

GUIDE
**CHECKLIST:
WHAT EVERY
E-SHOP
IN SERBIA
SHOULD HAVE?**

ecommerce4all.eu

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Project supporter

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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.

The platform is supported by the Open Regional Fund for South – East Europe – Foreign Trade project, implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ).

*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.

CONDITIONS

In order to launch a webshop and to start working, it is necessary to fulfill certain conditions. The list below outlines the steps and requirements needed to start doing business online. After you have fulfilled all the prerequisites, you are ready to move on to further steps that will lead you to a successful business on the Internet.

Online shopping in Serbia is regulated by the Electronic Commerce Law ("Official Gazette of RS", no. 41/2009, 95/2013 and 52/2019)

COMPANY REGISTRATION

In order for the employer to start dealing with internet trade in the Republic of Serbia, it is necessary to be registered for that activity. Registration for a specific activity is performed in the competent court. Given that there are different categories when it comes to retail or wholesale sales, it is very important to pay attention and consult with a lawyer who will help you determine the correct activity code.

PHYSICAL WAREHOUSE

When we talk about a webshop that sells products at retail or wholesale, having a warehouse is mandatory. If, however, it is an online store dealing with the provision of services, a physical warehouse is not necessary.

ONLINE PLATFORM

Online sales are impossible without a website and webshop. Therefore, it is important first of all to start the process of creating and designing a sales internet portal as desired. The online store will contain a list of all products or services that the company has. In addition, the online shop must be connected to the payment gateway. More about it is described in the previous parts.

COMPANY HEADQUARTERS

According to the law in force in the Republic of Serbia, every registered company must have a business premises. In this case of an online store, the registered business premises would be used for the purposes of performing administrative tasks and tasks required for running an online store. It is also necessary to have certain equipment at the company's headquarters in order to meet all legal requirements.

BANK ACCOUNT

Having a bank account is one of the mandatory conditions for opening a company, but it is also necessary for the online store to function. Considering that e-Commerce takes place entirely via the Internet, it is preferable for the payment to


CARD PAYMENT


In order to fully follow e-commerce, you need to sign a contract with a local bank or other registered payment institution so that your customers have the option of card payment through their payment system (payment gateway). For that process, you will need a business plan on planned income, on the basis of which you can get an offer.


HIGHLIGHTED INFORMATION

LIST OF INFORMATION THAT NEEDS TO BE HIGHLIGHTED ON THE WEBSHOP


By keeping information about your company in a visible place, you provide customers with all the information they need before making a purchase and give them a sense of security and trust, thereby gaining loyal and regular customers.


 **Name or company name** – this information must be listed on the online page so that customers and potential customers are familiar with the company where they purchase products or services.

 **Place and address of headquarters** – every company must legally have its headquarters, so this is necessary information that you should publish in a visible place and thus let customers know that you operate legally.

 **Contact information** so that the user can contact the seller if necessary. Contact data includes **e-mail address** and **contact phone number**.


 If the company is registered in the Business Register Agency (BRA), it has an **identification number - PIN**, and **registration number (CRN)**.

 **PIN** is a number that is assigned to every company and remains unchanged throughout the business and is a mandatory part of the entity's accounts that are in the VAT system. The information is publicly available. The process of obtaining a PIN from the Tax Administration starts after you submit a request for registration to the BRA, so in most cases you receive it together with the decision on company registration.

 The **registration number (CRN)** is a unique statistical code that is assigned to every business entity and legal entity. It is assigned by the Republic Institute of Statistics and delivered to the BRA.

ADDITIONAL INFORMATION


In addition to the list of information that is necessary to highlight on the website and operate in accordance with the law, there are additional information that it is desirable to provide to your visitors on the site, because in this way you will turn visitors into customers.


 The "About us" section is always desirable because in this way you give users the opportunity to get to know you and find out when the company was founded, what it does, what values it represents, what its mission and vision are, who are the team members and other useful information. In this section, you can list everything you consider relevant and desirable, thus giving users a sense of security and potentially increasing your sales.





PRODUCTS/SERVICES INFORMATION


In order to turn a visitor into a customer, you need to provide him with all the necessary information so that he decides to make a purchase right on your site. More product information provides users with a more comprehensive and clearer picture of the product and service, which is an indispensable part of any product, given that it is an online sale.

 **NAME** – the name of the product or service is the first piece of information attached to the product. It should be as prominent as possible, the recommendation is to be at the very top and to be precise and accurate.

 **PHOTOGRAPHY** - photography plays one of the most important roles when presenting products or services. It is necessary that the photo represents a realistic image. The quality and method of photography are very important, sometimes even decisive. Users perceive the product based on the posted photos. 360° photos are increasingly being used, which show the appearance of the product from every angle and thus give customers a more realistic picture of the product itself.

 **PRODUCT/SERVICE PRICE** - Clearly stated and accurate price of the offered product-service, which includes taxes. It must be in a visible place, displayed in the local currency (dinars), given that the price is one of the decisive factors in the purchase of a product or service.

 **COSTS** - Always clearly define all costs that await the customer, including the cost of delivery. All costs incurred by the customer, including shipping costs, are published. It is important to emphasize that the costs must be visible and listed with the price. It is undesirable to hide the costs because later it can lead to customer dissatisfaction.

 **ADDITIONAL COSTS** - It is always important to inform the customer about potential additional costs. They must be listed in a visible place, they must be clear and they must be shown before the purchase, not afterwards.


Consumer Protection Law ("Official Gazette of RS", No. 88/2019) clearly states that the product prices on the page must be clearly displayed with the product or service, that taxes, contributions and fees are included, so the price is therefore final. Prices should be clear and unambiguous, additional costs should be mentioned before purchase, so that every user can be fully protected from any fraudulent behavior on the Internet.


DESIRED INFORMATION

In addition to basic information related to the price and costs of products or services, it would be desirable to provide users with some additional information that will help them make a purchase decision. This information aims to better describe the product itself, both pictorially and descriptively, in order to bring it closer to the customer, however, it is always important to note that there may be minimal deviations in appearance, and that they are subject to change. In addition to this information, it is desirable to mention some others, if you consider them relevant to the customer, in order to provide them with an additional incentive to make a purchase decision. Special attention should be paid to irrelevant information, because it can have a negative impact on both your traffic and customer trust.

Below is a list of information that should be highlighted with the products:

DESCRIPTION – A detailed description of the product is very important and is a supporting segment of the photo.

 A photo is not enough to show a product or service. A detailed description is important and a supporting segment of the photo. In this section, we have the opportunity to describe and present the product/service in the best possible way. It is necessary to answer certain questions like "What is the purpose of the product?", "What is the product used for?", "How is the product used?" In this section we can write details such as: dimensions, duration, available colors, capacity and much more information that can be used to obtain the best possible picture. As part of the description, it is allowed and even desirable to write details that give online customers the best vision of the product or service. In this way, the possibility of additional potential questions is reduced.

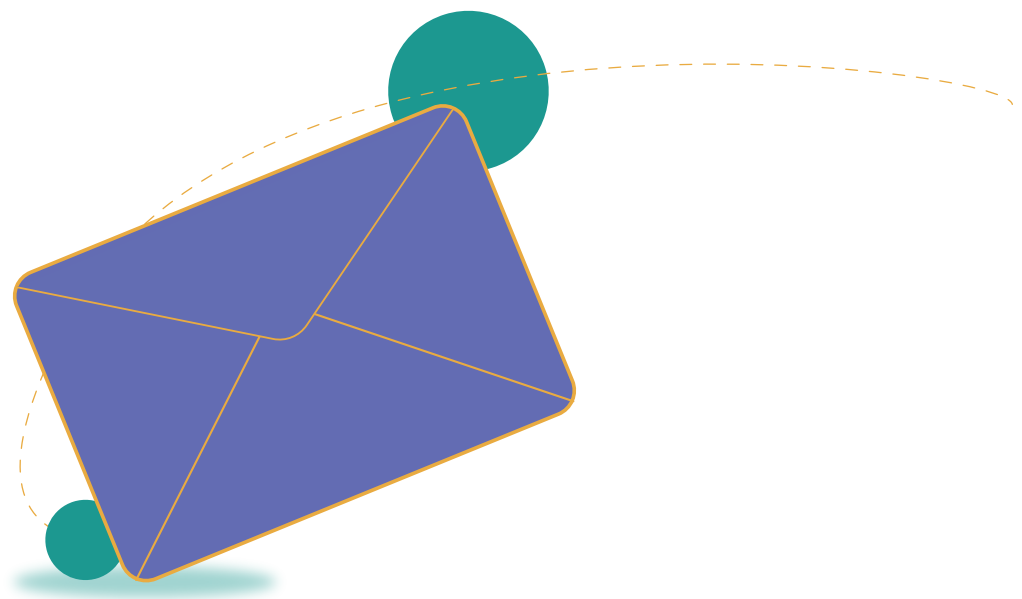
 **COMMENTS AND RATINGS** – comments and ratings within products and services provide additional benefits and the possibility of exchanging experiences among users. The comment section is not one of the mandatory segments of a webshop, but it increases its value.



MARKETING AND PROMOTION

Companies can send commercial messages to all users who have given their consent to receive promotional messages via email or mobile phone. Companies use this opportunity to inform potential customers about offers, promotions, and discounts. Also, in the digitized world we live in today, every message between a company and a potential customer is an opportunity to build a relationship. Moreover, today's customers expect their contact with the company through digital channels to be personalized, and the following should be paid attention to:

- That the message clearly shows from which address it arrives
- That it is a commercial communication
- To highlight company data
- If you have received consent for this type of message
- To emphasize how customers can contact you in case of need



ORDERS/BASKET

The order process on the webshop should be fast, very simple and feasible in a few steps, because it is important that your site is accessible to every user. Each desired item/service is added to the "basket" by clicking and after the selection is complete, the order is further processed from the basket. By clicking on the basket, all the products/services that the customer has decided to buy should be listed, while all the information should be listed next to each product so that the customer can review his order and once again determine the details of it. Below you will find the information/steps that the basket should have:



OVERVIEW - As already mentioned, every buyer needs to have an overview of all the products/services he has chosen to buy with all the essential information in the final step. Name, image, quantity and price per product/service. At the end of the list must be the final price with all costs included.



COSTS – The costs of the product/service itself, with all associated costs, such as delivery and VAT must be clearly displayed and unambiguous. There must be no hidden costs.



DELIVERY/PICKUP OPTION - The option of delivery or pickup of packages in e-Commerce is one of the most important things, if this option matches your way of doing business. In both cases, the buyer must be given precise information about the place where they can pick up their shipment, as well as the time in which they can do it, or if it is a matter of delivery, it is necessary to collect the necessary information from the buyer:

- Name and surname of the customer
- Contact phone number
- Delivery address
- E-mail address



PAYMENT - Payment is another important segment of e-Commerce. Every webshop should offer as many payment options as possible to its customers, so that the purchase process itself is really simple. In addition to the possibility of payment by cash on delivery, it would be desirable to have the possibility of card payment as well. In order to have this option, you need to have a contract with a payment provider, to have a current account and an active SSL Certificate, so that the payment is secure. In this process you will need your bank to provide all the necessary information, including the need for a payment gateway system that securely transfers credit card information between the customer and the merchant. There are several ways to implement this system on your webshop, and the simplest is to use already existing plug-ins developed for the most famous webshop platforms (woocommerce, wordpress, magento...). It is important that the customer feels safe enough to decide to pay by card.

CONFIRMATION - after completing the previous steps, it is necessary for the customer to receive a confirmation of a successful purchase, as well as a summary of the same information. Confirmations should arrive automatically to the customer's e-mail address and contain the following information:

- Information that the order has been successfully completed
- Order number
- Data for invoicing (customer data)
- Method of package delivery/pickup
- Expected delivery time
- Final price with all costs included
- Electronic form for complaint/cancellation of purchase
- Company information
- Method of payment
- List of products/services
- Shipping address
- Electronic contract
- Electronic invoice


ELECTRONIC CONTRACT


Electronic commerce gives the possibility to conclude contracts electronically in electronic form at the moment when the seller receives an electronic message, i.e. the moment when the customer receives the order confirmation by e-mail. They are valid even without a stamp or signature.





HIGHLIGHTED INFORMATION

Every e-merchant should have transparent conditions and regulations on its website, according to which it operates.

 **Terms of sale/purchase** – these terms apply to purchases, orders, delivery. The conditions can be in the form of a document or presented during the ordering process.

 **Product return policy** – as an integral part of the webshop, it must have its own product return policy, which must be implemented according to the rules and laws prescribed by our country. The refund policy is determined in advance and takes place according to pre-shown and defined conditions, and if this possibility does not exist, it should also be noted.

 **Product replacement policy** - if you offer this option to your customers, it should be emphasized and clearly defined.

 **Product/Service Cancellation Form** – this form may be provided with the confirmation or be available for download on the website. It is important that it is always available to customers in case of cancellation of the purchase, so that users can access it, fill it out and make a refund within the legal deadline. It is especially necessary to pay attention to the form of the request itself, because it should be clear and easy to fill out.

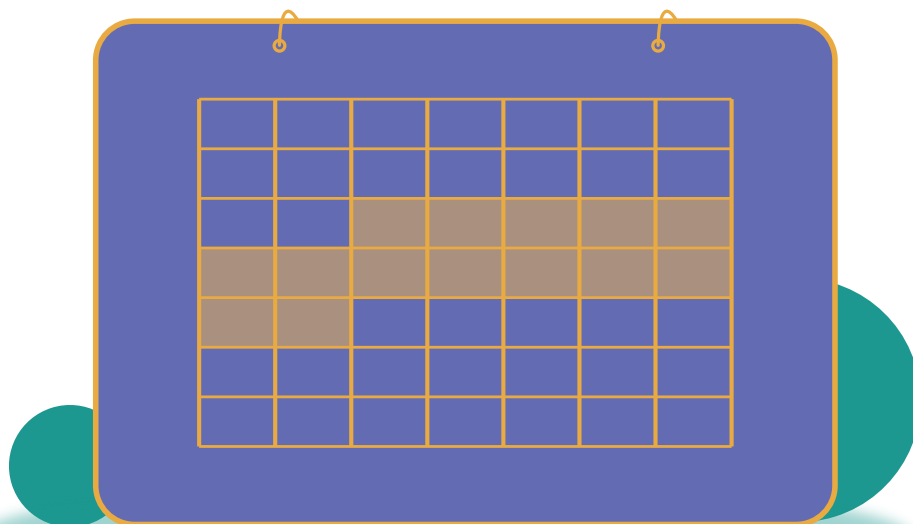
The existence of customer support (phone, e-mail, chat) on the site has proven to be an excellent practice, considering that in this way your users can get the necessary support when they need it, and this gives them a certain sense of security, thus increasing trust between merchants and the customer. In order for this relationship not to be damaged, it is necessary to have a clear and transparent way of contacting support as well as its working hours.

PRODUCT AND MONEY RETURN

The product return policy allows the customer to return the product within 14 days after purchase in case the product is not damaged or worn. When returning the product and money, the buyer is obliged to submit proof of purchase along with the product he is returning, i.e. Electronic account, as well as to get in touch with the company to determine the method of refund.

MERCHANT'S OBLIGATION

The merchant should, within 14 days of receiving the request for the return of the goods, act according to the law prescribed by the state and return the full amount of funds to the customer minus the shipping costs, unless otherwise defined. The merchant should consider each customer as unique and not just as a transaction and act according to all the laws that are prescribed.





Project implementator



Project partners



eCommerce Association in
Bosnia and Herzegovina



STIKK
KOSOVO ICT ASSOCIATION



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