

E-COMMERCE STARTUP CHECKLIST

1. **Have a Business Plan:**
 - a. Define niche market
 - b. Write brief mission statement
 - c. Develop business identity
 - d. Have a reliable source for your product- manufacturers/suppliers
 - e. Have a reliable source to deliver your product- direct delivery or drop-shippers

2. **Form a business/corporate entity:**
 - a. Choice of Entity/ State Selection
 - b. Obtain a federal tax ID
 - c. Obtain state/local sales tax license, as necessary
 - d. Open a business checking account

3. **Business Logistics:**
 - a. Establish business address
 - b. Set up phone & fax service
 - c. Establish a merchant account (direct credit card processing)
 - d. Set up shipping provider accounts
 - e. Purchase shipping supplies
 - f. Shipping rates

4. **Web logistics:**
 - a. Choose a web hosting provider
 - b. Designing your e-commerce site
 - c. Web-marketing/ SEO
 - d. Information Security

5. **Legal Issues:**
 - a. Terms & Conditions of Use
 - i. Disclaimers
 - ii. Limitation of Liability
 - iii. Liability for 3rd party content
 - b. Privacy Notices
 - c. Contracts with Vendors (web designers, graphic designers, etc.) & Suppliers
 - d. Use of copyrighted materials/trademarks

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