



Company Store Discovery

The discovery is the first step to customizing your online company store. Basic questions and answers such as why, how and who lead to more and more details that eventually provide a blueprint for your unique web based e-commerce system.

Let's get started!

1. Who will use the store and why?

2. Will users have different roles? For example:
 - a. Will different users be able to see different products?
 - b. Will different users have different payment options?

3. What will the store's primary function be?
 - a. Ease of bulk purchasing
 - b. Administer/Support Physical Company Store
 - c. Sales Incentives Programs
 - d. Employee Retention
 - e. Safety Programs
 - f. Promote Company Brand
 - g. Other

Comments/Notes

4. Who will use the store?
 - a. Managers
 - b. Buyers
 - c. Assistants
 - d. Field Sales
 - e. Customers
 - f. Employee Population
 - g. Other

Comments/Notes



5. Should the store be password protected or should anyone be able to browse the store?

6. Will there be an inventory?

7. Who will warehouse products?
 - a. Client
 - b. Distributor
 - c. Third Party Fulfillment
 - d. Other

Comments/Notes

8. How will products be distributed?
 - a. Bulk ship to one location
 - b. Bulk ship to multiple locations
 - c. Individual product fulfillment
 - d. Other

Comments/Notes

9. Design? Will a simple template work or should the store have the same look and feel your clients website?

10. Do we need Shipping estimated?



11. What are the reporting needs of the client?

12. Processing orders.

- a. Budget per User?
- b. Manager Order Approval System?
- c. Purchase Order
- d. Credit Cards?
- e. Merchant account integration?
- f. Gift Certificate Program?