

Never Sell Online Before? Here's Why Selling Online Is Not Hard.

ARTICLES



"Why is it so hard to sell online?" This question haunts many sellers, and the answer varies depending on who you ask.



Some say that selling online (or as many people would call "e-commerce") is too difficult because of the lack of human interaction; others may argue that a website doesn't have enough products or listings for them to choose from.

However, there are also customers who believe they won't be able to find what they're looking for when browsing through shops in physical stores. Well, this couldn't be further from the truth!

Read through and find out why you should consider selling online!

Why Selling Online is Not Hard?



There are a lot of benefits to selling online as the internet has made it easier for sellers to sell their products and services. Online retailers can now put up a website, establish a storefront, create listings on different websites, and market their products.

With that said, here is the breakdown of why selling online is not hard.

You Can Set Up Your Online Store for Free

Yup, you read that right. You can actually set up your online store without paying a cent at all.

An online store is a great place for startups to sell their products and there is no significant investment needed. Do note however that success will depend on factors that you control.

However, some online platforms will charge monthly fees in exchange for the customer's convenience.

Also, you can reach a much larger audience than you could if you were only offering your physical product in person or through your physical store.

Cost Is Lower

Related to the first point, one of the many benefits of setting up an online store is that it can be done at a much lower cost than setting up a physical store.

The Internet provides access to a global market, which means you can access cheaper materials and shipping rates.

The cost of setting up an online store is lower than the cost of a physical store. You do not have to spend money on a high rental, utilities, or decorating your physical store.

The cost of setting up an online store is lower because the website comes with web hosting and technical support included.

For example, people can get a domain name for RM40 plus per year in addition to monthly hosting costs that vary from RM40 to RM100 depending on what you need.

If you have the budget, you can even hire a web developer to build your website. Choices are on you!

You Can Start Small and Grow Your Online Store From There

Starting a small online store is a great way to get into selling online. You don't need to invest in expensive physical inventory, and it's easier to manage.

Although it may be difficult to build up your online presence at first, if you start small and grow your business from there, the process will become easier.

You can begin by building up your followers on social media and then adding products or custom services as the company grows.

You can also consider getting paid marketing strategies if the traffic is not coming in quickly enough for your store. That is if you have the budget to promote further.

The key to success with growing your online store is starting small and growing from there.

Most People Nowadays Buy Online

Most people nowadays buy online because of the convenience and ease. The ease with which users can purchase their desired items from a website is what attracts most customers.

For those who are new to selling online, this can be a daunting experience since you may not know where exactly to start, and at the same time, customers have so many options available for purchase on the Internet nowadays, which makes it difficult to get their attention to buying your stuff.

If done right with some proper guidance, selling online will help your customers to buy your products easier and faster.

It's Easy to Scale Your Online Store

When scaling up your online store, you can track product sales in real-time. You are able to easily see what is selling and when it's going out of stock. It also has the ability to update your inventory and pricing at the same time.

Basically, your online store would be in charge of point of sale, handling your orders, and more. All in one place.

Conclusion



In conclusion, selling online is not hard because the Internet has made it easier for online retailers to sell their products and service.

You don't have to worry about setting up an online store by yourself with Boutir!

Boutir is an e-store solution that lets big and small enterprises build their online store and connect it to their social media easily, all on mobile.

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or!

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Have more questions? Talk to our customer service by sending us an email at info.my@boutir.com , , .

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