E-Commerce: The Platform, Pitfalls and Pros
Core Values

People Matter The Most
Create Customer Happiness
Win Through Teamwork
Act Like An Owner
Open & Effective Communication
Never Settle
Honesty & Integrity In All We Do
Embrace Change
Think Big
Spread Happiness Beyond Our Four Walls
Why do I need an Ecommerce website?

Point of Parity
Easier Reordering - Self Service
Open 24/7
Expanded Customer Base
Remarket to Potential Customers
Questions to Answer Before you Start

Is this a tool for expansion or service?
Who is my target customer?
How much money do I want to invest?
Do I understand legal/tax rules in my state?
Will I store product or dropship?
Points to Consider

How will you manage your inventory?
Shipping - how to and who pays?
Who will create/build the site?
Who will run or oversee the site long term?
Who will maintain the site’s content?
Do you have a marketing budget?
Who will manage your customer service?
Will you accept returns?
Choosing a Platform

Hosted
● Pros: easy, secure, all-in-one solution
● Cons: expensive as you grow, less flexible
● Examples: Shopify, Volusion

Self-Hosted
● Pros: flexible
● Cons: tech knowledge required, pay a la carte
● Examples: Magento, WooCommerce
Quick Pointers

Choose an easy-to-remember URL (domain)
Include contact information on your site
Outline clear policies and FAQs
Understand basic SEO principles
Spend time on product entry (descriptions, photos, etc)
Set up Google Analytics
Questions?