

Store Planning Worksheet

This worksheet is designed by North Star Productions. Do not worry if you can't fill it out completely on your own; though try to figure the number of products, products with options, and categories before we talk. When completed this allows us to give you an accurate price quote for your store. It should be used in conjunction with the Website Planning Worksheet. Have it handy when you discuss your project on the phone with a North Star Productions representative. After we've you've filled in the blanks, please make a photocopy for your records, and mail a signed copy to me. It provides a written memorandum of our mutually-agreed plan. Telephone: 513-735-4271

Store Name:

1. Store size:

- Smaller stores 5 to 500 products
 Medium stores 100 to 2,000+ products.
 Other

2. Type of Sale

- Retail (sale to end user)
 Wholesale, business-to-business (to resellers or manufacturers)
 Desire to do both

3. Products

Type of Products:

How many products (separate SKU numbers) do you plan for your store? _____.

Do these SKU numbers represent different colors or sizes for the same product?

Yes___ No___

SKU (Stock Keeping Unit)

A number assigned to a specific product and used to keep track of current supplies of that product.

Options (color, size, etc. in a drop-down menu).

This number of products _____ has an average of ___ options each.

Did you count each of the options as a different product above?

___Yes ___No

4. Product Photos

A substantial part of the cost of developing a store is in preparing the product photos. But, of course, they are often what motivate people to purchase.

Number of product photos _____

Format: ___Prints ___Digitized (scanned) ___Web Ready (digitized, sized, optional border, JPEG or GIF format)

5. Product Information Format

Typical product information needed (depending upon the complexity of your site): SKU, Product Name, Product Description, Weight, Price, Picture File Name, Category, Subcategory, Related product SKUs for cross-selling, color/size option of SKU, other descriptive fields (such as ISBN for books), etc. These will usually be fields in a spreadsheet or database.

Database Format:

___Not currently in database or spreadsheet ___ Excel if possible..

6. Categories of Products

The larger the store, the more categories you'll need. Site menus and search engines use these categories to group products so shoppers can find them quickly. We'll need a list of these from you. You'll also need to put the category and subcategory(ies) in fields in your database.

Number of Main Categories or "Departments" _____

Total number of Subcategories in all "Departments" _____

7. Sketch Your Preferred Product Page Layout(s)

On the other side of this form. Show preferred placement of: (1) product photo, (2) product name, (3) product SKU, (4) product description, (5) price, and (6) order button.

8. Shipping

Shipping Options Offered:

Ground 2nd Day Overnight

Carrier:

UPS FedEx Airborne Postal Service Other

Shipping Calculation Method:

Disable shipping calculation

Flat Rate for all items (e.g., up to three books for \$8)

Price Threshold (e.g., \$8 for orders between \$25 and \$50)

Weight Threshold (e.g., \$8 for orders weighing between 10 and 12 pounds)

Shipping Price specified for Each Item (useful for items with special packing or crating)

Other

For international customers state: "We will calculate the exact shipping amount and notify you by e-mail."

9. Sales Tax (one state table at no extra charge)

States or Counties where collection is required

Percent Sales Tax

PayPal Plugin to calculate exact tax in many states where you are required to collect tax .

10. Payment Transaction

Payment Methods Allowed

Visa MasterCard American Express Discover Purchase Order

Checking Other: _____

Credit Card Authorization:

PayPal Real-time on-line credit card authorization (recommended if you're setting up a Web business from scratch)

11. Secure Order Reception

Store software e-mails you when an order arrives, but it won't e-mail sensitive credit card information. You'll need to get that in a secure manner.

View completed order in Web browser and print out orders on printer. Download order file for transfer to accounting system as provided by PayPal.

12. Accounting and Inventory

Accounting Program Used

QuickBooks Peachtree Mail Order Manager Other

Do you want to integrate Web orders with accounting program? (Special programming probably required) Yes Maybe Later No

Do you want to integrate Web orders with an inventory program? Yes No

13. Special Order Form Instructions

Gift wrapping
 Gift card inscription
 Shipping instructions
 Other

14. Names of "Regular" Pages.

Product pages are usually designed on the basis of templates. "Regular" pages must be hand-designed using HTML, with custom photo insertion, etc. As such, they are more expensive. Typical "regular" pages are your "home" page, FAQ, about the company, articles, newsletters, and (sometimes) ordering instructions.

Welcome/Menu
 About the Company
 FAQ
 Newsletter
 Other:

15. Response Forms (besides the order form)

You may have a form where shoppers can ask questions, subscribe to a newsletter, get customer support, etc. We do not include your ordering system here. You may not need a structured feedback form; an e-mail response link may be all that is necessary.

Number of response forms (up to 20 fields each) _____

Purpose of response form(s):

16. Web Hosting

Due to the complexity of installing and hosting store-building software and relational databases, it is important that you accept our recommendations for Web hosting services. We charge for the additional time expended installing and configuring stores on Web hosting services other than those we recommend. On the other hand, we have shopped for the best cost/performance/reliability in Web hosting services. We do not resell hosting, but have you arrange your own contract with approved hosting services.

Web Hosting Service: Doteasy.com

17. Digital Certificate of Site Security

SSL Secure Servers use a Digital Certificate signed by a recognized authority (currently VeriSign or Thawte) which tells the shopper's Web browser that the store is what it purports to be. The configuration of some Web hosting services requires each store to have its own Digital Certificate (at a cost of several hundred dollars per year). Others allow store owners to use the server's digital certificate. If you need a separate Digital Certificate, for an additional fee, we will interface with VeriSign and Thawte for you, saving you a considerable hassle. PayPal will handle all this automatically.

18. Globalization

Once your store appears on the Web you will have a global business. You will get orders from other countries, since many countries are not able to purchase these items locally. How will you make your site more comfortable for international customers?

___Link to currency exchange calculator (Your credit card company handles exact exchange rates)

___Provide instructions about international shipping options

___Provide international shipments with "International Air Waybill," "Commercial Invoice," or "Shipper's Export Declaration (SED)" as required. (You may obtain more information about requirements from your postal office or courier shipping service.)

19. Other

This form outlines our company's plans for our online store.

Signature _____ Date _____

Last updated January 24, 2008.

North Star Productions 700 University Lane, Suite 312, Batavia, Ohio 45103-2736

These are the items that will make up the package you'll be sending to us:

- Store Planning Worksheet
- Website Worksheet which will define for us the:
 - Written content for your web pages (preferably on a diskette formatted for Word for Windows [2.0, 6.0, 7.0, 8.0, or 2000], Word Perfect [5.1, 6.0+], or other word processor. We can translate from most word processor formats with ease.)
 - Photos or graphics to be included. You may send graphics and photos which we can scan into electronic form. Even better, send us a CD-R, CD-RW disc with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.). Sorry Mac formatting is not an option at this time. Your company logo (if any).
 - Samples of your printed materials -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.
 - Check for at least 30% of the total.

We are looking forward to receiving your materials and constructing your website!

North Star Productions 700 University Lane, Suite 312, Batavia, Ohio 45103-2736