

# Online Store Checklist

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- 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.