

BUSINESS PLAN OUTLINE

How to start an eCommerce business

1. Business Plan

- a. Name of business
- b. Idea of business
- c. Purpose of business
- d. Product/service
 - i. Inventory (dropship or traditional)

2. Register business

- a. Government (taxes and recognizability)

3. Marketing & Online Presence

- a. Choose website platform (Eg. Shopify, Wordpress, Wix, Squarespace, Etsy etc.)
- b. Register Domain (Eg. GoDaddy)
- c. Social Media (Eg. Instagram, Facebook, Twitter, Tik Tok)
- d. Logo (colour, font, idea)
- e. Packaging (personal touch)
- f. Advertising (Eg. Facebook Ads, Instagram Ads, Google Ads)

4. Hidden Fees

- a. Payment Systems
- b. Plan (CAN or USD?)

5. Other tools and resources

- a. YouTube
- b. How to tutorials online
- c. Network