Online Store Checklist
By Campbell Rodriguez

- ☐ Groundwork
  - ☐ Research the latest trends.
  - ☐ Determine the type of e-business you want to start.
  - ☐ Identify your target market.
  - ☐ Figure out who your online target market is and get to know them.
  - ☐ Assess your competitors' websites and determine your point of difference.
  - ☐ Determine the gap or market need your online business will meet.
  - ☐ Assess the viability of your online business idea.
  - ☐ Determine the skills and expertise you will need to establish and run your business online.
- ☐ First Steps
  - ☐ Educate yourself on e-business and e-commerce.
  - ☐ Write a comprehensive business plan.
  - ☐ Assess the level of start-up capital you require.
  - ☐ Decide on a product name and domain name for your website.
  - ☐ Buy the domain name.
  - ☐ Choose web hosting service.
  - ☐ Register your new business or company name.
  - ☐ Set-up an office premises.
  - ☐ Source office equipment and technology.
  - ☐ Decide how you want to acquire your products.
  - ☐ Setup a business banking account.
  - ☐ Set up a credit card merchant account.
  - ☐ Select a shopping cart software program for your online store.
  - ☐ Select a Web design firm
  - ☐ Begin building your website.
- ☐ Finance and Legals
  - ☐ Raise finance for your online business.
  - ☐ Apply for any required licences.
  - ☐ Investigate legal considerations of doing business online.

- ☐ Check government regulations with regard to online selling.
- ☐ Purchase appropriate business insurance.
- ☐ Investigate your taxation options.
- ☐ Running your Store
  - ☐ Determine kind of online services you will offer your customers.
  - ☐ Set-up e-commerce software to enable online transactions and sales.
  - ☐ Test your website for usability and implement any required changes.
  - ☐ Recruit staff if required.
  - ☐ Set up electronic business systems.
  - ☐ Set-up a shipping solution to distribute goods ordered online.