
Contact Information

Contact Person

Position

Organization Name

Country

City

E-Mail

Skype ID

Phone Number

Strategy. General Information

What do you sell or intend to sell online? This may include products or services, or both.

What are your target groups?

What is your expected time frame to complete the project?

What is the budget range established for your project?	\$1,000-5,000
	\$5,000-10,000
	\$10,000-15,000
	Other

Which Magento platform do you plan on using for your web store?	Magento Community
	Magento Enterprise

Will you provide the logo?	Yes. No. New logo design required
Do you require banners to be designed?	Yes No
Should your Magento website be responsive (adapt to screen size of any mobile device)?	Yes No I need advice on this issue
Or do you want to have mobile version just for specific mobile devices?	Yes No
If yes, what are these devices? What browsers should be supported?	
What kind of navigation do you plan on?	Classic navigation (main categories and subcategories) Filter navigation (filtering by different attributes: price, size, manufacturer etc.) I need advice on this issue
How many categories and subcategories are planned? What are they?	
What kind of search do you want to offer?	Magento standard search Auto-suggest Auto-complete Auto-correction 3party systems solutions (Solr, Sphynx)

Products

How many products do you plan to be listed online?

Is import of products required? Yes
No

What product types will feature on your new website?

- Simple
- Configurable
- Downloadable
- Bundle
- Grouped
- Virtual
- I need advice on this issue

Will the products demand non-standard configuration (custom made, booking etc.)?

- Yes
- No

If yes, please describe your idea.

What media should be used to feature your products?

- Images
- Video
- 3d-imaging
- PDF brochure
- Other

Are there any other special considerations we need to know about your products or pricing structure?

Customers

Will your customers be able to order without registration?

- Yes
- No

What functionality do you want to have in customer area?

Payments. Taxes

What Payment Methods will you offer?

PayPal
Credit card
Bank transfer
Cash on delivery
Purchase order
Authourize.net
I need advice on this issue
Other

Which payment gateway will you be using?

Are there any special tax or price considerations we should be aware of?

Shipping

In what countries will you deliver your products?

What shipping methods do you plan on to offer? Does this include a 3rd party shipping service provider and if so which one?

How will shipping costs be calculated?

Fixed per order
Fixed per product
Product-specific
Based on weight
Free shipping
Free shipping for specific products
Free shipping beginning with a defined order value
Tiered pricing for shipping costs
Table rates with different shipping zones
Other

Are there any other considerations concerning shipping we should be aware?

CMS and Static Pages. Blog

How many content pages do you require? What are they? (e.g. about us, contact us, terms and conditions, FAQ's, our services, returns policy)

What type of content will be contained on the various content pages?

Text Images
Videos
3d-imaging
PDF brochure
Other

Should we implement a blog in the store?

Yes
No

If yes, what pages and content should it have?

Marketing and Promotions

What kinds of promotion and marketing tools are supposed to be available in the shop?

Discounts
Tiered pricing
Coupons
Gift certificates
Wish list
Product comparison
Up-sells, cross-sells, Related products
Direct order (to order using SKU)
Product reviews
Product ratings
RSS-feeds
Recommend to a friend
Special offers
Social media bookmarks
Recently viewed products
Forum
Other

Other Features

Please specify

Full page cache
One-step checkout
News block
Ajax shopping cart Live
Chat
Dynamic visual imaging
Other

Integrations

What systems should your Magento shop be integrated with?

Accounting system

Warehouse storage system

ERP system

Newsletter system

CRM system

POS

Marketplaces (ex. Ebay,

Amazon)

Auctions, comparison

engines, certifications

Hosting

Do you have a current web hosting, domain name?

If there is anything else we should consider, please describe your ideas.