

building your BOUΤTIQUE

Building an online store doesn't have to be super complicated, answer these questions to help you gather the correct information...

Let's talk about your product...



Is your product physical, digital or both?



Do you have quality photos of each product?



Do you have brief descriptions of each product?



Do you have sizing charts, if necessary?



Will you allow reviews on your products?



Can customers share over social media?

accepting payments ONLINE



What currency will you accept?



Will you be accepting multiple currencies?



What taxes* are your sales subject to?



Will you be offering sales or coupon codes?



Will you be using paypal or another system?

* Knowing your tax and other rules are very important when setting up business online.

PROTECT yourself

When you sell online the customer information you're collecting needs to be protected, keep your clients informed of your legal policies...

What is your privacy policy?

What is your return policy?

What are your shipping rules and disclaimers?

What are your terms of use?

What are your copyright and trade-mark notices?



Depending on your product you may need different legal notices, please do your research, and get the appropriate legal advice.

Other questions to ask yourself...

Will customers have to login to their account to purchase or can they purchase as a 'guest'?

Log In ▶

For other information that should be included on your site please see our other infographic

The
CONTENT
Conundrum

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SHIP it good!

Which company will you be using?



Will you be shipping outside Canada?

Will you be offering delivery or pick-up?



Will you be charging a handling fee?

Do you have the weight & dimensions of each product?

