

GUIDE
**WHAT DOES
AN E-SHOP
NEED TO CONTAIN?**
ecommerce4all.eu

2022

Project supporter

	ABOUT THE PLATFORM	1
I.	THE MAIN SECTION OF THE WEB PAGE IN TERMS OF LEGAL REQUIREMENTS	2
	USEFULL FEATURES OF THE WEBSITE	3
	OTHER IMPORTANT FEATURES	3

ABOUT THE PLATFORM

ecommerce4all.eu


The ecommerce4all.eu platform is a resource and information center on key e-commerce aspects for all CEFTA markets (Albania, Bosnia and Herzegovina, N. Macedonia, Moldova, Montenegro, Serbia, and Kosovo*). The web platform consists of relevant e-commerce data and resources, including basic e-commerce data, interactive graphs, and data on CEFTA e-commerce market development, as well as data on key aspects of doing business in e-commerce.


The data on key aspects of doing business in e-commerce is structured in five modules: e-commerce data, regulation, payment, delivery, and e-commerce success stories in all CEFTA markets. Each of these modules will contain relevant market-specific information, tutorials, manuals, topic-related documents, and video presentations, except for the first module “e-commerce data” which is meant to present the state of e-commerce in all CEFTA markets through statistics and data on the development of the e-commerce markets (interactive graphs of the state of e-commerce in each market and comparisons of e.g. customers, payment cards, digital skills, UNCTAD B2C e-commerce readiness index and other relevant Eurostat data). All data will be presented in both the local language of each of the CEFTA markets and in English.

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*This designation is without prejudice to positions on status and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.

THE MAIN SECTION OF THE WEB PAGE IN TERMS OF LEGAL REQUIREMENTS


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The main page with the possibility of displaying popular and promotional products, indicating the offer validity period and price
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The “About us” page containing:

 - Full name, including the legal form of organization of the trader
 - State identification number (IDNO) of the legal entity or individual entrepreneur/ entrepreneur’s patent number
 - Legal address, e-mail address of the person, contact phone number
 - The number and validity period of the notification, as well as the name of the public administration authority that issued the notification
 - VAT code if applicable, etc...
- 




Product catalogue, with the possibility of:

 - Displaying the “Similar products” or “Recommended products” section, with the indication of the period of validity of the offer and the price, specifying the discounts and the discount time period
 - Specification of whether taxes are included in prices and tariffs (for e.g. VAT)
 - Specification of whether delivery costs and/or other charges are included in the prices and rates, as well as their value, if applicable
 - Product description:
- 




The order registration page/shopping cart, with the possible application of discounts, indicating all discounts and all expenses (such as delivery and/or other expenses), as well as their value, if applicable, with the possibility of changing orders

-  Electronic/online confirmation of receiving the order, including acceptance or rejection of the order made by the buyer
-  Contacts with visible contact number, postal address, e-mail and technical chat support
-  Terms of payment (accepted payment methods) and delivery (shipping conditions)
-  How to submit and deal with complaints
-  Conditions for returning goods
-  Reviews indicating the contact phone number and the address of the official website of the Agency for Consumer Protection and Market Surveillance

USEFULL FEATURES OF THE WEBSITE

-  "One click order" button
-  Search options
-  Online support

OTHER IMPORTANT FEATURES

-  CMS (website/page maintenance software) – website maintenance software with many useful modules and adjustments, after SEO optimization
-  Link to social media site page
-  An outstanding logo, which is, in fact, the business card of all online shops

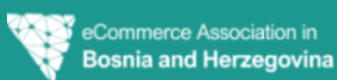
So, welcome to the online world!



Project implementator



Project partners



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