

Understanding what components are involved in putting together an E-commerce site, and preparing accordingly can make life easier for you and your developer. The following checklist outlines all the major features and options available, and what they are used for :

CREDIT CARD PROCESSING

- **Merchant Account**
- necessary for any credit card authorizations online or Brick and Mortar.
- **Gateway Provider**
- necessary for real-time online authorizations.
- **Business Bank Account**
- necessary for any business.

IMAGES

- Digital product images (JPG format) in thumbnail, detail, and enlarged views.

SHIPPING

- Package tracking via UPS, Fedex or USPS.
- What carriers will you use? USPS, Fedex, UPS, DHL, etc.
- Will you allow multiple shipping addresses? Consider the user sending gifts to others at the same time as purchasing for themselves.
- How will you charge for shipping? By value, by weight, a fixed rate based on a formula?
- Will you allow international shipments? if so, how much will you charge? Will the customer be responsible for paying customs charges (we recommend that they do).

SEARCH FEATURE

- Will your site require a search engine for finding products, articles, etc?

PRODUCT INFORMATION

- Product descriptions.
- Product specifications.
- Options such as color, size, and shape.
- Pricing information - volume pricing, static pricing, prices of various options, etc.
- Other specific product fields that pertain to your product line.

CURRENCY

- What currencies will products be sold in?

TAXES

- What state / country will operations be based out of? Does the company have more than 1 "node" (an office, ware house, or distribution center)? if yes, where?
- What is the sales tax rate (or VAT if you are in Europe) in your state or country?

INVENTORY CONTROL

- Do you need real-time inventory control on the site? Does the inventory on the website need to reflect the stock that you have in your warehouse?

PROMOTIONS

- What kind of promotions will you run?
- Free or discounted shipping based on a specified minimum order amount.
- Free gift if order total exceeds a specified amount.
- Coupon code based on promotions.
- Percentage or dollar discounts on certain products or categories
- Will you sell Gift Certificates online?

REGISTRATION SUITE

- Ability to register with a username and password so that customers can view previous order history and track orders.

TECHNOLOGY

- Do you have any technology requirements as far as a programming languages (PHP, ASP, JSP), operating platforms (Unix vs. Windows), or databases (MySQL vs. MS SQL)?
- Do you have your own dedicated server, or do you need a hosting provider?