

Business Plan (Application) for Internet Shop

Legal name of company
Name of Internet shop

Surname, Name, Middle Name (Patronymic)
Position

Telephone number
Fax
E-mail

1) Description of the goods/services offered by the Internet shop on the site.					
2) Site's target populations and regions.					
3) Indicate the average transaction sum for the first month of work and explain the size of this figure.					
Indicate your predicted average transaction sum and quantity of operations per day after:					
1-2 weeks of operation	1 month of operation	2 months of operation	3 months of operation	6 months of operation	1 year of operation
Indicate your planned monthly turnover in US dollars beginning in the third month of operation.					
Describe the methods you will use to increase your turnover (client attraction) and planned monthly expenditures on site advertising in US dollars.					

Indicate the average time for filling orders and in what way you plan to exercise control over clients' receipt of orders.

Describe methods of limiting and controlling the risks of fraudulent transactions.

Answer the following questions:

• What measures do you plan to take to combat fraud?

• Are your clients required to register on your site if they wish to place an order?

• Do you plan to create a database of order parameters?

• What data will you request and retain when filling an order?

• How are the goods/services to be delivered?

• Do you plan to require clients to identify themselves upon order delivery (will the courier check identification documents, must the clients have their cards with them at the time of delivery, etc.)?

• Do you plan to implement the functions mentioned below?

•Control over the filling of orders

•Records of cancelled orders/subscriptions to services

• Transaction identification for the purpose of returning clients' funds through the bank (in the cases of client claims, order cancellation or fraudulent transactions)

• Records of transactions disputed through the bank and analysis of the reasons for the dispute

<ul style="list-style-type: none"> • Creating a database for negative order parameters if rejection messages (“no such card”, “card expired”, “confiscate card”, “lost/stolen card”, “do not serve”, and so on) are received more than x times during the process of a payment attempt, for the purposes of provisional monitoring 	
<ul style="list-style-type: none"> • Do you anticipate contacting clients by telephone during the process of regulating disputes and discussing order details (in addition to corresponding with them over e-mail)? 	
<ul style="list-style-type: none"> • Do you wish to make provisions for the possibility of conducting queries through the bank for the purposes of cardholder identification (through an authorised telephone or telex centre) or the verification of possible fraudulent transactions (through a faxed query between the acquirer bank and the issuing bank)? 	
<ul style="list-style-type: none"> • How high must the transaction’s sum be (in USD) in order to be subjected to this verification? 	
<ul style="list-style-type: none"> • Do you agree to pay for this option? 	
<ul style="list-style-type: none"> • Do you have work experience in electronic commerce? If so, in what sphere? Which banks provided acquiring services? 	
<ul style="list-style-type: none"> • Are you insured against losses incurred by fraudulent transactions, and if not, are you planning to insure yourself? 	
<ul style="list-style-type: none"> • What company are you/will you be insured with? 	
<p>Describe measures you have put into effect to keep to a minimum situations that may cause the client to ask the bank for a refund.</p>	
<p>Answer the following questions:</p>	
<ul style="list-style-type: none"> • How many people are employed whose function it is to support site operations (provide details of their functions)? 	
<ul style="list-style-type: none"> • What is your site’s update rate? 	

<ul style="list-style-type: none"> Does your site have the capability to regulate disputes (non-receipt or late receipt of good/service, disputes over quality, price, and description, etc.)? 	
<ul style="list-style-type: none"> How many people are employed whose function it is to fill orders (provide details of their functions)? 	
<ul style="list-style-type: none"> Does the site contain contact information with a <i>telephone number</i> that the client can call at any time in order to discuss a problem? 	
<ul style="list-style-type: none"> Is it possible for the client to cancel an order before it is delivered? 	
<ul style="list-style-type: none"> Is it possible for the client to contact you with complaints or return the goods for a full refund? 	
<p>Indicate the address of the webpage that contains the following information:</p>	
<ul style="list-style-type: none"> Descriptions of the goods/services ordering process 	
<ul style="list-style-type: none"> Card payment form (containing purchaser information such as name, delivery address, contact information, etc.) 	
<ul style="list-style-type: none"> Delivery information (time frames, methods, any other information necessary for the client to form a clear expectation of the delivery after payment by card) 	
<ul style="list-style-type: none"> Export limitations on the delivery of the goods/services (if applicable) 	
<ul style="list-style-type: none"> Description of the refund, product replacement, or exchange procedures, etc., if the goods/services are rejected 	
<ul style="list-style-type: none"> Contact information, including the company's telephone number, address, and country 	

Manager of Internet shop

Date completed

__ / __ / __