



eCommerce Preplist

Do you sell products in a physical location?

What to look for: Physical products sold from a physical location, or products and services that are utilized through a single up-front transaction.

Why you need it: Products and services that are paid for up-front, instead of being billed or invoiced, will be able to transfer to an ecommerce platform.

Is there demand for your product outside of your immediate geographic area?

What to look for: Tracking interest in, and usage of, your product will show you where you will ultimately be focusing your sales efforts.

Why you need it: While ecommerce will benefit anyone who needs your product, if you have interest outside of where your physical location is able to serve, ecommerce is really the only way to connect your product with a consumer.

Is your growth limited by space?

What to look for: Demand for your products that exceed the space you are able to store them for display.

Why you need it: Having a physical space to sell out of will limit the product you have available for sale. To sell "in-store" the consumer will most likely have to see the product, whereas online you will only need an image for viewing

Are you planning for increased sales and growth?

What to look for: A plan to scale up your on hand product and possibly storage capabilities. Also, a strategy to manage increased sales volume.

Why you need it: With the immediate nature of ecommerce you will need a strategy in place for spikes in demand, as well as an increase in volume overall as the greater reach of your sales will cause a rise in sales activity.

What hurdles will arise as you move to ecommerce?

What to look for: A list of challenges that you will overcome to begin ecommerce.

Why you need it: There will be unique challenges associated with ecommerce, and they should be considered. They include: method of shipping, packaging materials, added labor costs, increased storage space, new website components, electronic transaction software, and new marketing and advertising avenues. There may be others depending on the products (like additional packaging requirement such as refrigeration for food items)