**New Yahoo Platform**

* Amit Kumar, head of Yahoo Small Business, said the new platform was "a completely reimagined, next-generation version" of a service Yahoo that began 16 years ago.
* The [new Yahoo Stores](https://smallbusiness.yahoo.com/ecommerce) system, said a company blog post, allows users to "turn your idea into a business in less than two minutes."
* The company "took the best of everything we've learned from our million-plus customers over the past 16 years and applied it to Yahoo Stores to give small business owners a more powerful, streamlined and beautiful way to turn their ideas into a business," he said.
* Kumar said the online store can be set up to take orders within minutes, including a secure payment processing system.
* Customers can visit the Yahoo Stores site and select themes from a variety of templates to sell on websites and mobile devices, the company said.

