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# THE ULTIMATE (AND FREE) E-COMMERCE TOOLKIT

SET UP YOUR INTERNATIONAL ONLINE  
WEB STORE WITH THIS STEP-BY-STEP GUIDE

## INTRODUCTION

The business world has never experienced such uncertain times, but the online retail sector offers one of the few glimmers of hope in a recession-hit global economy.

As bricks and mortar stores struggle, business is booming online. It's a good time to join the e-commerce club and go digital. This guide tells you everything you need to know about starting an e-commerce business, from setting up your website to getting online shoppers through your virtual doors.

Think of it as a checklist to success, one that will let you go after the 2.1 billion people expected to buy goods and services online in 2021 – up from 1.6 billion in 2016, a 29% increase in just FIVE YEARS.

**E-commerce is one of the global economy's brightest stars. You've got an idea – now let's turn it into reality**

# IS THIS GUIDE FOR YOU?

To make sure you know where you stand, here's exactly what this guide covers.

Reading this guide will help you:

- Create a winning online retail presence
- Attract customers from around the world
- Choose the right shopping cart and payments features
- Understand inventory management systems

But that's not the whole story. You'll need more than that to get a business off the ground. There's plenty of things this guide doesn't deal with, such as [writing a business plan](#), developing your product, or international shipping.

This toolkit covers the middle phase of a business: the 'digital' period – after you've found your products and developed your business, but before digital marketing, inventory management and order processing.

## STEP ONE

# BUILD YOUR WEBSITE

**EASIER SAID THAN DONE...  
BUT FOLLOW THIS GUIDE  
AND WE'LL HELP YOU CREATE  
A WORLD-BEATING WEBSITE.**

Unless you're solely selling through marketplaces like Amazon or Alibaba, you won't get very far in e-commerce without a website. But you can't have any old website – you need an *e-commerce* website, designed to effectively display your products to potential buyers, letting them quickly and easily pay for goods.

The explosive growth of online shopping worldwide in the last 20 years has created a whole new industry – one dedicated to helping entrepreneurs and start-ups like you trade to a global audience.

It's a great time to get started.