Filled example · fictitious business

PROJECT BRIEF · ONLINE STORE

Online store for Épicerie fine Lemoine

Business: Épicerie fine Lemoine, Rennes Version: 1, dated 2 November 2026

CONTENTS

1. About the business
2. The project
3. Goals and target audience
4. The store pages
5. Features
6. Product pages and visual identity
7. Technical and legal requirements
8. Budget, timeline and maintenance
9. What each quote must include

1. About the business

Épicerie fine Lemoine, in Rennes.

Fine food shop: Breton products, hampers and gift boxes.

Team: 2 to 10 people.

2. The project

Creation of an online store (e-commerce), to sell the business’s products every day.

Project type: online store.

3. Goals and target audience

1. Sell online, every day. Measured by: online revenue per month.
2. Sell beyond Rennes. Measured by: orders delivered outside the local area.
3. Offer in-store pickup. Measured by: orders picked up in store.

Target customers: private customers, in France.

4. The store pages

Home | Catalogue and categories | Product page | Cart and checkout | Customer account | Delivery and returns | Terms and conditions of sale | Contact | Legal notice and privacy, in the footer

9 page types, to be adjusted with the provider.

5. Features

Catalogue and product pages	Essential
Card payment	Essential
Stock tracking	Essential
Delivery and pickup	Essential
Promo codes	Nice to have
Customer accounts	Nice to have

6. Product pages and visual identity

Product pages and photos provided by Épicerie fine Lemoine, laid out by the provider.

Logo and colours: to be provided if they exist, otherwise to be included in the quote.

7. Technical and legal requirements

- Easy to read on phone, tablet and computer.
- Secure payment through an established payment provider (3-D Secure).
- Terms and conditions of sale, right of withdrawal and consumer mediator shown on the store.
- Legal notice, privacy policy and cookie management.
- Domain name, store and customer list in the name of Épicerie fine Lemoine.

8. Budget, timeline and maintenance

Planned budget	from €1,500 to €5,000
Launch	within 6 months
Maintenance	priced separately (updates, backups, small improvements)

9. What each quote must include

- A detailed quote, item by item, to compare the replies with each other.
- A schedule with the sign-off dates.
- Two or three similar projects already delivered.
- The price of maintenance, per month or per year.
- Confirmation that the store, the customer list and the domain name belong to Épicerie fine Lemoine.

Reply expected by: *to fill in*

Document prepared with the free generator on dibodev.fr. For a quote on this project: Léo Guillaume, Dibodev, dibodev.fr/en/contact.