

WEBSITEDESIGN.co.za

THE PROFESSIONAL, FAST & FRIENDLY CHOICE FOR WEBSITE DESIGN

Call Us 086 111 5596 | info@websitedesign.co.za | www.websitedesign.co.za | CPT & JHB Offices

E - COMM WITHOUT HOSTING

An e-comm website is a website which has products displayed - and the facility for your visitor to add products to a shopping cart, and then proceed to check out and make their purchase online.

Choosing the right platform is the most important decision you will make - you need software which is easy to use and cost effective to setup. We have the solution right here at websitedesign.co.za

Start making money online and order your e-comm website with us today.



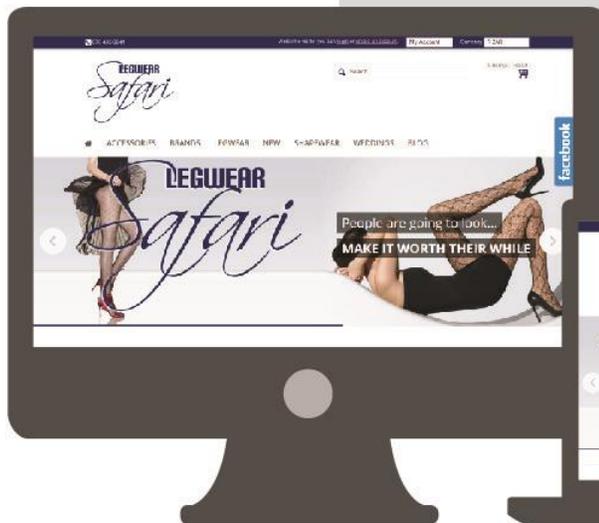
E-comm Base Package R15 000 ex vat.

E-comm Advance Package R18 950 ex vat.

Includes the following:

- Support Documentation
- Product Reviews
- Unlimited Categories
- Unlimited Products (Pre-loaded 30 products)
- Unlimited Manufacturers

- Product Ratings
- Related Products
- Sales Reports
- Information Pages



Disclaimer:

The user/s of this website and / or domain and all related documents automatically accept and agree that the Owner/s of this website attempt to ensure that the content remains accurate and to date, no liability will be accepted for any errors whatsoever or changes without notice. Any errors can be reported to sales@websitedesign.co.za

Ecommerce Brief

*** GUIDELINES ON HOW TO PUT YOUR BRIEF TOGETHER ***

- Please ensure that you complete this briefing document as accurately as possible, the more in depth the brief the more we can assist you.
- If you require any assistance with this document then please speak with our friendly sales consultant.
- Once a project has been activated, your Project Manager will also assist you with any queries you have during development.
- Please note for an Ecommerce solution you will require a payment gateway to assist with the online security and funds transfer. We recommend you use PayFast.co.za as they have been proven to be the superior choice in SA. If you would like to use another payment gateway please inform your Project Manager to find out if it is supported by the chosen Ecommerce framework.

Documents that are required by law for your Ecommerce website:

If you need assistance then please speak to your Project Manager. We can walk you through the generation of your website's policies with aid from the below links.

- **Terms and Conditions:** Please see the following link for assistance:
<https://termsfeed.com/generator/new/terms-conditions>
- **Return / Refund Policy:** Please see the following link for assistance:
<https://termsfeed.com/generator/new/return-refund-policy>
- **Privacy Policy:** Please see the following link for assistance:
<https://termsfeed.com/privacy-policy/generator/>

STEP ONE

Cosmetics: Your logo



Please past your logo in below – if you do not have a logo then do consider letting us design your logo for only R1 110.00 ex VAT – to place an order, speak to your sales consultant.

PASTE
LOGO
HERE

STEP TWO

Cosmetics: How you would like the website to look.

Below are examples of Ecommerce Websites.

Ecommerce sites are template based websites – so some cosmetic elements are limited.

Please have a look at each of the below links and **highlight** your favorite choice for the look and feel of your website:

****Please note functionality remains the same regardless of framework choice.**

Opencart based framework:

<http://www.legwearsafari.co.za/>

<http://lina-b.co.za/>

<http://platinumvapes.co.za/>

<http://www.teddys.co.za/>

WordPress based framework:

<http://www.seductiveshoes.co.za/>

<http://www.lavendier.com>

<http://www.amazonkeratin.co.za>

<http://www.cityw.co.za/>

STEP THREE

Functionality: Your menu Items



There are only 3 types of pages we can create: Informational, Product or Category.

We limit the number of informational pages you can have on this website by 10 to ensure a user friendly experience (simpler has been shown to be better for Online Stores operating in the South African market).

Please add the menu items you would like below. We have recommended several of the page headings to ensure your Online Store complies with the necessary Rules & Regulations that govern online transactions.

If you would like more pages please consult with your sales agent.

****The pages in bold are required****

1. *Home
- 2.
- 3.
- 4.
- 5.
- 6.
7. *Privacy Policy
8. *Returns / Refund Policy
9. *Terms & Conditions
10. *Contact us

STEP FOUR

Content

Now this is the fun part, content is all the good stuff living on your website like pictures or photos and information.

You will need to provide the content for each of your pages – please ensure the below headers match your menu items above.

**** The project has the following limitations:**

- Up to 4 images per page
- Up to 25 images on the gallery page
- Up to 300 words per page
- Content must be provided in a ready to use state
- If you would like assistance with your product photography, then please enquire with your sales consultant @ 1 200.00 ZAR ex vat per hour.

1. *Home

Please add your content in here including pictures to be used, up to 300 words and up to 4 pictures per page.

*This is where you typically show-off your recently added and bestselling products. You can also add other elements like text and images on this page.

*Categories: try limiting your store to just 3 tiers of categories to assist with your user's ease of navigation (sub-sub-category is an example of a 3rd tier category).

2. Page 2

Please add your content in here including pictures to be used, up to 300 words and up to 4 pictures per page.

3. Page 3

Please add your content in here including pictures to be used, up to 300 words and up to 4 pictures per page.

4. Page 4

Please add your content in here including pictures to be used, up to 300 words and up to 4 pictures per page.

5. Page 5

Please add your content in here including pictures to be used, up to 300 words and up to 4 pictures per page.

6. Page 6

Please add your content in here including pictures to be used, up to 300 words and up to 4 pictures per page.

7. *Privacy Policy

Please see the following link for assistance:

<https://termsfeed.com/privacy-policy/generator/>

8. *Returns / Refund Policy

Please see the following link for assistance:

<https://termsfeed.com/generator/new/return-refund-policy>

9. *Terms & Conditions

Please see the following link for assistance:

<https://termsfeed.com/generator/new/terms-conditions>

10. *Contact us

On this page we will give you:

- A map (please provide address)
- A contact form with up to 10 fields (please provide details and the email the form will send to)
- Contact details (please provide these)

STEP FIVE

Categories

Please provide the different categories that your Online Store will have. Categories help customers search for what they are looking for. They also create a sense of order for your store.

Please provide us with your categories & sub-categories below (maximum of 3 tiers of sub-categories, helps ensure a user friendly website).

1. Category1
 - a. Sub-category1
 - b. Sub-category2
 - i. Sub-sub-category1
2. Category2
3. Category3
4. Category4
5. Category5
6. Category6
7. Category7
8. Category8

STEP SIX (STORE & PRODUCTS)

****PLEASE NOTE: WE WILL BE PRE-LOAD 30 PRODUCTS TO ASSIST YOU IN GETTING STARTED.**

*** = Required fields**

*Product Name:

*Description of Product (150 words to 500 words):

**Main Image of Product*

Second and Third images of product (maximum of 4 images per product).

Product images should be a maximum of 1000px wide and 1000px tall. Please see the following link for online resizing of your images to ensure your website loads as speedily as possible: <http://resizemyimage.com/EN/>

*Product Code (if applicable):

*Product Category (as per category section completed above):

*Price of Product (ZAR ex vat):

Use as many pages as you need – copy and paste images in

STEP SEVEN

Payment Gateway & Shipping Information

Please sign up with your preferred Payment Gateway. You can confirm with your developer if your chosen Payment Gateway has developed the necessary integration software for your website framework to function correctly.

****To do the integration we will need your “Merchant Key” and “Merchant ID” or “Vendor Code”.** These will be provided to you after the sign up process with your chosen payment gateway is complete.

The **shipping** of your products generally makes up a large percentage of the final product price, so consideration should be taken over who to trust with this vital service.

Unfortunately, there are currently no courier companies offering Ecommerce framework integration to do automatic delivery calculations in South Africa. This means that the most cost effective solution is to buy a **bulk package** of shipping packets for local or international shipping.

www.Aramex.co.za offers a flat rate of **99.00 ZAR per delivery** to any address in South Africa. This is their **Store-To-Door Courier** Service. This has a delivery time of next day delivery by 12pm or up to 72 hours for outlying areas. This will ensure the customer does not have to wait long without anything to show for the money spent. The sooner your customer receives their product, the more likely a repeat purchase becomes.

****Please provide us with your flat rate for shipping your products within SA.** Orders over a certain value can provide a free shipping service if you decide to use this option.

STEP EIGHT

Key Phrases & Descriptions

Please provide page descriptions that we can add to the website so search engines can better understand each page. These descriptions can be between 5 and 20 words long.

Please provide us with at least 10 descriptions below (1 per page):

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

CONGRATULATIONS

If you have completed all of the above steps, then we have what we need in order to build a first preview of your Ecommerce website. To proceed, please send this document back to your sales consultant.

We look forward to building your website.