E-COMMERCE BUSINESS CHECKLIST, 2025

A STEP-BY-STEP GUIDE TO LAUNCHING YOUR DIGITAL BUSINESS

BY SEUN-TAYO BALOGUN

Welcome! I'm sharing what **actually works.**

Back in 2011, I started an e-commerce business in a category many believed would never succeed online in Nigeria. Today, that business—**Brief Essentials**—is still thriving. By January 2015, I'd quit my day job to focus on it full-time. Over the years, I've helped other entrepreneurs launch their online businesses, and now, I'm here to help you.

If you're serious about starting an e-commerce business, join my inner circle for the latest on e-commerce strategies, digital automations, and tools to help you live your dream life.
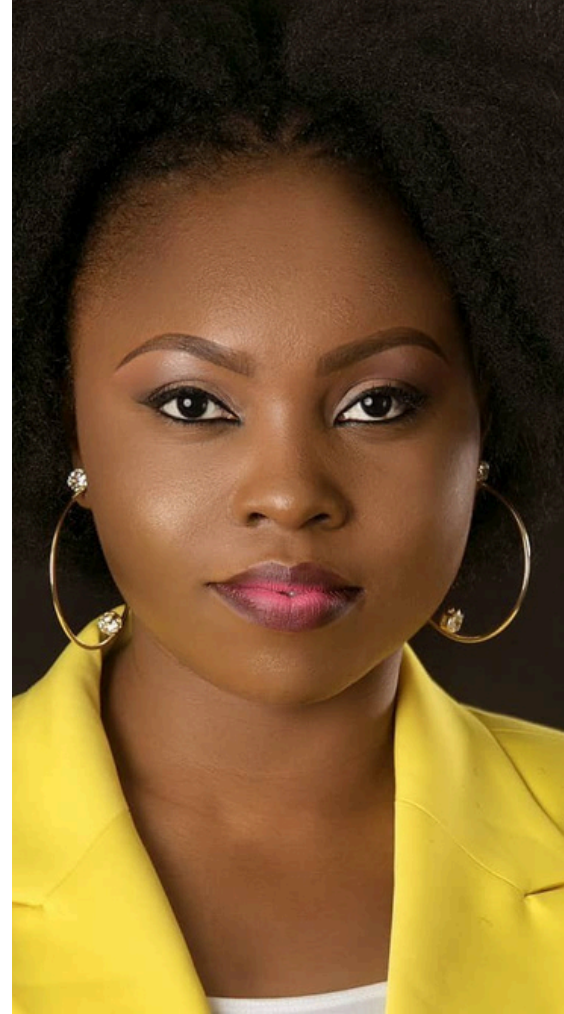
WHY TRUST THIS CHECKLIST?

Hi, I'm **Seun Tayo-Balogun,** founder of Brief Essentials and a passionate advocate for digital entrepreneurship. I turned my love for technology and supportive lingerie into one of Africa's most recognized online lingerie brands.

I know firsthand how to structure an e-commerce business to run seamlessly—whether you're managing a side hustle or building a full-fledged business. I have done both. My goal is to see more small businesses succeed by avoiding the common pitfalls and leveraging the full power of technology and automation.

In the last 15 years, I have moved from city to city. The e-commerce model enables me to continue to run my business efficiently regardless of where life throws me. Most importantly, it accommodated my presence for my growing family.

Regardless of the type of online business you intend to start, if you follow this checklist, you'll start your business on a solid foundation, saving time and avoiding mistakes I've already learned from.

YOUR 2025 E-COMMERCE
BUSINESS CHECKLIST

Foundation

01 Your Business Idea:
Ensure it's viable, unique, and solves a real problem.

02 Suppliers:
Find reliable suppliers to ensure consistent product quality and availability.

03 Register Your Business:
with the relevant authority for regulatory compliance

04 Brand Your Business
to shape customer's perception and to build loyalty

Digital Setup

01

Domain & Hosting:

Secure a memorable domain and reliable hosting for your website.

02

Website:

Build a functional, user-friendly website. Use low-code tools if needed.

03

Social Media Pages:

Create professional accounts on platforms where your audience is most active.

Your **digital presence** as a business owner goes beyond having **social media accounts**. Anyone who's serious about running a proper e-commerce business and keen on growing it to something big in the near future requires a **functional and user-friendly website.** In fact, your website is the ***home of all your online activities.***

Product Management

01
Product Listing:
Create clear, appealing product descriptions with high-quality images.

02
Payments:
Enable seamless payment options that your customers trust.

03
Link Digital Platforms:
Integrate social media, website, and payment systems.

Operational Efficiency

01 **Inventory Management:**
Use tools to track and manage stock efficiently.

02 **CRM:**
Implement a customer relationship management system to nurture leads and retain customers.
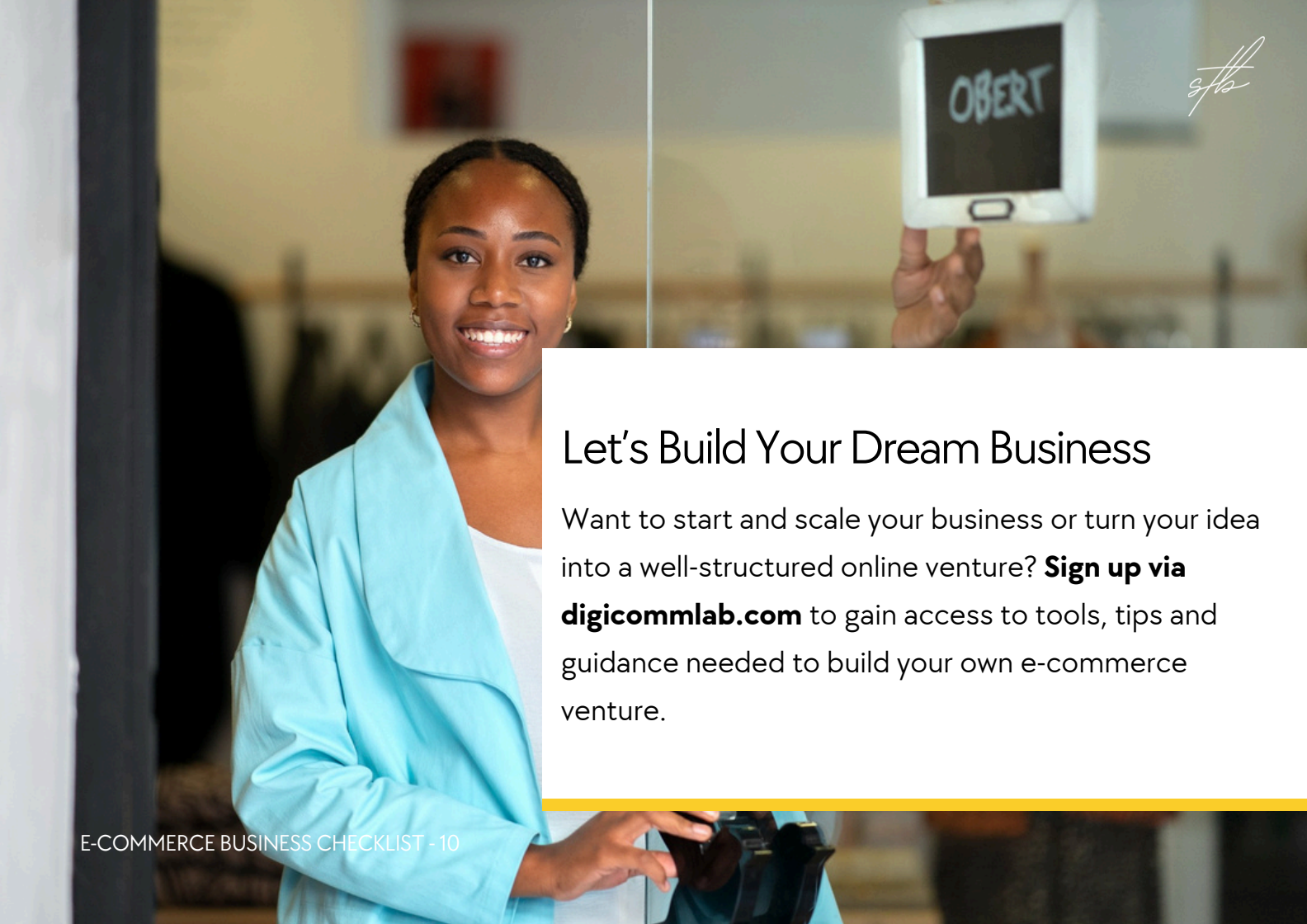
03 **Fulfillment:**
Plan for fast, reliable delivery through trusted partners.

04 **Data and Growth Strategies:**
to scale your business, understand that AI is your growth partner.

Let's Build Your Dream Business

Want to start and scale your business or turn your idea into a well-structured online venture? **Sign up via digicommlab.com** to gain access to tools, tips and guidance needed to build your own e-commerce venture.

Bonus Opportunities

Be among the first to get a free signed copy of my new e-commerce business book - **Start Smart**, where I break down every aspect of this checklist in detail.

Send us DM on Instagram to Get my free printable: **"25 E-Commerce Business Ideas to Start in 2025",** featuring low-cost entry options to inspire your journey.

Gain early access to **DigiCommLab Resource Library** and Free Digital Courses.

Where to find me:

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Join the waitlist at www.digicommlab.com

Share this checklist with someone who needs it.