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Do you expect
a trustworthy IT Partner?

Great!

Welcome (almost) on board!

Brief with questions to perfect start



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Let's go!

Please give us the most information and details about your store.

If you need to sign NDA, just send an email to sales@hatimeria.com

1. BASIC

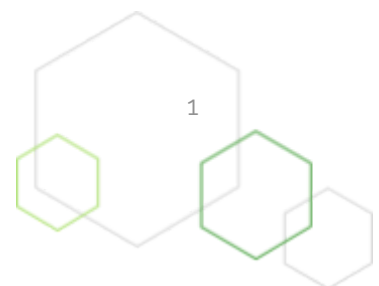
1. Company name and website URL
2. Company mission and vision
3. Competitive advantages. What makes your company different from competitors?
4. What are the essential features that distinguish the sold assortment and constitute a competitive advantage? (prestige/brand awareness etc.)
5. Leading competitors in the market.
6. Model: B2B or B2C?
7. Startup or mature business?
8. Hosting - where?
9. SSH access?

2. PROJECT

1. Short description of your project.
2. A map of a website and a complete schematic of its structure.
3. Do you need new layouts?
4. Avg daily/monthly traffic, avg numbers of orders.

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5. Numbers of countries and languages.
6. Are customers' behavior analyzed?
7. Models of customers' segmentation.
8. Sales management: shopping path, key features for customers?
9. The process of handling the order on your side. A new order comes in -> what happens next?

3. PRODUCTS

1. What is the structure of the assortment you sell? What is the width and depth of the assortment structure?
2. Also the price, product quality, and warranty period.
3. What is the approximate number of product items (catalog items) you sell?
4. What products do you currently have in store (simple/configurable / bundle / group etc.)
5. How many categories do you have?
6. Customization - are products in different versions? (e.g. colors, sizes)? How many versions does one product have on average? How many versions can a maximum of one have a product?
7. Additional dependencies between products?
8. Additional content on the product page?



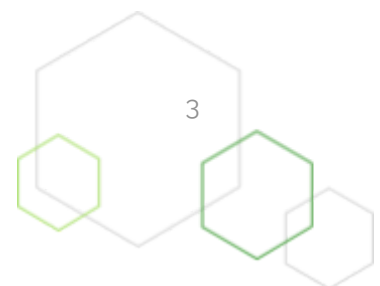


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9. Do you organize special periodic promotions? What are their rules?
10. Is cross-selling and up-selling mechanisms significant?
11. How often are stocks updated?
12. How are stocks handled? (we operate on low or high levels)
13. Engine. Which kind of content needs to be migrated to the new platform?
14. Are there other sales channels of the same assortment?
15. How the returns procedure works?

4. INTEGRATION

1. A complete list of currently installed external Magento extensions.
2. Any integrations with external systems? ERP, warehouse and accounting, analytical, etc. Any potential complications?
3. What payment options do you have?
3. Shipping methods? The cost of shipping.
4. Will the shipping of the sold assortment have its limitations? Are there products that require special transportation? (e.g. restrictions due to for warranty, shelf life, easy damage, large dimensions, tax law, scales etc) .
5. Are any integrations with auction sites / other sales channel services active or planned?





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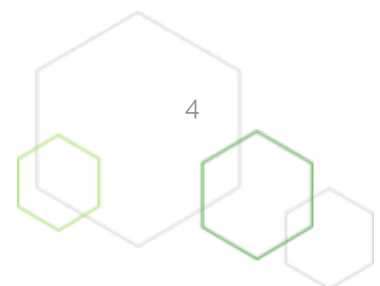
6. Are any integrations with price comparison sites active or planned?
7. Do you have or want to implement specific sales mechanisms for wholesale?
8. Any integration with software streamlining the ordering process: Business programs courier, post, label printing, etc?
9. Do you have or plan any additional departments (apart from the strictly shop-based)? e.g. blog.

5. ISSUES

1. The scale of the problems
2. What hurts the most right now?
3. Do you want to cut costs or scale up?

6. COOPERATION

1. The scope of work
2. Priorities during the project implementation
3. IT partner: in-house or outsourced? Any experience with cooperation with other agencies?
4. Who is responsible for ecommerce now? How much time has someone reserved?
5. Timeline - when would you like to start/launch MVP?





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6. What kind of budget do you have?
 - a. less than 50K EUR
 - b. 50-100k EUR
 - c. 100-300k EUR
 - d. more than 300K EUR

7. What would you like to achieve from our cooperation?

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