



## Advantages of eCommerce: Why Your Small Retail Business Should Sell Online

Are you afraid to take the leap into eCommerce for your retail store? Does your retail management system provide the means to future-proof your business and keep you ahead of your competition?

eCommerce is a staple in the retail landscape in this day and age. It empowers small retailers to stay competitive in a digital economy, providing additional revenue streams and boosting profits. If managed correctly, it can provide a seamless customer experience, and allow you to expand your customer base to locations across the globe.



**Stay competitive**



**Increase customer  
satisfaction**



**Boost profits**

### Contact The General Store

2500 Drane Field Road, Suite 107 • Lakeland, FL 33811 USA

Sales: 800-678-4535 • Support: 863-616-1211 • Website: [www.thegeneralstore.com](http://www.thegeneralstore.com)

## Major Advantages of Retail eCommerce Integrations



### Save Time and Money

Integrated eCommerce is easier and less expensive than traditional retail. It opens your business up to a wider audience without high overhead costs.



### Fast Go-to-Market Time

Get your eCommerce store up and running in minutes. Create an attractive site and market your business using intuitive tools.



### Meet Consumers Where They Are

Many of your customers prefer shopping online and will search for products on the internet before ever setting foot in a store.



### Connect with a Wider Audience

No matter where your customers are, you can connect and engage with them online, helping you boost customer retention and loyalty.



### Overcome Geographical Limitation

eCommerce allows you to sell to any customer with access to the internet, removing geographical barriers you'd experience with brick-and-mortar.



### Stay Open all the Time

Since eCommerce automates transactions, you won't be limited to store hours. You can sell to customers 24/7.



### Connect Directly to Point of Sale

Integrate your solution to your Point of Sale (POS) and gain deeper visibility into and more control over your eCommerce operations.

## Five Key Things to Consider When Choosing Your Retail Management System

### Ease of Use

Managing and operating your solution should be simple and intuitive. Choosing an integrated eCommerce platform is also easy to maintain, saving valuable time and resources.

### Reporting

Choose a system with detailed reporting to make better data-driven, strategic business decisions.

### Support

Look for a reputable provider that offers comprehensive support.

### Retail Features

A good system will be designed specifically to meet the needs of retail operations. These include payment type acceptance, loyalty, inventory, and accounts and receivables tracking.

### Integrated eCommerce

Integrating into your POS should be quick, easy, and seamless. Integrated eCommerce provides a better user experience across your website.

The General Store offers a wide range of retail point of sale solutions including eCommerce integration. Partnerships with WooCommerce and NitroSell provide the tools and solutions needed to expand retail functionality and management online. Our solutions are built to help your business expand your reach and boost your profits through an additional channel of revenue

**Contact us today to find out more.**

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