Building an ecommerce site requires careful consideration of various business requirements. Here are some key elements to focus on:

1. **User-friendly Interface:**
   * Intuitive navigation and user interface for easy browsing.
   * Mobile responsiveness to cater to users on various devices.
2. **Product Management:**
   * Efficient product categorization and search functionality.
   * Support for product variations, such as sizes and colors.
   * High-quality images and detailed product descriptions.
3. **Shopping Cart and Checkout:**
   * Seamless shopping cart experience with easy addition/removal of items.
   * Secure and user-friendly checkout process.
   * Multiple payment options for customer convenience.
4. **Security and Privacy:**
   * SSL encryption for secure transactions.
   * Compliance with data protection regulations.
   * Secure storage of customer information.
5. **Payment Gateway Integration:**
   * Integration with reputable payment gateways.
   * Support for various payment methods (credit cards, digital wallets, etc.).
6. **Order Management:**
   * Order tracking and status updates for customers.
   * Inventory management to avoid overselling.
7. **Customer Accounts:**
   * User account creation and management.
   * Order history and saved preferences for registered users.
8. **Shipping and Logistics:**
   * Integration with reliable shipping carriers.
   * Real-time shipping cost calculation.
   * Automated shipping notifications.
9. **Return and Refund Process:**
   * Clearly defined return policies.
   * Easy return process with automated refund options.
10. **Analytics and Reporting:**
    * Integration with analytics tools for tracking user behavior.
    * Reporting features to analyze sales, customer trends, and website performance.
11. **Scalability:**
    * Infrastructure that can handle increasing traffic and transactions.
    * Scalable database and hosting solutions.
12. **Legal and Compliance:**
    * Adherence to local and international ecommerce regulations.
    * Clear terms of service and privacy policy.
13. **Customer Support:**
    * Responsive customer support channels (chat, email, phone).
    * Help center or FAQ section for self-service.