

eCommerce Website Worksheet

(used in conjunction with web site planning worksheet)

If you are interested in selling products on your web site, now or potentially in the future, please answer the following questions:

How much profit would you like your web site to generate annually?

What is your typical customer (male, female, both, children, families, or other)?

If Other (please specify, i.e. retirees, students, disabled, mothers, etc.)

How many customers do you currently have?

What credit cards will the site accept (Visa, MasterCard, AMEX, Discover)?

What can be done to add value to products and services?

What are your delivery policies?

Are you interested in inventory management (ability to add categories and items displayed for sale)?

Do you need a hopping cart solution (ability to select more than one product for sale)?

Consider any special shipping and handling charges or constraints on international orders.

We would like a custom bookstore developed for (types of books):

We'll use an online payment/shopping cart system we already have with

We need online credit card processing and plan to use PayPal Other:

We will process payments for Bookstore Contributions Recurring Payments/ fees
 Tickets/Tuition/Fees Events / Registration

We will add approximately ___ items to the store every Week Month

Pictures for our products:

We have pictures for the e-store items.

We do not have images or pictures

We need pictures scanned #.

Member services / registration / login

Simple login (one password for everyone)?

Multi-tiered member access (allowing people to have access to different features on a site)?

Search web site?

Does this web store need to be seamlessly integrated with the rest of the existing website?

What is the price range of your product(s) or service(s)?

Do you sell your products on a wholesale or privileged user's level? This would involve alternate product pricing depending on user login.

If yes, Please describe your wholesale or privileged users requirements:

Define scope of product data and criteria

How many products or unique services does your company provide?

- A single product or service
- 1 - 10
- 10 - 50
- 50 - 200
- 200 - 1000
- more than 1000

Briefly describe the hierarchy or categories of products:

Describe what type of options these products need: (example: color, size, features)

Describe what images are required for each product: (standard setup is thumbnail & primary image):

Define internal resources and existing product data

Do you have in an in-house resource designated to manage the ongoing maintenance and initial setup of the web store product information?

Please describe the volume and completeness of product data:

What format is this data in?

How often do you foresee needing to add or update your product or service inventory?

What is the strongest selling format of your product?

- Image based advertisement
- Text description & verbiage
- Special Deals
- Up-sell Options
- Other, please specify

Where geographically will you be marketing these products to?

- Canada
- Canada & the US
- US only
- International (everywhere)

Billing through the Online Store

Online store preferred payment method:

- Credit Card
- Cheque
- Money Order
- Online Transaction

Do you currently have credit card processing running at your storefront or business location?

What is your preferred web store credit card transaction provider?

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- 
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Other, please specify

Do you currently have a merchant account set up?

If yes, briefly describe your existing merchant account:

If no, briefly describe your preferred merchant account provider:

Before you contact anyone for a merchant account you should have a registered business (throughout the government) and a business bank account.

Recommended Merchant Account Providers:

- www.2checkout.com
- www.paypal.com
- www.internetsecure.com
- www.psigate.com

When you have completed this form, please email to webmaster@alphawebsolutions

Or Fax it to: [1-509-561-4157](tel:1-509-561-4157)

Or Mail it to:

Alpha Web Solutions

Attn: Heather Hershey

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Please feel free to call anytime if you have any questions regarding this worksheet or any other questions with which we might be able to assist you. Thank you.