# STAGES OF OPENING AND INTRODUCING ONLINE STORES

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## ABSTRACT

*This article examines the state of the online shopping market in Uzbekistan. The technologies of how to open and implement an online store are presented and the main stages of opening an online store are described. The following stages of opening online stores are revealed: developing a business plan for an online store and searching for suppliers for an online store, creating an online store website and designing a website design. The prospects for further development of this segment are considered.*

**KEYWORDS**: *Online Store, E-Commerce, Business Plan, Website, Taxes and Tax Systems.*

## INTRODUCTION

In the first decade of the XXI century. New markets for digital products and electronic services have been developed. New search engines, social networks, instant messengers, and many others have appeared. Growing companies offering services of electronic advertising, online commerce, online food delivery, e-education. **[1]**

Internet commerce in Uzbekistan is actively and on a large scale developing, the number of Internet users is increasing, and with them the number of online buyers. At the same time, the competition between online stores is not so great, for example, in the trading world, the number of online stores in each market segment is in the hundreds.

As experts predict, the participants of the electronic market have a few more years to open an online store and gain a foothold in the market. To begin with, it can be some small project, but with time and new investments, it can develop into a large online store. **[2]**

To date, the e-commerce market in Uzbekistan is actively developing and is open to the emergence of new participants. Favorable conditions have developed for opening an online store, primarily due to the fact that the country has already formed the necessary number of Internet users who are ready to make online purchases. World statistics says that when the number of Internet users exceeds 10% of the total population of the country, the e-commerce market begins to develop rapidly. Uzbekistan overcame this figure a long time ago, there are more than 10 million Internet users in the country. **[3]**

## MAIN PART

Let's consider one of the key questions that worries all Internet shopkeepers: how to open and implement an Internet shop and what stages does this process consist of? You can offer the following steps for opening an online store:

- Search for a niche for an online store;

- Development of a business plan for an online store;

- Search for suppliers for the online store;

- Choosing a name for the online store;

- Creation of an online store website;

- Taxes and taxation systems of the online store.

Finding a niche for an online store. So, it is this stage that should be at the head of any undertaking related to business. Contrary to popular belief, it can be recommended to go in this order and try to follow the entire sequence of actions. The search for a niche for future sales must be carried out according to the following evaluation criteria: **[4]**

- Assessment of your personal and personal capabilities. By this phrase, we mean several points at once: assessment of material capabilities, assessment of skills, knowledge and skills;

- Market assessment. No less important criterion. This includes a comprehensive study of the market you plan to enter (volume, potential, competitiveness, etc.).

***Development of a business plan for an online store.*** This is the second equally important stage that will help you in finding the answer to the question: **"how to open an online store?".** The business plan should be the guiding document. It should reflect the maximum number of details and details, including those that were collected at the stage of searching for a niche and studying the current state of affairs in the market.

Among the key points that you should pay attention to when preparing your own store business plan should be the characterizing factors of your audience, its purchasing portraits and abilities; description of the market and its capacity; detailed description of the future product range; the costs of opening and launching an online store, as well as the costs of maintaining its operation until it reaches the break-even point (monthly/quarterly costs) in different sections - payroll, purchases of suppliers, advertising budgets, related costs; as well as forecasts for future business profitability.

***Search for suppliers for the online store.*** In part, this stage intersects with the first two, and, perhaps, even is their integral part, because. Without a preliminary understanding of the cost of goods, as well as its available assortment and quantity, it is difficult to calculate the possible volumes of supplies and put them in the budget. Despite this, we still single out this stage as a separate item and recommend that you take a close look at it. Where can I find suppliers for the online store? In fact, the list is very long: from various catalogs and "yellow" pages, and ending with thematic exhibitions that are regularly held around the world. **[5]**

What should you pay the most attention to? On prices, volumes and conditions that almost any more or less modern supplier will try to impose, because. His task is to sell in large volumes and keep his warehouses full.

***Choosing a name for the online store.*** The most responsible and costly stages of opening a store are over, so you can relax a little and show a little creativity - come up with a name for the future business. Let's not focus too much on this point, we will give just a couple of key tips: memorability and pronunciation. It is these points that are responsible for the most important thing

- how the name and domain name of the online store will sound in the minds of future customers, how easily and quickly they will be remembered.

***Creation of an online store website.*** We can say that this is one more of the list of the most important steps when opening an online store. The success of its future work depends on how competently and efficiently all the mechanisms of the site, interface and design are built. Sophistication and convenience are fully reflected in the level of conversion of visitors to buyers (with the exception of factors independent of the site: unique selling proposition, terms of service, etc.). **[6]**

What you need to pay closer attention to: the choice of platform or network on which the online store will operate. There is no need to chase after free engines, it is not always possible to find ready-made technical solutions (modules) for free engines or even find adequate programmers for them.

Designing the design of an online store website is a very important point, which many novice shopkeepers simply do not pay attention to and completely trust the designers. Meanwhile, online stores are significantly different from conventional sites: the main goal of online stores is to "sell information", and not just show it. That is why it can be recommended to carefully select designers and planners for future stores.

***Taxes and taxation of the online store, its registration with the tax office.*** The solution to the question of how to open an online store is directly related to the stage that everyone is afraid to approach for some reason. This is the choice of the form of ownership for the future store, the choice of the taxation system and the very procedure of going to the tax office in order to register your business.To notify about electronic trade in goods (services), you do not need to visit the tax authority, it is enough to use the electronic form in the taxpayer's personal account. Next, the Public Services Agency under the Ministry of Justice of Uzbekistan, through an automated system, performs state registration and registration, as a new business entity - this is state registration.

The National Register of E-commerce Entities will be transferred to the State Tax Committee, which will modernize it by September 1, 2021 and create a free unified information platform E-trade (hereinafter referred to as the Unified Platform) on the Register for managing e-commerce. Thus, registration and registration of participants in electronic trade in goods (services) will be provided. **[7]**

By September 1, 2021, a personal account of the buyer must be created on the Unified Platform, with the ability to store the history of purchases, payments and electronic receipts and complete confidentiality of data. The data of business entities and individuals using the Single Platform, according to the Tax Code of the Republic of Uzbekistan, is a tax secret.

## RESULTS AND DISCUSSIONS

Existing problems:

• Lack of an effective mechanism for recording and monitoring transactions, as well as persons making them in the digital space;

• Imperfection of tools for identification of e-commerce participants;

• Insecurity of the rights of consumers purchasing goods (services) through e-commerce;

• Development of the informal e-commerce sector and, as a result, the concealment of the tax base.

As a real-life example, there are several companies that run an international advertising platform and these companies run modern advertisements for a wide range of goods and services in an international online store.

At the same time, the seller, using his information site or specially created blogs, inserts his goods and services with full information about them( http://muxtabat3004.blogspot.com/2014/01/colored-pitcher.html,http://muxtabar6007.blogspot.com/2014/01/colored-salad-bowl.html, http://muxtabar314.blogspot.com/2014/01/ plate-with-blue-piping.html).

The buyer selects goods and services from the site in real time, performs the necessary purchase procedures, makes payment (by choosing various payment methods - bank and money transfer, payment through various electronic payment systems WebMoney, PerfectMoney, E-gold, etc.) and receives the goods depending on the terms of delivery. At present, a wide range of products of national folk artisans is widely advertised and sold in the above international advertising platform.

## CONCLUSION

In conclusion, it should be noted that the presence of its own electronic resource allows the company not only to sell goods, but also to send out electronic messages. Therefore, we believe that the introduction of e-business is very beneficial.

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