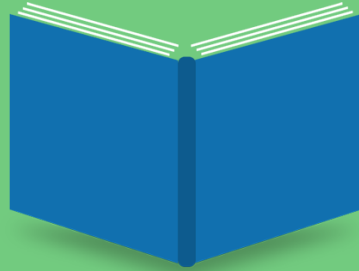


E-COMMERCE STARTUP CHECKLIST

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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