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E-Commerce Preparation

1. **Understand Business Data Needs**: We will have to spend time and effort understanding your catalog Data in EXCEL Sheets. We can share samples with you about the data you need. This is included as part of E-Commerce costs but will take time for both parties to get right.

2. Photography and how you will be required to organize your photos.

3. **Photo Shoot process**: The specs for pictures on each page should be given by the designer. The photographer must follow the specs to produce the right image for the given design. Often the designs and the photographers ignore this critical point and leads to major problems. Getting a photographer who understands "Web Site Photography" is a good thing.

4. **Government & Compliance**: Your TAX rules. We are not accountants so your business is advised to understand how it will apply TAX and charge domestic & international customers. These rules will have to be stated clearly to us. We will suggest industry best practices, however since each company has its own way and each country has its own rules; this is owned and driven by business to ensure compliance.

5. **Policies**: Your Shipping, Refund, Payment, Packaging, Privacy policies should be documented, verified and communicated clearly to your developer and finally your consumer.

6. **Payment Gateway(s):** Identify a Payment Gateway Provider you will use. What all types of Payment options you want? Pay pal? You will have to pick a Payment Gateway Provider in your city and we will integrate with them.

   1. On Technical platform compatibility with their API : Do you support Java integration via your API? or is your API purely Web based? We are a Java/Tomcat application so what sort of integration kit would be provided?

   2. Does the Payment Gateway have any technical pre-requisites? Example: Like the Site should be live and running on the internet, site should be running on SSL, site should have public IP address

   3. Does the Payment Gateway have any functional/business pre-requisites? Example: Like Terms and conditions defined

   4. Does the Payment Gateway allow the merchant to Auto debt a Credit card or Debt card annually or monthly?

5. Does the Payment Gateway allow the Site to determine the payment options before the client is sent to the gateway from our website?

6. Does the Payment Gateway have a minimum or maximum transaction limit?

7. Does the Payment Gateway send a notification/email to the Merchant each time a transaction is made?

8. What sort of user interface customization capabilities does the PG provide?

7. **Infrastructure needs**: Hosting, Security Certificate, Payment gateway

8. **Security**: Ensure no design or Site needs capturing user sensitive information like Credit Card Info. Such aspects are delegated to a payment gateway for security compliance.

9. **Ability to maintain site**: Understanding how often your product line changes etc, who will manage your site in the following areas:

- Content

- Product Data

- Photos / Images

- Invoice + Accounting

- Order Fulfillment + Stock keeping