

Dear Valued Chamber Member,

The Truro & Colchester Chamber of Commerce recognizes the deep struggles many traditional businesses have faced during the recent COVID-19 pandemic operating from traditional bricks and mortar locations.

Not only have they faced great challenges in staying connected with customers, many have been impacted by great financial losses. There is an immediate need to assist our small business community in moving into virtual service platforms to carry out E-Commerce. Consumer habits have shifted and the Chamber is working hard to support businesses to be prepared to serve customers in new ways that will increase profitability, raise confidence and help them rebound.

The Chamber is launching a project, supported by ACOA, to assist businesses in supplying existing customers and creating new markets by selling online. Our goal is to support small businesses in using E-commerce to their advantage in a way that fits their business model, as well as support businesses currently engaging in E-Commerce to enhance their services or streamline processes.

We will also be offering educational workshops, both in person and online, on a number of E-commerce related topics.

We look forward to working with you to expand E-commerce offerings in the community.

Sincerely,  
Sherry Martell  
Executive Director  
Truro & Colchester Chamber of Commerce

E-commerce Survey

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| RequiredRequired Question(s) |

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| |  |  | | --- | --- | | **Required** 1. | I am interested in learning how to take my business from a storefront or home location to the online market: | |  | |  |  | | --- | --- | |  | Yes |  |  |  | | --- | --- | |  | No |  |  |  | | --- | --- | |  | Unsure |  |  |  | | --- | --- | |  | Other | | |
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| |  |  | | --- | --- | | **Required** 2. | I am currently selling online and would like to expand my business into new markets | |  | |  |  | | --- | --- | |  | Yes |  |  |  | | --- | --- | |  | No |  |  |  | | --- | --- | |  | Other | | |

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| |  |  | | --- | --- | | 3. | I would be interested in learning more about e-commerce options such as: (Rank all that apply, 1 is not interested 10 is most interested) | |  | (1 = Not interested)     |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | |  |  | Methods for Online selling (B2B, Drop ship, etc.) | | | |  |  |  | | --- | --- | --- | |  |  | How to sell physical products | | | |  |  |  | | --- | --- | --- | |  |  | Financing | | | |  |  |  | | --- | --- | --- | |  |  | Legal | | | |  |  |  | | --- | --- | --- | |  |  | Payment processing options | | | |  |  |  | | --- | --- | --- | |  |  | Site security and data protection | | | |  |  |  | | --- | --- | --- | |  |  | Online platforms | | | |  |  |  | | --- | --- | --- | |  |  | Inventory Control and Management | | | |  |  |  | | --- | --- | --- | |  |  | Export and Cross-Border Trading | | | |  |  |  | | --- | --- | --- | |  |  | Marketing an Online business | |  * Comment:   500 characters left. | |
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| |  |  | | --- | --- | | 4. | I would be willing to meet one-on-one with a consultant, at no cost, to explore e-commerce opportunities. | |  | |  |  | | --- | --- | |  | Yes |  |  |  | | --- | --- | |  | No |  |  |  | | --- | --- | |  | Other |  * Comment:   500 characters left. | |

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| |  |  | | --- | --- | |  | Please provide your contact details so Chamber staff may reach out to you to create an E-commerce plan specific to your needs. Information provided will be kept confidential in accordance with the Chamber's privacy policy. | |  |  | |
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| |  |  | | --- | --- | | 5. | Please enter the information indicated below. | |  | |  |  | | --- | --- | | First Name: |  | | Last Name: |  | | Job Title: |  | | Company Name: |  | | Work Phone: |  | | Email Address: | emailaddress@xyz.com | | City: |  | | State/Province (US/Canada): |  | | Postal Code: |  | | |

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| |  |  | | --- | --- | |  | Please take a moment to answer a few questions to help us better assess your E-commerce needs. | |  |  | |
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| |  |  | | --- | --- | | 6. | Please tell us what social media platforms you are using | |  | |  |  | | --- | --- | |  | None |  |  |  | | --- | --- | |  | Facebook |  |  |  | | --- | --- | |  | Instagram |  |  |  | | --- | --- | |  | Snapchat |  |  |  | | --- | --- | |  | Twitter |  |  |  | | --- | --- | |  | LinkedIn |  |  |  | | --- | --- | |  | Other | | |

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| |  |  | | --- | --- | | 7. | Do you currently have a website? | |  | |  |  | | --- | --- | |  | Yes |  |  |  | | --- | --- | |  | No | | |
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| |  |  | | --- | --- | | 8. | If you answered no to the previous question, please tell us why. If you answered yes, please move to the next questions. | |  | 350 characters left. | |

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| |  |  | | --- | --- | | 9. | Do you have a dedicated website manager, internal or contract? | |  | |  |  | | --- | --- | |  | Yes |  |  |  | | --- | --- | |  | No |  * Comment:   500 characters left. | |
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| |  |  | | --- | --- | | 10. | Does your website currently have E-commerce capabilities. Please comment on which platform you are using, if no, please comment on why you are not currently participating in E-Commerce. | |  | |  |  | | --- | --- | |  | Yes |  |  |  | | --- | --- | |  | No |  * Comment:   500 characters left. | |

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| |  |  | | --- | --- | | 11. | Do you use a Customer Relation Management (CRM) software? Please comment on which platform you are using if yes, if no, please comment on why you are not using one. | |  | |  |  | | --- | --- | |  | Yes |  |  |  | | --- | --- | |  | No |  * Comment:   500 characters left. | |

