**e-commerce Strategy**

**Section 1 –** Strategy Proposal

1.1 Client

1.2 Purpose

1.3 Target Audience

1.4 Objectives

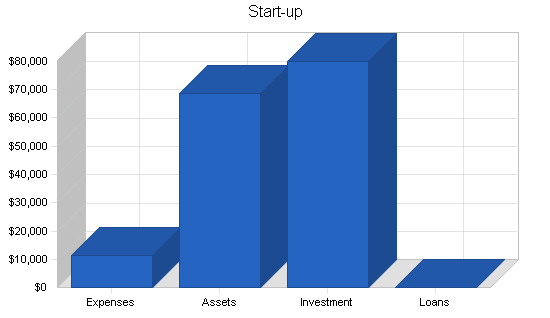
1.5 Mission

1.6 Keys to Success

* Marketing.
* Web design.
* Product quality.
* Service.

1.7 Company Start-up Summary e.g.

* Legal fees for the business formation.
* Office supplies.
* Web development.
* Telephone line installation.
* Desk, chair, filing cabinets.
* Shelving units for inventory storage.
* Computer system with Microsoft Office, QuickBooks Pro, CD-RW, printer, and a broadband Internet connection.



|  |  |
| --- | --- |
| Start-up Requirements | |
| Start-up Expenses |  |
| Legal |  |
| Stationery etc. |  |
| Web Development |  |
| Total Start-up Expenses |  |
| Start-up Assets |  |
| Cash Required |  |
| Other Current Assets |  |
| Long-term Assets |  |
| Total Assets |  |
| Total Requirements |  |

1.8 Milestones

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Milestones** | | | | | |
| **Milestone** | **Start Date** | **End Date** | **Budget** | **Manager** | **Department** |
| Business plan completion |  |  |  |  |  |
| Office set up |  |  |  |  |  |
| Web site completed |  |  |  |  |  |
| Complete hiring of the intial company personnel |  |  |  |  |  |
| **Totals** |  |  |  |  |  |

**Section 2** – Design Proposal

2.1 Structure of website - site plan

2.2 Navigation design

2.3 Site map

2.4 Housestyle

2.5 Content

2.5 Storyboards – Page Plans

2.6 Image and Product Details

2.7 Components and facilities e.g. product information, ordering and payment services

**Section 3 –** Hosting Proposal

3.1 Website hosting e.g. choice of ISP

3.2 Reasons for ISP choice

3.3 Website Variables (Use of PHP, MySql, Flash etc.)

3.4 Services available e.g. PayPal, NoChex, credit or debit cards, securepay.

**Section 4 –** Advertising Proposal

4.1 SEO

4.2 SEM

4.3 Banner Ads

4.4 Email Marketing

**Section 5 –** Costing Proposal

5.1 Setup

5.2 Maintenance

5.3 Security

5.4 Advertising costs

**Section 6 –** Documentation

6.1 Assets

6.2 Image and Product details

6.3 Housestyle and Consistency

6.4 Business Plans

|  |  |  |  |
| --- | --- | --- | --- |
| **Profit and Loss Account** | | | |
|  | **Year 1** | **Year 2** | **Year 3** |
| **Sales** |  |  |  |
| Direct Cost of Sales |  |  |  |
| Other Production Expenses |  |  |  |
| **Total Cost of Sales** |  |  |  |
| Gross Margin |  |  |  |
| Gross Margin % |  |  |  |
| **Expenses** |  |  |  |
| Payroll |  |  |  |
| Sales and Marketing and Other Expenses |  |  |  |
| Depreciation |  |  |  |
| Leased Equipment |  |  |  |
| Utility Bills |  |  |  |
| Insurance |  |  |  |
| Rent |  |  |  |
| Payroll Taxes |  |  |  |
| Other |  |  |  |
| **Total Operating Expenses** |  |  |  |
| Profit Before Interest and Taxes |  |  |  |
| Interest Expense |  |  |  |
| Taxes Incurred |  |  |  |
| **Net Profit** |  |  |  |
| **Net Profit/Sales** |  |  |  |