



E-commerce Tutorial: Online Marketplace Checklist

Business name:

Date:

I have created my strategy and this strategy is focused on:

- Selling through online marketplaces YES NO
- Selling through my own e-commerce site YES NO
- Selling through both avenues above YES NO

Selling through Online Marketplaces

I have:

- Collected the relevant information to list my products YES NO
- Researched the different online marketplaces in different countries suitable for my products YES NO
- Reviewed the Department for International Trade's online marketplace to inform me of the different marketplaces suitable for my products <https://www.great.gov.uk/selling-online-overseas> YES NO
- Understood the pricing of each online marketplace YES NO
- Calculated the margin of each sale following online marketplace fees/commission YES NO
- Agreed my online marketplace strategy will/will not seek the online marketplace to fulfil the order YES NO
- Factored in these additional costs when preparing my product pricing model YES NO

Online Marketplace Checklist

Selling through my own e-commerce site, I have:

- | | | |
|--|--------------------------|--------------------------|
| • Chosen a domain name | <input type="checkbox"/> | <input type="checkbox"/> |
| • Ensured my selected domain name does not infringe any registered trademarks | <input type="checkbox"/> | <input type="checkbox"/> |
| • Searched for registered trademarks on the gov.uk website | <input type="checkbox"/> | <input type="checkbox"/> |
| • Reviewed a range of hosted e-commerce platforms | <input type="checkbox"/> | <input type="checkbox"/> |
| • Reviewed security software to secure the website | <input type="checkbox"/> | <input type="checkbox"/> |
| • Considered if I need to hire a web developer to help set up my online store | <input type="checkbox"/> | <input type="checkbox"/> |
| • Checked my e-commerce site across multiple browsers in relevant geographies | <input type="checkbox"/> | <input type="checkbox"/> |
| • Ensured that my e-commerce platform can scale up as my business grows | <input type="checkbox"/> | <input type="checkbox"/> |
| • Ensured that my e-commerce site is mobile optimised | <input type="checkbox"/> | <input type="checkbox"/> |
| • Checked if my e-commerce platform can be integrated within key online marketplaces | <input type="checkbox"/> | <input type="checkbox"/> |
| • Researched different customer payment preferences in my target markets | <input type="checkbox"/> | <input type="checkbox"/> |
| • Ensured my e-commerce site includes terms and conditions, privacy, shipping and returns policies | <input type="checkbox"/> | <input type="checkbox"/> |
| • Researched multi-channel management software for automation purposes | <input type="checkbox"/> | <input type="checkbox"/> |
| • Created a testing matrix to test multiple functions of the website following launch | <input type="checkbox"/> | <input type="checkbox"/> |

Additional checklists are available covering: Online Marketplaces/E-commerce sites, Digital Marketing and Financial/Cyber Security Measures.

For more information on e-commerce and other support available, contact your Client Executive or visit investni.com