

E-COMMERCE WORKSHOP

TECHNOLOGY



PRE-WORK

WHAT CAPACITIES DO YOU ALREADY HAVE FOR ECOMMERCE TECHNOLOGY?

Existing website, social media presence, budget, time

WHAT ARE YOUR LIMITATIONS?
Budget, time, experience

WHAT ARE YOUR TOP GOALS FOR E-COMMERCE FUNCTIONALITY?

DECISIONS

SHOP AND SHIPPING PLATFORMS/INTEGRATIONS TO EXPLORE

SCHEDULE FOR EXPLORATION, PLANNING, AND ROLLOUT

NEXT STEPS



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E-COMMERCE WORKSHOP

MARKETING



PRE-WORK

WHAT DO YOU LIKE ABOUT YOUR CURRENT MARKETING STRATEGY AND ASSETS? HOW DO YOU MEASURE THE SUCCESS OF YOUR BUSINESS' MARKETING?

WHAT ARE YOUR LIMITATIONS?
Budget, time, experience

WHAT ARE YOUR TOP 1-2 GOALS AROUND MARKETING FOR ECOMMERCE IN THE NEXT SIX MONTHS?

DECISIONS

HOW WILL YOU INTEGRATE YOUR ECOMMERCE MARKETING PLAN INTO ALL YOUR MARKETING CHANNELS?
social, in-store, email newsletter

SCHEDULE FOR EXPLORATION, PLANNING, AND ROLLOUT

NEXT STEPS



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E-COMMERCE WORKSHOP LEGAL



PRE-WORK

WHAT QUESTIONS DO YOU HAVE AROUND LEGAL PROTECTIONS FOR YOUR BUSINESS WHEN USING E-COMMERCE?

WHAT QUESTIONS DO YOU HAVE ABOUT REGULATIONS FOR E-COMMERCE?

DECISIONS

WHAT STEPS DO YOU NEED TO TAKE TO ENSURE YOUR BUSINESS IS LEGALLY PROTECTED ONLINE?

DO YOU NEED TO MAKE ANY CHANGES TO YOUR SITE OR YOUR PLANS IN ORDER TO REMAIN COMPLIANT?

NEXT STEPS



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FULFILLMENT



PRE-WORK

HOW HAVE YOU GOTTEN YOUR PRODUCT INTO CUSTOMERS' HANDS IN THE PAST?

WHAT ASPECTS OF THAT METHOD COULD WORK WELL FOR ECOMMERCE FULFILLMENT? WHAT ASPECTS WOULD NEED TO CHANGE?

WHAT GOALS DO YOU HAVE FOR PRODUCTION VOLUME AND ECOMMERCE SALES? *These goals will dictate what's required of your fulfillment capacity.*

DECISIONS

BASED ON YOUR PROJECTED REVENUES, WHAT KIND OF BUDGET DO YOU HAVE TO SPEND ON FULFILLMENT?

HOW MUCH TIME DO YOU (OR YOUR EMPLOYEES) HAVE TO SPEND ON FULFILLMENT? WHAT ADDITIONAL HELP DO YOU NEED?

NEXT STEPS



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