

# E-COMMERCE STARTUP CHECKLIST

Ecommerce Business Plan Template



## Have a Business Plan:

- ☐ Define niche market
- ☐ Write brief mission statement
- ☐ Develop business identity
- ☐ Have a reliable source for your product- manufacturers/suppliers
- ☐ Have a reliable source to deliver your product- direct delivery or drop-shippers

## Form a business/corporate entity:

- ☐ Choice of Entity State Selection
- ☐ Obtain a federal tax ID
- ☐ Obtain state/local sales tax license, as necessary
- ☐ Open a business checking account

## Business Logistics:

- ☐ Establish business address
- ☐ Set up phone & fax service
- ☐ Establish a merchant account (direct credit card processing)

- ☐ Set up shipping provider accounts
- ☐ Purchase shipping supplies
- ☐ Shipping rates

### **Web logistics:**

- ☐ Choose a web hosting provider
- ☐ Designing your e-commerce Site
- ☐ Web-marketing/ SEO
- ☐ Information Security

### **Legal Issues:**

- ☐ Terms & Conditions of Use
  - ☐ Disclaimers
  - ☐ Limitation of Liability
  - ☐ Liability for 3rd party content
- ☐ Privacy Notices
- ☐ Contracts with Vendors (web designers, graphic designers, etc.) & Suppliers
- ☐ Use of copyrighted materials/trademarks

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