

e-Commerce Readiness Assessment

This document is intended to broadly define an identified interest or opportunity in the e-Commerce arena. Additional discovery is required to fully define and successfully launch a compelling and profitable e-Commerce platform.

GENERAL

Are you already executing e-Commerce transactions?

- Yes No

What are you interested in selling online?

- Products Services

Do you have an existing catalog?

- Yes No

Do you have corporate identity (logos, etc.) materials available?

- Yes No

DOMAIN MANAGEMENT

Do you have a domain name already identified?

- Yes No Need Help

If yes, do you have that domain name registered?

- Yes No Need Help

If yes, do you have the login credentials to manage your domain?

- Yes Need Help

SALES AND MARKETING PLANNING

Do you have a sales forecast developed?

- Yes No Need Help

What unique offers, promotions or marketing approaches do you have in mind?

Please describe the product or service you intend to sell online.



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T3

TOOLS
FOR TOUGH
TIMES

How many unique services or products do you intend to sell online?

How many unique configurations of individual products (for example, different colors of the same shirt style), do you intend to sell online?

What is the average order value for your intended online transaction?

OPERATIONS

Do you have an ERP, Billing, or other system that requires integration?

Yes No

If yes, what system?

Will you be shipping from your facility?

Yes No Need Help

If yes, do you have carrier agreements already in place?

Yes No Need Help

If yes, with whom?

Will you be dropshipping?

Yes No Need Help

Will you be providing customer service?

Yes No Need Help

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SITE LAUNCH MANAGEMENT

Do you need assistance developing website and product copy?

- Yes No

Do you have project management, technology and executive resources available to participate in and champion your ecommerce initiative?

- Yes No Need Help

ONLINE & SOCIAL MARKETING

Do you have prior experience with online marketing (email newsletters, paid search, search engine optimization)?

- Yes No Need Help

Please list the search terms you would like to use to attract traffic.

Do you intend to compose email newsletters?

- Yes No Need Help

What, if any, of the social marketing tools below do you have experience with?

- Facebook Twitter LinkedIn Blogs/Forums Need Help

If you would like help getting started, email the completed form to Darin Lynch at darin.lynch@pllc.com