

Quick Checklist for Ecommerce Business Planning

Pre-research preparation:

- Research at least top 10 blogs, magazine sites, and market trend sites
- Research the business model and strategies of at least 10 nearest competitors
- Define your target audience demographics and find out their online hotspots

E-commerce Business Planning Checklist

- Set your SMART – Specific-Measurable-Achievable-Relevant-Time Bound-Business Goal(s)
- Business Model for your E-commerce business
- Plan your 7 Ps
 - Product
 - Price
 - Promotion
 - Place
 - People
 - Process
 - And Physical Environment
- Weekly/Monthly Action Plan
- Define your KPIs (Key Performance Indicators)
- Work Delegation Plan
- Budget Plan and Allocation