

# Starting a New Business

## Introduction

You can sell any kind of products you want, if you don't want to sell car accessories, you can do sporting goods or electronics. The beauty behind Shopping Cart Elite is you can enter as many products as you want and use Shopping Cart Elite as a central portal to list your products into different marketplaces such as eBay, Amazon, Craigslist, etc.

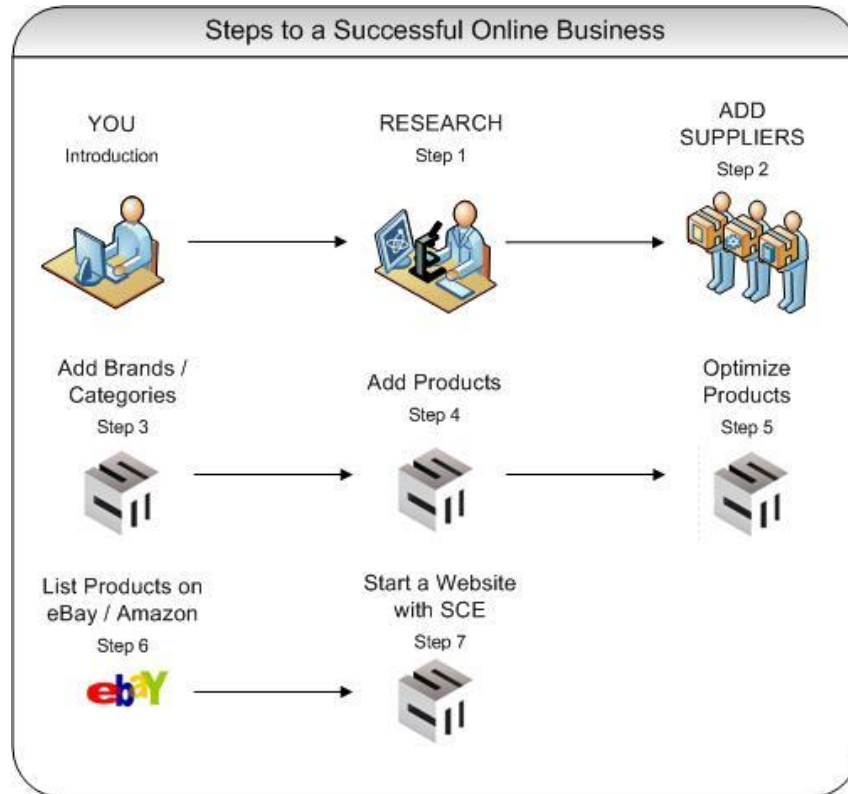
You don't need a website to start your business, but you do need software to organize your online business. This software must also be flexible enough to scale as your company grows. Shopping Cart Elite is the software that will help you solve this problem.

In your new online business, you can start by being a regular retailer that sells on eBay and Amazon and doesn't even have a website. You would only use the software, to organize your products, list them on the marketplaces, add customers, send out newsletters and maintain your accounting records. As time goes by and your sales volume increases, you will begin to see a great opportunity to expand your business into eCommerce (website) and become a major retailer, wholesaler or both. Shopping Cart Elite will be there for you to scale to your needs as you expand throughout all the stages of your business.

The first step that you need to concentrate on is to generate CASH FLOW. You want to start generating cash flow now! You need to generate the cash flow as soon as possible so you can afford to pay for your business expenses.

In this document we will explain the steps you should follow to get things rolling.

To quickly review the execute business plan that you should follow:



## Step 1: Figure out What Products to Sell?

### Automotive Suppliers:

**Yarkuza ([www.yarkuza.com](http://www.yarkuza.com))** – Carries a huge line of aftermarket restyling and performance products. Most popular line “MimoUSA”. They provide royalty free data for some brands.

**PartsDropShip.com** – Carries popular brand name performance parts from all categories. They do not provide royalty free data, must subscribe with SCEdata to get the product data.

**NorcalDropShip.com** - Carries Air Intakes. They do not provide royalty free data, must subscribe with SCEdata to get the product data.

**Virtualwhse.com** - Carries Suspension parts. They do not provide royalty free data, must subscribe with SCEdata to get the product data.

**VGDecalUSA.com** - Carries Stickers and Decals. They provide royalty free data for decals.

**Turn14.com** – Carries popular brand for performance import market. They do not provide royalty free data, must subscribe with SCEdata to get the product data.

## Data Provider:

**SCEData.com** – Data Entry Provider, they can provide you with all the automotive data that is not normally royalty free to you.

## Supplier Directories:

We recommend that you research suppliers in other marketplaces using the following websites.

WholesaleCentral ([www.wholesalecentral.com](http://www.wholesalecentral.com)) – Is a free directory of drop ship suppliers, a great place to find suppliers with low internet presence, giving you an opportunity to fill in the gap in the marketplace to sell their products.

WorldWideBrands ([www.worldwidebrands.com](http://www.worldwidebrands.com)) – Similar to Wholesale central but it is a paid directory.

## Picking Out the Right Products:

Once you find your supplier, you will need to research if your supplier is giving you a good discount prior to selling anything. Research eBay and see how many sales a certain products receives, see how many sales a certain seller receives, check the feedback from the seller and see what prices that seller is using to sell the products. You can use tools such as [www.terapeak.com](http://www.terapeak.com) to help you research sales statistics for certain categories.

If you find that your supplier did not give you a competitive enough discount, you can use Shopping Cart Elite Competition Spy tool (Located in Product Setup > Side Menu > Price Control) which can help you negotiate better discount with your supplier. You can also read Tutorial: Marketing Tutorials – 30.5 Product Research Lesson to get more details on how to negotiate your discounts.

Your goal is to FIND a popular product that you can sell on eBay and Amazon at a competitive price, and make a profit.

If you will require help in this particular step, contact Shopping Cart Elite and we will be happy to give you guidance.

## STEP 2: ADD SUPPLIERS

- **Shopping Cart Elite Module to Use:** Order Management - Suppliers
- **Tutorials to Watch:** Order Management - Suppliers: 6.4 - 6.6

Add suppliers to your store with their information and setup the line cards for those suppliers.

- **Critical Tasks to Complete in this Step:**
  - **Supplier Contact Information**
  - **Supplier Address**
- **Optional Tasks to Complete in this Step:**
  - **Supplier Line Card**
  - **Supplier Settings**

## STEP 3: SETUP PRODUCT CATEGORIES | BRANDS

- **Shopping Cart Elite Module to Use:** Store Management - Product Setup
- **Tutorials to Watch:** Store Management - Product Setup: 1.1 - 1.4

Shopping Cart Elite has one of the most advanced product setup modules than any other out of the box CRM – Shopping Cart software in the industry. It is very important to setup the products properly, so they can accommodate both the website and the back office. Keep in mind any products you use internally such as office suppliers, utilities, etc. can also be added as a product or service for internal use.

### **Critical Tasks to Complete in this Step:**

- **Add Brands**
- **Add Categories**

## STEP 4: ADD PRODUCTS

- **Shopping Cart Elite Module to Use:** Store Management - Product Setup
- **Tutorials to Watch:** Store Management - Product Setup: 1.5 - 1.12

Before you can sell and market anything, you've got to have a store full of products. This section covers how to import products from your suppliers and how to enter products manually. You should load at least 20 different products before launching your store to the public. Make sure that the products you sell can truly be offered at a competitive price and result in a good profit for your business when it is sold.

### *Import Products with Data Feed*

When you are dealing with a supplier or wholesaler, it is far easier to enter the products you're going to sell into your SCE store with a data file as opposed to entering them all by hand. If you are going to use the data import method, one way to get the file is by subscribing to [www.scedata.com](http://www.scedata.com) or an equivalent data partner. You can also request a data file from your supplier(s). Of course, there will be instances when you have to enter some, or maybe even all, products by hand. We'll deal with that in the next section.

- **Critical Tasks to Complete in this Step:**
  - Import data files
  - Assign products to categories
  - Add product description and details
  - Validate products
  - Upload products to server
- **Optional Tasks to Complete in this Step:**
  - Edit products one-by-one
  - Use Data Mapper (Tutorials: Store Management – Data Mapper)

**Module to Use:** Store Management - Product Setup - Import File

**Tutorials to Watch:** Store Management - Product Setup: 1.15

### *Enter Products Manually*

If you don't have access to data files, then you will need to enter products manually. Depending on how many products you have, this process may be time consuming.

- **Critical Tasks to Complete in this Step:**
  - Define product types and product applications
  - Add product description and details
  - Validate products

- Upload products to server
  
- **Optional Tasks to Complete in this Step:**
  - Add universal products
  - Add products with options
  - Add products with car applications

**Module to Use:** Store Management - Product Setup - Import File

**Tutorials to Watch:** Store Management - Product Setup: 1.5-1.10

## Step 5: Optimize Products

- **Shopping Cart Elite Module to Use:** Store Management - Product Setup
- **Tutorials to Watch:** Store Management - Product Setup: 1.5, 1.16  
Store Management – Setting – Website Settings: 6.3  
Marketing Tutorials: 30.5

Once the products are imported or entered, you need to optimize their description / bullets.

- **Critical Tasks to Complete in this Step:**
  - Find competitors and paraphrase their product descriptions
  - Optimize the product descriptions for Search Engine Optimization (SEO)
  - Use Competition Spy module to research your pricing versus your competitors
  - Compare your pricing with the Competition and make sure you have competitive pricing
  - Optimize your product photos and your category photos
- **Optional Tasks to Complete in this Step:**
  - Find vendors on eBay who are offering products you can sell.
  - See what items they have in stock and in what quantity
  - Negotiate a deal with vendor to have products drop shipped without fees to your customers
  - Obtain better product pictures and technical details
  - Ask vendor for emergency contact information: land and cell numbers, address
  - Find out vendor return policy
  - Negotiate blind drop ship with your vendor. (Blind drop ship is when the vendor does not include any literature from your company and doesn't put their phone # and return company address on the shipping label.
  - Consider contacting [www.exclusiveXbrand.com](http://www.exclusiveXbrand.com) to have them research supplier and private label the parts for you.

## Step 6: Submit to Marketplace

- **Shopping Cart Elite Module to Use:** General - Marketplace
- **Tutorials to Watch:** General – Marketplace: 15.5, eBay: 15.1-15.2-15.3

One of the big advantages of Shopping Cart Elite is the ability to easily push the products from your store into other marketplaces including Amazon and eBay. The procedure to list your products on these sites is simple, and in the case of eBay, your product listings will look exactly as they do on your Shopping Cart Elite website's product page.

You should immediately submit your products to Google Base; it only requires you to enter your Google Email and password to launch the products into Google Base.

We also highly recommend selling on eBay, not only to increase traffic but also convert sales. Watch the tutorial 15.1 and 15.3 for more details.

- **Critical Tasks to Complete in this Step:**
  - Research and select marketplace(s)
  - Check out competition: products and prices
  - Select products to sell
  - Determine and assign prices
  - List product(s) on marketplace

## Step 7: Start a Website

- **Shopping Cart Elite Module to Use:** -
- **Tutorials to Watch:** Getting Started: 0.2 and 0.3

One of the big advantages of Shopping Cart Elite is the ability to easily push the products from your store into other marketplaces including Amazon and eBay. The procedure to list your products on these sites is simple, and in the case of eBay, your product listings will look exactly as they do on your Shopping Cart Elite website's product page.

You should immediately submit your products to Google Base; it only requires you