Checklist For Success

(NAPSA)—If you've been thinking—or even just dreaming—of your own ebusiness, you aren't alone. Take the time to properly set up your system, however, and you'll have a leg up on those who don't.

This checklist may help:

1. Define your product catalog. Know what your differentiators are—the uniqueness of your products, competitive prices, free shipping, how your products are bundled—so you can stand out from similar items.

With the right attitude, equipment and information, your ebusiness can be a success.

2. Pick the right channels. If you're selling from your own website, you'll need to "pull" customers to your products. If you're selling on marketplaces such as Amazon and eBay, you'll need to "push" your products, which means paying fees and competing with pricing and shipping.

3. Create streamlined workflows. If you're not integrating and automating sales information into your accounting, inventory and shipping systems, you can lose dozens of hours a week on data entry alone.

4. Build ironclad fulfillment. A fulfillment system that's well managed, accurate and fast is the backbone of any ecommerce business.

5. Be accountable. Take steps to properly track, validate and pay sales tax properly with proper accounting software and data automation so it's all timely and accurate.

More tools and tips for success from ecommerce operation leader Webgility are at www.webgility.com.