

E-Commerce Venture Checklist

E-commerce website development can be complex. Equip yourself with a comprehensive checklist tailored for the South African context to ensure a successful online venture.

STEP 1

Platform and Design Selection

- Evaluate and choose a platform based on customisation, scalability, and user-friendliness; consider popular options like WooCommerce or Shopify.
 - Emphasise responsive design to ensure a seamless user experience across different devices, considering the growing mobile shopping trend in South Africa.
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STEP 2

Payment and Logistics Integration

- Incorporate trusted local payment gateways such as PayFast or Ozow for secure and efficient transaction processing.
 - Partner with reputable logistics providers like The Courier Guy or Pargo to facilitate swift and safe product deliveries with reliable tracking features.
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STEP 3

Legal and Compliance

- Ensure compliance with local regulations like the Protection of Personal Information Act (POPIA) to protect user data and foster trust.
 - Develop a clear and consumer-friendly return & refund policy, learning from leading companies like Zando in this domain.
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STEP 4

Marketing and Launch Strategy

- Optimise the platform for local SEO to enhance visibility and attract a targeted audience actively searching for products online.
 - Leverage local channels for launch promotions such as collaborating with local influencers, advertising on platforms like Gumtree, or partnering with radio stations to generate buzz and drive initial traffic.
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STEP 5

Post-launch and Customer Support

- Establish a feedback loop, possibly by monitoring platforms like HelloPeter, to gain insights into customer sentiments and identify areas of improvement.
 - Offer robust customer support, possibly in local languages, to resonate with the South African audience and address their needs promptly.
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