

Example e-Shop Boiler Plate

Language: Dutch

Version: v1.0, 06/01/2017 *(Change the date and/or version every time you make changes)*



This is an example of a boiler plate document, to help you starting up. In any way this is a complete document, you need to add specific content for your business. Examples are taken from different webshops.

This document is the primary source to build your web content, direct marketing deliverables and so forth. On person should take ownership of this document and distributed the text as needed.

Add information about the workflow.

Author & Owner: Xavier Delcourt

Spell Check: Gerard Jolink

Content Check: Evert Mosselman

Technical data: Jurriaan Bosmans

Financial data: Natasja van Yerseke

Business Plan watchdog: Rob de Keyzer

Table of Contents

Mission statement.....	3
Executive Summary	3
Tagline	3
Fonts, logo & colors.....	4
Product categories	4
A. Technical books.....	4
B. Parts books	4
Products.....	4
A. Technical books.....	4
B. Parts books	7
Contact Information	8
Disclaimer	8
Privacy Statement	8
Delivery details	9
Return Policy	11
Copyrights.....	11
Warranty	12

Mission statement

ClassicVW wilt het werken aan luchtgekoelde Volkswagens gemakkelijk en aangenaam maken voor alle eigenaars van VW Kevers, Karmann Ghia's, VW Bussen of andere afgeleiden van de originele Kever.

ClassicVW wants to make working on air-cooled Volkswagens easy and enjoyable for all owners of VW Beetles, Karmann Ghia's, VW Buses or other derivatives of the original Beetle.

Executive Summary

ClassicVW TECH is een reeks technische boeken over de **luchtgekoelde Volkswagen**. Anders dan de meeste technische handboeken, vertrekt ClassicVW TECH vanuit de veronderstelling dat de lezer nog geen technische kennis heeft of praktische ervaring. De luchtgekoelde VW wordt uit de doeken gedaan zoals nooit tevoren. Op een eenvoudige en toch gestructureerde manier. Na het lezen van de ClassicVW TECH reeks heeft de lezer een goede basiskennis om zijn klassieke VW beter aan te voelen en beter te begrijpen. Deze boekenreeks is geschikt voor de **VW Kever, Karmann Ghia, type 3, VW 411/412 of VW Bus**. ClassicVW TECH bestaat uit **meerdere volumes**, elk volume heeft een specifiek thema. De ClassicVW TECH boeken zijn afgewerkt met harde kaft in **luxe uitvoering** en tellen 128 pagina per volume. Hieronder een kort overzicht van de inhoud van elk volume.

ClassicVW TECH is a series of technical books about the air-cooled Volkswagen. Unlike most technical manuals, ClassicVW TECH starts from the assumption that the reader does not yet have any technical knowledge or practical experience. The air-cooled VW is explained as never before. In a simple yet structured way. After reading the ClassicVW TECH series, the reader has a good basic knowledge to better feel and better understand his Classic VW. This book series is suitable for the VW Beetle, Karmann Ghia, type 3, VW 411/412 or VW Bus. ClassicVW TECH consists of multiple volumes, each volume has a specific theme. The ClassicVW TECH books are finished with hardcover in luxury execution and count 128 page per volume.

Tagline

Techische handboeken voor de luchtgekoelde Volkswagen klassieker.

Technical textbooks for the Classic air-cooled Volkswagens.

Fonts, logo & colors

you need to add information about your corporate style, fonts, colors...

Product categories

- A. Technical books
- B. Parts books

Products

A. Technical books

Product 1: ClassicVW TECH volume 1

Short description:

Een **technische introductie** van de luchtgekoelde VW. Dit boek is bedoeld voor liefhebbers die geen kennis hebben van de VW techniek, geen idee hebben hoe alles werkt en bijvoorbeeld niet weten waar de startmotor zit. Na het lezen van volume 1 zul je de techniek van de luchtgekoelde Volkswagen **beter begrijpen**, dit boek geeft je de **bassiskennis** om de andere boeken in deze reeks te begrijpen.

A technical introduction of the air-cooled VW. This book is intended for enthusiasts who do not have knowledge of the VW technique, have no idea how everything works and for example do not know where the starter is. After reading Volume 1 you will understand the technique of the air-cooled Volkswagen better, this book gives you the base knowledge to understand the other books in this series.

Long description:

De volgende onderwerpen worden besproken in volume 1:

- Kennismaking met je VW
- Chassisnummers
- De verschillende types
- Basis autotechniek
- Je eerste VW werkplaats
- Ontdek de VW techniek

Volume 1 is te bestellen via de [webwinkel van Paruzzi](#), gratis aan huis bezorgd vanaf een bestelwaarde van € 50,00. Je kunt het bestellen van een boek combineren met de aankoop van onderdelen.

The following topics are discussed in Volume 1:

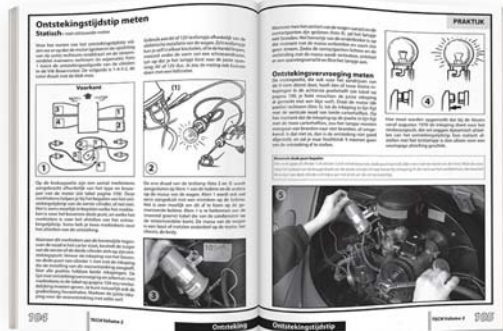
- Getting to know your VW
- Chassis numbers
- The different types
- Basic Car technology
- Your first VW workshop

- Discover the VW technique

Volume 1 can be ordered from the webshop of Paruzzi, free of charge at home from an order value of €50.00. You can combine ordering a book with the purchase of parts.

Options for product 1: hard cover, soft cover

Pictures: 1000 pixels wide



Product 2: ClassicVW TECH volume 2

Short description:

Het **elektrisch circuit** waarbij de **ontsteking** een belangrijk onderdeel is. In dit volume zullen we voor het eerst samen aan je VW werken. We zullen een **diagnose** helpen opstellen en helpen met de **afstelling** van de elektrische onderdelen van je boxermotor.

The electrical circuit in which the ignition is an important part. In this volume, we will work for the first time together to repair your VW. We will help you diagnose and help with the adjustment of the electric parts of your boxer engine.

Long description:

De volgende onderwerpen worden besproken in volume 2:

Diagnose, afstelling en onderhoud

- Accu
- V-riem/V-snaar
- Dynamo of alternator
- Startmotor
- Kleppen stellen
- Compressie meten
- Ontsteking afstellen

Volume 2 is te bestellen via de [webwinkel van Paruzzi](#), gratis aan huis bezorgd vanaf een bestelwaarde van € 50,00. Je kunt het bestellen van een boek combineren met de aankoop van onderdelen.

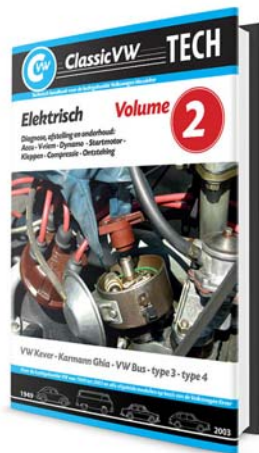
The following topics are discussed in Volume 2:

Diagnosis, adjustment and maintenance
Battery
V-Belt
Dynamo or Alternator
Starter
Valves Adjustment
Measure compression
Adjust ignition

Volume 2 can be ordered from the webshop of Paruzzi, free of charge at home from an order value of €50.00. You can combine ordering a book with the purchase of parts.

Options for product 2: hard cover, soft cover

Pictures: 1000 pixels wide



Product 3:

Short description:

Nonsequi dellaborem cor abo. Igenit aute nobis maio consequ iatate volut pori dolores ciaeferio quam dolupta turesciate sit quatemolupta deriassit minciduciet pellige nditiost.

Long description:

Odignis eumqui doles aute parciisi si vident intiorio totate nonem quia voluptas cum ea dolupiducid qui coriori tiorece puditi ilitae veres placipi cimpos volorem porioist quas et iuriate mperum fugiam quiberspita, sedit expliciis ario venecum vollut eum non ex et apid excestium quiditi nvellaut fugit, aspriet etumquae as nus nonseditia que eicidel esequi ommod ut magnimi nimolup tatus.

Options for product 3: with airco, with MP3, with extended warranty

Pictures: 1000 pixels wide

B. Parts books

Product 1: ClassicVW PARTS part 1

Short description:

De twee boeken uit deze reeks tonen alle luchtgekoelde Volkswagen motoren in handige tekeningen. Het komt heel vaak voor dat de zogenaamde originele Kever uit 1966 helemaal niet overeenkomt met dit bouwjaar, het chassis is van 1966, de carrosserie van 1985 en de motor uit 1972 om maar eens een voorbeeld te noemen. Hierbij zijn de ClassicVW Parts boeken een uitkomst, je hebt dan alle Exploded View plaatjes van alle VW motoren van 1949 tot en met 1985 in twee boeken.

The two books from this series show all air-cooled Volkswagen engines in handy drawings. It is very common that the so-called original Beetle from 1966 does not match this year of construction, the chassis is from 1966, the bodywork of 1985 and the engine from 1972 to name but an example. The ClassicVW parts books are a result, you have all the exploded View images of all VW engines from 1949 to 1985 in two books.

Long description:

De **oudere VW motoren** worden vermeld in deel 1, de **jongere VW motoren** in deel 2. De volgende bouwjaren en types worden getoond in deel 1:

Draaiend gedeelte, carburateur, luchtfilter, koppeling, motorplaatwerk voor de:

- VW Kever 1949 t/m 1964
- VW Bus 1951 t/m 1967
- Karmann Ghia type 14 1957 t/m 1972
- Karmann Ghia type 34
- Type 3 alle bouwjaren
- VW 411/412 1969 t/m 1972

Bekijk de [voorbeelden](#) van deze technische boekenreeks.

Deel 1 is te bestellen via de [webwinkel van Paruzzi](#), gratis aan huis bezorgd vanaf een bestelwaarde van € 50,00. Je kunt het bestellen van een boek combineren met de aankoop van onderdelen.

The older VW engines are listed in Part 1, the younger VW engines in part 2. The following construction years and types are shown in Part 1:

Rotating parts, carburetor, air filter, clutch, motor plate for the:

VW beetle 1949 t/M 1964
VW Bus 1951 t/M 1967
Karmann Ghia Type 14 1957 t/M 1972
Karmann Ghia Type 34
Type 3 All Construction years
VW 411/412 1969 t/M 1972

Part 1 can be ordered from the webshop of Paruzzi, free of charge at home from an order value of €50.00. You can combine ordering a book with the purchase of parts.

Pictures: 1000 pixels wide



Product 2: ClassicVW PARTS part 1

Short description: ...

Contact Information

add contact information here

Disclaimer

Example:

The services that Microsoft provides to you are subject to the following Terms of Use ("TOU"). Microsoft reserves the right to update the TOU at any time without notice to you. The most current version of the TOU can be reviewed by clicking on the "Terms of Use" hypertext link located at the bottom of our Web pages.

Privacy Statement

Example:

The information we learn from customers helps us personalize and continually improve your Amazon experience. Here are the types of information we gather.

Information You Give Us: We receive and store any information you enter on our Web site or give us in any other way. [Click here](#) to see examples of what we collect. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, improving our stores, and communicating with you.

Automatic Information: We receive and store certain types of information whenever you interact with us. For example, like many Web sites, we use "cookies," and we obtain certain types of information when your Web browser accesses Amazon.com or advertisements and other content served by or on behalf of Amazon.com on other Web sites. [Click here](#) to see examples of the information we receive.

Mobile: When you download or use [apps created by Amazon](#) or our subsidiaries, we may receive information about your location and your mobile device, including a unique identifier for your device.

We may use this information to provide you with location-based services, such as advertising, search results, and other personalized content. Most mobile devices allow you to turn off location services. For more information about how to do this, [click here](#).

E-mail Communications: To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from Amazon.com if your computer supports such capabilities. We also compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers. If you do not want to receive e-mail or other mail from us, please adjust your [Customer Communication Preferences](#).

Information from Other Sources: We might receive information about you from other sources and add it to our account information. [Click here](#) to see examples of the information we receive.

Delivery details

How do I make a payment?

For each country we have several safe payment options.

Netherlands:

- iDEAL
- Creditcard
- PayPal
- Rembours (payment on delivery)

Belgium:

- Creditcard
- PayPal
- Bancontact / Mister cash (Maestro)
- Giropay
- ING HomePay
- KBC Online
- CBC Online
- Belfius Direct Net
- Payment up front (bank transfer)

All other countries:

- Creditcard
- PayPal
- online banking (depending on your country)

Rembours

You have to pay the total amount to the GLS driver who delivers the products.

Secure online payments

If you pay online, the payment will go via the [Ogone / Ingenico](#) secure payment platform.

Payment up front (bank transfer)

You pay up front for your order via a bank transfer. After you have placed an order, you will receive

an email with all the information you need to transfer the funds. After we have received the total amount, we will send out your order.

What about the VAT?

If you live outside the Netherlands, but within the European Union and have a business, we will check your VAT number and we won't charge you VAT (all prices in the webstore are including Dutch VAT). Please keep in mind that your first order might be delayed because of this.

If you live outside the European Union we won't charge VAT. Please consider that you might have to pay taxes and/or import duties in the country that you live in. These extra costs are your responsibility and have to be paid when requested. These charges and the heights of them vary per country, please ask about them at your local tax office.

How does the shipping work?

After placing your order we will process it as soon as possible (Monday through Friday from 8.00 until 18.00 C.E.T) and hand it over to one of our shipping agents. If your order is placed before 15.00 C.E.T. it will be delivered within 48 hours (this only applies on deliveries made by GLS). Orders received after 15.00 C.E.T. will be processed the next business day. No claims can be made on this.

Attention: deliveries are made on Monday through Friday, except on holidays.

If the parcel has not showed up after 4 days, send us a track & trace request. In most cases we can trace the parcel and give you more information on what is going on. Forward the order confirmation email to our [customer service](#).

C.E.T = Central European Time

Which company will deliver the parcel?

This depends on the size of the shipment and the country it has to go to.

Parcel with a belsize up to 300cm (see remarks) to:

Austria, Belgium, Bulgaria, Czech Republic, Denmark, England, Estonia, France, Germany (without the border area with the Netherlands), Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden will be handled by [GLS](#)

Parcel with a belsize bigger than 300cm (see remarks) to:

Netherlands, the border area with Belgium and the border area with Germany will be handled by Paruzzi BV. We will inform you beforehand about the delivery date and time.

Parcel with a belsize bigger than 300cm (see remarks) to:

Austria, Belgium (without the border area with the Netherlands), Bulgaria, Czech Republic, Denmark, England, Estonia, France, Germany (without the border area with the Netherlands), Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden will be handled by [Dachser](#).

All other countries:

Dependant on the country, weight and size of the parcel. Before we process the payment we will

inform you of the shipping charges. You can then decide if you want to cancel the order or not.

You can always arrange your own shipping, we will deduct any shipping charges that might have been made and we will inform you when the parcel can be picked up.

Remarks: the belsize of a parcel is 2 x the height + 2 x the width + 1 x the longest side of the parcel. Maximum height is 60cm, maximum width is 60cm and the maximum length is 120cm

Do I have to be at home for the delivery?

Yes, there always has to be someone at home to sign for the parcel. If this is not possible, please enter a different delivery address when you place your order (neighbours, friends, your place of business). The shipment company can only deliver the parcel to the address that you specified. Delivery to your neighbour can only happen when you specified their address on your order. The parcel always has to be signed for by an authorised person. If they are not available we will leave a note with further instructions. It is not possible to specify a part of the day or time on which the delivery will be made.

Attention: if there is nobody at the delivery address chances are that you will have to get the parcel from the shippers warehouse which might be far away from your home town. If the parcel is not claimed within the time specified by the shipping company, it will be sent back to us. We will then charge you again for resending the parcel.

Return Policy

Returns: You can return products within 14 days of purchase. In order to be eligible for returning, the return product needs to be registered online within this period. The product needs to be unused and in the original packaging, which has not been written on or stickered up. If this is not the case, then we will deduct 25% of the original sales price from the restitution amount.

Attention: A return or warranty claim must be notified and approved in advance. A return or warranty claim sent without registration and/or the proper documentation will not be handled. Telephone inquiries are not possible, you can follow the progress of the application under 'My Account'. Questions and comments can only be addressed by Email (with the correct return or warranty claim number, which is created during the returns/warranty procedure).

Login to create a return or warranty claim. (If you placed your order with a guest account, activate 'My Account' with the same Email address that you used when you placed that order)

Copyrights

When you download a file on iStock, you're buying a standard license that lets you use the file for any personal, business or commercial purposes that aren't otherwise restricted by the license (check out the full [content license agreement](#)).

That means you can use our content in advertising, marketing, apps, websites, social media, TV and film, presentations, newspapers, magazines and books, and product packaging, among hundreds of other uses. Adding an extended license lets you use our content in even more ways.

Warranty

The warranty is part and manufacturer dependent. There lies no warranty on parts of which a higher quality is available, electrical components and/or parts meant for tuning, racing and off-road use. If warranty is granted, the product will be repaired or replaced if possible. If the product is no longer available a suitable replacement will be offered. We can only proceed with repairs or replacement once it is authorized by the manufacturer. If the product is eligible for warranty, only the value of the product and your shipping costs will be reimbursed (at the rates of PostNL). Please note: Give a detailed description of the problem / reason for returning, if not supplied your claim will not be processed.