

Running an online shop

An online shop could bring you many benefits, for example:

- ✔ **Increase your sales** with minimal selling effort, and see a healthy return on your investment.
- ✔ **Expand your customer base** past the traditional bricks and mortar boundaries, especially important for companies selling niche market goods.
- ✔ Sell your products **24/7** even whilst your physical shop is closed.
- ✔ Promote your wide stock range and **increase brand awareness**.

What you need to consider before setting up an online shop

- Stock level management – be motivated to keep the website stock system up to date if selling the same goods in a physical shop at the same time
- Delivery procedures – set up a process for packing the goods, preparing delivery notes and sending out
- Taking orders from overseas – depending on your produce, consider different language versions of the online shop
- Parcel tracking enquiries – keep a record of when parcels are sent out and their tracking numbers if relevant
- Security – payment gateways have in-built security to protect your customers' credit card details
- Choice of payment methods – the more options available to customers the more likely they are to purchase online
- Merchant bank account – if you already sell in a “bricks and mortar” shop, the same merchant account can be used to process bank deposits for sales online.
- Credit card processing – with a merchant bank account, this will be easy to set up for use online.
- PayPal, WorldPay and others – set up an account with these online payment providers to widen the choice

How much an online shop costs to develop

Creating an online shop can vary in time and cost, starting from as little as \$1,750. We assess your needs and provide you with a very competitive bespoke quote. Projects are scoped for your approval before any work starts. Contact us now to discuss your options.

For a no-obligation FREE consultation about your website plans, please contact us:

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We're sure you'll find that Fox Web Works is a team you'll like working with. We are:

**Interested. Intelligent. Worldly. Knowledgeable. Experienced in our field.
Artistic. Flexible. Realistic. Honest. Innovative. Friendly. And above all else,
we're Professional. You can trust us to deliver a website that works for you.**

