

E-commerce Business Establishment Checklist

1. Company Formation

- Choose a suitable business structure (sole proprietorship, partnership, private limited company)
- Register your company with the Registrar of Joint Stock Companies and Firms (RJSCF)
- Obtain a Trade License from the local municipality or city corporation

2. Legal and Regulatory Compliance

- Register for income tax and VAT
- Obtain a Digital Business Identification (DBID) from the Ministry of Commerce
- Obtain any industry-specific licenses or permits
- Ensure compliance with data privacy and consumer protection laws

3. Online Presence

- Choose a domain name
- Design a professional website
- Create social media profiles on relevant platforms
- Optimize your website for search engines (SEO)
- Add “Terms & Conditions”, “Privacy Policy” & “Return & Refund Policy” pages in the footer of the Website.
- Add a customer acknowledgment checkbox “Terms & Condition”, “Privacy Policy” & Return & Refund Policy” as hyperlinks before the payment page.

4. E-commerce Platform

- Select a suitable e-commerce platform (WooCommerce, Shopify, Magento, etc.)
- Customize the platform to match your brand and business needs
- Set up product categories and listings
- Integrate payment gateway and shipping options

5. Payment Gateway

- Choose a reliable payment gateway (e.g., SSLCOMMERZ)
- Set up payment options (credit cards, mobile wallets, internet banking)
- Ensure secure payment processing

6. Shipping and Logistics

- Choose shipping partners and negotiate rates
- Set up shipping policies and procedures
- Implement inventory management system

7. Marketing and Promotion

- Develop a marketing strategy
- Utilize SEO, social media marketing, email marketing, and content marketing
- Consider paid advertising (Google Ads, Facebook Ads)
- Build relationships with influencers and bloggers

8. Customer Service

- Establish customer support channels (email, live chat, phone)
- Develop customer service policies and procedures
- Provide timely and efficient responses to customer inquiries

9. Legal and Contractual Matters

- Draft and review necessary contracts (e.g., terms and conditions, privacy policy)
- Obtain legal advice on intellectual property rights and copyright laws

10. Financial Planning

- Create a detailed business plan
- Develop a financial forecast
- Secure funding if necessary

Remember to consult with legal and financial experts to ensure compliance with local regulations and to make informed decisions.