



E-commerce Tutorial: Research Checklist

Business name:

Date:

I have identified the following keywords my customers could use to find my products/services online:

Keywords to remember:	
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Competitors

I have researched my competitors and I am aware of:

- How my competitors organise their products
- What prices my competitors are charging online
- What my competitors offer in terms of shipping
- What my competitors return policies are
- How my competitors offer their customer service
- How I can match/exceed these services against my competitors

<input type="checkbox"/> YES	<input type="checkbox"/> NO
<input type="checkbox"/> YES	<input type="checkbox"/> NO
<input type="checkbox"/> YES	<input type="checkbox"/> NO
<input type="checkbox"/> YES	<input type="checkbox"/> NO
<input type="checkbox"/> YES	<input type="checkbox"/> NO
<input type="checkbox"/> YES	<input type="checkbox"/> NO

Research Checklist

Products

I have collected the relevant information to list my products:

- Product descriptions YES NO
- Images and/or videos YES NO
- Appropriate keywords to use within my product descriptions YES NO
- Confirmation that the product descriptions/images are not trademarked and are suitable for use YES NO

Markets

I have researched what markets I want to target YES NO

These markets are:	
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Research Checklist

Markets (continued)

I have:

- | | | |
|--|--------------------------|--------------------------|
| • Checked there are no restrictions or regulations in these markets against my current products | <input type="checkbox"/> | <input type="checkbox"/> |
| • Calculated shipping costs to each market | <input type="checkbox"/> | <input type="checkbox"/> |
| • Estimated shipping times to each market | <input type="checkbox"/> | <input type="checkbox"/> |
| • Obtained postage costs from different providers | <input type="checkbox"/> | <input type="checkbox"/> |
| • Tested my website on different in-market browsers | <input type="checkbox"/> | <input type="checkbox"/> |
| • Identified relevant online marketplaces in specific countries | <input type="checkbox"/> | <input type="checkbox"/> |
| • Researched financial regulations in different countries such as country-specific VAT and other local legislation, including different consumer rights in different countries | <input type="checkbox"/> | <input type="checkbox"/> |

Human Resources

I have assigned/will assign specific people to:

- | | | |
|--|--------------------------|--------------------------|
| • Review our online content to ensure it is up-to-date | <input type="checkbox"/> | <input type="checkbox"/> |
| • Answer customer enquiries | <input type="checkbox"/> | <input type="checkbox"/> |
| • Process orders | <input type="checkbox"/> | <input type="checkbox"/> |
| • Deal with any customer complaints/refund requests | <input type="checkbox"/> | <input type="checkbox"/> |

<p>If not currently selling online, state a target date on which you want to have your online sales channels set up by:</p>	
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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