

E-Commerce Preparation

Check out the Competition

Go on line and have a look around at what your completion is up to, if other retailers in your trade are selling online, you need to catch up and compete. If you don't have much competition on line, then be the first to capture those extra sales.

Know your Products and Prices

Once you have decided on your product range, research prices and try to be competitive. As with any business you need to decide if you are going to be cheaper or better than the completion online. If you are a little more expensive, you may offer a quicker or better service than your competition.

Know your target Customer

Once you have decided on your product and pricing structure, who is your target audience. We can then build the site with your audience in mind and optimise it so the right people find it – those looking to spend money!

Design

Do you have a corporate colour theme or are you starting from scratch? Have a look around and find a few site you really like and a few with features you don't like to give us an idea of what your likes and dislikes are.

Features

What do you need your site to do, are there any special features your trade needs, e.g. working prices out for products depending on size or colour, do you need to collect customer details or do you need coupons and special offers. If you have a large inventory, have a think about how you would like your products categorised and sub categorised.

Practical Stuff

If your shop really takes off, do you have sufficient space and funds for stock to meet demand? Have you sorted out packing materials?

Keeping the Shelves Full

Before your shop goes live, you need it full of your products and you will need to add new products or offers on an ongoing basis, have you the time to do all of this yourself, or will you need our help to just get you started or to add all of your products and keep it up to date for you?

Delivery

Can you deliver goods whilst maintaining a good profit margin? Delivery charges are usually the biggest hurdle to overcome for any on line shop

If you have never run a business of your own before, don't worry, we can help you with the practical side of the business and provide you with a professional website. You don't need a university degree but you do need bags of energy and enthusiasm.

Call for a Quote

If this has got you interested, please call us now for a no obligation chat with one of our friendly designers at any of our local offices:

Nottingham: 0115 8890032

Design Derby: 01332 910454

Mansfield: 01623 857831

Alfreton: 01773 541547