E-Commerce Strategy Plan

# Structure of E-Commerce Website (Completed by July 1st 2016)

Customer Interface

Display of Products

Customer Details Entry

Credit Card Details Entry

## Costs

# Hosting (Purchase to be made upon completion of E-Commerce Website)

Server Provider

Server itself

Software

## Costs

# Promotion (Promotion to commence upon website launch, December 1st 2016)

Facebook

Twitter

In Shop Advertising

Leaflets with purchases

Meta Tags

## Costs

# Security

SSL Certificate

Anti DDOS

Firewall

## Costs

# Website Goes Live (December 1st 2016)