

E-commerce: What's all the fuss about?



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In today's world it seems a necessity to own a computer and have access to the internet. One of the most common reasons for this is to buy goods online, and the statistics speak for themselves:

*"Sixty four per cent of all adults...(having accessed the Internet in the three months...) had ever purchased goods or services over the Internet in 2009. Of these, 83 per cent (26 million) had purchased within the last three months."*¹

So what does this mean for businesses not currently selling online?

It is generally accepted that a business without a website is missing out as customers cannot see what you sell, where you are, what time you open etc. Therefore a 'communication barrier' is created before they even visit you and most customers won't be happy if they have a wasted journey! Having a website is key and having the ability to sell online is just as important.

Having a website but not utilising the site to sell for you rarely makes commercial sense. This is because not all of your customers will want to travel to your business to make repeat purchases; especially if these are small transactions. What's more, each time a customer buys online from you, they provide you with their email address so you can tell them about the latest promotions, new lines and sales!²

Big effort for little reward?

Businesses often tell us that they fear the extra work and effort required to sell their products online. However, by instructing an experienced and professional e-commerce developer, you can control how your customers purchase. Maybe you just want customers to be able to reserve their product and collect it, or maybe you want them to pay online and you arrange the delivery? Whichever method you opt for, your customers are unlikely to go elsewhere if your business can offer online purchasing and ordering.

So...we suggest that all businesses think about what they want their online presence to do for them. Will it just tell their customers where you are, or offer them the facility to buy your products without leaving their home? But with **(26 million) purchases within the last three months**, don't take too long thinking!

Contact Avanti Web Media today!

¹ Source: National Statistics website: www.statistics.gov.uk Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI). Accessed 19/11/2009

² As long as they 'opt-in' to receive these emails.

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