

**Company Logo**

[Your business name goes here]

*Refer to the ThinkBusiness.ie eCommerce guides for more details on commissioning an eCommerce project.*

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# Confidentiality Agreement

*[Because of the confidential nature of the information you will provide in this document to a web developer you may wish to include a brief statement about confidentiality in the space below]*

*[Insert text of agreement here]*

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*[Signature]*

*- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -*

*[Date]*

# Purpose of document

*[You should state what this document is designed to do – invite web development suppliers to submit proposals for design and development of an eCommerce website].*

# 1. Company Description

*[Include details here that will assist a web developer understand your business. Below are some sample headings:*

* *Company history*
* *Products or services*
* *Business objectives*
* *Target markets – existing or potential, who may be served by the new site*
* *Target customers – existing or potential, who may be served by the new site*
* *Current sales channels, such as retail, online, distributors*
* *Main competitors, including web addresses]*

# 2. Current website details

*[Include details of your existing website here. The amount of detail given will vary from one business to the next and whether you plan to enhance a current website with an eCommerce facility or create a new eCommerce site to replace an existing website. Below are some sample headings:*

* *Background to current site – who developed it? when?*
* *Technologies in use – Content Management System (CMS), other systems that may be integrated into site e.g. Customer Relationship Management (CRM), stock management systems etc*
* *Branding - whether current site reflects the brand of your business, product or service*
* *Hosting arrangements*
* *Site management details – who does what?*
* *Features on current site that will remain, in the event of an upgrade of an existing site]*

# 3. Competitor and other websites

*[List competitor and/or other websites which you think are relevant. Identify what you believe is good about the user experience, the eCommerce offering or other aspects of the site. Provide links to the websites.]*

# 4. eCommerce website objectives

*[In this section you should set out very clear objectives for the proposed eCommerce website and how it will support your business goals. Objectives will differ from one business to the next. Below are some examples of eCommerce objectives that may be relevant:*

* *Reach target customers – demographics, geographic region, etc*
* *Meet revenue targets for online sales with new or existing customers or in new or existing markets or market segments*
* *Increase brand awareness of products or services*
* *Capture email addresses for email marketing*
* *Encourage site registrations*
* *Enter new geographic markets with localised eCommerce web presence]*

# 5. Project requirements

*[Provide an overview of the project and what is in scope and what is out of scope. If you are planning to launch the website in different phases, provide a description of each phase and what is in and out of scope for each phase. Provide as much detail as possible under each of the headings shown below].*

## 5.1 Design requirements

*[If you have an existing website, you should indicate whether you plan to fully or partially update the site design. If you want a new site design as part of this project, you should state whether you have existing brand identity materials, such as a logo, colour palette and brand guidelines, which will be available to the developer. If you require the developer to create a new brand identity from scratch, then state this and indicate what other uses you have for the logo and brand materials e.g. on letterhead or business cards.]*

## 5.2 Technical requirements

*[You should provide details of the likely eCommerce and other development requirements. The table below includes many of the standard technical features of smaller eCommerce solutions. You should review this list and amend the table according to your business needs. You should include additional requirements in the last column of the table*. *This list of requirements is not exhaustive. You should add additional rows and details to meet your business needs*.

|  |  |  |
| --- | --- | --- |
| ***Requirements*** | **In scope**  **(yes or no)** | **Additional details or requirements** |
| ***General eCommerce requirements*** | | |
| *Storefront integrates with existing Content Management System (CMS)* |  |  |
| *Inbuilt CMS capabilities - ability to edit content/layout of storefront for promotions* |  |  |
| *Personalisation tools to control cross sells, up sells* |  |  |
| *Product image management system – support for thumbnails, image zoom, multiple images per product* |  |  |
| ***Product catalogue*** | | |
| *Support any product type* |  |  |
| *Must be easily managed by staff, including ability to add and edit product categories.* |  |  |
| *Browse by product category, variant, price, attribute (e.g. colour or size)* |  |  |
| *Search: search by product category, variant, price, attribute* |  |  |
| ***User Interaction*** | | |
| *Blog* |  |  |
| *Frequently asked questions (FAQs)* |  |  |
| *Customer forum* |  |  |
| *Social media sharing* |  |  |
| *Product reviews and ratings* |  |  |
| ***Integration*** | | |
| ***Website*** *– eCommerce solution must integrate with existing website* |  |  |
| ***Analytics*** *– eCommerce site must integrate with existing website analytics package such as Google Analytics and also with specified eCommerce analytics package, such as Google Analytics for eCommerce* |  |  |
| ***Email*** *– existing email system sends responses to customer activity on new website e.g. form completion, transactions* |  |  |
| ***Other systems*** *– activity on website is tracked and reported to existing Customer Relationship Management (CRM) system, stock management and other systems. Provide details of those systems in the right hand column.* |  |  |
| ***Database integration*** *– customer contact details are captured from website into existing databases e.g. email marketing databases. Provide details of those systems in the right hand column* |  |  |
| ***Accounts/business analytics integration*** *– financial transactions on website are captured by existing accounting system and generate workflow and reports for finance and sales. Provide details of those systems in the right hand column* |  |  |
| ***Search engine optimisation and marketing*** | | |
| *Automatically generated and updated machine-readable sitemap is incorporated into site* |  |  |
| *Human readable URLs on all pages* |  |  |
| *Key metadata of pages (HTML title, description and keywords) is editable independently of each other* |  |  |
| *Webmaster tools (Google, Bing) installed and configured* |  |  |
| *Newsletter sign up form included. Include details of existing email marketing software or ask developer to propose a software solution* |  |  |
| *Discount coupon codes* |  |  |
| ***Basket and checkout*** | | |
| *Simple purchase pathway and checkout* |  |  |
| *Guest purchase /one page checkout* |  |  |
| *Payment by credit card or debit card (if you have a merchant account with your bank or plan to set one up)* |  |  |
| *Third party payments (e.g. PayPal, Realex) – you may opt for these only or you may have a third party service, as well as operating a merchant account* |  |  |
| *Other payment/incentive features, such as loyalty schemes, wish lists and gift tokens* |  |  |
| ***Order management*** | | |
| *View, edit or create orders from administration panel* |  |  |
| *Customer order tracking /history /printable invoices* |  |  |
| *Multi-channel support (e.g. click and collect)* |  |  |

## 5.3 Hosting and security requirements

*[You should request that suppliers sets out details of appropriate web hosting to include:*

* *Availability of service - uptime 99.99%*
* *Site performance - site response time for user on typical internet connection.*
* *Capacity and scalability – details of how much traffic the site can handle in peaks*
* *Backup and recovery, recovery time objectivities if site offline*
* *Access controls and site security*

*You should also ask for detail of the security features of their proposed technologies and hosting You should request that technologies to be used should include robust security features to avoid unauthorised access, keep user details secure and maintain the integrity of the systems. You should request that any reported vulnerable extensions or add-ons should not be used.]*

## 5.4 Support requirements

*[The type of support and maintenance agreement proposed should include details of annual maintenance charge for defined amount of support recommended by the supplier together with details of any additional charges involved. Agreed service levels and hours of support e.g. office hours only, 24/7 required should be specified.*

*You should ask that suppliers to provide details of system maintenance services, such as version upgrades and security patches to the website and eCommerce system]*

## Training and documentation requirements

*[You should indicate how many people within your business will require training from the supplier in the new system. You should also request details of supporting documentation]*

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# 6. Proposals from suppliers

*[You should request written proposals from suppliers to include the following:*

* *Company profile*
* *Details of three reference projects that met similar requirements to yours,*
* *Contact details of clients for those projects*
* *Profile of primary member of team who will be the main contact point*
* *Profiles of other team members*
* *Detailed responses to your requirements under each of the headings shown in the Project Requirements section*
* *A costing schedule broken down as follows*
  + *Design*
  + *Development*
  + *Hosting and security*
  + *Training*
  + *Support*
* *A sample Service Level Agreement to cover hosting, security, support and other requirements]*