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/co orate entity:

- [ ] Choice of Entity State Selection
- [ ] Obtain a federa 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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