

COST OF ONLINE BUSINESS

It is now time to identify your costs and categorize them, keep an open mind and probably overbudget because you are likely to overspent, there are a lot of unplanned expenses that are too often unforeseen. I have included eight categories, feel free to add more as you go.

PRODUCT COSTS:

- Product manufacturing costs: cost of design, production and delivery to warehouse
- Product purchasing price: from supplier, delivery to warehouse
- Product packaging costs: per product, barcoding, labeling
- Service delivery cost: team member's time, additional expenses (travel, subsistence), additional support material needed (workbook)
- Shipping costs: selecting courier service (negotiation rates), calculating volumetric weight, deciding on shipping offer, etc
- Fulfillment costs
- Return costs
- Payment method costs

E-COMMERCE WEBSITE COSTS:

- Website developer fees for website design or Website developer fees for website customization (CMS or SAAS)
- Domain name
- Hosting
- SSL certificate
- Software, plugins and extension fees
- Subscription fee
- Transaction fee/commission
- Software, plugins and extension fees
- Customer service

VIRTUAL MARKETPLACES COSTS:

- Registration fee
- Subscription fee
- Listing fee
- Transaction fee/commission
- Listing on international e-marketplace module

VISUAL IDENTITY & CONTENT COSTS:

- Visual design: logos, icons, graphics
- Copywriting: company overview, about us, contact us and FAQs
- Translation of core content
- Product description, translation, photography and manuals
- Photography: photo library, stock photos, team and office shots
- Videos: company overview, demos, testimonials and events
- Legal: terms of conditions, privacy policies
- Marketing: leaflets, brochure

OTHER COSTS:

- Compliance process
- Accreditation process
- Product adaptation costs for new packaging offers, for selling online and new markets
- Business registration
- Overhead: office costs, professional fees, hardware, software, staff, taxes, etc

COST CATEGORIES

PRODUCT DESIGN & DVPT

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BRAND DESIGN & DVPT

A blank handwriting practice sheet. It features four sets of horizontal lines, each set consisting of a top line, a middle line, and a bottom line. At the beginning of each set of lines is a small square box, intended for writing a letter. The boxes are empty, and the lines are evenly spaced across the page.

ONLINE STORE DESIGN & DVPT

DIGITAL MARKETING

COST CATEGORIES

BUSINESS REGISTRATION

[illegible]

BUSINESS MEMBERSHIPS

[illegible]

TALENT ACQUISITION

[illegible]

TAXES

NOTES