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The desire to save money wherever possible. The platform will throw in free website domains and ad vouchers when its users pay upfront for an annual e-commerce plan. Photo Courtesy: MoMo Productions/Getty Images The higher-end Wix plans also include professional SEO reviews to ensure your new e-commerce website is attracting the right customers and ranking high in search results after it goes live. The platform's graphics, charts, and other layout features are not only optimized for mobile viewing — a win for consistency! — but they're also aesthetically pleasing, which can only add to the user experience. "It's one thing to build a successful, tiny company [like RetailMeNot]—but it's the big opportunities everyone's hoping for. There's also the challenge of simply making the act of shopping itself less onerous on such a tiny screen. On a phone, toggling between websites takes heruclean effort and few websites have the right setup—they have all these different formats and signing up for an account is highly inconvenient and a psychological barrier," says Wanelo founder Deena Varshavskaya. In an interview with Inc., Daniel declined to explain exactly how the app will work, but here's what I've gathered: Strut will be a personalized platform where users can save, share, and shop fashion items from photos. Making goods available online through e-commerce websites can help business owners scale to reach more customers — no matter their location or the time of day.Best of all, crafting, launching, and managing an e-commerce site has never been easier and more cost-effective. Then you have to make sure there are no bugs in the process and get people to keep using it. And of course, there's the issue of scale."Venture capitalists are now funding these startups with the expectation that they're going to be tiny." Mulpuru adds, underscoring the issue of growth. For example, the platform helps business owners find clients and products through their vendor features. 58 value proposition, p. To tackle the mission, this week the company snagged \$1.5 million in seed funding from Khosla Ventures. CEO Mark Daniel, a Peter Thiel fellow, and Chief Technology Officer Nate Chiger founded Strut in 2013, but the app is still forthcoming. Finding the right e-commerce platform will largely depend on your business model and your unique business and customer needs. Key Terms business model, p. "How do you know if the price has changed? Thankfully, many of the top e-commerce platforms offer free packages and trials to get started, and, even after those trials, they're made more affordable through annual and monthly subscription-based plans. In addition to cost-effectiveness, a few other key characteristics to look out for include SEO capabilities, mobile responsiveness, scalability, and mobile friendliness. Users also get access to a library of (free) product stock photos — as well as the ability to purchase an existing online store so that you don't have to start from scratch. In fact, small business owners and major online retailers alike rely on Shopify to manage all of their e-commerce needs in one place. Photo Courtesy: Luis Alvarez/Getty Images Beyond layout, design, and domain capabilities, Shopify also offers valuable and unique features. Each of these features will make it easy for your customers to find and interact with your e-commerce website once it's live.#3. Finally, Squarespace also offers features that help business owners track sales and stay organized, such as seamless integration for tracking both online sales and in-person inventory.#2. That's where things really get hard." To her mind, consumers want a "single experience that unites shopping for them in one place," where the content is standardized, payments aren't a hassle, and, yes, they can find what they want. 60 transaction fee revenue model, p. 66 leverage, p. So, why is it great for growing your small business into something big? Squarespace goes the extra mile to ensure its websites are accessible on any device, including smartphones and tablets. So, let's take a look at the most popular platforms and help you determine which is the best fit for your unique business needs.Top Features to Look for While Researching E-Commerce PlatformsIn order to find out which e-commerce platforms rank the highest, let's first discuss some of the features to look for during the research process. The answer is, those problems are just incredibly hard."Wanelo's strategy is to bill itself as a mall on your phone, with over 350,000 retailers ranging from low-end to high-end, and thousands of indie boutiques in between. If you're thinking that Pinterest (and others) already offers such a platform, you wouldn't be mistaken. "We're trying to build the world's best, sexiest, curated platform," the 20-year-old Daniel says, before adding that he thinks a lot about malls. Moreover, Shopify is known to be a one-stop-shop because the platform allows users to chat with customers, track orders, and send invoices. Despite the platform's high level of sophistication and scalability, Shopify doesn't necessarily come with a higher price tag. 59 revenue model, p. The right choice will hinge upon your unique business needs, structure, and goals. MORE FROM ASKMONY.COM Copyright © 2015 Pearson Education, Inc. Photo Courtesy: Oscar Wong/Getty Images In today's modern business world, it's no longer necessary for consumers to travel to a brick-and-mortar store to make their purchases. 66 complementary resources, p. Describe the major B2B business models. 63 Another day, another shopping app launches.The latest one is called Strut, and like a number of shopping apps before it, it aims to solve the biggest e-commerce challenge for retailers: how to make buying things on mobile devices a seamless (and social!) experience. "The hard problem is, How do you know that the products you're looking at are available, in your size, and the color you want?" she says. 58 e-commerce business model, p. 67 organizational development, p. Describe the major B2C business models. After all, taking things for a test drive can help you better understand your own needs before you make a long-term commitment.Choosing the Right Ecommerce Platform for Your Small BusinessWebsites serve as silent ambassadors for your brand and business sales — and they do so 24/7, which means reliability is key. 64 marketspace, p. "The question is, who's gone the farthest as far as solving those problems, and why haven't they been fully solved yet? This template-based and user-friendly, this platform can suit a wide-range of needs. In some cases, launching an e-commerce website can cost business owners thousands of dollars, especially if a business owner doesn't do their research first. But most startups have yet to crack the code on e-commerce.The fact is, it's hard to launch a mobile e-commerce startup these days. "People do a lot of browsing and buy one thing, but that hasn't been brought online yet." He says Strut will be as simple as making one click to buy. Daniel also reveals that the app will operate on an affiliate model, meaning when shoppers click to buy, they'll be bounced to a retailer's site, and if they follow-through with the purchase, Strut will get a commission. "You have to get people to learn about the app first," Mulpuru says, then pay for customer acquisition and get people to download and use it. No word yet on how much that is, however. Forrester analyst Sucharita Mulpuru says it's probably not much to write home about. To be frank, low commissions will be the least of Daniels' worries. Strut, like so many e-commerce startups, faces an uphill battle and some stiff competition to win the hearts and wallets of mobile shoppers.The world of mobile e-commerce is teeming with consumer-facing utility apps such as Groupon, retailer apps, and pinboard-style "curated" destinations such as Fancy and Wanelo (short for Want, Need, Love)—the latter of which seems to have a firm grasp on what shoppers want based on the app's 11 million monthly users. 64 competitive advantage, p. 60 Freemium strategy, p. 67 management team, p. Design functionality, 64 competitive environment, p. 61 market opportunity, p. Solution Manual For E Commerce 2015 11th Edition by Laudon Link download full; Test Bank for E Commerce 2015 11th Edition by Laudon Link download full; Chapter 2: E-commerce Business Models and Concepts Teaching Objectives Identify the key components of e-commerce business models. 60 advertising revenue model, p. Each platform has its own set of unique features, strengths, and weaknesses. In fact, you don't need any web design or development experience to make it happen. Brands such as Urban Outfitters, Lululemon, and Sephora have built rabid followings on Wanelo, to the point where they've installed Wanelo save buttons on their product pages, according to Women's Wear Daily. But what makes Wanelo stand out in this crowded app space is Varshavskaya's vision for tackling the unsexy stuff. Moreover, another beloved Wix feature is the platform's performance tracking and monitoring capabilities. No matter the plan, Shopify users can expect unlimited file storage, top-notch security, an abandoned cart recovery feature, a 24/7 support option, and more.Pro Tip: Not matter which platform you choose, don't forget to take advantage of any free features and trials. Explain the key business concepts and strategies applicable to e-commerce. Instead of selling a lifestyle, its pinboard-style platform hosts a bevy of mostly user-generated photos of roughly 14 million products, all of which can be purchased on retailers' sites. "Every single product and retailer is presented in a simple format," says Varshavskay of the site, which launched in 2011. Shopify is sustainable and scalable over the long term — through every stage of your business growth. Moreover, Squarespace boasts a built-in "Responsive Image Loader," which automatically scales images, optimizing them for any screen size. Photo Courtesy: Marko Geber/Getty Images Another cherished feature among Squarespace users? 65 asymmetry, p. 61 sales revenue model, p. 66 perfect market, p. Wix | Affordable With Great SEO FeaturesWix is commonly known as a free, template-based website builder for all kinds of businesses, but its e-commerce capabilities are becoming increasingly prevalent as well. 58 business plan, p. However, there are a few features to look for in a good e-commerce platform that are universally beneficial for most businesses. Photo Courtesy: Oscar Wong/Getty Images One thing every business owner shares? 61 affiliate revenue model, p. Looking for some added bonuses? Squarespace | User-Friendly & Optimized for MobileSquarespace prides itself on offering "all you need to power your online store," no matter the size of your business or the industry you're a part of. Foremost, with plans as low as \$17 per month, Wix is a great option that won't drain your bank account. Shoppers want to be able to easily find a lot of products in one place, get accurate information about them, and be inspired by the fashion, Varshavskaya says.In other words, they want the online equivalent of a mall. The "Lite" plan starts at just \$9 per month, while more robust plans cost around \$30 per month. Business owners can access cohesive data, charts, and stats to track how their website is performing online, including tips for how to improve performance results.For restaurants, beauty salons, and other appointment-based businesses, Wix even boasts convenient booking features, which allow users to schedule appointments and make reservations online.#1. "It's not just enough to have images of your product," she says, "you have to really be able to back it up." With the forthcoming release of a new system that will provide "near real-time data" on products, thanks to an integration with retailers that is currently underway, Varshavskaya is confident she can crack the code. If the cracking part of that equation is still up in the air, the end goal is clear. But what else does it offer?Well, many shoppers aren't using their desktop computers to access web stores anymore. 67 market strategy, p. 66 first-mover advantage, p. 66 unfair competitive advantage, p. If you have a small business that you'd like to take online, there's a growing number of user-friendly e-commerce platforms available to choose from. Not to mention, making your business as accessible as possible has never been more important for long-term success. And, although the process can seem intimidating, e-commerce platforms have become so advanced and accessible that it's easier — and more affordable — than ever to take your business online. Without a doubt, there's no one-size-fits-all solution when it comes to finding the best platform for your business. Mobile shopping needs to be one part utility and one part fun. Shopify | Scalable & SophisticatedOften touted as the best e-commerce platform for small businesses looking to grow, Shopify is a sophisticated e-commerce platform.

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