

**Davison Consultancy
eCommerce Fact Find**

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www.davisonconsultancy.co.uk

INTRODUCTION

Overview

In order to provide you with a Quotation for your eCommerce site, it is important for us to know about your company, aims and objectives. This document helps us, and you, to qualify the current position, the challenges you are currently facing and the strategy going forwards.

We seek to provide you with a business solution, so our vast experience of commercial systems in a wide range of businesses can be used to give you a competitive advantage over a technology solution.

Please answer the following questions as fully as you can.

Primary Contact Information

Description	Response
Your Name	
Job Title	
Telephone (office / mobile)	
Email address	
How did you hear about us?	

Company Information

Description	Response
Company Name	
Company Address	
Postcode	
Business Telephone	
Number of Employees	
Approx Annual Turnover	
Year established	
Company Reg No	
VAT Reg No	
What are your company's Unique Selling Points?	
Who are your three main competitors?	

Target Market

Description	Response
What are your main products / services?	
What is the typical profile of a typical customer?	
Is your target market local, national, or international?	
Is customer retention an issue?	

Current Challenges

Description	Response
What are your current business challenges that you would like to be addressed with the new site?	
Are there any internal factors that may have an impact on this project?	

Current eCommerce facilities

Description	Response
What is the current Domain Name for the company?	
Is the existing site hosted or run on internal systems?	
Is the website content maintained by you or a third party?	
Are there any particular problems or restrictions with the current site?	
Does it generate enough leads?	
Does it generate enough sales?	
Is the performance adequate?	
Has the site been unavailable many times in the last year?	
What keywords are you using for each particular product/service?	
Do you have a budget for online marketing, eg: Google Adwords, paid directory listings etc?	
Are your products/services information available electronically, ie: Spreadsheet, XML format?	

New eCommerce Requirements

Description	Response
What are the main requirements for the new site?	
What are your sales objectives for the site?	
Is there an ordering or priority for the items listed?	
Do you require a contented managed site?	
Do you require a webshop, with online payments?	
Would you like to interact (chat) with prospects online?	
Are you looking to add a Blog to your site?	
Are you looking for Website/Webshop promotion to drive more traffic to your site?	
Do you have any data import requirements, as a one-off exercise to load up the site, or as a regular update/feed?	
Do you need your eCommerce site to share information with a third party system and/or your own internal systems, eg: Accounts, Ordering etc?	
Do you have an Email Newsletter capability? If so, is it successful, and what is the typical response?	

eCommerce Project

Description	Response
Have you set a budget for this project?	
Are you seeking funding, eg: BusinessLink, grant ...	
Is there a particular time-scale for the project?	
Who is responsible for the project in your organisation?	

Thank you for taking the time to fill out this form.

If you have any questions about this form and/or would like to discuss it please call me.

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<http://www.davisonconsultancy.co.uk>