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# Proposals and Strategies for Women Entrepreneurs

## E Commerce

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# What is an E Commerce store?

**Electronic commerce, commonly written as e-commerce or eCommerce, is the trading or facilitation of trading in products or services using computer networks, such as the Internet.**

An eCommerce -short for electronic commerce- store is simply a way for people to buy product or services over the Internet, through a website. Or, in the simplest terms possible, an eCommerce store is an online shop





# Who Can Open an eCommerce Store?

**In a word:**

**anyone!**

With an eCommerce store, things are just easier. All you really need is a website, and this will be relatively quick and easy to set up, and will cost a fraction of the price.





# Digital vs Physical Goods

Running an eCommerce store also gives you the opportunity to sell digital products, too. A digital good is an intangible version of a real world physical good - **think eBooks rather than books**, and downloadable music and videos instead of CDs and DVDs.

These have a number of **advantages** over physical products, from both the buyer and seller points of view. From the buyer's perspective, a digital product is great because it can be downloaded instantly. No waiting multiple days for delivery. For sellers, there's no delivery cost, you never have to worry about selling out (a download doesn't impact stock levels) or conversely buying too much stock.



# A Product to Sell

First up, your eCommerce store is going to need product/s for you to sell. These can be produced either in-house, or sourced externally. As an online retailer, you're not limited to online suppliers when it comes to sourcing your products, any offline supplier is perfectly viable. However, due to the nature of an online business, most eCommerce owners will do business with other online businesses





# Content Management System

If you're new to web development, building a website from scratch seems like a daunting task. The good news is that you won't need any programming skills to create your website: you can make use of what's called a **Content Management System** (CMS). This essentially provides the framework for your website, which allows you to add and edit pages on your website with just the click of a button—perfect for if you're looking to add and organise an entire product range. There are a number of CMSs available, but this can get overwhelming for beginners



On the next slides you can see some CMS



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# Compare the CMS

	Magento	PRESTASHOP	shopify	WordPress ecommerce
Number of instalations	250.000	200.000	150.000	n/a
Type of application	Self-hosted	Self-hosted + Cloud	Cloud	Self-hosted
Base pricing	open-source	open-source	\$29/month	open-source
Usual Additional Addons	Visual themes* Customization Modules*	Visual themes* Customization Modules*	n/a	Ecommerce themes* Customization Plugins*
			*open source options available	
Community size	★★★★★	★★★★★	★★★	★★★★★
No. of "off the shelf" features	★★★★★	★★★★★	★★★	★
Available themes and plugins	★★★★★	★★★★★	★★★	★★★★★
Best fit for...	Medium sized stores	Small to Medium sized stores	Ecommerce startups	Small to Medium sized stores

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# Shopping Cart

Your eCommerce website will also need shopping cart software. In online marketing, a shopping cart is a piece of e-commerce software on a web server that allows visitors to an Internet site to select items for eventual purchase.

The software allows online shopping customers to accumulate a list of items for purchase, described metaphorically as “placing items in the shopping cart” or “add to cart.”

Upon checkout, the software typically calculates a total for the order, including shipping and handling (i.e., postage and packing) charges and the associated taxes, as applicable







# Domain

Your domain name is your web address, and is what your customers will need to type in to access your website—think [www.amazon.com](http://www.amazon.com).

When you start using Wordpress or Shopify, you will be able to use a free address, for example <http://bettysboutique.shopify.com> or <http://bettysboutique.wordpress.com>

**While this address will do the job, a custom domain is highly recommended.**

Doesn't <http://bettysboutique.com> just look that much more professional?



# Payment Gateway

To run an eCommerce website, you'll need a payment gateway to authorise and process your customer's transactions—money isn't transferred directly into your bank account.

After each transaction is processed successfully, the money goes to a holding account, called a merchant account, where it can then be withdrawn into your own account.

The most usable gateway is Stripe and PayPal





# Google Search Results and SEO

## SEO = search engine optimization

Each search engine has its own algorithm which determines how websites are ranked for each search query. You can take certain actions to help your website rank better for the keywords you want to target. SEO is an extensive subject, outside the scope of this article, but one of the best ways to help your website rank better is to get other websites to link to your websites. Each link tells Google that your website must be high quality to be link-worthy, and this causes Google to look on your website more favorably.



# Shipping

## Alert! Alert! Alert! Be careful with this one!!!

With an offline store delivering the products is easy: customers simply lift the products off the shelf, take them to the checkout to pay, then walk out of the store with them.

With an eCommerce store, you'll need to find a solution for delivering your products to the customer. **If you're not careful, this can take a lot of time an effort—multiple trips to the post office each day isn't ideal!**

The good news is that there are a number of more sophisticated solutions available to you.



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