The first steps to E-Commerce Success

Whether you do business in a B2B or B2C environment, you can no longer get around it: an online presence is essential. What's more, not having an online presence is simply no longer an option if you want your business to have a healthy future.

While it may seem straight-forward to start an online store, according to a recent study done by Test Aankoop that surveyed over 100 of the top web shops in Belgium, many didn't pass basic e-commerce security tests.

To be successful you need to build a simple, attractive, and reliable online store. You need to take into account a whole host of tax and legal regulations in this respect. In addition, you mustn't lose sight of logistical issues. After all, logistics is an extension of your service to the end customer. And an online store without a professional marketing strategy behind it doesn't stand a chance in the long term. Digital marketing is therefore one of the priorities for success online. In short, developing a good online store is tricky and requires the necessary know-how.

Based on our integrated method from start to finish, we can help you every step of the way on your e-commerce journey.

How we work

We'll start off by looking at your offline business model, what you want to achieve online and your budget. Next, we'll draw up a plan for you to build your online store. Here, we'll carefully consider the tax and legal considerations of setting up an online store. We'll then focus, down to the minor details, on the logistical considerations, the integration of logistics with your store, digital marketing, online payments, customer support, and more.

From the word go, you can rely on receiving personalized advice and working with a team of dedicated experts, who will help you every step of the way. We'll closely monitor your online business even after it goes live.

In an effort to spare you from having to rely on many different service providers in order to gather the necessary expertise, KPMG and K law have done everything in their power to guide you all the way, from start to finish. We work with the best third party suppliers to make sure you have everything you need to get through the process of opening your online store.

This approach combines our e-commerce tax and legal expertise, with our partners' expertise in e-commerce, and gives you just one partner to work with, namely us, that will coordinate everything for you. We firmly believe that this approach leads to success.

The following are some examples of our specialized services relating to e-commerce:

1. Developing strategies and building online stores

- Multilingual stores working with a variety of currencies
- Managing multiple online stores from a single global multi-enterprise system
- Offering a comprehensive solution for managing online stores and administration
- Cross-platform (online store, checkout, in-store touch screen, etc.)
- Scalability
- House style or template customization
- Multiwarehouse
- Rates per country
- Price differentiation for B2C, B2B, groups (e.g., sports clubs, schools, etc.)
- Optimization for every platform, including tablets and mobile devices (responsive design)
- Integration capabilities with other applications (such as email platforms and social media)
- Online payment options
- Performance testing and optimization
- Web analytics integration

2. Content management

- Product development
- Product photography
- Copywriting
- Catalog management
- Merchandising and promotions

3. Digital marketing

- E-marketing strategy
- Influencer marketing
- E-commerce sales funnel
- Building online popularity through, for example, SEO (search engine optimization), SEA, and online advertising
- Customer retention, such as eCRM, including email marketing
- Customer acquisition and conversion optimization, for example, Google Adwords and Analytics
- Information design and user-friendliness, for example UX, UI, A/B testing
- Analysis and reporting
- Social media strategy
- Content marketing strategy
- Tailored e-commerce roadmaps
- E-commerce competitor analysis

4. Web fulfillment and distribution

- Customer acceptance and quality control
- Storage
- Inventory management
- Packing and preparing orders for shipment
- Special order processing (a customized solution for special occasions)
- National and international distribution (at home or at pick-up points)
- Track-and-trace solutions
- Integrating IT distribution with online stores
- Returns solutions
- Multilingual customer services

5. Legal and tax services

- General terms and conditions, disclaimers, cookies*
- VAT
- Customs and excise
- Environmental taxes*
- Corporate tax*

6. Other advisory solutions

- Online store strategy
- Customer experiences
- Examining the leverage effect of chosen technologies
- The 'Certified by KPMG' quality label
- E-privacy*
- Health check*

Whether you're working hard to build your online store or already have one and have questions about any of the above factors (such as the legal or tax aspects of your online business), we'll be happy to provide these services to you in a customized fashion and with personal guidance. Would you like to discuss your online ambitions with one of our e-commerce specialists?

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