



A complete guide to starting an

E-COMMERCE BUSINESS



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Introduction

Digital marketing has the power to connect customers everywhere to products and services worldwide, **24 hours a day, 365 days per year**. Companies powered by e-commerce are able to scale to potentially unlimited growth, and ancillary businesses that work in conjunction with e-commerce ventures have created roughly [355,000 jobs](#) in the U.S. over the past decade.

An e-commerce business with an attractive niche product and a solid marketing plan can gain traction quickly and profitably in 2019. This guide provides a simple, step-by-step framework for budding e-commerce entrepreneurs as well as e-commerce business owners seeking to bolster operations and grow their online presence.

1.

Defining your business goals



Sales goals

The principal objective of any business is sales. E-commerce is no different. As you form your business plan, you need to determine what your sales objectives are. Setting a goal is necessary. A well-designed e-commerce platform carries an advantage, in that it fosters customer autonomy (self-service) and thus facilitates sales naturally.

According to Solvy, [90% of online shoppers expect self-service](#) capabilities when they visit a web store. From placing orders to adding and changing credit cards, updating account information and reordering products down the line, the vast majority of online shoppers want to be able to do things for themselves.

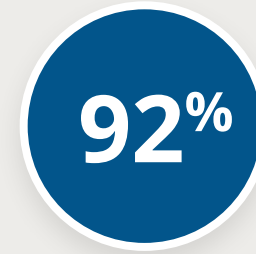
As such, your sales strategy (short and long-term) must be driven by a self-serviceable customer experience. This will factor into every aspect of your web store's design. E-commerce sales flow from a design that successfully funnels shoppers through intuitive navigation to compelling product page content and into the checkout process.

At the same time, excellent customer service is vital to short-term sales as well as competitive differentiation and long-term success. Given that most clients will never physically see the e-commerce vendor, clear communication and availability are fundamental. At a minimum, you should offer the customer basic ways of getting in touch with you such as a phone number and email address. This puts you ahead of the countless stores that provide no easy way to contact them. A live-chat function is an even better option (more on that later).

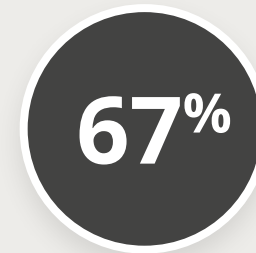
Word-of-mouth marketing is powerful and can drive a high percentage of initial sales. According to a Nielsen study, [92% of consumers are more likely to be swayed by recommendations](#) from family and friends over traditional advertising. Exceptional customer service is thus often what sets apart businesses that compete in oversaturated industries. More importantly, it builds loyalty. This is good because a repeat customer [will spend 67% more than a new customer](#).



of online shoppers expect self-service capabilities when they visit a web store



of consumers are more likely to be swayed by recommendations from family and friends over traditional advertising



of repeat customers will spend 67% more than a new customer



of consumers increase their spending to achieve a higher tier status within loyalty programs



of consumers indicated the most valued loyalty programs are those with the most choices

There are several things an e-commerce business can do to stimulate loyalty. One of the more popular is a loyalty points system, where every time a customer makes a purchase they receive a certain amount of points to be redeemed with future purchases. Along the same lines is a tier system, where based on levels of loyalty, customers move up the tier. To move up one must purchase more, and the rewards get progressively more generous. A COLLOQUY study discovered that [50% of consumers increase their spending](#) to achieve a higher tier status within loyalty programs.

Another option are coalition programs. [Matas](#) is a Danish online beauty store. Purchases through Matas give customers points that they can spend at partner stores. By partnering up with other companies, e-commerce businesses can drive their own sales via an attractive proposition – buy with us and redeem points at any of these partner companies. Collinson Latitude revealed that [82% of consumers](#) indicated the most valued loyalty programs are those with the most choices.

All these strategies are examples of how you can drive sales online, but this is by no means an exhaustive list.



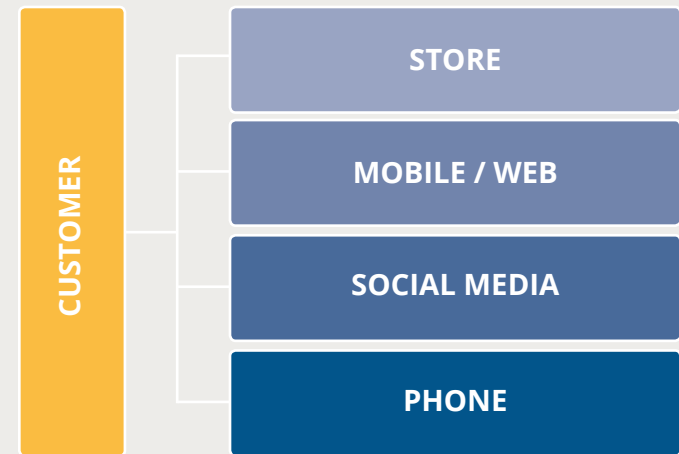
Omnichannel for small business

Omnichannel marketing in the e-commerce world refers to the **experience of a client or potential customer engaging with you across channels** – in your brick-and-mortar store, on a mobile app, website, the phone, and social media. A well-executed omnichannel strategy assumes that shoppers are interacting with your company through any or all of the above-mentioned channels at any given time, and thus provides a [consistent, seamless and effective experience](#) as the shopper moves from one to the other.

Prior to omnichannel, multichannel marketing was the prevailing norm. Touch-point channels were at the full disposal of the client and each one had a specific purpose. Managed independently in a silo format, companies maintained independent processes, tools, revenue goals, budgets and overall reporting structures per channel.

When omnichannel entered the discussion, the diagram went from a vertical structure to that of a circle.

Multichannel marketing



Omnichannel marketing





In 2018, **the customer is at the center of a range of digital touchpoints and shifts from one to the other**, so separating their phone activity from their social media activity is unwise.

To put this in perspective, consider your own behavior for a second:

- You wake up, prepare the morning coffee with your smartphone next to you, and start perusing a mobile app adding items into the shopping cart.
- You hop in the car, head off to work, and visit the company's website on your lunch break from your laptop.
- When you get home, you check out their Facebook page to see what other shoppers are saying and to get info on their latest items and promotions.
- You notice they have a location near you, so you visit the store that weekend to see what they have in stock.

You are interacting with the same company across several different channels, all of which contribute to your purchasing decisions. Successful e-commerce businesses integrate all these touchpoints into a consistent, **omnichannel experience**.

PRODUCT

PRICE

PLACE

PROMOTION

The 4 Ps

The 4 Ps (product, price, place and promotion) have been a marketing staple for decades, and remain so principally because they are the fundamental drivers of purchasing activity both on and offline.

Product

Before launching anything, you must have a product or service to offer. **Develop your offering, test it, build it out, and give some thought as to what will make it unique and set it apart from your competition.** Without this first P in place, the following three are irrelevant.

Price

It may be a little difficult to compete on price starting out, [so knowing how to go about it](#) is a recommended first step. **Pricing strategies are abundant**, so research the different models and test them. It may take some trial and error, but one advantage of the internet is that you can go online and research competing prices quickly and efficiently.



PRODUCT

PRICE

PLACE

PROMOTION

Place

From an e-commerce perspective, one could say the web itself is “place.” But the question is more complex than that. For example, will you open your own web store, or do you plan on selling your product/service on Amazon or eBay? Or both? Perhaps you’ll do all three?

Maybe you’ve centered on using Amazon fulfillment, or launching an affiliate program that will allow other merchants to move your products for you.

The warehouse is an option, as is drop-shipping everything or selling to specialty shops at a wholesale discount.

As you can see, “place” is a highly nuanced concept. That said, your business website is typically the principal point of contact and you should treat it as such, with the same attention to detail and customer experience that you would give to a brick-and-mortar store.

Promotion

The web offers numerous promotional platforms including Facebook, Snapchat, Twitter, Instagram, YouTube, paid search, and more. It can be hard to know where to start. Fortunately, online analytics offer trackable ROI on every single ad you place. This means you can track clickthroughs and conversions to figure out what’s working and what isn’t. **Social media also offers you the opportunity to connect with customers.** Nothing is as valuable as first-hand customer feedback. Reaching out is always appreciated and a competitive differentiator.





2. Defining your business resources

Human resources (HR)

E-commerce is on the rise:

- Roughly **\$700 billion in revenue** (2017)
- 2 billion-plus phone or tablet users registered a transaction (2017)

E-commerce is entrepreneurial by nature. When one begins to scale, the business typically does so as any start-up would do—with the resources on-hand. Marketing folks might become fill-in community managers, with operations handling everything from finance and accounting to typical HR duties, and sales juggling marketing, advertising and of course, sales. When the business begins to gain traction and grow, however, HR needs are among the first to emerge.

The hiring of new staff and retention of talent are of principal importance. E-commerce businesses are characterized by their agility and 24/7 availability, so management must supervise teams both on and off-site, often working 24 hours per day. There is no one “proprietary model” to follow as the businesses are too new.

To identify emerging talent on the coding side, for instance, management or HR (once the business begins to grow) might organize or attend [hackathons](#). There is also considerable recruitment being done over social media and established platforms like LinkedIn.

Regarding retention and development, managers and owners of e-commerce businesses must be tuned in to the rapid technological advancements happening in the e-commerce sector. As a company, being able to provide staff the space and resources to continue growing and innovating are not only fundamental from a business/profit perspective, but also from the human perspective. Tech businesses are literally everywhere, and folks [move in and out](#) as new opportunities arise. Management and/or HR needs to be keenly focused on retaining talent. One way to do this is with subject matter experts (SMEs).

Technological resources

A subject matter expert (SME) is just what the title suggests – an expert in a subject matter, typically acquired after an extensive amount of time working and growing within a discipline. One of the first things management needs to do before a specific project takes off is select who will be involved. In conjunction with an integrated ERP such as Microsoft Dynamics™ or SAP Business One™, SMEs act as the implementation leaders within their respective business areas.

Many small e-commerce companies prefer to appoint senior managers or even owners themselves as SMEs, mainly due to their decision-making power. While this makes sense logically, there are a few points to consider.

First, time: SMEs will need to devote a considerable amount of time to the project, which could eat up 80% or more weekly. Having a senior manager or owner dedicate 80% to one specific project would pull him/her away from a range of other necessary tasks.

Second, knowledge. While senior managers and owners possess a high level of knowledge surrounding the business, day-to-day processes can often involve a host of steps which, unless that person is intimately involved, he/she can easily overlook. SMEs will be on the front lines of any technological advancement, so undivided attention to detail on the project is vital.



Finally, especially in cases of ERP integration, you must consider the number of SMEs involved. There is no cut and dry answer here, as it depends largely on the complexity of the project. When it comes to Microsoft Dynamics™ or SAP Business One™ however, the most efficient use of time is appointing one SME to lead and understand the nuances of either of the two and coordinate the efforts of the other SMEs.

Budget resources

You will need to determine your budget and plan your spending accordingly.

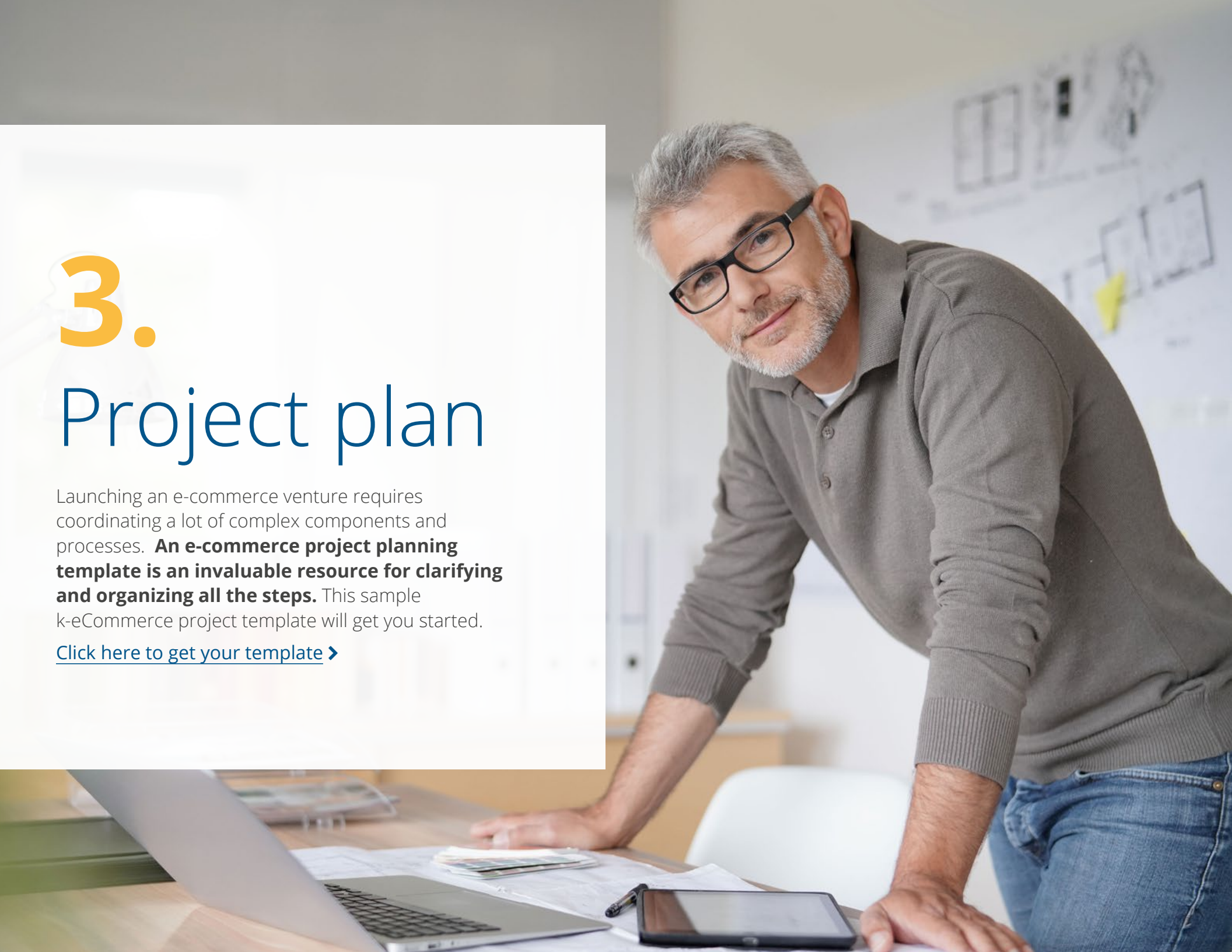
[Click here to get your plan >](#)

3.

Project plan

Launching an e-commerce venture requires coordinating a lot of complex components and processes. **An e-commerce project planning template is an invaluable resource for clarifying and organizing all the steps.** This sample k-eCommerce project template will get you started.

[Click here to get your template >](#)





4. Market plan

Go-to-market plan

The Go-to-market (GTM) plan, otherwise known as a GTM, is a mainstay of the e-commerce world. A proper GTM plan is well thought-out, orchestrated, and requires strategic direction from company leadership as well as buy-in from the entire organization.

The beginning stages of the GTM plan must involve internal and external factors. On the internal side, an understanding of the company's dynamics is key. Externally, you have to know the market and the end user. It is important to recognize that a GTM plan is never static. It's ever-evolving and requires at least one individual who manages the plan, checking in with teams on a weekly basis, updating milestones and objectives, incorporating new data as well as opportunities and risks as they emerge.



WHAT

Graphically, a GTM plan should address the following:

The what

- What problem is the product/service solving?
- What is the product/service comprised of?
- What exists today and what are the main alternatives?

The what defines the value proposition and the key purchasing factors for a potential client.

The how

- How is the product/service going to be marketed?
- How will the marketing efforts be measured and evaluated?
- How many channels will be utilized, and which?

The how is tactical and must be budgeted for, utilizing a relatively high margin for miscellaneous, unforeseen costs.

HOW

WHO

WHERE

The who

- Who are the principal client targets?
- Who is more likely to buy now (as opposed to later)?

The who is your target base, but should be segmented into “types” of customers. Segmented groups will eventually receive distinct messaging according to their specific characteristics.

The where

- Where will the product/service be rolled out?
- Where are ideal clients located?

The where and the who are closely aligned, the where being the location (physical and virtual) of your target clients.

Key performance indicators (KPIs)

Key Performance Indicators (KPIs) for e-commerce GTM plans are becoming more nuanced as data is fundamental to measuring online campaign performance. But attempting to track all metrics is time-consuming and could be counter-productive in the short-term. The following basic KPIs are an ideal starting point.

Cost of sale percentage (COS%)

This metric communicates how much the business is paying out to register a sale for a product/service. This will quickly and efficiently demonstrate the various profit margins of the business' products/ services and will help the business focus on selling the most profitable items and eliminate poor performers.

Estimated cost of sale (ECOS%)

The ECOS% is a precursor to the COS%, showing what a product/service costs to advertise before the sale is complete. The ECOS% communicates what an eventual COS% might be, which gives businesses timely information on whether a product/service is becoming too costly in the short-term to warrant spending more money advertising it.

Average order value

As an e-commerce business, getting a client to spend as much as possible is the goal. Customer acquisition costs in the beginning are very high, so once a customer has been engaged, it is vital to sell as much as one can. If, for example, the business learns that customers are spending much less per transaction on Etsy than Amazon, working to get more clients off Etsy would be a sound strategy.

Return on ad spend (ROAS)

As it sounds, ROAS shows how much money one item earns the business for every fixed amount spent advertising it. Weeding out unprofitable products/ services over time is easy with this KPI. The business can also compare how much it costs to spend on advertising across multiple marketplaces and make decisions accordingly.





Average cost per click (Avg. CPC)

All e-commerce businesses want to grow their customer base, so knowing how much the business is paying to get someone to click on a product listing is a key metric to track. Examining this information for individual SKUs is valuable, as comparing products against each other will reveal which are the most profitable over the long-term.

Cost per acquisition (CPA)

A click is one thing, but the acquisition is what the e-commerce business is after. In summary, the CPA reveals how much money the business invests to sell a product/service. Further comparing the CPA across all products/services will reveal the star performers of the business as well as which platforms are performing best.

Revenue

An obvious KPI, but one worth mentioning. Is the business making money? Are sales numbers improving? The earlier KPIs, properly tracked and reacted to, should lead to higher returns. Year-to-year growth is also good to track, as are seasonal changes. There will always be months that are more robust than others. Identifying those early will help to smooth cash flow and facilitate the budgeting process.

Unique visitors

This tells you how many visits your web site gets in a given period (day/week/month/year). You should also look at the rate of new visitors vs. returning visitors.

Time spent

How much time are visitors spending on your web site? How much of that time is spent on content like a company blog? How much time on product pages? How much time on the checkout page?

Conversion rate

The rate at which visits to your website convert to sales. In general, conversion rate is calculated as the total number of visits divided by the total number of sales.

Traffic source

How are visitors arriving at your site? Where are they coming from? What sources of traffic bring them to your product pages?

Shopping cart abandonment rate

Cart abandonment refers to customers who add products to their cart but don't go through with the purchase. This KPI is vital for streamlining your checkout process and understanding your customers' behavior.

5.

First steps

The first two things you'll need are the [Project Plan Template](#) and the [Web Budget Template](#). Next is an [ROI calculator](#), a handy tool that will help you predict if your new venture is likely to succeed through an estimation of the profit or loss. Similar business planning calculators can be found [here](#).

Once that's done, it's time to start checking off the basic requirements for launching the initiative.



BUSINESS
NAME

URL

OBTAIN
A HOST

DECIDE ON
A SERVER

Step 1

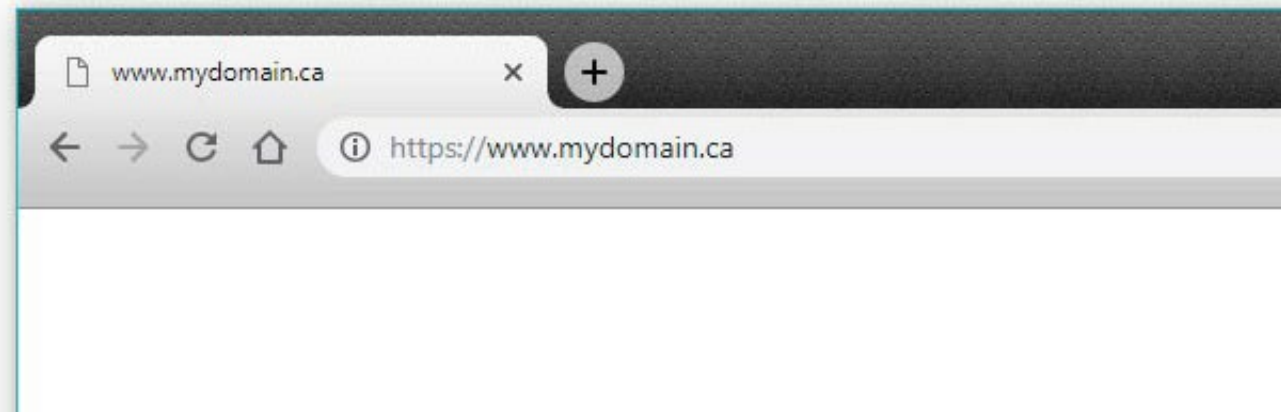
Business name

As Small Biz Trends reports, some of the [strongest brand names are neologisms](#) (invented words): Backupify, Netflix, Google. Made-up business names are great options in the long-run because they can be trademarked rather easily, and tend to brand well because they are unique. Names should not be overly long or complicated, and you should usually avoid using initials.

Step 2

URL

Your URL should correspond to your business name whenever possible. To check URL availability, click [here](#) and enter your business name. Once you've chosen a URL, you should consider securing variants and similar URLs. For example, if your URL is mywebstore.com, you might also want to obtain my-webstore.com, mywebstore.org, and mywebstore.net. This prevents people from setting up websites with these addresses, and lets you redirect potential customers who enter the wrong URL.



BUSINESS
NAME

URL

OBTAIN
A HOST

DECIDE ON
A SERVER

Step 3

Obtain a host

Adam Berry, Digital Director at [Wingard Creative](#), sums up in three words what to look for in a hosting service: “speed, support and security.” The range for hosting service fees is vast, from a couple dollars per month up to thousands. wpbeginner provides a [fantastic list](#) of what the experts recommend, but it is useful to estimate the amount of traffic your e-commerce business is expecting in order to gauge how much bandwidth and storage you will need.

A blog with mid-range popularity gets around 1,000 visitors per day. If the average page size is 100 KB, less than 10GB of bandwidth is likely enough. Bandwidth will fluctuate once traffic spikes or layouts on the page change. It is recommended to stay in-tune with how much bandwidth is being used, because a news item alone can quadruple traffic overnight. As such, having spare bandwidth is also recommended to avoid slow page loads or the site crashing entirely.

Step 4

Decide on a server

In line with the hosting is the server where the domain will reside. The cheapest hosting is available on shared servers, but site performance will depend on the overall load of the other shared sites.

A [VPS](#) (virtual private server) is the next step up from a shared server, and while still shared to some extent with others, performance is better with a VPS.

An even more powerful option is a dedicated server, which is rented to the individual or business. This is akin to having the service physically in front of you.

Finally, cloud servers are quite popular, running on giant clouds like [Microsoft Azure](#) or [Amazon Web Services](#). A huge benefit to cloud servers is that scaling is quite easy. If one needs to handle massive traffic surges, it's only a question of paying a higher rate for the period required. Moving or rebuilding the site due to increased traffic is also not a concern with a cloud server.



6.

Choosing an e-commerce platform



A hand in a blue suit jacket holds a glowing, translucent sphere. The sphere is covered in a complex network of blue lines and nodes, resembling a digital or data structure. The letters 'ERP' are prominently displayed in the center of the sphere. Surrounding the sphere are various graphical elements, including a circular arc with segments in shades of green and purple, and several numerical values like 0.81468456, 0.2, 0.533454, 0.43241846, 0.52947832, and 0.7284765. The background is a soft, out-of-focus white.

Integration

ERP

23

ERP

PAYMENT
GATEWAYS

PCI
CERTIFICATION

TAXES

SHIPPING
COMPANIES

GOOGLE
ANALYTICS

Say a new customer creates an account on your web store and places an order. If you are running a non-integrated solution, you have to copy the new customer data as well as the order itself over to your ERP. You then have to adjust your inventory in your ERP, invoice the order, copy the invoice back to the web store, and then adjust the web store's inventory to match your ERP. The more new customers and orders your business receives, the more time and resource-intensive this process becomes, and the more prone your system is to error. Ironically, this can turn success into a liability, since high-traffic sites can get hundreds, even thousands of orders per day.

With an integrated solution like k-eCommerce, all this information transfers back and forth automatically between your web store and your ERP, keeping both systems up-to-date and accurate and eliminating the possibility of human error. Order processing is essentially automated, while product, pricing, and customer information is kept accurate at all times.

In short, an ERP-integrated e-commerce platform will save you an incredible amount of time and money, allowing you to focus on growing your business.

Payment gateways

Similarly, you will want a solution that integrates with the major payment gateways. Payment gateways are merchant services that authorize credit card and direct payment processing for web stores (and other vendors). As a majority of e-commerce transactions use credit cards, you are likely to lose a good deal of business if your web store doesn't accept them.



PCI certification

At the same time, if you're going to process credit cards payments, you'll need to address credit card security to protect your clients as well as your business—a data breach can be catastrophic for companies affected.

PCI-DSS, a set of requirements designed to maximize payment account data security, has been developed by the founding companies of the PCI Security Standards Council (Visa, MasterCard, and the other major payment card companies). PCI-DSS includes technical and operational requirements for security management, policies, procedures, network architecture, software design, and other critical protective measures to prevent credit card fraud, hacking, and similar security vulnerabilities and threats.

Full PCI certification is the only real way to guarantee safety of cardholder data, but it can be a long and expensive undertaking that needs to be renewed every year. If you have a proprietary system there's unfortunately no workaround, but professional e-commerce platforms undertake annual PCI Level 1 Certification themselves, saving business owners the trouble and cost of having their solutions certified.

Taxes

Opening a web store allows you to sell potentially all over the world, but this also means having to calculate accurate sales taxes in all the regions where you'll be doing business. Tax laws can be complex and vary widely even between states and provinces, let alone from country to country. In 2018, for example, a United States Supreme Court case (Wayfair vs. South Dakota) determined that states can collect sales tax from purchases made by their residents even if the company involved has no physical presence within the state. This has enormous implications for interstate business, so you'll avoid a great deal of frustration by choosing an e-commerce platform that integrates with third-party tax services like Avalara.

ERP

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COMPANIES

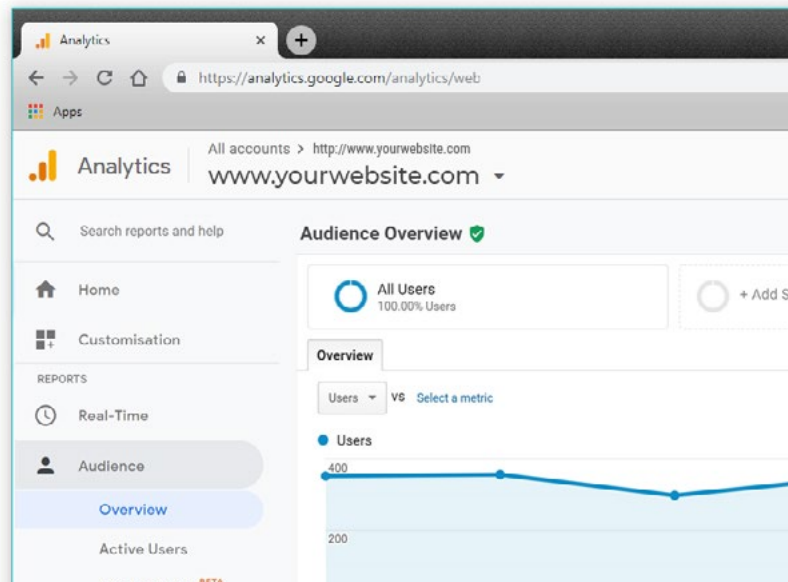
GOOGLE
ANALYTICS

Shipping companies

The best e-commerce platforms also integrate with the major shipping companies. This greatly facilitates logistics no matter where you're doing business, and lets you calculate accurate shipping rates whether you're selling locally, nationally, or internationally.

Google analytics

Without analytics, your marketing efforts are flying blind. As mentioned above, you need to keep your finger constantly on the pulse of your strategy to know what's working and what isn't so you can revise accordingly. Google Analytics is one of the most powerful tools available for this, so make sure you choose a solution that can integrate with it and help you better understand your customers' behavior.



Google Analytics is particularly good at tracking the KPIs discussed earlier. You can retrieve a great deal of visitor data, including:

- Number of active sessions
- Number of users
- Geographic location of users
- Devices used to access your site
- New vs. returning users
- Sources of traffic (search engines, direct access, external link, etc.)
- Pages visited (including the page visitors first accessed on the site and the page from which they left)
- Search terms used
- Total number of transactions
- Products by sales (quantity sold, total amount sold, etc.)

Properly configuring a Google Analytics dashboard can be time consuming, but there are a lot of pre-configured dashboards available online.

[This sample Google Analytics e-commerce dashboard will get you started ➤](#)

ERP

PAYMENT
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TAXES

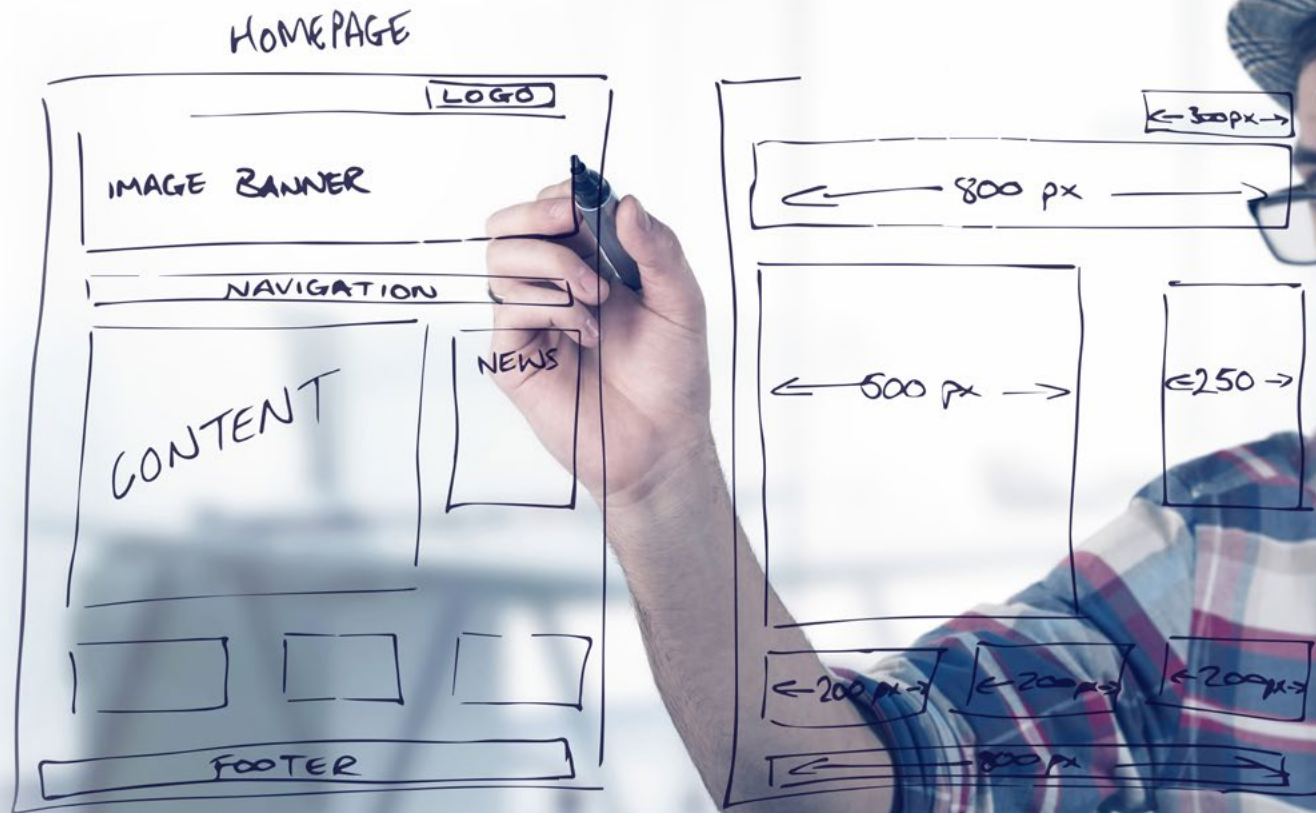
SHIPPING
COMPANIES

GOOGLE
ANALYTICS

Design

The look and feel of your web store are major components of branding and user experience, so considerations like logo placement, color choice, layout, and theme are critical to your image. Equally critical is ensuring that your web store design is fully responsive to make it accessible and visually engaging to shoppers using laptops, desktops, tablets and smartphones alike.

Responsive design is important for search engine performance as well, as Google penalizes sites that aren't configured for [mobile devices](#). Fortunately, you don't have to be a web designer (or even hire one). Many e-commerce solutions come with a selection of professionally-designed, fully responsive themes built in that you can implement and update easily through your Content Management System (CMS).



Navigation

According to [Hubspot](#), 76% of consumers say that the most important element of a web store is finding what they want easily. Your customers should be able to locate the search bar at a glance, apply filters with a click, and browse menus with intuitive ease. Are your products organized into logical categories to facilitate optimal menu building? Do your search options let customers filter products by color, brand, and size?

Product catalog

When it comes to building your [product catalog](#), you want to choose an e-commerce solution that provides you with numerous tools for showcasing and promoting your products.

Detailed product descriptions, specs and attributes are important for providing your customers with information and helping search engines rank the page. As a rule, the more detailed the product page, the better. Every item also needs at least a few full-color images with zoom capabilities. Rich content such as videos are great for demonstrating functionality.

While this might seem like a lot of work, many e-commerce solutions let you import products and images in bulk using an Excel spreadsheet. You can then configure them as needed in your web store.

SEO

To maximize traffic, you need [search engine optimization](#) (SEO). Basic SEO involves identifying the terms for which your clients are searching. For example, a shoe store would want to rank for shoes as well as boots, sandals, cleats, and other types of footwear.

But SEO also tells search engines about the content of your website, demonstrating that you are a relevant and reliable source of information on the subject. This requires original content and well-configured page elements like the title tag and meta description.

Still, a winning SEO strategy does not require a tech degree. Many e-commerce platforms come equipped with built-in SEO tools for optimizing your pages.



Customer experience

When designing your web store, always try to see things through your customers' eyes.

- Are the search tools and shopping cart visible at all times?
- Can clients easily modify their shopping cart, and save it to return for a later purchase?
- Are customers' order and invoice history available when they log into their account?
- Does your web store suggest items based on past purchases and previously viewed products?
- Is your company contact information easy to find?
- Can shoppers read product ratings and reviews from other customers, and leave their own?

Details like this create a first-rate customer experience, which in turn fosters long-term customer loyalty.

Social

[Social media](#) opens your web store to millions of users from all over the globe. It facilitates the relationship-building process with clients and leads, promotes brand recognition, offers entrepreneurs the opportunity to share their industry expertise, and can even function as an extension of your online boutique.

To get the most from social media, you should choose an e-commerce solution that integrates easily with [AddThis](#). Doing so allows you to add social sharing buttons to your web store's pages, which lets customers share products and promotions with their friends and followers at the click of a button.



Conclusion

This guide has provided a comprehensive, overall view of best-practices related to starting an e-commerce business.

Opening a web store is a big undertaking, and as you can see, there is a lot to consider. But success starts with choosing the right e-commerce platform.

Does your solution integrate? Does it offer responsive design? SEO tools? A rich product catalog? A smart decision here will save you a ton of work in the long run, and will make sure your business launches with the greatest possible chance of success!

ABOUT K-ECOMMERCE

Customers rely on k-eCommerce's innovative and scalable solutions integrated to their ERP for their B2B and B2C websites as well as to automate orders from online marketplaces like Amazon and eBay.

Since 2001, k-eCommerce has been assisting companies with their digital transformations. Powering over 1,500 e-commerce websites, and processing billions of dollars in transactions through its network annually, k-eCommerce offers a feature-rich and responsive e-commerce solution for retailers, manufacturers, wholesalers and distributors. k-eCommerce incorporates nearly 20 years of innovation and experience offering organizations e-commerce solutions integrated to the Microsoft Dynamics ERP suite and SAP Business One. k-eCommerce is a privately held company based in Plymouth, Michigan and Montreal, Canada.

Contact us today for more information
sales@k-ecommerce.com



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* The Accounting Suite includes the Accounting modules, Customers and Suppliers. The price of the e-commerce starter kit includes the Inventory and Orders add-ons, necessary to run your webshop. The offer applies to Acomba and Acomba X platforms.

** Monthly fees include maintenance and hosting of your store, unlimited access to Acomba and k-eCommerce technical support and access to software updates.