

E-Commerce Requirements Questionnaire

The Product

- 1) What do you want to sell online?

- 2) How many products in total?

- 3) Do products have any variations (e.g. size, colour etc)?

- 4) Will product prices contain volume discounts?

- 5) Do you have the following in electronic format?
 - a. Product descriptions, pricing & specifications
 - b. Product images
 - c. Database containing product information / specifications etc.
 - d. Your logo / related images to be used in site design.

E-Commerce Platform Requirements

- 1) Will you require the customer to have access to their account online?

- 2) Will you require a trade discount section?

- 3) Will you require the ability to link products (related items)?

- 4) Will you populate the product database? (add all product info to the website)

- 5) Will you require a newsletter subscription on the site?

- 6) Will you require the ability to send bulk emails to customers / news letter members?

- 7) Will you require a Foogle feed?

- 8) How many product images will you require to be shown?

- 9) Will you require customers to have the ability to review products?
- 10) Will you require a banner management facility?
- 11) Would you like the ability create backups of the site?
- 12) Will you require the ability to create management reports?
- 13) Do you have any requirements not listed above?

Payment Platform Requirements

- 1) Do you want to take payments directly online, or access credit card details via a secure server, and process them via your PDQ?
- 2) Do you have a preferred payment platform?
- 3) Do you have a merchant account with your bank?

Marketing Requirements

- 1) Have you created a marketing plan?
- 2) How are you planning to promote the site?
- 3) Will you require any online promotion assistance?
- 4) Will you require any offline promotional assistance (e.g. printed media ads / radio etc)?
- 5) How & where are your competitors marketing themselves?

Storage & Fulfilment Requirements

- 1) Where will you store your stock, and how much will you hold?
- 2) Have you got an agreement / account with a delivery company?

Please send completed questionnaire to info@internet-dept.com , or post to Internet-dept, Unit 5 Homelands, Ringwood Road, Wimborne, Dorset, BH21 6QZ