Planning an eCommerce Store

Checklist of available features and advice for planning an online store

If you're planning to set up an online store to sell products online, you can use the questions below as a checklist to work on your eCommerce business plan.

1. How many products will you have? _____
2. Will those products have variations, such as size or colour? _____
3. Are the products physical or virtual/downloadable?_____
4. If the products are physical, calculate the shipping costs for the weight and size of each product using Canada Post's postage calculator. You may need to purchase a small scale to weigh the products.
    a. Will you use flat rate shipping?
    b. Or, per-product shipping?
5. Where will you be shipping to? (USA, Canada, International) _____
6. What shipping methods will you offer? (Canada Post, UPS, FedEX) _____
7. Calculate the cost of any shipping material such as boxes or bubble wrap and include that cost in your product pricing.
8. Will your shop allow prices to be displayed in multiple currencies? _____
9. Do you require custom fields for the products? (Example, monogrammed products would require a name field)
10. Which payment processor will you use?
    a. Paypal
    b. Stripe
    c. Square
    d. Other _____
11. Will your products be organized by categories?_____
12. Do you have product photographs? Do you need to hire a photographer?
13. Do you have written product details such as dimensions, materials, and any other info that would be useful for customers?
14. Will you allow for customer reviews?
15. Will you use coupon codes?
16. Who will be managing the shop once it's set up? Will they require training?
17. Will you include newsletter sign-up integration with your check-out process?

For WordPress website owners, Woocommerce is the best eCommerce plugin available. Woocommerce is free, but some of the features listed above require a premium plugin.

Ready to get started on your new website?
Contact Createscape Design Studio to request an estimate.

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