Online Store Checklist

Created: 1/1/2012

# Tasks:

☐ **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.**