This worksheet is intended to help the learner think through the details that are covered in this learning module. Small business owners are encouraged to follow along with the self-guided online learning module and to use and adapt the worksheet to their individual business situation and learning needs.

Global eCommerce Four Phases Checklist for:

Phase 1: Identify and Clarify Business Goals

Step 1    Describe reason(s) for expanding to global ecommerce
  ◦
  ◦

Step 2    Define your business objective(s)
  ◦
  ◦

Step 3    List potential risks or fears associated with global ecommerce
  ◦
  ◦

Step 4    Develop a project budget
  $________ (allocated)
  $________ (estimated cost)

Step 5    Develop a project timeline
  1 month:
  3 months:
  6 months:
  9 months:
  1 year:
  3 years:

Step 6    Research global ecommerce contacts
Contact information for local Chamber of Commerce:
  ◦
  ◦
Contact information for small business owners conducting global ecommerce:
  ◦
  ◦
Phase 2: Identify and Research a Target Audience

Step 1  Note your personal comfort level
  ◦
  ◦

Step 2  Research previous orders and customer data (List countries of overseas customers)
  ◦
  ◦

Step 3  Choose preliminary target markets
  ◦
  ◦
  ◦
  ◦
  ◦

Step 4  Create country profiles of target markets - Complete the Country Profiles Worksheet and insert data into the plan here.
  ◦ (General characteristics of countries 1, 2, 3, 4, and 5)
  ◦ (Economic stability and business environment for countries 1, 2, 3, 4, and 5)
  ◦ (Technology and infrastructure for countries 1, 2, 3, 4, and 5)

Step 5  Identify One or Two Markets for Global eCommerce Expansion
  ◦ Market 1:
  ◦ Market 2:

Phase 3: Identify Possible Changes to the Four Stages of the Online Ordering Process

Step 1  Searching
  ◦ Possible search engines:
  ◦ Search words:

Step 2  Ordering
  ◦ List name and address formatting information for target markets #1 and #2
  ◦ List date and time formatting for target markets #1 and #2
Step 3: Payment
- Possible Payment Options:
- Currency Link:

Step 4: Delivery
Possible Shipping Options:
- Custom Forms for target markets #1 and #2
- Taxes or tariffs for target markets #1 and #2

Phase 4: Identify the Optimal Degree of Website Customization

Step 1: Consider the following to determine your overall degree of customization:
- Characteristics of Target Markets (e.g., language and translation needs):
- Budget and Timeline:
- Small-Scale or Large-Scale Customization?