High customer lifetime value (LTV)
- Fast shipping and distribution networks

## Accountable (A)

- High customer lifetime value (LTV)
- Fast shipping and distribution networks

## Consulted (C)

- Introduce personalized product subscription bundles
- Expand into international retail sites

## Informed (I)

- Introduce personalized product subscription bundles
- Expand into international retail sites