E-Commerce Strategy Plan

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

See attached website design Plans.  
Implementation of JavaScript to be handled using ASP.Net for better functionality.  
ASP.Net to be used for:

* Filters
* Buttons
* Search
* Web Crawler (spider)
* User Login

# Hosting (Purchase to be made May 1st 2016)

**Server Provider:**

* OVH: <https://www.ovh.co.uk/dedicated_servers/hosting/>

**Server itself:**

* OVH Dedicated Host 32L
* CPU: Intel Xeon D-1520 (4 cores, 8 threads, 2.2Ghz)
* RAM: 32GB (DDR4 ECC)
* Storage: 2x 480GB SSD (Software Raid 1)
* Bandwidth: 1Gbit/s (500Mbit/s to outside internet guaranteed)
* Cost: £49.70p (Per Month, Rolling Contract, No Setup Charges)

**Software:**

* Server Operating System: Debian 8 Jessie (Non-GUI)
* Web Server: Apache Web Server (Free)
* Database: MYSQL Database Server (Free)
* JavaScript: NODE.JS (Free)
* Web Development: ASP.NET (Free)

# Domains (Purchase to be made: July 1st 2016)

* Provider: <https://www.ovh.co.uk/domains/> (registrar)
* Domain 1: <http://pcmasters.co.uk>
* Domain 2: <http://pcmasters.org>
* Domain 3: <http://pcmasters.com>
* Domain 4: <http://pcmasters.uk>
* Domain 5: <http://pcmasters.net>
* Domain total: £30.50

# Security (Purchase to be made: July 1st 2016)

**SSL Certificate:**

* Provider: <https://www.ovh.co.uk/ssl/>
* Cost: £50.99 (Per Year, including tax)

**Anti DDOS:**

* Provider: OVH (Included with dedicated Server)
* Cost: Free

**Firewall:**

* Software: IPTABLES
* Cost (Free)

# Delivery Options (Implemented on Order Page)

* **UPS:**
  + Cost (15KG, Full P.C): £11.75 (next day, UK mainland)
  + Cost (10KG, Components): £10.42 (next day, UK mainland)
  + Cost (5KG, Smaller Packages): £8.75 (next day, UK mainland)
  + Cost (15KG, Full P.C): £23.17 - £35.60 (next day, Overseas)
  + Cost (10KG, Components): £15.75 – £26.50 (next day, Overseas)
  + Cost (5KG, Smaller Packages): £12.45 - £26.50 (next day, Overseas)
* **Pickup:**
  + Cost: Free
  + Location: From Store

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

**Facebook:**

* Main Page: <http://facebook.com/pcmasters>
* Cost: Free
* Promotions: Promotional Codes, Giveaways, latest products, latest tech news, Latest events.
* Facebook Advertisement: To be considered at a later date due to auction format Facebook advertising uses.

**Twitter:**

* Main Page: <http://twitter.com/pcmasters>
* Cost: Free
* Promotions: Promotional Codes, Giveaways, latest products (links), latest tech news (links), Latest events (Facebook Link).

**In Shop Advertising:**

* Print Provider: <http://www.solopress.com/>
* Stapled Brochures: 130gsm Silk
* Size: A5 Portrait (12 Pages Per Brochure)
* Content:
  + Main Page: Company Logo, Latest New Components, Latest Deal, website URL
  + Internal Pages (excluding the last and back page): Products for sale
  + Last internal Page: 3rd Party advertisers through P.C Masters
  + Back page: Directions to store from main local point, company info (Phone number, address), opening times
* Cost: £58 (per 100)

**Leaflets with Purchases:**

* Print Provider: <http://www.solopress.com/>
* Leaflets & Flyers: 130gsm Silk
* Size: A4 (Portrait, double sided)
* Side 1: Latest Deals and Promotions, company logo, website URL, Phone Number
* Side 2: Directional Info to shop from main local point, company info and opening times
* Cost: £28 (per 100)

**Meta Tags:**<meta name="Keywords" content=" graphics cards, ram, SSD, hard drives, CPU, heatsinks, motherboards, cases, modding, keyboards, screens, mouse, desks, chairs, sound systems and other peripherals, computer, P.C, pc, shop, website">

# Testing (To commence: November 1st 2016)

* DOS Testing: Hping3 with IP Spoofing
* Stress testing: packet spam with Golden Eye
* Filter testing
* Search Testing (keywords and long arguments)
* Payment Testing
* Database Update testing (Change multiple product descriptions and info)

# Payment Options:

* Payment Provider: <https://www.braintreepayments.com/>
* Payment Options: PayPal, Bitcoin, Venmo, Apple Pay, Android Pay, Credit Card, Debit Cards (all credit and debit cards accepted)
* Processing Costs: Free (Up to £30,000)
* Processing Costs After £30,000: 2.4% of purchase order + £0.20.
* Chargeback Fee: £25 per incident (Returns charge)
* API Support: C# (ASP.NET) JavaScript and many more.

# Website Goes Live (December 1st 2016)