

Questions for setting up E-Commerce / Shopping Cart

Product Catalog:

- Approximately how many items do you have in your product catalog?
- How frequently do you add to the catalog or need to change catalog item descriptions or prices, or remove items from the catalog?
- Do you have your catalog available now in print format?
- Do you have the catalog now available in a spreadsheet or database?
- Would each item (or most) have one or more images associated with it?
- Do the product items have technical notes / spec sheets associated with them
- Will the product items be organized according to categories – approximately how many categories and is this 1 or 2 levels of categories.
- How would you describe your products? – do you already have the descriptions written for these?

Pricing:

- What are the price range for items?
- Do all customers see the same pricing?
- Do some customers have preferred pricing?
- Is there a different price if a person buys larger quantities of items?
- Will you be charging tax?
- Will you be charging shipping? – how will this be calculated? – is it a flat rate shipping charge or based on weight?

Payments:

- Will all of your customers be from the USA?
- Are you willing to sell internationally?
- Will all prices be quoted in US dollars?
- Do you currently accept credit card payments?
- Will you accept payment by check from your online store?

Customers:

- Do you want customers to be able to store their contact info for future use? – i.e. their profile with address, email, and contact information?
- Do you want them to have access to a historical record of their purchases?
- Customers will login with userid and password to access their information.
- Do they need to be able to update their info?

Name: _____

Business Name: _____

URL : _____

Email address: _____

For more information: store@alephinc.com / www.alephinc.com
