

## *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) Which countries will the product be sold in?
- 2) How many languages will the site be in?
- 3) How many currencies is the site required to operate in?
- 4) How will postage costs be decided?
- 5) Will you require the customer to have access to their account online?
- 6) Will you require a trade discount section?
- 7) Will you require the ability to link products (related items)?
- 8) Will you populate the product database? (add all product info to the website)
- 9) Will you require a newsletter subscription on the site?

- 10) Will you require the ability to send bulk emails to customers / news letter members?
- 11) Will you require a Google Base feed?
- 12) How many product images will you require to be shown (per product)?
- 13) Will you require customers to have the ability to review products?
- 14) Will you require a banner management facility?
- 15) Would you like the ability create backups of the site?
- 16) Will you require the ability to create management reports?
- 17) Will you require the ability for users to redeem discount vouchers?
- 18) Will you require social bookmarking?
- 19) Will you require any multimedia integration?
- 20) Will you require any specific search engine optimisation features?
- 21) Will you require content management for any non e-commerce site pages?
- 22) 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?
- 4) Have you considered the potential impact of fraudulent purchases?
- 5) Do you require your payments / stock levels to update any in-house systems (e.g. Sage)?

## 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) Have you identified & researched your main competitors?
- 6) Do you have a brand / logo / literature etc?

## Storage & Fulfilment Requirements

- 1) Where will you store your stock, and how much will you hold?
- 2) Have you worked out how your delivery will be managed (by weight / table rate / international zones etc?)
- 3) Have you got an agreement / account with a delivery company?

## *Development Considerations*

- 1) Have you a budget for design?
- 2) Have you a budget for development?
- 3) Have you a budget for copywriting?
- 4) Have you a budget for monthly internet marketing?

Please send completed questionnaire to [info@internet-dept.com](mailto:info@internet-dept.com) , or post to Internet-dept, 39 Bryanstone Road, Bournemouth, Dorset, BH3 7JF