

LEIGHTON CAMPBELL'S E-COMMERCE ACADEMY
E-COMMERCE FUNDAMENTALS FOR ENTREPRENEURS AND BUSINESS MANAGERS
COURSE WORKSHEET

This course worksheet enables any entrepreneur or business manager from any industry to map out the key considerations that must be made when creating an online business or moving an existing business online.

Please go through this course worksheet with your own business goals, resources and budget in mind. Upon completion you will be sure to get a clearer picture of what a feasible ecommerce approach will look like.

1 What is your commercial business model?	2 What is your product sales model?
What is your E-Commerce purpose? <i>(To launch your business, penetrate your existing market or enter a new market?)</i>	What type of products do you sell? (list product categories)
What is your commercial model? (Ex. B2C, B2B)	Do you sell physical, digital or service based products?
What industry do you operate in?	Do you require customers to order online, sign up, complete a booking or request a quotation?
3 What are the key steps in your sales process?	4 How are you structured to sell?
List the key steps in your sales process?	Do you have a physical location or are you internet based?
What information needs to be collected when selling your products?	What systems/functions are needed to support your sales process?
Is each product category sold the same way? <i>(Example one time purchase vs a monthly subscription)</i>	What human resources are in place to support your sales & service delivery processes?

[Schedule a **FREE CALL** with me to discuss your business approach and see what it will take to confidently move your business to the next step.](#)

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5	How will you approach the creation of your ecommerce platform?	6	What payment methods best support your business model?
<p>Will you be:</p> <ul style="list-style-type: none"> - Setting up your platform yourself? - Getting professional help to create a website? <p>Have you allocated a budget for setting up your platform?</p> <p>Do you need compliance considerations because of your products? (ex. Tobacco, firearms)</p>		<p>What payment methods will be accepted on your platform? (ex. card, bank transfer, cash on delivery)</p> <p>Will you need any special payment features? (ex. <i>Recurring payments, part payments</i>)</p> <p>Which payment gateway/partner will you use to collect credit card payments?</p>	
7	How will customers get your products?	8	What is your lead generation strategy?
<p>Do your products need to be shipped?</p> <p>If yes, who will be your shipping partner and what are their rates?</p> <p>Are rates varied by distance, weight or shipping zones?</p> <p>For digital products, will they be downloaded or accessed in a secure area?</p>		<p>Who are your customers?</p> <p>Where are they found online and where are they physically located?</p> <p>What communication channels and tools will be used to connect with prospects?</p> <p>What tactics will be used to attract customers to your platform?</p>	

By completing this worksheet you should now have a clearer idea of what e-commerce approach is best for your business. However, if you need expert help to create a winning strategy to confidently move your plans forward, I am happy to help.

Feel free to book a **FREE CALL** with me to help you figure out the best way forward. **GET MY PROFESSIONAL HELP >>**

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