



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 I: 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
- -
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- 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 #1and #2
 - List date and time formatting for target markets #1and #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?