MACRODOMARKETING&DESIGN
IMAGE IS ONE THING, HAVING IT SEEN IS EVERYTHING ELSE.

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Store Planning Worksheet

This worksheet is designed to be used by Macrodo clients, to help ease the creation of an online sales solution for them. Do not worry if you can't fill it out completely; just try to figure out the number of products, products with options, and categories before we talk. Once completed this allows us to give you an accurate price quote for your store. This should be used in conjunction with the Website Planning Worksheet. Have it handy when you discuss your project on the phone with a Macrodo representative. After we have all the blanks filled, please make a photocopy for your records, and mail/fax a signed copy to us. This provides a written memorandum of our mutually-agreed plan. Thank you for your business.

These are the items that will make up the package you'll be sending to us:
   • Store Planning Worksheet
   • Website Planning Worksheet
   • Check for at least 30% of the total.

• Written content for your web pages (preferably formatted in Word Document(s).
• Photos or graphics to be included on pages. Please, send all graphics and photos in a digital format. We charge additional for scanning photos. We prefer you 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.).
• Include 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.

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

Store Name:_____

1. Store size:
___ Smaller stores 5 to 50 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)
*If you have a certain idea, or you can trust our judgement.
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 our own, or those we recommend. We have shopped around for the best cost/performance/reliability in Web hosting services. Macrodo Hosting offers the best performance, with the highest quality, and professional customer service.

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_____