



# Are U Hosted

## We make it Easy!

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### Online Shop Planning Worksheet

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This worksheet has been designed to be used over the phone as a communication piece with Are U Hosted. Don't 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 online shop.

It should be used in conjunction with the Web Site Questionnaire and the Are U Hosted Website Design Contract.

**Store Name:**

**Store-Building Software**

\_\_\_\_\_ smaller stores 5 to 500 products

\_\_\_\_\_ medium stores 100 to 2,000+ products

\_\_\_\_\_ Data Base for larger catalogue stores 1,000 to 100,000 products

\_\_\_\_\_ Other

**Type of Sale**

\_\_\_\_\_ Retail (sale to end user)

\_\_\_\_\_ Wholesale, business-to-business (to resellers or manufacturers)

\_\_\_\_\_ Desire to do both

**Products**

**Type of Products:**

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

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

Yes\_\_\_\_ No\_\_\_\_



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### 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 \_\_\_\_\_ Transparencies \_\_\_\_\_ Digitized (scanned)  
\_\_\_\_\_ Web Ready (digitized, sized, optional border, JPEG or GIF format)

### Product Information Format

Typical product information needed (depending upon the complexity of your site): SKU (Stock Keeping Unit), Product Name, Product Description, Weight, Price, Picture File Name, Category, Subcategory, Related product SKUs for cross-selling, colour/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 \_\_\_\_\_

FileMaker Pro \_\_\_\_\_ Access \_\_\_\_\_ Sybase \_\_\_\_\_ Oracle \_\_\_\_\_ Other \_\_\_\_\_

### 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" \_\_\_\_\_

### 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.

### Shipping

#### Shipping Options Offered

\_\_\_\_\_ Ground \_\_\_\_\_ 2nd Day \_\_\_\_\_ Overnight

#### Carrier:

\_\_\_\_\_ Australia Post Service \_\_\_\_\_ Other



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### Shipping Calculation Method

- Disable shipping calculation
- Link to Australia Post or other shipper shipping cost calculator)
- 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)
- Other

### Shipping Areas or Zones

(6 included at no extra charge). Many merchants start with Australia Post zones and then average them so there are 3 or 4 zones for other carriers. For international customers state: "We will calculate the exact shipping amount and charge it to your card prior to shipping."

Sales Tax (one table at no extra charge)

States or Countries where collection is required

Percent Sales Tax

### Payment Transaction

#### Payment Methods Allowed

Visa  MasterCard  American Express  PayPal  Discover   
 COD  Purchase Order  Reseller Account No.   
Other: \_\_\_\_\_

#### Credit Card Authorization

Real-time on-line credit card authorization (recommended if you're setting up a Web business from scratch)  
 Desktop credit card processing after order is received (begin here if you have an existing Merchant Credit Card Account)



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### Special Order Form Instructions

- Gift wrapping
- Gift card inscription
- Shipping instructions
- Other

### 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):

### Web Hosting

Due to the complexity of installing and hosting store-building software and relational databases, it is preferable that you use Are U Hosted Web hosting services. We charge for the additional time expended installing and configuring stores on Web hosting services other than Are U Hosted at an hourly rate, and cannot guarantee functionality on third party servers. We will, however transfer your existing domain to the Are U Hosted servers at no additional cost.

Web Hosting Service:

### Digital Certificate of Site Security

SSL Secure Servers use a Digital Certificate signed by a recognized authority (currently VeriSign or Geotrust) 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 Geotrust for you, saving you a considerable hassle.



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### 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 multiple languages for product names, product descriptions, order form details (name, address, phone), shipping instructions

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.)

### Other

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

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name: \_\_\_\_\_

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