

Setting up an online store - D2C Status Dashboard

Strategy and plan		The Store		Order to Delivery		Operations	
Defined target audience		Marketing and selling proposition		Secure Payment		Marketing and promotions	
Value proposition and scope		Agency / developer project plan		Process Mapped		Sales forecast	
Goals and KPIs		Usecases / User Experience / Functional design		Financial system set-up		Launch	
Competitive Positioning		Content development		Supply chain system set-up		Post-launch resourcing	
Revenue and Cost structure		Design and build website		Project delivery		Profit and loss tracking and evaluation	
Project team and plan		Selling rules		Customer Service system set-up		KPI tracking and evaluation	
Post-launch plan		Testing		Testing		Review and innovation / future planning	

How to use : For each action within the D2C Status dashboard, change the grey colour box to Green / Red / Amber so you can track progress and priorities areas that need more attention

On track		Fix it / in progress		Not started / warning	
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Setting up an online store - three-brains.com articles

Setting up an online store

Setting up your own Direct-to-Consumer (D2C) online store gives you more control over the channel. From building a direct connection with your consumers to having full decision-making authority over all aspects of the supply chain and commercial mix, if this approach fits the strategic objectives of your business, we can guide you through some of the key steps to being a successful e-commerce store owner.

[Setting up an online store - click to view all articles online](#)

Email us at hello@three-brains.com to get Powerpoint or Keynote versions of this document.

Or check out our e-Commerce coaching and consulting services at <https://three-brains.com/consulting/>

Articles by D2C status dashboard section (click on the links)

Strategy and plan	Our articles on how to start an online store , online store strategy and online store costs will guide you through how to put together your strategy , plan and business case to build your own online store
The store	Our article on creating an online store website will guide you through the key marketing and e-commerce actions required to get your store online and in front of customers
Order to delivery	Our article on order to delivery will guide you through the key steps required around payments, handling and shipping you need to process an online store order
Operations	Once your store is launched, you need to drive efficiency, track measures and have the right team to manage operations. Our guide to managing an online store will guide you through key processes to prioritise.