COVID-19 Fact Sheet
Setting up an online shop

Businesses all over the world are having to innovate in order to survive the Coronavirus crisis, tweaking their operation in order to maintain some form of revenue stream. For those operating in the retail sector, it is possible to pivot your business offering to suit these times of social distancing. Learning from those who have created e-commerce sites over the past week, know that it is possible to do so effectively in a very short space of time. So, you're ready to explore taking your shop front from physical to digital, what next?

Where to begin:
- Pick your provider. Examples include Shopify, Wix and Yelo, but there are many different platforms for you to choose from. A simple google search will throw up a host of options.
- Taking Shopify as our example for the purpose of this factsheet, the basic set up can be done in as little as 30 minutes with no web design experience required. Their model is both user friendly and attractive, so a good option for beginners. Shopify will talk you through the whole process - they even have a Covid-19 support plan with forums, live webinars and a 90-day free trial.
- Enter some simple details about your current retail set up and your new online store.
- Choose the theme for your new site from the design options available. If you do have some web design experience, there is the option to play around with these too.
- Ensure you have images of the products you would like to upload. Pack shots against a plain background are preferable here – you may be able to ask producers directly for these, but if not, you can take them yourself quickly and simply.
- Add a personalised shipping policy to help calculate shipping and/or delivery costs for your products.
- Select your plan from the options suggested and set up your online payment portal.
- Start selling your products online!

Where to promote:
- You will need to inform your customers that they are now able to order direct from your online store. This can be done through all of your usual marketing channels – newsletters, email bulletins, social media channels, signage and flyers, making contact with local press and associations that support you.

Things to consider before getting started:
- Think about the flow of your website – you want to make the customer's journey to buy your products as quick and simple as possible. A positive shopping experience will keep them coming back.
- There is the option to limit the number of items/ types of items a customer can buy at once, if necessary for delivery purposes.
- When taking payment, you may need to consider a slightly higher percentage to take into account the increased labour of picking, packing and shipping/ delivering the items to your customers. There will also be a transaction fee built into your plan, so be sure to charge accordingly.
- Make use of the free online webinars, seminars and advice tools to ensure you are as informed as you can be.

It really is that simple to start selling your products online. However, if you feel that you need a little extra support and encouragement to get your digital shop set up, contact support@gff.co.uk to speak to the team.