



# A PATH TO SELLING ONLINE: AN INFORMATIONAL GUIDE FOR CREATING AN E-COMMERCE PLATFORM

**CREATED FOR THE SENDERO PACÍFICO  
COMMUNITIES AND THE WORLD TRAILS  
NETWORK**

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## **About the Team:**

Hi! We are a group of students from Worcester Polytechnic Institute in Worcester, MA, USA. Our team consists of Peter (top left), Thomas (top right), Lauren (bottom left), and Karla (bottom right). We created this manual as part of our Interactive Qualifying Project for our sponsor the World Trails Network (WTN).

Unfortunately, due to the Coronavirus pandemic we were not able to travel to Costa Rica to meet all the communities along the Sendero Pacífico. This picture was taken at our first in-person meeting during one of our last weeks of the project. We are all so grateful to have had the chance to speak to the Ambassadors and other community members throughout our project term. We could not have done it without all your help! We hope that some day soon we will be able to travel to Costa Rica and meet you all in person... but until then we can only send our best wishes!





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# Introduction

This manual has all the research and recommendations that we have compiled during the duration of our project. This manual has information on the regulations and rules around specific products, different online sales platforms, and viable companies and services for the shipping of products. It also contains a phased-in approach to grow the platform to completion over time. Within each chapter, there are subsections focusing on specific topics that we researched. Throughout the chapters there are useful links that contain more information on the particular subject being discussed. We hope all the information here is useful to all of you in your work towards the full establishment of a digital marketplace.

# Let's Begin



# Phased-In

Starting point: the Alliance for the Sendero Pacífico is formally established

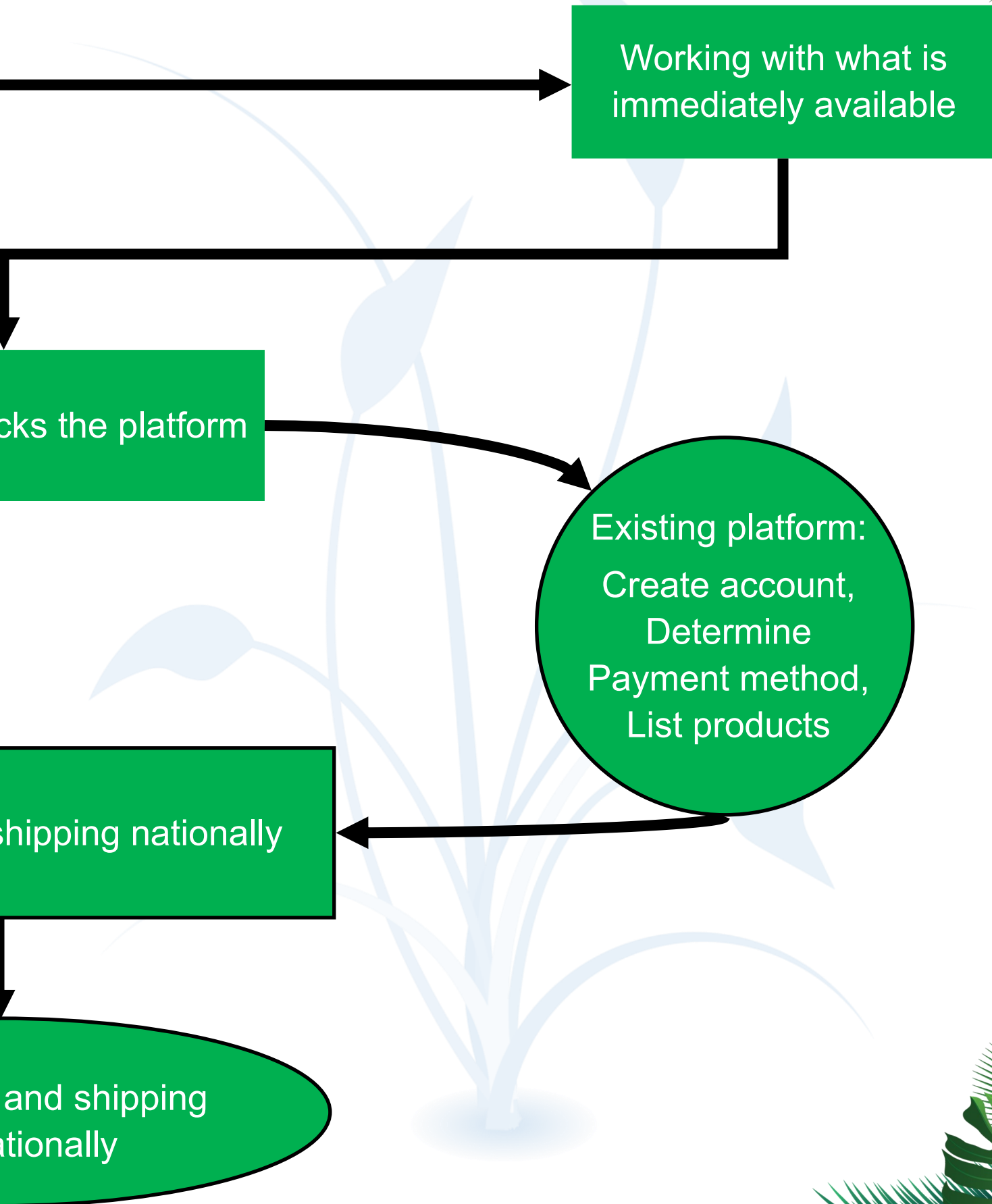
The Alliance picks

Build-Your-Own:  
Design site,  
Incorporate  
desired visuals  
and List products

Start selling and s

Start selling  
interna

# Approach



## **Phased-In Approach (continued)**

### **Phase 1**

The first step in the phased-in approach to the online platform is to have the Alliance for the Sendero Pacífico formally established. This will make it easier to start the platform as group decisions for it will be able to be made more effectively and efficiently.

### **Phase 2**

The next step would be working with what is immediately available to the region. An interactive map, like the one created by the Clark University GIS student, could be used to link current businesses to their communities. Producers and members of the Alliance for the Sendero Pacífico could determine what products they want to sell on the platform.

### **Phase 3**

The next step in the approach would be to determine a website for the platform. Information on several existing websites and several services that allow for the creation of a website is included in the manual to allow the Alliance for the Sendero Pacífico to make a decision on what system works best for them. Some producers already have their own websites so they would have some experience with what decisions would be best for the region.

# Phase 4

There are two options depending on what type of platform the Alliance for the Sendero Pacífico chooses:

If they chose to use an existing platform like Amazon or eBay they would have to create a business account with these websites and choose who would be the administrator for the sites. The information on an account for each of these sites can be found in the platforms section. This choice allows the use of an already established site to find customers, with less options for customization and potentially more competitors.

If they choose to build their own platform with one of the services then they have to create and design the website themselves using the service, but will have more customizability and be able to incorporate other elements into the website, like the interactive map. We recommend that the WTN hires an intern to aide in the design process.

It is important to note that before this phase can take place, there needs to be sufficient funds to pay platform fees and pay the administrator. For this reason, we also recommend waiting to make an account on any platform until prepared to begin selling, despite the free trials.



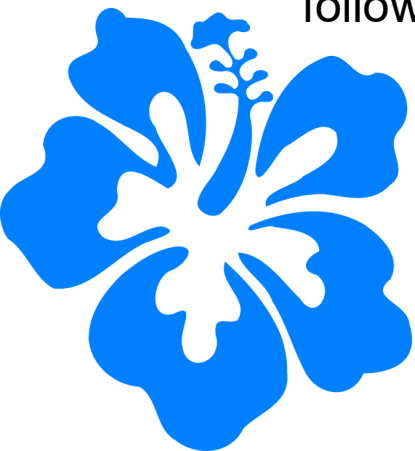
### Phase 5

The next step would be to start shipping and selling products nationally. We acknowledge that there are some producers who are already at this step, however there are many who are not. The producers would want to start selling products both locally and nationally first. They should determine which shipping service works best for their products nationally. Information on this is available later in the manual.

We recommend starting nationally as this will help producers become accustomed to the process of preparing orders for shipment. It is also cheaper to sell nationally compared to internationally. Although this step does require some funds, we believe that the merchandise should be able to cover the cost of shipment.

Most importantly, this phase requires the Alliance for the Sendero Pacífico to determine two important factors: profits distribution and a centralized shipping location. We recommend choosing one location to serve as an address for the business. This would also serve as a return address for any packages that do not make it to the consumer. The profit distribution will most likely involve the following categories:

- Shipping Fees
- Platform Fees
- Producer Profits
- Permit Fees
- Giving Back to the Sendero Pacífico



# Phase 6

The final step would be to begin selling products internationally. Producers need to have all certifications and regulations met that are required for their product to be shipped internationally. Additionally, it is much more expensive than national shipping. There is a larger amount of required documents as well, which are stated in the *Shipping* section. Producers should get into contact with [PROCOMER](#) for assistance for shipping their products. PROCOMER is an export support service based in Costa Rica that carries out specialized help for small and medium businesses with obtaining the proper permits and certifications. There are a few producers from the Monteverde and San Luis area who already sell to international destinations (including one Ambassador) and can give personal recommendations on the successful path to selling abroad. It is important for the Alliance to be fully established to execute this final phase. The information found in this manual can help the producers decide which shipping service they wish to use to ship their products internationally and points out certain aspects of international shipping which the producer/shipper must be aware of.



# Products

In this section, we will go over the products deemed feasible to export on a digital marketplace. The determined feasible products for exporting include: natural honey, salsa, roasted coffee, handmade soaps, macrame, jewelry made with silver, cosmetics (shampoo, lotion), locally made clothing/ cloth type products, mobiles, wooden sculptures, and local art paintings. As shown below:



We will also explain what system we used to determine the export feasibility. To further explain this, we will also define and offer the importance of tariff codes and tariff percentages.

# The TICA System

This is the Costa Rican government system for product regulations. This was our main source of information regarding any permits, registrations, and any other necessary documents needed. This information was then supplemented with interviews with local producers. The following information includes the definitions and the importance of tariff codes and percentages.

## Tariff Codes:

There is a unique code for every product available for trade, the first four numbers of the code are typically to organize the product into categories. The last four numbers are specific to that product. Tariff codes are used to easily find products. These are also called HTS8 codes in the U.S. Tariff Schedule.

## Tariff Percentages:

Also called a Tax Base. If a product says “Free” then the buyer doesn't have to worry about tariff costs. This means the seller doesn't have to factor this in when determining product costs. High tariff percentages and high product costs disincentivize consumers. This is important to remember.

## Important Terms to know:

**Nesoi** - Not Elsewhere Specified or Indicated

**Nesi**—Not Elsewhere Specified or Included



# How to Use the TICA System

The following information will walk you through how to obtain information for any outstanding products. Below is a table with useful links and the purpose of them.

Government Website	Purpose it Served
<a href="#">Ministerio de Comercio Exterior</a> (Costa Rican Ministry of External Commerce) <a href="https://www.comex.go.cr/tratados/cafta-dr/">https://www.comex.go.cr/tratados/cafta-dr/</a>	Contains information about the CAFTA-DR which contains the U.S. Tariff Schedule
<a href="#">U.S. Final Tariff Schedule 08.05.04</a> <a href="https://ustr.gov/sites/default/files/uploads/agreements/cafta/asset_upload_file425_3964.pdf">https://ustr.gov/sites/default/files/uploads/agreements/cafta/asset_upload_file425_3964.pdf</a>	Although not quite a website, it is very useful in obtaining the classifications of each product as well as the 8 digit code that is later used to identify export permits
<a href="#">Consulta de Aranceles</a> (Costa Rican Tariff Consulting System) <a href="https://www.hacienda.go.cr/tica/web/hdbaranc.aspx">https://www.hacienda.go.cr/tica/web/hdbaranc.aspx</a>	Can search through the Costa Rican customs system using the first 4 digits of the 8 digit code previously found
<a href="#">Internet Purchases</a> : The U.S. Customs and Border Protection webpage regarding the responsibility of the consumer <a href="https://www.cbp.gov/trade/basic-import-export/internet-purchases">https://www.cbp.gov/trade/basic-import-export/internet-purchases</a>	Clarifications on the responsibilities of the seller and the consumer when conducting business abroad

- 1) The first link in the table above contains information pertaining to the free trade agreement between Costa Rica, the U.S., and other Central American Nations. Within this document, the U.S. tariff schedule can be found. For ease of use, the second link provided will direct you to the necessary document.
- 2) The second link is the U.S. Tariff Schedule, this is where you can search for your desired product type.

To make searching easier, we recommend using the Search (Ctrl+F on a keyboard) feature on most laptops and phones.

Once the product type is found, record the first 4 digits of the HTS8 code.

The screenshot shows a browser window with the URL [ustr.gov/sites/default/files/uploads/agree...](https://ustr.gov/sites/default/files/uploads/agree...). The search bar contains the word "honey". Below the search bar, a table of results is displayed:

HTS8 Code	Description
04070000	Birds' eggs, in shell, fresh, preserved or cooked
04081100	Egg yolks, dried, whether or not containing added sweeteners
04081900	Egg yolks, other than dried, whether or not containing added sweeteners
04089100	Birds' eggs, not in shell, dried, whether or not containing added sweeteners
04089900	Birds' eggs, not in shell, other than dried, whether or not containing added sweeteners
04090000	Natural honey
04100000	Edible products of animal origin, nesli





# How to Use the TICA System (continued)

3) Using the Costa Rican Tariff Consulting System, use the 4-digits to filter through the many options. Once the product type is found, click on “obligatory documents”.

The screenshot shows the TICA system interface. At the top, the URL is [hacienda.go.cr/tica/web/hdbaranc.aspx](http://hacienda.go.cr/tica/web/hdbaranc.aspx). The header includes the logo of the Ministerio de Hacienda Costa Rica and the text "Bienvenido al Sistema TICA - Versión 2.5".

On the left is a navigation menu with items like DUAS, Generales, Manifiestos, etc. The main area has search filters: "Desde Partida" (0409) and "hasta" (0410), both circled in red. A red arrow points to the "Doc Oblig" column in the table below, which is also circled in green and labeled "Obligatory Documents".

The table shows the following data:

Partida	Descripción	Glosa	Impuestos	Doc Oblig	Acuerdos	Impuesto Especifico	Inder	Esp.Ifam	Fecha Inicial	Fecha Final
040900000000	Miel natural	Glosa	Impuestos	Doc.Obligatorios	Acuerdos	Imp.Especifico	Inder	Esp.Ifam	02/07/20	01/01/40

This will show all documents needed to import or export, however you are looking for those with “Exportation” in the right most column.

5) The final link in the table, provides information on the responsibilities of the shipper and consumer when it comes to US Customs.

The screenshot shows a detailed view of the TICA system. The URL is [hacienda.go.cr/tica/web/hdbdocobl.aspx?FyUDT22NqKwiyM6DJYf3WjldOXk9xpZVYLc7blgYzW41nU7C2nn8KgFlSskjPbox5SxCfvoBsdRPLepGhdeMg=](http://hacienda.go.cr/tica/web/hdbdocobl.aspx?FyUDT22NqKwiyM6DJYf3WjldOXk9xpZVYLc7blgYzW41nU7C2nn8KgFlSskjPbox5SxCfvoBsdRPLepGhdeMg=). The header includes the text "Bienvenido al Sistema TICA - Versión 2.5".

On the left is a navigation menu. The main area shows search filters: "Partida" (040900000000) and "Miel natural". Below the filters is a table of documents:

Cód. de Documento	Descripción	Fecha de Inicio	Fecha de Fin	Tipo Régimen (Imp./Exp./Trá.)
0044	Verificación y aprobación sanitaria por parte de la Dirección de Salud Animal en el punto de ingreso para el desalmacenaje, tránsito nacional o tránsito internacional. Ministerio de Agricultura y Ganadería (MAG)	08/02/17	01/01/40	Importación
0050	Autorización de Desalmacenaje de Alimentos, otorgada por el Ministerio de Salud, Dirección de Registros y Controles o Ventanilla Única (PROCOMER)	08/02/17	01/01/40	Importación
0266	Verificación y aprobación sanitaria por parte de la Dirección de Salud Animal en el punto de salida, para la exportación Ministerio de Agricultura y Ganadería (MAG)	08/02/17	01/01/40	Tránsito
0266	Verificación y aprobación sanitaria por parte de la Dirección de Salud Animal en el punto de salida, para la exportación Ministerio de Agricultura y Ganadería (MAG)	08/02/17	01/01/40	Tránsito
0266	Verificación y aprobación sanitaria por parte de la Dirección de Salud Animal en el punto de salida, para la exportación Ministerio de Agricultura y Ganadería (MAG)	08/02/17	01/01/40	Tránsito
0266	Verificación y aprobación sanitaria por parte de la Dirección de Salud Animal en el punto de salida, para la exportación Ministerio de Agricultura y Ganadería (MAG)	08/02/17	01/01/40	Exportación
0079	Formulario Aduanero Único Centroamericano (FAUCA), llenado por el exportador/productor y avalado por los funcionarios de aduana	08/02/17	01/01/40	Importación
0356	FAUCA TRANSMITIDO	08/02/17	01/01/40	Importación

A red arrow points to the "Exportación" entry in the table, with the text "This is what you are looking for".



# Feasible Product Regulations

Products and Their Regulations						
Products	Export Permits	Selling Permits	Health/Sanitary Permits	Shipping Restrictions (Size)	Other Restrictions	Page #
Art Paintings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	13
Beeswax (Bleached)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	13
Clothing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Coffee (Roasted)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	15
Cosmetics (Shampoo, Lotion)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Honey (Raw)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	16
Jams	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
Jewelry (Silver)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Macrame/Knitting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Natural Soap (Handmade)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	18
Salsa	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Upcycled Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	19
Wooden Carvings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	19

## Art Paintings:

U.S. Tariff Code: 441440000 (Wooden frames for paintings, photographs, mirrors or similar objects)

Tariff Base: 3.9%

Tax relief category: A

U.S. Tariff Code: 97011000 (Paintings, drawings (o/than of 4906) and pastels, executed entirely by hand, whether or not framed)

Tariff Base: Free

Tax relief category: G

TICA System: export: none

Required Documents: none

## Beeswax:

U.S. Tariff Code: 15219020 (bleached beeswax)

Tariff Base: 4.8%

Tax relief category: A

TICA System: export: Document Code: 0266

- Description: Verification and sanitary approval by the Directorate of Animal Health at the point of departure, for export Ministry of Agriculture and Livestock (MAG)

U.S. Tariff Code: 34049010 (Artificial waxes and prepared waxes containing bleached beeswax)

Tariff Base: Free

Tax relief category: G

TICA System: export: None

### Required Documents:

- Registration with MAG as apiculturist
- Veterinary Operation Certificate (CVO) from National Animal Health Service (SENASA)
- Government official required to come on site and determine the price the producer pays based on the amount of beehives and apiaries
- PYMPA (Small and Medium Agriculture Producers) certification with MAG
- Export permit for international shipment



## Clothing:

U.S. Tariff Code: Codes beginning with 6103 and 6104

Multitude of product categories according to type of material and percent composition

Tariff Base: Varies

Tax relief category: A or J

TICA System: export

- Document Code: 0134
  - Description: Textile Export Permit. Textile Quota Office

Required documents:

- Textile export permit from Textile Quota Office (FDA requirement)

## Cosmetics:

U.S. Tariff Code: 34013010  
(Organic surface-active products for wash skin, in liquid or cream, contain any aromatic/mod aromatic surface-active agent, put up for retail)

Tariff Base: 4%  
Tax relief category: A

TICA System: **export:** none

Required documents:

- Export permit for international shipment (FDA requirement)
- 

Required documents for physical business:

- Municipal patent to carry out cosmetics production
- Permit from Ministry of Health (\$50, yearly) (received 15 days from request)
- For each product and operating permit for activity

U.S. Tariff Code: 34013050  
(Organic surface-active products and preparations for washing the skin, in liquid or cream form, put up for retail sale, nesoi)

Tariff Base: Free  
Tax relief category: G

U.S. Tariff Code: 33051000  
(Shampoos)

Tariff Base: Free  
Tax relief category: G



# Coffee

U.S. Tariff Code: 09012100 (coffee, roasted, **not decaffeinated**)

Tariff Base: Free

Tax relief category: G

## TICA System: export

- System's Description: --- In glass or tin container. CA = The exchange will be subject to the payment of import customs duties. Decree 28221-MEIC 11-17-99
  - Document Code: 0080
    - Description: Export Authorization of the Coffee Institute of Costa Rica, granted by the Coffee Institute of Costa Rica (ICAFFE), Department of Liquidations and Exports
- System's Description: --- In grain certified as "organic" CA = The exchange will be subject to the payment of import duties. Decree 28221-MEIC 11-17-99
  - Document Code: 0080
    - Description: Export Authorization of the Coffee Institute of Costa Rica, granted by the Coffee Institute of Costa Rica (ICAFFE), Department of Liquidations and Exports
  - Document Code: 0390
    - Description: Export authorization with organic certificate issued by the Organic Agriculture Accreditation and Registry Unit of the State Phytosanitary Service. MAG.
- System's Description: --- Ground and packed Certified as "organic" CA = The exchange will be subject to the payment of import duties. Decree 28221-MEIC 11-17-99
  - Document Code: 0080
    - Description: Export Authorization of the Coffee Institute of Costa Rica, granted by the Coffee Institute of Costa Rica (ICAFFE), Department of Liquidations and Exports
  - Document Code: 0390
    - Description: Export authorization with organic certificate issued by the Organic Agriculture Accreditation and Registry Unit of the State Phytosanitary Service. MAG.

U.S. Tariff Code: 09012200 (coffee, roasted, **decaffeinated**)

Tariff Base: Free

Tax relief category: G

## TICA System: export

- Document Code: 0080
  - Description: Export Authorization of the Coffee Institute of Costa Rica, granted by the Coffee Institute of Costa Rica (ICAFFE), Department of Liquidations and Exports

## Other coffee: export

- Document code: 0265
  - Description: Control of compliance with Requirements imposed by the State Phytosanitary Service: Vegetable plants and other regulatory articles, described in this tariff, require by Law No. 7664-MAG of this control, which will be carried out in the different

## Required documents:

- Registration with MAG as agricultural producer
- Registration with State Phytosanitary Service (SFE) (vegetable and organic producers)
- Export permit for international shipment (FDA requirement)
- NO registration and export permits with ICAFFE if shipping <5 kg (internationally)
- Tax payment to ICAFFE for being a <5 kg exporter

## Additional documents for physical business:

- Municipal patent to carry out coffee production
- Permit from Ministry of Health (\$50 USD, yearly) (received 15 days from request)
- For each product and operating permit for activity
- Permit from National Environmental Technical Secretariat (SETENA) (>\$1000 USD, every 7 years)
- Yearly production report to ICAFFE



## Honey:

U.S. Tariff Code: 04090000 (natural honey)

Tariff Base: 1.9 cents/kg

Tax relief category: A

**TICA System: export**

- Document Code: 0266

- Description: Verification and sanitary approval by the Directorate of Animal Health at the point of departure, for export Ministry of Agriculture and Livestock (MAG)

### Required documents:

- Registration with MAG as apiculturist
- Veterinary Operation Certificate (CVO) from National Animal Health Service (SENASA)
- Government official required to come on site and determine the price the producer pays based on the amount of beehives and apiaries
- PYMPA (Small and Medium Agriculture Producers) certification with MAG
- Export permit for international shipment (FDA requirement)

**\*Packaging Note\*** Honey must be packaged in innocuous (safe, nontoxic) containers for foods that do not alter the characteristics and composition of the product

## Jams:

U.S. Tariff Code: 20079140 (Orange marmalade)

Tariff Base: 3.5%

Tax relief category: A

U.S. Tariff Code: 20079190 (Citrus jams, fruit jellies, and marmalades– (other than orange))

Tariff Base: 4.5%

Tax relief category: A

U.S. Tariff Code: 20079905 (Lingonberry and raspberry jams)

Tariff Base: 1.8%

Tax relief category: A

U.S. Tariff Code: 20079910 (Strawberry jam)

Tariff Base: 2.2%

Tax relief category: A

U.S. Tariff Code: 20079915 (Currant and other berry jams, nesi))

Tariff Base: 1.4%

Tax relief category: A

U.S. Tariff Code: 20079920 (Apricot jam)

Tariff Base: 3.5%

Tax relief category: A

U.S. Tariff Code: 20079925 (Cherry jam)

Tariff Base: 4.5%

Tax relief category: A

U.S. Tariff Code: 20079930 (Guava jam)

Tariff Base: Free

Tax relief category: G

U.S. Tariff Code: 20079940 (Pineapple jam)

Tariff Base: 4%

Tax relief category: A

U.S. Tariff Code: 20079945 (Jams, nesi)

Tariff Base: 5.6%

Tax relief category: A

**TICA System: export:** none

### Required documents:

- Registration with MAG as agricultural producer
- Registration with State Phytosanitary Service (SFE) (vegetable and organic producers)
- Export permit for international shipment (FDA requirement)



## **Jewelry:**

U.S. Tariff Code: 71131120 (Silver articles of jewelry and parts thereof, nesoi, valued not over \$18 per dozen pieces or parts)

Tariff Base: 13.5%

Tax relief category: A

U.S. Tariff Code: 71131150 (Silver articles of jewelry and parts thereof, nesoi, valued over \$18 per dozen pieces or parts)

Tariff Base: 5%

Tax relief category: A

U.S. Tariff Code: 71171990 (Imitation jewelry (o/than toy jewelry & rope, curb, cable, chain, etc.), of base metal (whether or not plated with precious metal, nesoi)

Tariff Base: 11%

Tax relief category: A

Various other product types according to value and type of metal/stone

Tariff Base: A or G

**TICA System:** export: none

**Required documents:** none

## **Macrame/Knitting:**

U.S. Tariff Code: codes beginning with 6103 and 6104

Multitude of product categories according to type of material and percent composition

Tariff Base: Varies

Tax relief category: A or J

**TICA System:** export

- Document Code: 0134
  - Description: Textile Export Permit. Textile Quota Office

**Required documents:**

- Textile export permit from Textile Quota Office (FDA requirement)



## Natural Soap:

U.S. Tariff Code: 34011150 (Soap, nesoi; organic surface-active products used as soap, in bars, cakes, pieces, soap-impregnated paper, wadding, felt, for toilet use)

Tariff Base: Free

Tax relief category: G

U.S. Tariff Code: 34011900 (Soap; organic surface-active products used as soap, in bars, cakes, pieces, soap-impregnated paper, wadding, felt, not for toilet use)

Tariff Base: Free

Tax relief category: G

TICA System: export: none

### Required documents:

- Export permit for international shipment (FDA requirement)
- Required documents for a physical business:
- Municipal patent to carry out cosmetics production
- Permit from Ministry of Health (\$50 USD, yearly) (received 15 days from request)
- For each product and operating permit for activity

## Salsa:

U.S. Tariff Code: 21032040 (Tomato sauces, nesi)

Tariff Base: 6.4%

Tax relief category: A

U.S. Tariff Code: 21039090 (Sauces and preparations therefor, neosi)

Tariff Base: Free

Tax relief category: G

TICA System: export: none

TICA System: export: none

### Required documents:

- Registration with MAG as agricultural producer
- Registration with State Phytosanitary Service (SFE) (vegetable and organic producers)
- Export permit for international shipment (FDA requirement)



## Upcycled Products:

- Due to the nature of these products, it is hard to pinpoint the exact type of material that will be used to make these products. For this reason, the team is not able to provide tariff codes and regulations.
- However, the TICA system displayed no issues exporting most art products from Costa Rica to the U.S. It is important to note that products that have various ways of creation need to stay consistent with the same quantity and quality of material. Otherwise, special permits are required.
- Accounting for the types of products currently being made within the communities, these problems will most likely not surface because of the absence of regulations with the available material.

## Wooden Carvings:

U.S. Tariff Code: 441440000 (Wooden frames for paintings, photographs, mirrors or similar objects)

Tariff Base: 3.9%

Tax relief category: A

U.S. Tariff Code: 44201000 (Wooden statuettes and other wood ornaments)

Tariff Base: 3.2%

Tax relief category: A

U.S. Tariff Code: 44209080 (Wood marquetry and inlaid wood; wooden articles of furniture, nesi )

Tariff Base: 3.2%

Tax relief category: A

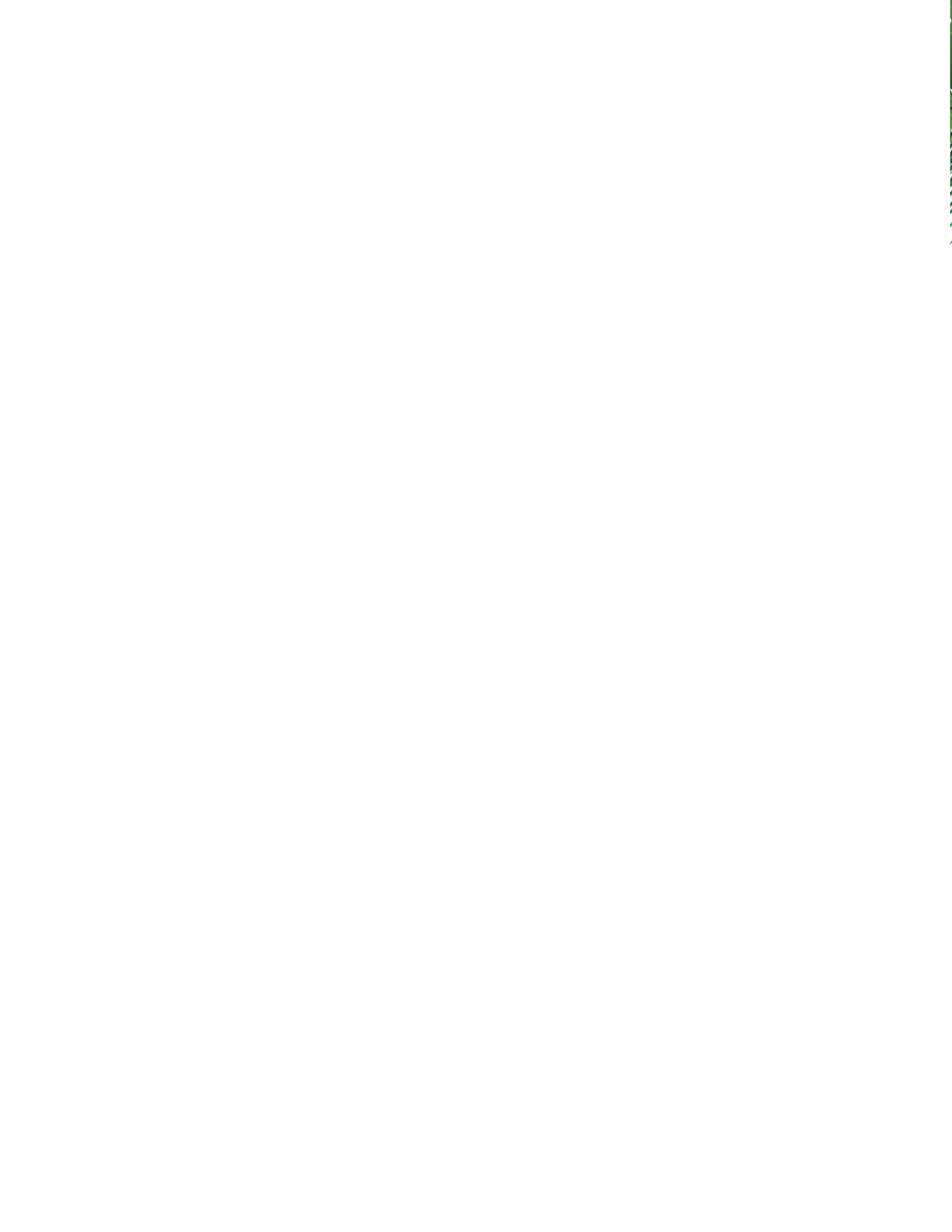
U.S. Tariff Code: 44219097 (Articles of wood, not elsewhere specified or included)

Tariff Base: 3.3%

Tax relief category: A

TICA System: **export:** none

Required documents: none

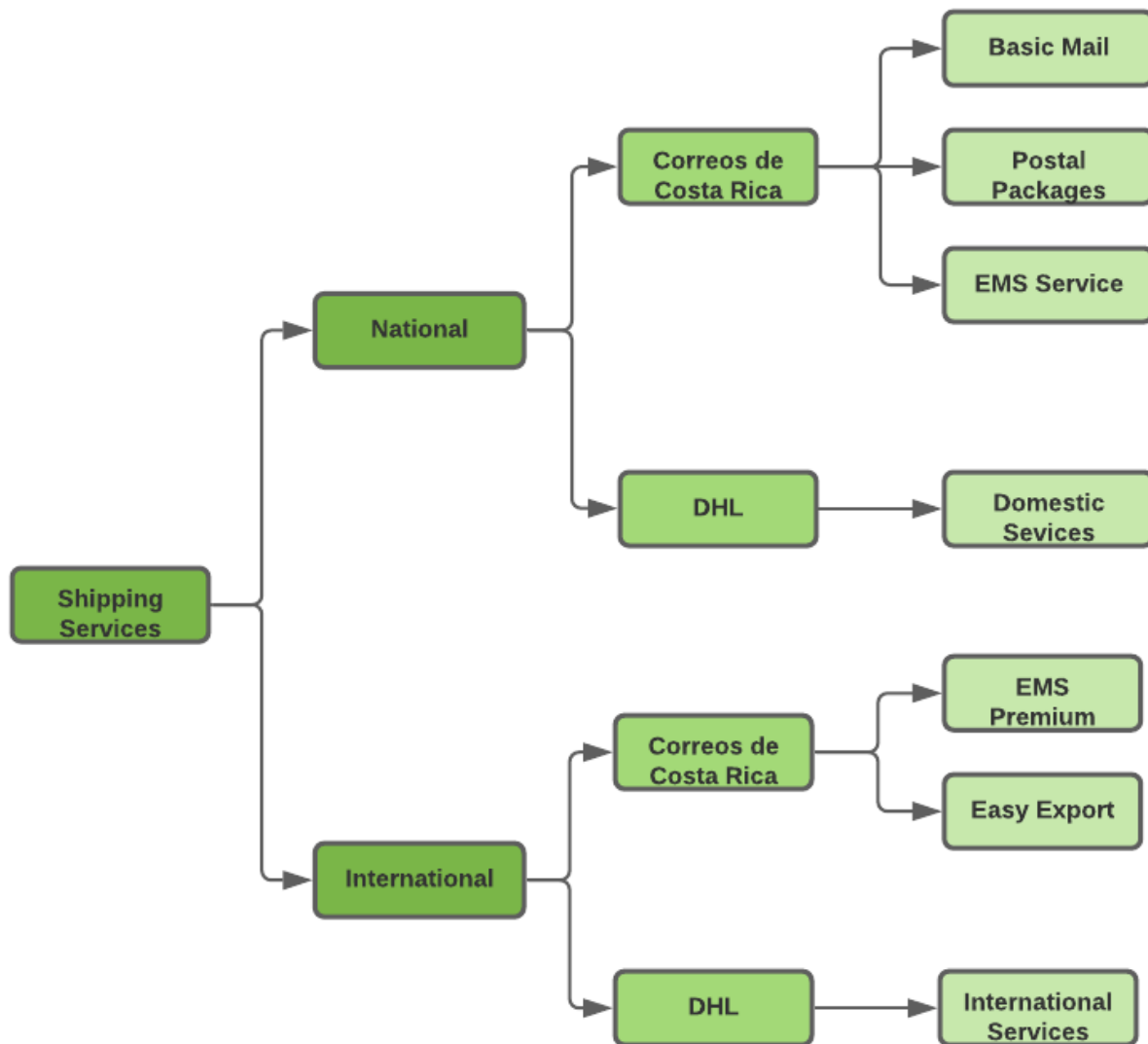




# Shipping

Once the permits for a product are obtained, the product is ready to be prepared for shipment. In this section, options for national and international shipping are covered. The services for each shipping option are reviewed in more detail, including the purpose of the service, their rates, special requirements, and required documents. General knowledge and tips on packaging are also provided at the end of the section.

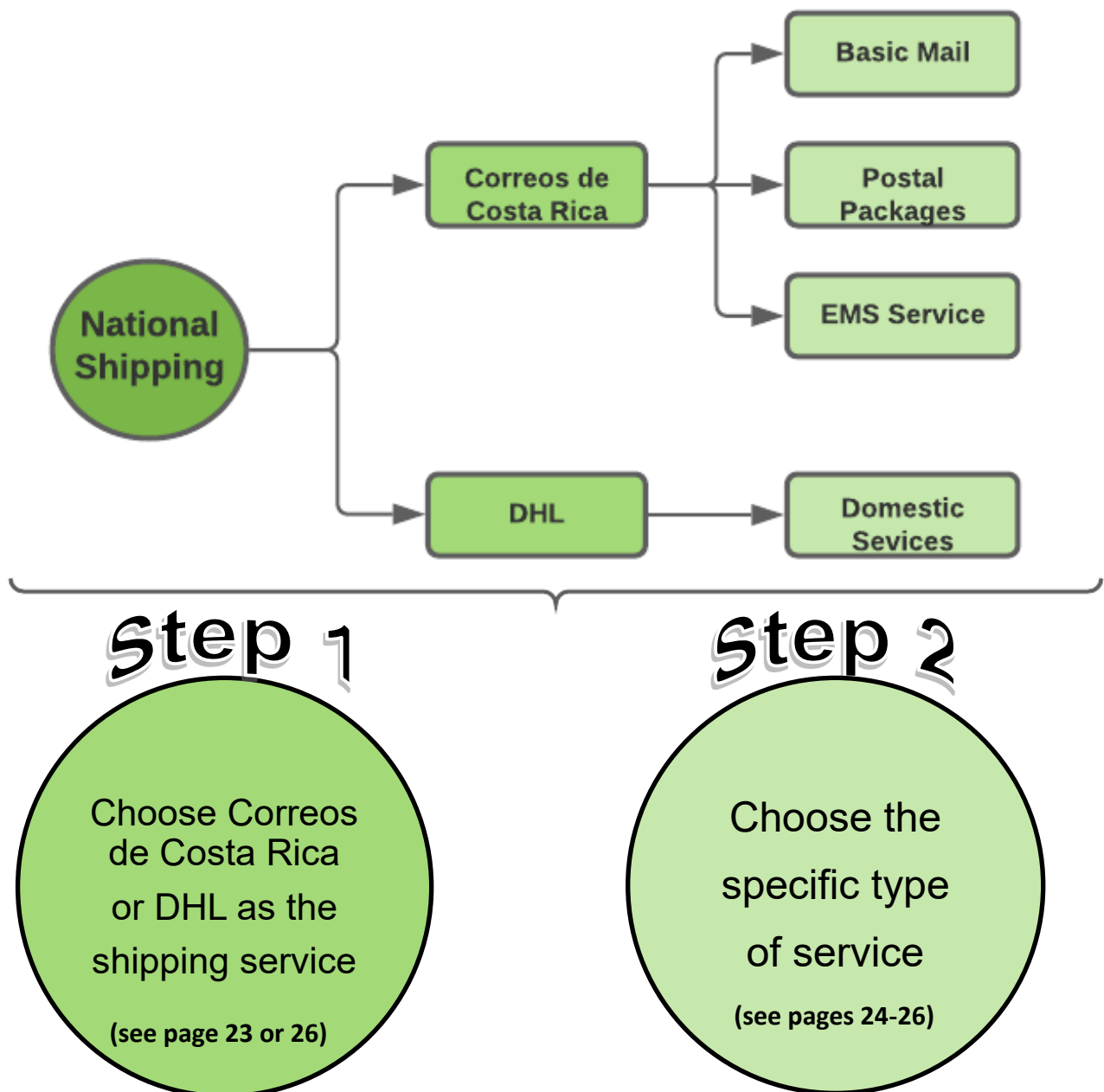
The chart below lays out all the shipping options available from the Monteverde area.



# National Shipping

National shipping is covered first. As explained in *Phased-In Approach*, national shipping should come before international shipping due to lower costs, less permits, and convenient customer service.

The table below displays the shipping options to sell nationally. There are two main options: Correos de Costa Rica (national post office system) and DHL (a separate courier service). Correos de Costa Rica offers three services: Basic Mail, Postal Packages, and EMS Service. DHL offers domestic services. Details for these services are given in the following pages.



# National Shipping (continued)



## The National Postal System

<https://correos.go.cr/>

### Max package weight:

30 kg

### Max package dimensions:

1.20m W x 1.20m L

### Delivery time:

Within 1-3 days

**Location:** Santa Elena / Monteverde Branch

Puntarenas, Monteverde

North Side of the Plaza Monteverde Shopping Center

**Shipping Prices:** Based on actual or volumetric

weight (whichever is greater)

(prices are displayed in section tables)

**Must add 13% of the Value Added Tax to all rates**

**Tracking:** Tracking shipments only available on

Correos website with specific shipment number

### How to access Terms & Conditions of Correos postal services:

**1.** Navigate to website section titled "Encomienda Nacional"

**2.** Click on "Condiciones" to expand section

**3.** Click on "Ver términos y condiciones del servicio postal" to download the Microsoft Word document

ENCOMIENDA NACIONAL

Inicio / Encomienda Nacional

+ Tarifas

+ Plazos

+ Condiciones

Ver términos y condiciones del servicio postal

### Required Set-up and Documents for National Shipments

Create an account with the shipping service of choice



Address of sender and recipient



Create a shipping label



Additional documents (permits, etc.)



# National Shipping (continued)



## - -> Basic Mail

<https://correos.go.cr/ordinario-certificado/>

**Purpose:** Standard postal service delivering regular mail and very small packages

**Operations:** Operates on a daily basis and delivers within 1-3 days for the entire country

Basic Mail	
Weight	Price
0 - 20 g	₡470
21 - 100 g	₡665
101- 250 g	₡995
251 - 500 g	₡1.515
501 - 1000 g	₡2.275
Additional kg	₡2.035

**Reminder: Must add 13% of the Value Added Tax to the rate**



## - -> Postal Packages

<https://correos.go.cr/encomienda-nacional/>

**Purpose:** Sending postal packages weighing more than 2 kg but less than 30 kg

**Operations:** Operates on a daily basis and delivers to the destination branch within 1-3 days for the entire country

Postal Packages		
Destination	Weight	Price
GAM*	0 - 2 kg	₡1.250
	Additional	₡570
Rest of Country	0 - 2 kg	₡1.890
	Additional	₡710

\*Greater Metropolitan Area

**Reminder: Must add 13% of the Value Added Tax to the rate**





# National Shipping (continued)



## - -> EMS Service

<https://correos.go.cr/servicio-ems/>

**Purpose:** The fastest of postal services guaranteeing short delivery times, control, and package monitoring

**Operations:** Operates on a as needed basis and delivers within 1-2 days with a tracking system accessible on the *Correos* website

EMS Service		
Destination	Weight	Price
GAM*	First kg	₡2.700
	Additional kg	₡1.300
Rest of Country	First kg	₡3.500
	Additional kg	₡1.500

\*Greater Metropolitan Area

**Reminder: Must add 13% of the Value Added Tax to the rate**

**Note:** Must prepare EMS guide in physical or [digital](#) form which asks for: Type of ID, ID number, Full Name, Phone, Email, Province, Canton, Postal Code (optional), Exact Address of Sender



## - -> Pymexpress

<https://correos.go.cr/pymexpress/>

**Purpose:** A *logistical support service* to satisfy distribution needs for SMEs (small and medium-sized enterprises) that have their own virtual store or that sell products through any electronic means

**Operations:** Operates on a as needed basis and must fill out this [form](#) to join service and use the service's benefits

Pymexpress		
Destination	Weight	Price
GAM*	First kg	₡2.200
	Additional	₡1.000
Rest of Country	First kg	₡2.800
	Additional	₡1.200

\*Greater Metropolitan Area

**Reminder: Must add 13% of the Value Added Tax to the rate**



# National Shipping (continued)



## A Separate Courier Service

**Location:** Travels to commercial locations in the Monteverde area (e.g. Café Monteverde)

**MyDHL+ app:** makes it easy to ship online, get quotes, schedule pickups, find locations, track shipments

**A DHL account is needed to pay for my DHL+ shipments and create shipping labels (need access to printer)**

**Shipping prices:** Based on actual or volumetric weight (whichever is greater) (prices are displayed in section tables but for more information consult the [GUIDE](#) ↓)

<https://www.dhl.com/cr-en/home.html>

**Max Package Weight:**

70 kg

**Max Package Dimensions:**

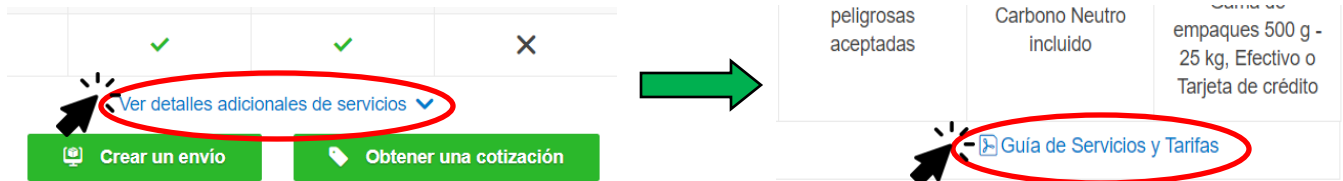
120L x 80W x 80H cm

**Delivery Time:**

Within 1-3 days

**All services available on DHL website and MyDHL+ app**

To access DHL's service and rate guide (Spanish pdf) from <https://mydhl.express.dhl/cr/es/ship/delivery-services.html#/export>



## DHL --> Domestic Services

**Purpose:** Delivers packages nationally within 1-3 days

**Operations:** Picks up packages once a week at commercial locations in Monteverde

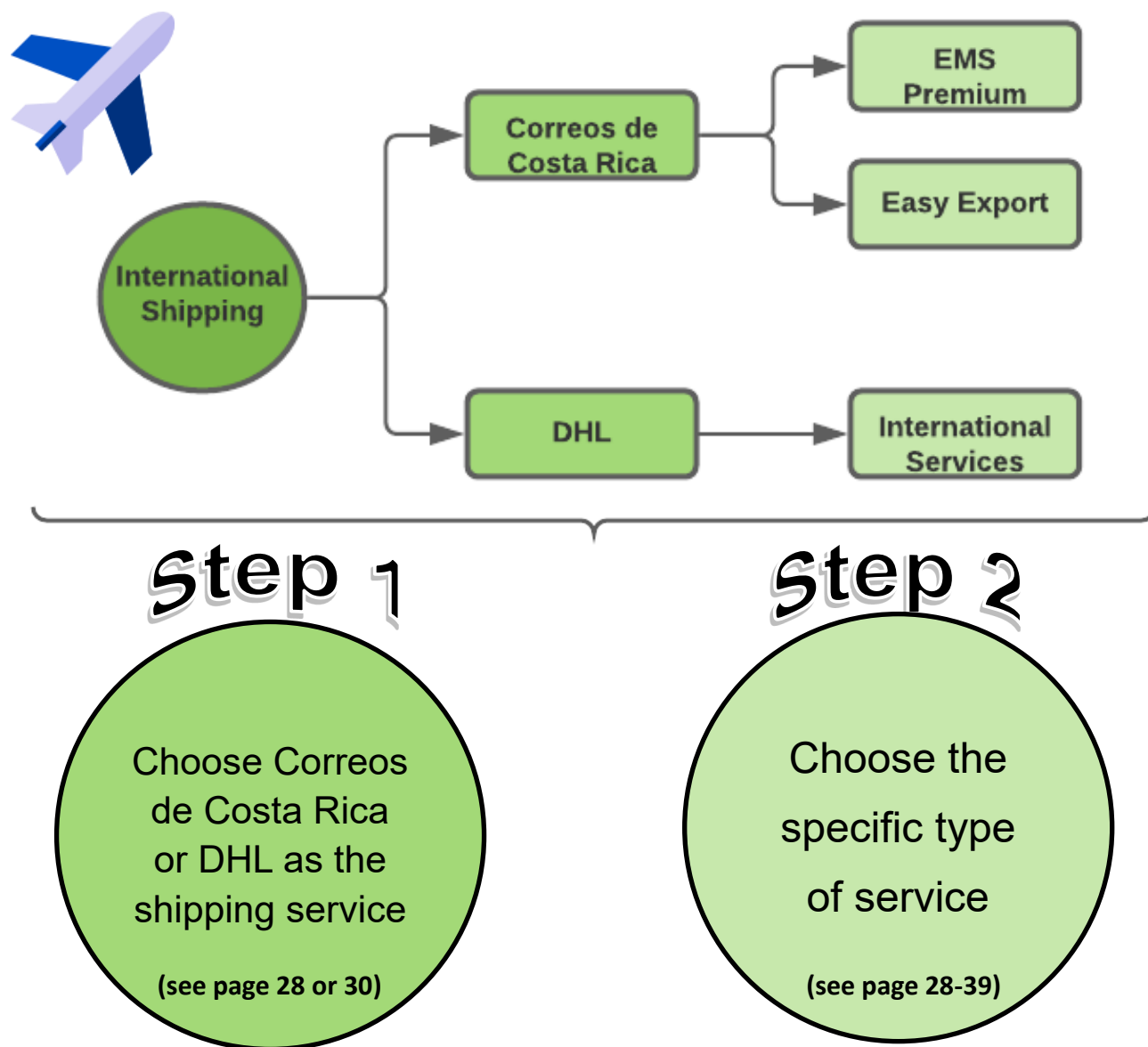
Domestic Services										
Weight	0.5 kg	1 kg	1.5 kg	2 kg	2.5 kg	3 kg	3.5 kg	4 kg	4.5 kg	5 kg
Price	₡4.425	₡4.425	₡4.940	₡5.455	₡5.970	₡6.845	₡7.000	₡7.515	₡8.030	₡8.545



# International Shipping

International shipping is covered next. As highlighted in *Phased-In Approach*, international shipping should come after national shipping to have general experience with packaging shipments. There are many more steps to take that can be a lengthy and document-heavy process. PROCOMER, a foreign trade promotion agency, helps an individual or business have the ability to export products.

The table below displays the shipping options to sell internationally. There are two main options: Correos de Costa Rica (national post office system) and DHL (a separate courier service). Correos de Costa Rica offers two services: EMS Premium and Easy Export. DHL offers international services. Details for these services are given in the following pages.



# International Shipping (continued)



- -> **EMS Premium**

<https://correos.go.cr/ems-premium/>

**Purpose:** Fastest courier service of *Correos* which seeks to decrease transit and delivery times, includes a tracking system, and has customer service

**Max package weight:**  
30 kg  
**Max package dimensions:**  
1.20m W x 1.20m L  
**Delivery time:**  
2 days (Miami, Florida) (Zone 1)  
3 days (Rest of U.S.) (Zone 3)

- Required documents:**
- Shipping label
  - Commercial invoice\*
  - Incoterms\*
  - International sales contract\*
  - Packing list
  - Certificate of origin
  - Customs declaration\*
  - Export permits (see *Products*, pg. #)

EMS Premium		
Weight	Price	
	Miami	Rest of U.S.
0.5 kg	₡19.700	₡29.600
1 kg	₡22.400	₡34.900
1.5 kg	₡25.000	₡40.100
2 kg	₡27.700	₡45.300
2.5 kg	₡30.300	₡50.500
3 kg	₡32.400	₡53.500
3.5 kg	₡34.400	₡56.400
4 kg	₡36.500	₡59.400
4.5 kg	₡38.500	₡62.400
5 kg	₡40.500	₡65.400

\*see page 31 for definition





# International Shipping (continued)



- -> **Easy Export**

<https://correos.go.cr/exporta-facil/>

**Purpose:** Courier service that allows micro, small, and medium-sized companies to export products through *Correos* in a simplified and agile way

**Max package weight:**  
30 kg  
**Max package dimensions:**  
Sum of 3 dimensions must = 1.5 m  
**Delivery time:**  
2 days (Miami, Florida) (Zone 1)  
3 days (Rest of U.S.) (Zone 3)

- Required documents:**
- Shipping label
  - Commercial invoice\*
  - Incoterms\*
  - International sales contract\*
  - Packing list
  - Certificate of origin
  - Customs declaration\*
  - Postal forms (EMS; CP81, CP72, CN23, or CN22)
  - Export permits (see *Products*, pg. #)

\*see page 31 for definition

Easy Export		
Weight	Price	
	Miami	Rest of U.S.
0 - 100 g	₡5.700	₡8.800
101 - 500 g	₡6.630	₡10.660
501 - 1000 g	₡8.000	₡11.680
1001 - 1500 g	₡8.800	₡13.800
1501 - 2000 g	₡9.970	₡15.800
2001 - 2500 g	₡12.310	₡18.230
2501 - 3000 g	₡13.800	₡21.220
3001 - 3500 g	₡15.200	₡25.125
3501 - 4000 g	₡16.720	₡27.090
4001 - 4500 g	₡18.190	₡29.900
4501 - 5000 g	₡19.530	₡31.370



# International Shipping (continued)



## -- > International Services

**Purpose:** Fast, convenient, and versatile export services with delivery in 2-3 days

**Operations:** Picks up packages once a week at commercial locations in Monteverde

**Required documents:**

- Shipping label
- Commercial invoice\*
- Incoterms\*
- International sales contract\*
- Packing list
- Certificate of origin
- Customs declaration\*
- Export permits (see *Products*, pg. 12)

\*see page 31 for definition

### International Services

Weight	Price	
	Miami	Rest of U.S.
0.5 kg	¢42.182	¢64.250
1 kg	¢48.041	¢75.948
1.5 kg	¢53.972	¢87.609
2 kg	¢59.904	¢99.270
2.5 kg	¢65.835	¢110.932
3 kg	¢70.402	¢117.598
3.5 kg	¢74.969	¢124.264
4 kg	¢79.535	¢130.930
4.5 kg	¢84.102	¢137.596
5 kg	¢88.668	¢144.263



# International Shipping (continued)



## General Considerations for International Shipments

- Need to register with PROCOMER (no cost, renewed every 2 years)
- For coffee and cosmetics, need to register with Ministry of Health
- Very high shipping costs which can fluctuate based on the exchange rate for the U.S. dollar on a particular day and import policies in force at the time of shipment
- Price products carefully as the additional payment of duties and taxes is the buyer's responsibility

### Definitions:

- Commercial invoice: a declaration that contains all transaction details that Customs authorities use to assess the necessity for the payment of any taxes or duties
- Incoterms: rules that identify what the buyer and seller are each responsible for in a shipment, including packaging, inspection, export licenses, import clearance, inland carriage in buyer/seller countries, and cargo insurance
- International sales contract: an agreement between buyer and seller that identifies the parties in the transaction, the products sold, the terms and conditions of the sale, and the price to be paid
- Customs declaration: a form that lists and gives details of products being imported or exported



- Contact customer service for personalized attention for international shipments
- DOES NOT provide internal Customs clearance in the U.S.
- Sender must indicate phone number and email of them and the recipient, in case of contact
- Commercial invoice must be in English
- Contact PROCOMER first to assist in starting to export with DHL
- DOES provide Customs clearance assistance\*
- Easily manage and track shipments using the MyDHL+ app

\*DHL Customs services: <https://mydhl.express.dhl/cr/en/ship/customs-services.html>

# Packaging

Use a box with enough space for padding material around the product (s)



Fill the empty space with cushioning material for minimal movement when shipping

*\*Take a shake test\**



Reinforce the seams and edges with 2 inch wide clear/brown packing tape, reinforced packing tape, or paper tape



**Do not use:**



Apply special handling labels (if needed)  
Apply shipping label on top surface



**This Way Up**



**Fragile, Handle with Care**



**Keep Dry**

## Writing the Correct Address

- Use standardized address for both sender and recipient
  - Name of recipient
  - Exact direction signs, with all possible reference points
  - Province, Canton, District
  - District/Area code, Country
- Create a label on MyDHL+ app or DHL website
- Or consult local Correos branch

## Shipment Checklist

Product	✓
Package	✓
Permits	✓
Shipping label	✓
Shipping fee	✓

**Nice! Send the package to the customer!**





# Platforms

There are two types of platforms that are available to choose from. The first type is existing platforms which are already established. Once signed up, an individual can start selling on the already established website. The other type of platform is called build-your-own. These allow the seller to create and design their own website to sell their goods on. In this section of the manual, we explain the different types of platforms and which options are available.

Below is a table that outlines the various choices as well as their associated features.

	One Time Fees	Recurring Fees	Referral Fees	Accessi-ble on Mobile Devices	Customi-zation Options	Compatible with Social Media	Allows for Chosen Products to be sold	Allows for Different Shipping Options
Amazon (pg. 34)	No Startup Fees	Subscription fees: \$0.99 per item or \$39.99 per month	Typically 8%-15% of item's listing price	Yes (App)	No	Yes	Yes*	Only Amazon's Standard International Shipping
eBay (pg. 38)	No Startup Fees	Subscription fee: \$21.95 per month	Typically 10% of item's selling price	Yes (App)	Yes (Requires Upgraded Plan)	Yes	Yes*	Only eBay's International Shipping Option
Etsy (pg. 40)	No Startup Fees	Listing fee: \$0.20 per item and 2.5% currency conversion fee per item	5% of item's selling price	Yes (App)	No	Yes	Yes	Use your own shipping methods
Mercado Libre (pg. 42)	No Startup Fees	None	None	Yes (App)	No	No	Yes	Use your own shipping methods
Big Commerce (pg. 45)	No Startup Fees	Subscription: \$29.95 per month	None	Yes	Yes	Yes	Yes	Use your own shipping methods
Shopify (pg. 48)	No Startup Fees	Subscription: \$29 per month	None	Yes	Yes	Yes	Yes	Use your own shipping methods
Square Space (pg. 50)	No Startup Fees	Subscription: \$30 per month	None	Yes	Yes	Yes	Yes	Use your own shipping methods

\*Some additional info may be required when posting certain items for sale

# Existing Platforms

This section goes into detail about each existing platform and their various features. Below is a table with an overview of the platforms and their offered features.

	One Time Fees	Recurring Fees	Referral Fees	Accessible on Mobile Devices	Customization Options	Compatible with Social Media	Allows for Chosen Products to be sold	Allows for Different Shipping Options
Amazon (pg. 34)	No Startup Fees	Subscription fees: \$0.99 per item or \$39.99 per month	Typically 8%-15% of item's listing price	Yes (App)	No	Yes	Yes*	Only Amazon's Standard International Shipping
eBay (pg. 38)	No Startup Fees	Subscription fee: \$21.95 per month	Typically 10% of item's selling price	Yes (App)	Yes (Requires Upgraded Plan)	Yes	Yes*	Only eBay's International Shipping Option
Etsy (pg. 40)	No Startup Fees	Listing fee: \$0.20 per item and 2.5% currency conversion fee per item	5% of item's selling price	Yes (App)	No	Yes	Yes	Use your own shipping methods
Mercado Libre (pg. 42)	No Startup Fees	None	None	Yes (App)	No	No	Yes	Use your own shipping methods

\*Additional information for certain items is included in the Amazon and eBay product sections



## Key Features

- Keep track of inventory and update listings easily
- Monitor sales through their various customer metrics tools
- See which products are selling the most and which are not being sold as frequently
- Seller support gives you access to help tickets and ensures that you have help when needed.





## How To Set Up An Amazon Account



- Bank Account and Routing Number
- Chargeable Credit Card
- Government ID
- Tax Information
- Phone Number

## There are 2 Options When Choosing a Selling Plan on Amazon

### Individual Plan

- Best Option for those selling less than 40 items a month
- Good choice if no desire to advertise within Amazon
- Good choice if no need for advanced selling tools
- Subscription fee costs **\$0.99** per item posted on the site

### Professional Plan

- Best Option for those selling more than 40 items a month
- Get top placement for an item on Amazon search pages
- Good choice if no need for advanced selling tools
- Subscription fee costs **\$39.99** a month no matter how many items are posted





## Additional Fees



### Referral Fees

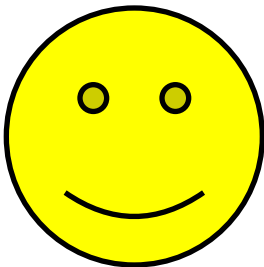
- Based on each item sold
- The amount charged varies depending on the category the item is in
- Most referral fees are between 8 and 15 percent of what the item costs

### Shipping Fees

- The amount charged varies depending on the category the item is in and the shipping service selected by the customer

## Are the Chosen Products Able to be Sold?

**YES!**



All products that were determined feasible are able to be sold on Amazon. **Lotions and shampoos** have additional requirements. They must:

- Have sealed packaging
- Packages must clearly show their identifying codes
- When listed they must include the name of the product, the purpose, the amount of contents, ingredient list, name and address of the manufacturer, and any necessary label warnings

Amazon also has a page for restricted products labeled "Restricted Products" for further details.





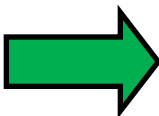


## Customization Options



Costa Rica is not a supported country for Amazon's shop feature. This means that all products must be posted individually and cannot be posted in one unique location customized for the Sendero Pacífico.

## Payment Options



- Debit Card Payments
- Prepaid Gift Cards
- Credit Cards:
  - Visa · Mastercard · Discover · American Express · JCB · NYCE · STAR
- prepaid gift cards

**Cell Phone Compatibility**

Amazon has its own app!

Sellers can see all of their products and post new ones in the app

Post new products on an Instagram or Facebook business page and it will send users right to the product on Amazon!

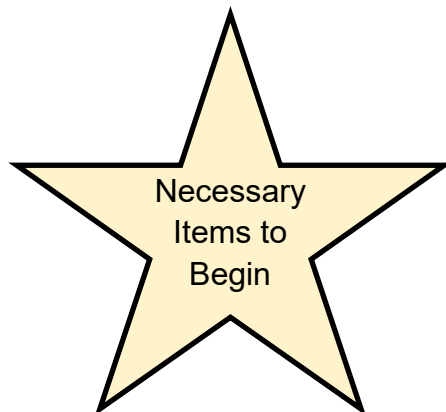




## Key Features

- Allows for both “Buy It Now” and “Auction” style options
  - Products can be sold in Auction style, but sellers can set a Buy Now price to allow for a buyer to purchase without bidding
  - Seller is able to set the auction price for the lowest amount they are willing to sell for to guarantee they get paid enough

## How To Set Up An eBay Account



- Legal Business Name
- Email
- Phone Number
- Bank Account or Credit Card

Then, select the Basic Business Plan which costs **\$21.95** per month

## Additional Fees

### Item Fees

- The first 50 items posted in a month are free
- Any additional item in the month costs \$0.35 per item

### Final Value Fee

- This is around 10% of the total sale amount

### Payment Processing Fees

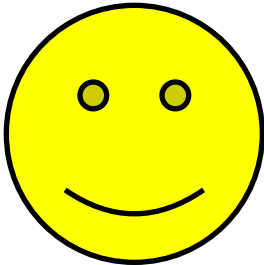
- Additional fees are applied to those who use PayPal at checkout





## Are the Chosen Products Able to be Sold?

**YES!**



All products that were determined feasible are able to be sold on eBay. **Food items** are not commonly sold on eBay and they have additional requirements. They must:

- Be placed in proper packaging
- Expiration date must be labeled and clearly listed in the product description

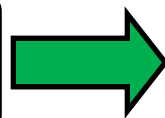
eBay has a page with all of their restricted items for future reference as well.

## Customization Options



When on the basic business plan, the seller is not able to customize their storefront. To do so, the seller is required to pay \$100 a month

Payment Options



Debit Card Payments  
Credit Card Payments  
PayPal\*

\*The seller must have a PayPal account for buyers to use this option





## Cell Phone Compatibility

eBay has its own app!

Sellers can view products, post new products, and respond to customers

Post new products on an Instagram or Facebook business page and it will send users right to the product on eBay!



# Etsy



## Key Features



- Every seller on Esty has their own store
  - This allows them to share all of their goods in one convenient location
- Most Etsy sellers are made up of small businesses and at-home crafters

## How To Set Up An Etsy Account

Necessary  
Items to  
Begin



- Sign up and create an account
- To sell and take payments in Costa Rica it may require a business license
- Credit or debit card





# Etsy

## Additional Fees

### Listing Fee

- \$0.20 per item

### Currency Conversion Fee

- 2.5% of total purchase

### Processing/ Transaction Fee

- 3% of total price plus \$0.25
- 5% of total cost

## Are the Chosen Products Able to be Sold?

**YES!**



All products that were determined feasible are able to be sold on Etsy. Etsy is a unique selling platform designed for small businesses and at-home crafters. It is encouraged for a lot of the products that were deemed feasible to be shared and sold on the platform.

## Customization Options

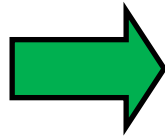


Etsy allows a seller to create a personal store and have all products in one location. Customization only includes changing the shop's logo, banner, and color scheme. This does not give the Sendero Pacífico the chance to incorporate other visuals or media.



## Etsy

### Payment Options



Debit Card Payments  
Credit Card Payments  
PayPal\*

\*The seller must have a PayPal account for buyers to use this option

### Cell Phone Compatibility

Etsy has its own app!

Sellers can view products, post new products, and respond to customers

Post new products on an Instagram or Facebook business page and it will send users right to the product on Etsy!



## mercado libre

### Key Features

- Mercado Libre is a platform in which users can sell on a more casual basis
- The transaction is kept between the seller and the buyer and they decide together on how the item will be transferred from seller to buyer





# mercado libre

## How To Set Up A Mercado Libre Account



- Name
- Email
- Password

Then, can begin selling items for no fee.



### Additional Fees



NONE



## Are the Chosen Products Able to be Sold?



# YES

All products that were determined feasible are able to be sold on Mercado Libre.





**mercado  
libre**

## Customization Options



Mercado Libre does not offer any customization options for the user to design a localized and unique section for their goods.

## Payment Options

There is no distinct payment methods on Mercado Libre. All transaction are determined between the buyer and the seller.

## Cell Phone Compatibility

Mercado Libre has  
its own app!

Mercado Libre is not compatible with Facebook or Instagram and there is no way for an individual to advertise their products on another site.





# Build-Your-Own Platforms

This section goes into detail about each build-your-own platform and their various features.

Below is a table with an overview of the platforms and their offered features.

	One Time Fees	Recurring Fees	Referral Fees	Accessible on Mobile Devices	Design Experience	Compatible with Social Media	Allows for Chosen Products to be sold	Allows for Different Shipping Options	Payment Method Options
Big Commerce (pg. 45)	No Startup Fees	Subscription fee: \$29.95 per month	No	Yes	Some advanced design tools required	Yes	Yes	Use your own shipping methods	Credit/Debit Card with fees No penalties when using 3rd party payments
Shopify (pg. 48)	No Startup Fees	Subscription fee: \$29 per month	No	Yes	No prior design experience required	Yes	Yes	Use your own shipping methods	Credit/Debit Card with fees Wire Transfer Other third party options with penalties
Square Space (pg. 50)	No Startup Fees	Subscription fee: \$30 per month	No	Yes	No prior design experience required	Yes	Yes	Use your own shipping methods	PayPal only



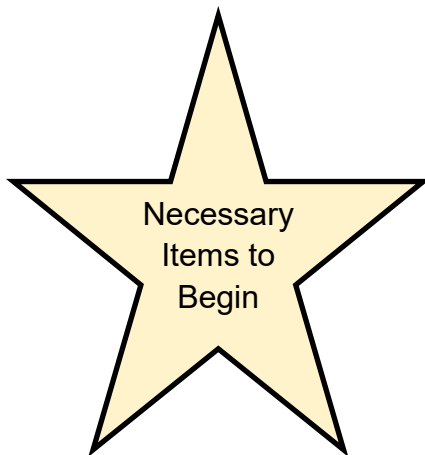
## Key Features

- A language conversion feature that allows for the site to be translated when someone in another country visits the platform
- A fully customizable site with features that allow a seller's website to grow as their business grows





## How To Set Up A BigCommerce Account



- Full name
- Phone number
- Password
- Connect to WordPress to be able to edit site
- Connect the account to bank account

Then, select the Basic Business Plan which costs **\$29.95** per month



### Additional Fees

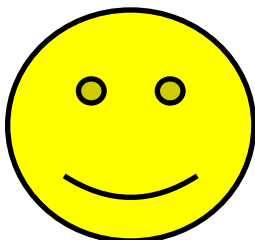


NONE



Are the Chosen Products Able to be Sold?

**YES!**



Due to the nature of the platform, BigCommerce lets the seller sell any type of product. It is a fully customizable site, therefore a seller can add what they wish and sell on their own website.

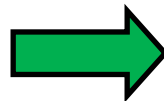




## Customization Options

BigCommerce is a company that helps in the design of a unique website. A unique URL is created and the site can be designed from start to finish. There is a suggestion on their website that some features may require advanced design tools that are not as easy to use.

## Payment Options



Credit/Debit Card with fees

There is no penalty when you choose to use a 3rd party payment option

## Cell Phone Compatibility

BigCommerce is designed such that a seller's website will load fast and appear the same across devices

Ability to link the website right on an existing Facebook or Instagram account to advertise the new site.



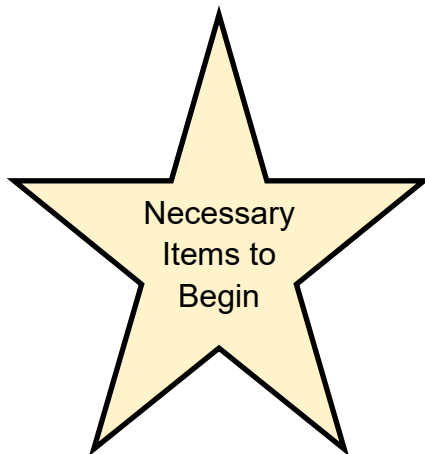


## Key Features



- A free 14 day trial that would allow the shop to be designed even before payments begin
- A fully customizable store and custom domain which allows for sellers to create their own stores and can even connect an existing physical store with the online world

## How To Set Up A Shopify Account



- Full name
- Billing Information
- Username and Password
- Store Name
- Legal Business name and Address

Then, select the Basic Business Plan which costs **\$29.95** per month



## Additional Fees



NONE



Are the Chosen Products Able to be Sold?

**YES!**



Due to the nature of the platform, Shopify lets the seller sell any type of product. It is a fully customizable site, therefore a seller can add what they wish and sell on their own website.



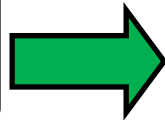




## Customization Options

Shopify is a company that helps in the design of a unique website. A unique URL is created and the site can be designed from start to finish. There are pre-made themes that will make creating a site easier and their drop-and-click store builder requires no previous design experience to use. It is just as easy as a few clicks.

## Payment Options



Credit/Debit Card with fees  
Wire Transfer  
PayPal (Need Account)  
There is a penalty when you choose to use a 3rd party payment option

## Cell Phone Compatibility

Shopify has its own app! It allows a seller to fulfill orders, check inventory, and contact customers. It is also guaranteed that, when opened, the shop should look the same on all kinds of devices.

Ability to link the website right on an existing Facebook or Instagram account to advertise the new site.



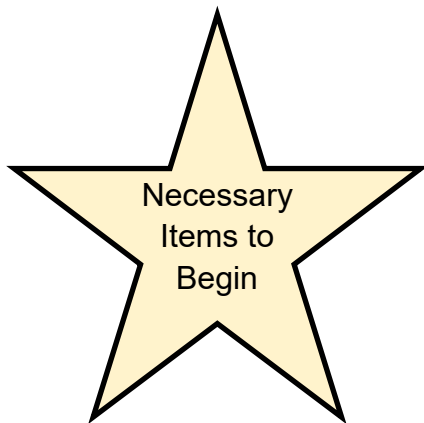


## Key Features



- There are multiple startup options for you to choose from and as your business grows you can change your plan to fit your needs
- A fully customizable store and custom domain which allows for sellers to create their own stores with no coding required

## How To Set Up A SquareSpace Account



- Government issued ID
- Credit card or bank statement
- Credit or debit card that matches the statement

Then, select the Basic Commerce Plan which costs **\$30** per month



## Additional Fees



NONE



## Are the Chosen Products Able to be Sold?

**YES!**



Due to the nature of the platform, SquareSpace lets the seller sell any type of product. It is a fully customizable site, therefore a seller can add what they wish and are only restricted by PayPal's small list of restricted items, which do not include any products that were deemed feasible.





## Customization Options

Squarespace is a company that helps in the design of a unique website. A unique URL is created and the site can be designed from start to finish. There are pre-made themes that will make creating a site easier and their store builder requires no previous design experience to use it.

## Payment Options



PayPal\*


\*The seller must have a PayPal account for buyers to use this option

## Cell Phone Compatibility

Squarespace ensures that no matter what device is being used, the content on the website will be formatted to stay looking good.

Ability to link the website right on an existing Facebook or Instagram account to advertise the new site.





We wish you the best of luck with your future platform and endeavors. This manual is a guide. You can use any of its contents as needed. Thank you again for all of your help in interviews, as this manual would not have been able to be created without your help.

**PURA VIDA**