

УНИВЕРСИТЕТ  
"СВ. КЛИМЕНТ  
ОХРИДСКИ"  
ШТИП

WITH AN ELECTRONIC STORE CLOSER  
TO OUR CUSTOMERS

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### INTRODUCTION

- Electronic commerce is the process of buying, selling, transferring, or exchanging products, services, or information over computer networks
- Electronic commerce has three forms, depending on the degree of digitalization: the product, the process, and the supply agent. All three forms can be physical or digital.

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### INTRODUCTION

The skeleton of electronic commerce consists of:

1. Applications of electronic commerce (direct marketing), job search, online banks, E-government, auctions, consumer services...
2. Support services (people, public policy, marketing and advertising, business partnership).
3. Infrastructure

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### Importance and benefits of e-commerce

Main benefits of e-commerce are:

- E-commerce helps reduce costs.
- E-commerce helps businesses go global.
- E-commerce can be done with less overhead and less risk.
- E-commerce can expand your brand and expand your business.
- E-commerce offers better marketing opportunities.
- Your online store will remain open 24/7/365.
- Personalization of shopping experience.
- Easy to get product feedback.
- Increase sales...

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### Success factors

- High quality products are important to keep customers loyal to your business.
- The price of the product is important, you don't want it to be too low and customers doubt the quality of the products, or it is too high that they can't afford to buy it.
- Make the store accessible on many devices such as mobile devices.
- A good website with a nice look and attractive designs.
- Safety is a top priority.

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### E-commerce during COVID-19

- In March 2020, global retail website traffic reached 14.3 billion visits, marking unprecedented growth in e-commerce during the 2020 US lockdown.
- Meanwhile, as many as 29% of surveyed shoppers said they would never go back to shopping in person again;
- In the UK, 43% of consumers said they expect to continue shopping the same way even after the pandemic is over [4].

E-commerce retail sales show that COVID-19 is having a significant impact on e-commerce and its sales are expected to reach \$6.3 trillion by 2023.

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### E-STORE

Electronic stores are usually operated by a single supplier (dealer or manufacturer). The supplier connects with the individual buyer through this type of store.

On the WWW, these types of stores are the online places, where you can compare, choose, and of course purchase products.

The most important advantages of online shopping are that customers no longer travel to buy something, these stores are available 24 hours a day, and an easy comparison can be made among several offers from the suppliers.

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### MARKET RESEARCH

- Before starting e-commerce, or rather starting an e-store or online business, you must first research the market [1].
- Market research is an organized effort to gather information about target markets and customers: by knowing them, starting with who they are.
- Market research helps to identify and analyze market needs, market size and competition.
- With the help of the internet and today's technology on the internet there are too many useful applications and platforms where information can be gathered about a particular business model.

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### MARKET RESEARCH

\*In our case, this e-shop would be for selling watches, so with the help of the following few platforms we got some information about whether this business would be good to start.

- Statista is an online portal that provides data on the global digital economy, industry sectors, consumer markets, public opinion, media, and macroeconomic trends.
- Similar web is a digital intelligence provider for enterprise and small and medium business (SMB) customers.
- As an example, we researched "Chrono24" - a leading marketplace for the sale of luxury watches.

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### E-STORE FOR THE SALE OF WATCHES

- The next step after the market research is to start creating an e-shop where we will develop our business for selling watches. We used WordPress to create our website or so-called e-shop.
- Next, we used WooCommerce to run our business. WooCommerce is an e-commerce plugin for WordPress.
- Other plugins that we needed for the e-shop were:
  - CartFlows
  - Checkout Plugins
  - Elementor
  - Starter Templates
  - Variation Swatches for WooCommerce
  - WP All-in-One Manager
  - WPFForms Lite

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### MARKETING AND ADVERTISING

- After the product is launched on the market, the next step is its sale, so good marketing and advertising is needed. Since, our business is online, digital marketing will be of the greatest benefit for sustainable business growth.
- The main marketing goal is to increase the volume of sales or expand the market share. To this end, marketers form a marketing mix.
- In modern theory and practice, synonyms of the marketing mix are "marketing means", "marketing elements" and "marketing complex". Especially popular is the naming "4P" from the first letters of the English words:
  - Product
  - Price
  - Place
  - Promotion
- Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the Internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messaging as a marketing channel.

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- SEO marketing is a subset of digital marketing that includes website and website optimization for major search engines like Google.
- Components of SEO:
  1. Content
    - content must satisfy a need, generally by providing information or answering a question.
  2. Keywords
    - Keywords refer to the subject or topic of the content that is the basis of the search query.
  3. The architecture
    - the following architectural elements are critical:
      - Site map
      - Loading speed
      - Suitable for mobile phones
      - Website security

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