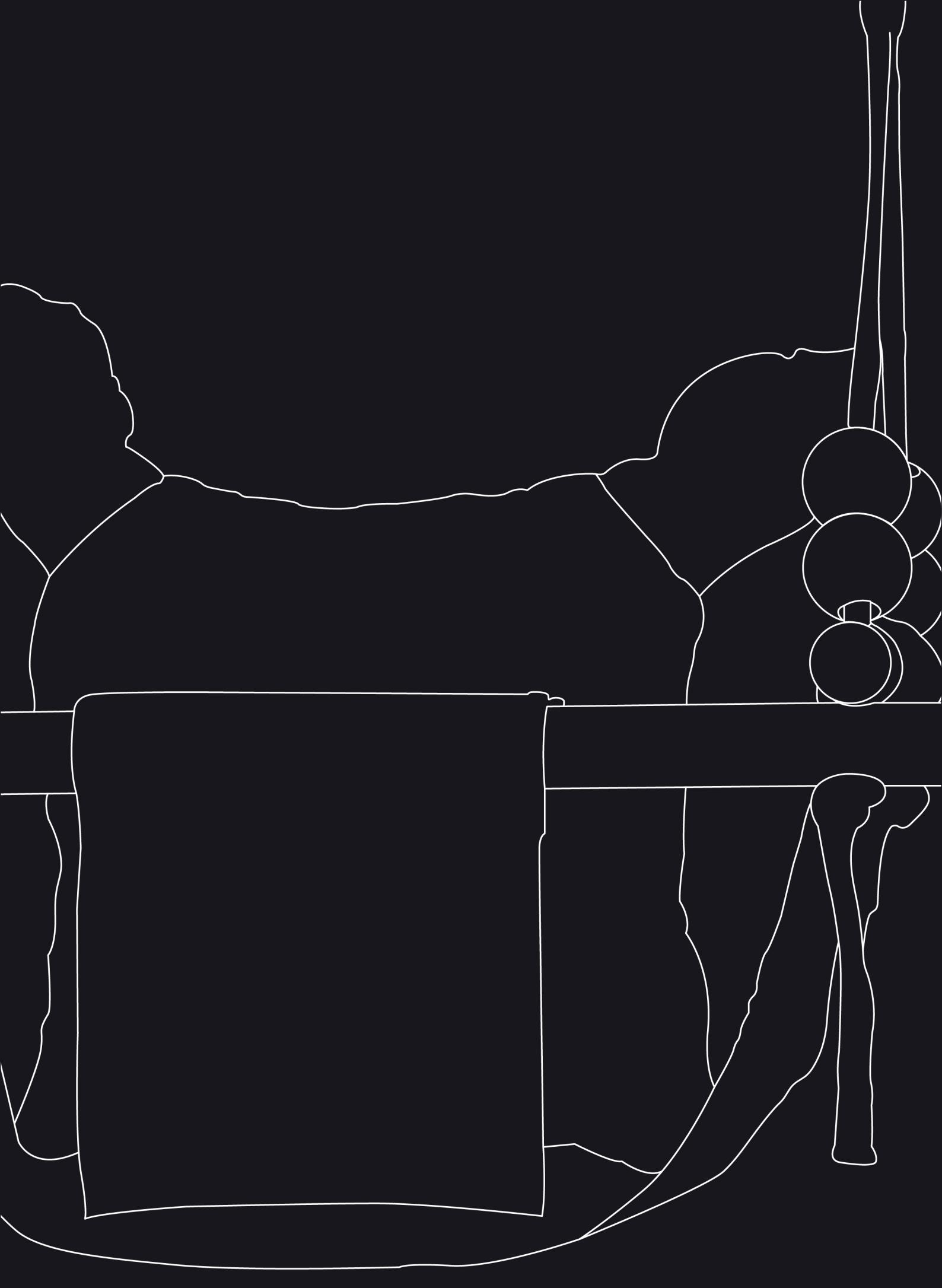


# Sell. Baby products.





# **Introduction to payever for the Baby Products Retail Industry**

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you Dreamed of all  
on one Platform**



# 01

## Industry Research

The baby products industry retails products for babies and toddlers. “Babies” are defined as children ranging from newborns to age one, but to classify baby care products and other paraphernalia according to age-suitability is difficult as a number of baby products such as shampoos, toys, and pacifiers are also used by toddlers and sometimes even preschoolers.

Baby care products are obviously sold by retailers to parents and grandparents through three primary mass channels which are supermarkets, chain drugstores, and mass merchandisers. They are also sold through natural grocery stores like Whole Food Markets and baby boutiques.

Baby products include:

**Baby formula**

**Baby clothes and footwear**

**Burping cloths**

**Baby care products like lotions, skincare ointments, bath liquids, shampoos, petroleum jelly, and soaps**

**Baby cleaning products like cotton balls, diaper wipes, diapers, and other diaper changing supplies**

**Baby nail clippers, tweezers, and scissors**

**Baby combs and  
soft baby brush**

**Baby tub**

**Baby safety products like  
strollers and car seats**

**Furniture like a high chair,  
changing table and cot**

**Medical Equipment  
including**  
**Digital Thermometers,  
Nasal Aspirators, Cool  
Mist Humidifiers, Heating  
pads, Hydrogen Peroxide  
for cuts, and baby-friendly  
sunscreen**

**Baby toys and hobby goods**

## Market size

The global baby products market size is expected to reach

**\$16.78 billion  
by 2025,**

according to a new report by Grand View Research, Inc.  
The market is anticipated to register a healthy

**CAGR of 5.5%**

over the forecast period.



## Industry Growth

The population is growing at an exponential rate in the emerging economies of Asia Pacific (including India and China) which is likely to [drive the demand for baby products over the forecast period](#). Increased spending capacity in developed economies of North America and Europe will also contribute to industry growth over the next few years.

There is also increased awareness about a baby's nutrition needs, hygiene, and safety which fuels the demand further. The Industry has also seen a lot of innovation which also increases the probability of growth in the industry.

## **The Baby Cosmetics and toiletries segment holds the largest share in the global market.**

Cosmetics care for the infant skin, provide nourishment, resist swelling, itching, rashes, and inflammations. Apart from that, they possess antibacterial, antifungal, antimicrobial properties, which soothe and provide luster to the skin.

The online baby market is regarded as a niche market. Just like other industries, [\*\*the Online Baby Product Sales industry\*\*](#), which sells products to parents and family for infants and toddlers such as furniture, toys, strollers, formula, apparel, and diapers over the internet, has expanded rapidly over the past five years to 2019.



Online merchants have benefited from rising consumer acceptance of online shopping, both through traditional websites and mobile websites and applications.

The increase in broadband internet and smartphones, along with consumers' increasing reliance on the internet for activities such as shopping, has driven online demand for industry products. As a result, industry revenue is forecast to

**increase at an annualized rate of 10.2% to \$8.6 billion over the five years to 2019, including the growth of 8.9% in 2019.**

When consumers, however, search for products online,

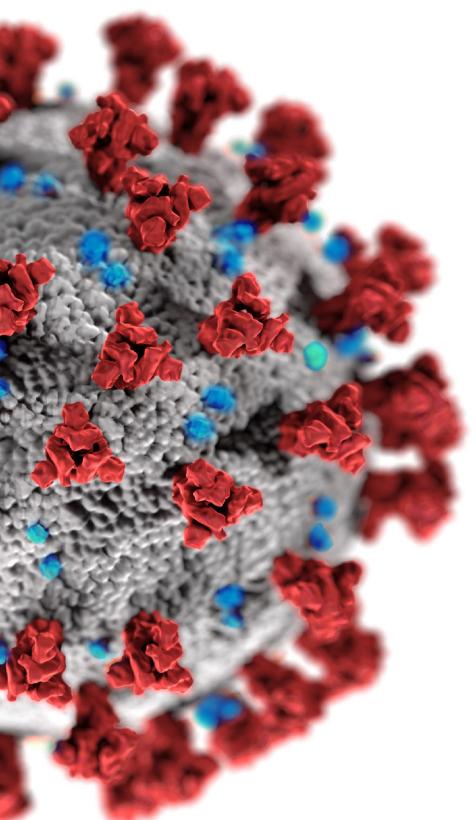
**Amazon currently dominates the field as the overall market leader (combined with a subsidiary which is Diapers.com), owning 7.3–10.6 percent of all baby products sold in the U.S. online,**

**while Walmart.com represents 3.7–5.8 percent of total purchases, and Target grabs 3.3–4.3 percent.**



**Amazon, according to the data, controls about 43 percent of the online baby products market, as opposed to Walmart's 23 percent and Target's 18 percent.**

If you want to start an online store in this industry today, you will have to think "omnichannel" which includes marketplaces like Amazon.



## Impact of the Coronavirus Pandemic

We don't know what impact COVID-19 will have on the baby products retail industry, but one thing is certain. If you don't have an online store, the impact on your business will be that much larger. The ability to upload products onto your e-commerce store and to sell them online will be very much in your favor. Payever is also positioned to help you with all these changes in consumer behavior in the Baby Products retail market. Let's take a closer look:



# PESTEL analysis

Before we discuss the PESTEL analysis for the Baby Products Retail Industry, we first need to understand what a PESTEL analysis is. A [PESTEL analysis](#) can quite simply be described as a framework or tool which is commonly used by marketers to analyze and monitor the macro-environmental (external marketing environment) factors that have an impact on an organization.

The results of such an analysis are used to identify threats and weaknesses which are used in a SWOT analysis.

The acronym stands for:

**Political  
Economic  
Social  
Technological  
Environmental  
Legal**



Now let's take a look at the PESTEL analysis for the Baby Products Retail Industry.

**The baby products industry is one of the most competitive in the world.**



## Political Factors

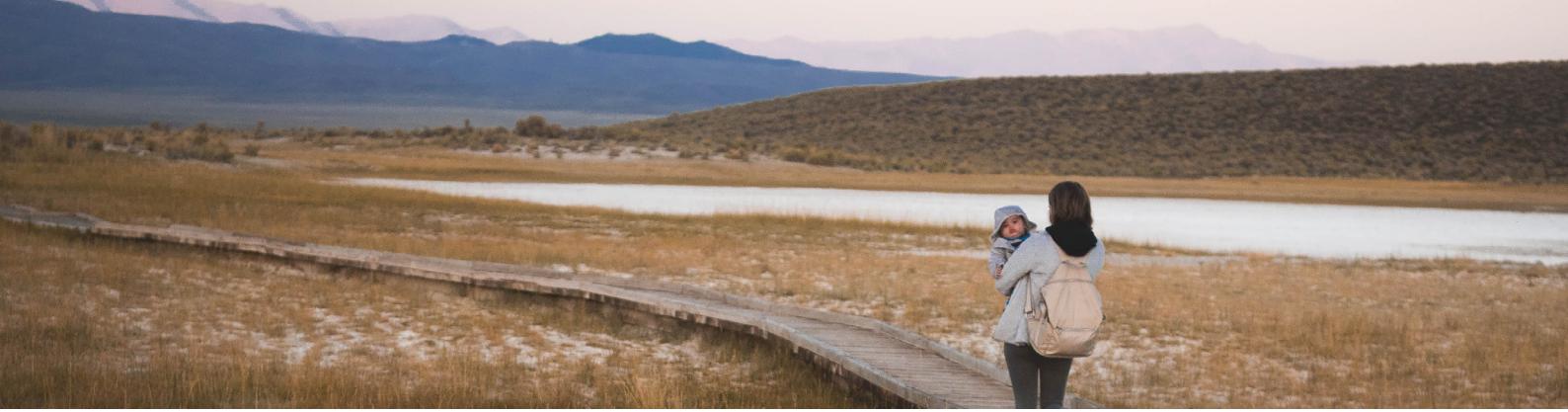
As always political factors do play a significant role in any industry where a business is conducted.

Government regulations like taxation, labor policy, and excise duties have to be adhered to in any country and by all industries. These factors may be a threat, as these policies will change with the change in government.

Governments devise rules and regulations and its citizens, businesses and the entire retail industry (inclusive of the Baby Products Industry) have to adhere to these Rules. [Laws and Regulations](#) can have a detrimental impact on the profit and revenue stream of businesses. If the government raises sales taxes, then it would increase the prices of the product and services. People will be more thoughtful when making their purchases which can lead to a decrease in sales. Fewer sales mean smaller profits.

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Political factors play that can [play a significant role in determining the factors](#) that can impact Baby Products retailers like for example the Baby Bunting Group Ltd. are:

**The probability of long term profitability in a certain country or market especially if the merchant is conducting its business in more than one country and can subsequently expose itself to a variety of political environment and political system risks.**

**The ability to achieve success in such a dynamic industry and across a number of countries. This can be done by diversifying the systematic risks of the political environment.**

Companies, like for example the Baby Bunting Group, can consider the following factors before entering a certain market:

**Political stability and importance of the Retailing sector in the country's economy.**

**Risk of military invasion**

**Level of corruption -  
especially levels of regulation  
in the Retailing sector**

**Bureaucracy and interference  
in the Retailing industry by the  
government**

**Legal framework for contract  
enforcement**

**Intellectual property protection**

**Trade regulations & tariffs  
related to Retailing**

**Favored trading partners**

**Anti-trust laws  
related to Retailing**



**Pricing regulations**  
**(Are there any pricing regulatory mechanisms for Retail businesses?)**

**Taxation - tax rates and incentives**

**Wage legislation - minimum wage and overtime**

**Work week regulations in the retail business**

**Mandatory employee benefits**

**Industrial safety regulations in the Retailing sector**

Other political factors can include:

**Changing regulations surrounding food standards and marketing actions**

**Government stability in new emerging economies – the question of risk as part of the globalization process**

**Changing global regulations – there may be a standardized practice yet a local adaptation to different political forces**



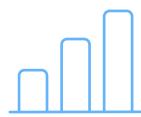
The political factors in the Johnson & Johnson PESTLE Analysis can be explained as follows:

**If one considers Johnson & Johnson which is in the field of manufacturing amongst other baby consumer products,**

medical equipment, and pharmaceuticals, government intervention may be one of the most important factors to predict the growth and profit of this growing sector.

If a government and the political climate in that particular market is stable, it is better for the overall development and growth of a company. Since Johnson & Johnson does business on a global basis it has to consider the various political scenarios of all the countries it has its presence in.

The level of corruption experienced in a country due to the political influence is also a major concern for the business of such a company.



## Economic Factors

Economic volatility can obviously affect the sales and profits of any industry or sector. The Global Financial crisis of 2008 is a case in point and so is Brexit, the US-China Trade War, and the impact of COVID-19.

All of these have an impact on the global economy and subsequently on the spending behavior of the Consumer and consequently on the spending habits of other businesses.

These factors lie outside the control of the business owner and small companies need to adapt fast in order to stay in operation and to stay competitive. The way in which they adapt to these challenges will determine their ability to differentiate themselves from their competitors and their overall success in the industry.



## **Economic factors in the baby products retail industry are all those that have an effect on a country's economy**

such as for example changes in the inflation rate, the foreign exchange rate, the interest rate, the gross domestic product, and the current stage of the economic cycle.

All of these factors, and consequently the impact which they have on aggregate demand, investment, and business confidence, in general, have the potential to make any business in the industry either highly profitable or extremely likely to incur a loss.

The economic factors which the Baby Care Products Market may be sensitive to, (and in turn should be considered before investing) may include the following:

**The economic system that is currently operational in the sector in question- whether it is a monopoly, an oligopoly, or something similar to a perfect competition economic system**

**The GDP growth in the country and how it will affect companies like FirstCry.com**

**The interest rates in a country will have an effect on the spending power of consumers**

**Supply and demand factors will have an impact on a business**

**The exchange rate of the country as well as the stability of the currency is also important- an unstable currency discourages international investors**



**The level of employment will also impact on the industry  
A high level of unemployment in a country can impact on the spending power of consumers**

A sluggish economy leads to a decrease in consumer confidence and can cause people to spend less, a decline in sales, and will lead retailers to sell their products at lower prices. [Economic and governmental factors often overlap](#) in areas like corporate taxation, import and export laws, and inflation, which can also result in a decline in consumer purchasing power.



## Social Factors

Socio-cultural factors also have an inevitable impact on any industry and the Baby Products Retail industry is no different.

The public is more health-conscious these days which is the main social factor that a business must monitor closely. People these days want to live a healthy life and want their children to also live a healthy and safe life. They are willing to spend on products that help them stay healthy.

A major target audience is women who are the care-takers. People are also worried about healthy eating habits. Obesity is one of the main reasons for illnesses like diabetes.

These are some of the social factors taken into consideration by companies with baby products like [Johnson & Johnson](#).



Shared beliefs and attitudes of the population play a great role in how marketers at companies like the Baby Bunting Group Limited will understand their customers the manner in which they will design the marketing message for Baby Products Retailing consumers.

Social factors that a business such as the Baby Bunting Group Limited should analyze include:

**Demographics and skill level of the population**

**Class structure, hierarchy, and power structure in society**

**Education level as well as education standard in the Baby Products industry**

**Culture (gender roles, social conventions, etc.)**

**Entrepreneurial spirit and the broader nature of society**  
Some societies encourage entrepreneurship while some don't

**Attitudes (health, environmental consciousness, etc.)**

**Leisure interests**

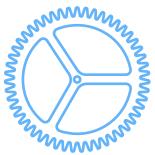


## Changes in social values and trends impact the products

which are sold by retailers and also how these retailers relate to their consumers.

The retail industry, inclusive of the baby products retail market, finds itself to be under severe pressure to **develop and implement socially responsible business practices**, like for example selling environmentally-friendly products and removing recalled or controversial products from their shelves.

Government and social factors will necessarily overlap in many areas including in areas such as employment discrimination. Retailers that under these circumstances fail to conform to new social norms may lose their business and their customers.



## Technological Factors

Sales, marketing, and consumer choices (the buyer's journey) are all affected by globalization, IT, and the internet.

The internet has almost no borders (apart from authoritarian governments), which makes the buying and selling process much faster, more efficient, and more readily available.

Technology also creates an opportunity for new products for baby products retail companies to sell. Technology however also plays a huge role in changing the way retail companies do business. **Technological advancements** such as the internet offer retail customers additional shopping options.



## **Technology can impact a business either negatively or positively.**

With the introduction of new baby products, new technologies, and services, a particular marketplace can have a tough time adjusting. It is consequently important to assess the technology from all angles.

Specific items that need to be investigated include the spending of a government and a business on any technological research, the life cycle of current technology, the role of the internet and how any changes to it may play out, and the impact of potential information technology changes.

**Technological factors** that may influence companies like FirstCry.com may include the following:

**The recent technological developments and breakthroughs made by competitors.**

If a business encounters new technology that is gaining popularity in the industry it should monitor the level of popularity and growth as well as the level it is disrupting its competitors' revenues. This could increase the level of urgency required to respond to new innovations, either by matching the technology or finding an innovative alternative.



**How much of an improvement technology will lead to for example transform what the product can offer?**

**The impact of the technology on the costs that businesses in the industry may potentially incur which may lead to an increase or reduction in profits**

Other factors are:

**The rise of social media,  
consumers interacting with  
firms, and being able to do so  
across a range of platforms**

**Innovation fuelled by  
technological developments**

**E-commerce as a platform  
for development**

**Omni-channel selling  
like an online shop  
being able to sell on Amazon**



## Environmental Factors

Everything people use these days inevitably impacts on the environment, including baby products.

Plastic waste has increased on land but has a devastating effect on the oceans as it takes hundreds of years to decompose and often get consumed by animals and clogs up their digestive systems.

[According to Statistics Market Research Consulting](#), plastic is one of the most used packaging materials for this market due to its lightweight nature, which helps in carrying the products.

## Baby care products

play an important role due to its feasibility and attraction. It predicts an annual market growth of 6.8% from 2017 to 2026.

"The attractiveness and appealing display of baby care products are driving market growth. However, the environmental concerns are limiting the market," [says the report](#).

North America has an [increased demand](#) due to government regulations for baby care and its government has strict policies concerning baby products, material, and packaging. The increasing population and rising birth rate in the region increase the growth of the market. There is a greater need for product innovation and faster adoption of new packaging technology.



Baby care products such as diapers and shower products designed for children below three years of age also have an impact on the environment.

**Growing awareness about the presence of harmful chemicals in personal care products affects how consumers make their purchasing choices.**

They are more inclined to buy organic baby personal care products which have a result of the increase in demand for organic products.

The report covers cans, bottles, pouches, tubes, and other products. Materials covered include glass, plastic, metal, paper, and other materials.

**The development of cost-effective baby personal care products, greater transparency of businesses in terms of the use of ingredients and innovations in creating new ranges of products can create high revenue opportunities for the industry.**

Other factors to consider are:

**Increased attention  
directed towards corporate  
social responsibility.**

**Environmental concerns  
from consumers including  
concerns overpackaging/  
recycling**



## Legal Factors

Just like any other Industry in any Country, the Baby Products Industry is subject to Laws and Regulations. The Industry is subject to the same customs and excise, and taxation laws than any other industry in operation today. The same Labour Laws apply as well as import and export restrictions.

The following section is a list of legal aspects to take into consideration to improve product acceptance.

## **Ensure compliance with all applicable code, statute, or product regulations.**

Before manufacturing, marketing, and selling a product, a business must determine that all the applicable codes and standards that will apply to the product are adhered to.

## **Proper documentation and record retention.**

A company must monitor the manufacturing of its products for quality compliance and it must be properly documented and accessible.

## **Properly manage any and all outsourcing for quality.**

Although a company may defer some of its liability to a manufacturer, the business continues to have an obligation to ensure that its products meet the strict quality standards that it has set.

## **Contract management.**

A business can protect itself by drafting a proper contract with the required terms to protect it against future liability. Taking the time to ensure that all provisions and agreements are carefully set out in the contract saves time and a lot of energy when a dispute arises. A contract is also a perfect place to allocate risk.

## **Proper training.**

It is important that businesses properly train their employees on safety, regulatory guidelines, and proper company procedures.

## **Monitoring product performance.**

A company should continue to monitor the performance and safety of its products to ensure that there is not a latent defect and that the product is performing as expected. With social media platforms, a business has a range of technologies at its disposal to monitor the performance of its product.



Other legal aspects to take into consideration are:

**The changing nature of regulations**

**The need to adhere to global regulations and changes across different international markets**

**02**

**The Biggest  
Obstacles  
Faced by  
Business  
Owners within  
the Baby  
Products  
Retail Industry**



# **Significant changes took place in the Baby Products retail industry over the past few years.**

Baby Products retailers that operate online are growing in popularity. The amount of revenue that can be created by taking your business online makes it a necessity. In order for your business to grow e-commerce should be an integral part of your Baby Products retail business.

## **In making their purchasing decisions,**

consumers are increasingly looking for a seamless and positive experience. And that applies to the Baby Products Retail industry as well.

Let's answer the question of whether or not you should take your business online (irrespective of the Industry involved):



**More than  
80% of people go online  
to review a product before  
deciding to purchase it.  
Review sites, blogs, and forums  
provide a lot of information to  
consumers and will influence  
their purchasing habits. If  
they don't find your business  
online (product or service), you  
stand the risk of losing a lot of  
potential income.**

**If you decide to take  
your business online-only,  
you save overhead costs,  
like rent and the payment  
of salaries to salespeople  
and managers. Taking  
your business online  
can potentially save you  
thousands of dollars.**



**The Internet is perfect for marketing.**  
**Online marketing and advertising are a lot cheaper than Billboards and Radio and Television ads. You can also track your marketing efforts whilst the same can't be said of other traditional marketing methods.**

**You can reduce the carbon footprint of your Company as everything can be done electronically (people can work from home, leading to fewer carbon emissions) and stored online (which saves paper).**

**Going online and especially having an online store (irrespective of the industry you are in), means your business is open for business around the clock and every day of the year.**

**You can build a much better customer relationship as customers will be able to communicate with you through social media channels and your website.**

**Your business can go global.**  
The Internet knows no borders  
and if you have an online  
business people everywhere  
around the world can view  
your products and services  
**online.**

**You can even conduct your  
business while you are on  
holiday and with the recent  
events in mind, while you are  
in “lockdown”.**

**These days, if a client or consumer looks for your website and doesn't find it, you lose credibility and they may go to your competitors who do have websites.**

Now that you know it is a necessity and not a "nice-to-have" to take your business online, we can take a look at the top challenges in the online Baby Products retail industry as well as any other business owner that wants to take their business online.



## **Content:** **Photography/Videography**

In order for you to distinguish your business from the others in any highly competitive industry, you need to know what your customers want.

Customers in online business, in general, want to stand out from the crowd and they want to feel that they are unique. How do you as an online business owner accomplish that?

Customers and clients in other industries are also looking at the manner in which businesses are putting themselves forward on the Internet. Here it matters what the content of your website looks like and how your products and services answer the pain points of potential customers.

## **Think of the Internet as your shop front or the display of your services.**

Tools like “Google-my-Business” adds to the effect. People don’t go to the yellow pages anymore, they visit websites, online business listings, and social media platforms. You can’t display your business properly if you don’t have a website. Even if you have a website, and you display tiny pixelated images and poor content, your customers will go to your competitors.

Visual experiences are regarded to be of great importance to the online consumer (in any Industry) and they need to view the product from different angles to be able to gather all the necessary information on a particular product during their online shopping expedition or in their quest to find an appropriate service delivered by a B2B Company. With a services website, customer experience is equally important.

## **Online product presentations with**

stunning photography or videography and integrative image technologies like zoom and 3D viewing, are important attributes of websites that sell products as they provide visual product information.

To meet the challenge of providing the best possible online experience, the main barriers for small and medium online enterprises in relation to professional photography and videography is the high cost of purchasing or leasing the equipment. Uploading high-quality images and videos of your products and services are, however, a requirement.

## **Low-quality images and videos can damage your brand's image.**

**Statistics** have proven that 62% of consumers have a negative perception of a brand after experiencing a poor-quality video, while 60% no longer want to engage with the brand and 23% hesitate to make a purchase. A low-quality image or video can make your business seem to be of a low quality itself.

Taking good quality images and shooting high-quality videos can however add up and make it impossible for a small and medium-sized business owner to afford.

Let's have a quick look at the costs involved in conducting a photoshoot.

Photography Fees

**Session**  
**\$50 to 300 per hour**

**Prints**  
**\$24 to 76 per**  
**8x10 inch print**

**Licensing Fee**  
**10% to 100% of photo**  
**production fees**

**Digital image files**  
**\$200 to \$1,500**

**Travel Fees**  
**\$25 to \$200 based**  
**on distance**

**Retainer Fees**  
**50% of the project**

**Photo editing**  
**\$25 to \$150 per hour**

## To rent the Photography equipment

and do it yourself can be even more expensive as you need to rent the right type of camera, like Canon or Nikon and the various lenses (you use different types of lenses for different angles) and the support gear like lighting equipment, tripods, backdrops, etc. These kinds of **rentals** add up to separate prices for the separate gear.

Let's look at what it costs to rent a camera with two lenses and a tripod.

**Canon EOS 5D  
Mark IV Digital SLR**  
**\$125.00 for 7 Days**

**Canon EF 24 70 mm  
f/2.8L USM II Lens**  
**\$61 for 7 days**

**Canon EF 50 mm  
f/1.2L USM Lens**  
**\$58 for 7 days**

**Sachtler Ace M  
Fluid Head Tripod**  
**\$75 for 7 days**

## **When considering other Industries**

(retail and business), you need to know what professional photographers charge.

**Photographers charge** between \$25 and \$500 per hour. Prices largely depend on their skill level and what type of event they are shooting. Extra costs include travel time, prints, digital image files, and photo editing fees.

A photographer's **day rate** can be anything between \$300 and \$3,000 depending on the number of hours worked on the project, the number of hours to do the setup, and how many images the client requests.

# **Per image, the photographer can also charge you between \$150 to \$500.**

In the services industry, you need professional portrait photographs taken of the owner and other people who play a pivotal role in your business. A [portrait photography](#) session can cost anything from \$150 to \$500.

For any product photography session (Consumer Electronic Retail, food, vehicles, furniture, and any other retail products), photographers charge between \$35 to \$170 per image.



## **As a small and medium-sized business owner,**

you are probably already cringing and you are not to blame. The costs of renting the lighting (strobes and continuous lighting), flashes, light stands, and camera mounts and insurance have not even been included in the above pricing table.

Renting the right kind of video gear is even more expensive, for example renting a [Canon XC15 4K Professional Camcorder](#) amounts to \$141.00 for 7 days and then you also need to add additional equipment like lighting and tripods.

# Renting a Photography Studio

In order to do your product shoot, you will need a controlled environment with the right models and the right kind of props which will add to further costs.

You will need to rent a studio that is flexible and meets your needs and vision. To [rent such a studio](#) can range from anything between \$100 an hour to \$500 an hour.

In order to take your photos with the right kind of lenses and lighting and shooting your videos at the right kind of angles, you will need a proper understanding of the equipment and once the photos have been taken and the videos recorded, you will need the technical know-how to process them. For this, you will also need very expensive software like [Adobe Photoshop](#) which comes at a price of between \$11.49/month and \$60.94/month.

When one considers the PESTEL analysis above and from that take the fact that website designs and attributes change regularly, you may have to multiply these costs by at least four times. These costs alone make it almost impossible for a small or medium-sized online car and motorcycle dealer to make a profit.

We will now discuss the other requirements to set up a successful online retailing business.



# Design

Online stores are extremely competitive in nature. They have to not only compete with large established brands like Johnson & Johnson but also with the smaller more "mainstream" Competitors. All of these brands (including yours) are vying for the attention of online businesses and shoppers.

The websites of the best brands, irrespective of whether they are big or small have some things in common:

**They visually  
communicate with  
their customers in a  
very effective manner**

**They sell  
a specific look**

**They all use product  
and category descriptions**

**Their “About page” is  
appealing and tells  
a story**

**They don't sell  
products on their  
Home Page**

**New Products  
are introduced  
on a regular basis**

**Customers are invited  
to be part of their  
community**

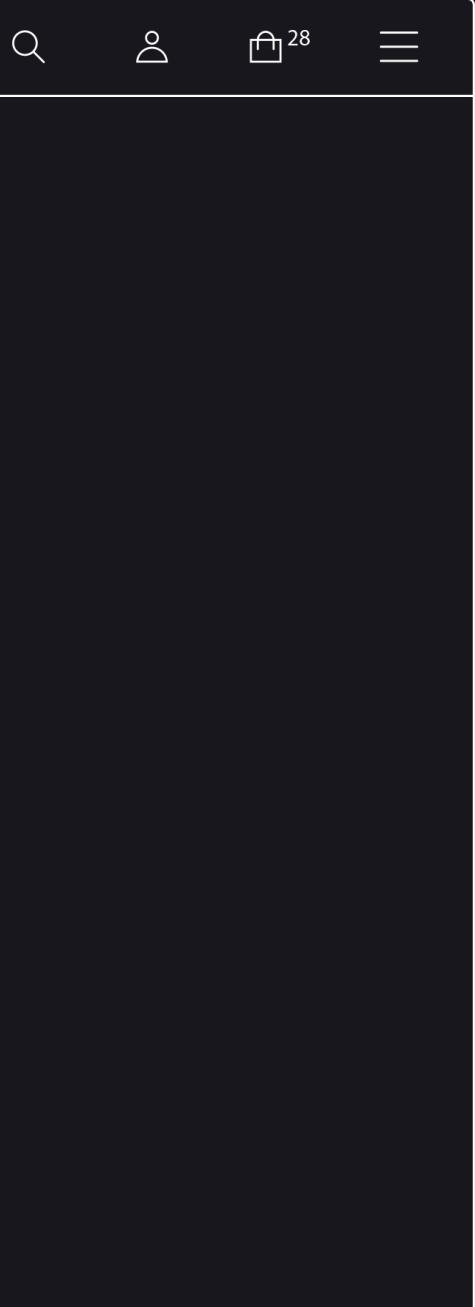
**Shoppers and business  
people don't have  
any difficulty  
in finding and buying  
the right baby product  
for their babies**

**Customer Reviews  
are leveraged to sell  
their products**



## **By now you would have realized**

that an online shop or a website is a necessity and beautiful content is a requirement. To post that content can't just be limited to a Facebook and Instagram Page. You need a beautifully designed website, with e-commerce capabilities and a look that makes it stand out from the rest.



# How do you get a Website that meets all of these requirements?

In general, you will have to approach a website design agency that is able to design your website and develop it to have the e-commerce capabilities you need.

Website Design Agencies do not come cheap. On average, the design and development of an eCommerce website (irrespective of the industry) cost [between \\$20,000 and \\$210,000](#).

These costs are for the basic type of e-commerce website and do not include custom features like a search functionality or monitoring stock levels, which are all features that an online baby products retailer will need. You will also not have a beautiful website with the banners and customer engagement capabilities that other brands have.

It is safe to say that the costs involved in designing and launching such a website are almost insurmountable for small and medium-sized businesses and can be regarded as one of the biggest stumbling blocks of launching your new business.

# Technology

Why would you need to hire a Website Design Agency in the first place? The fact of the matter is that most people starting out with a new business (other than a Website Design business) do not have the necessary coding knowledge or the time to figure it out.

Let's say you do decide to do it yourself. You will need to firstly decide on what the look of your website (regardless of whether it is for retail or services) should be, browse the various online stores selling website themes, and then you must buy a license to use that theme which has to be renewed on an annual basis. Now you have to learn to incorporate platforms such as WooCommerce with your new theme.

None of the themes bought off the shelf have all of the features that a professional-looking online retail shop or business needs. You will have to learn PHP, HTML, and any other necessary coding language and do it fast because every day that passes is money down the drain. In the end, you will decide to go the Agency route which brings you back to square one and all the costs discussed under "Design".

# The Alternative to a Professionally Designed Website

The alternative to a professionally designed website is to choose a generic shop system subscription. This subscription-based shop system usually comes at a monthly rate. Shopify, for example, charges anything from between [\\$29 per month to \\$299 per month](#) that doesn't allow you to personalize your website without paying developers on top - so ultimately there are a lot of hidden costs involved.

The problem with choosing to go this route is that such an option does not allow for any personalization and within a competitive market, your business will fade into the background. You will consequently have to hire a developer, in any event, to help you to make your site more competitive.

# The Hidden Costs

There are a number of hidden costs that new business owners may not be aware of when they decide to design and launch a new website.

These are:

You need to purchase a Domain Name. That is the name that comes after the www. (like www.google.com). A domain name is used in a URL to identify your web page. Choosing a domain name is very important, not only to identify your business but for search engine optimization (SEO).

There are different domain name extensions. The most popular one is .com. This is also called a top-level domain and is obviously the most expensive. There are many other options like .org, .net, .tv, .info, .io, and more. If you want to buy a domain name that somebody already owns, it may cost you a lot of money. Alternatively, you can buy a brand new domain name. The average cost for a brand new domain will typically be anywhere from \$10-12, depending upon the registrar you choose and the length of your registration contract. The domain has to be renewed on an annual basis.

# Website Hosting

In order for your website to be active on the Internet, you need to have website hosting. A **web hosting company** makes it possible for your website to be accessed by everyone on the internet. You can, for example, buy shared server hosting space or dedicated server hosting space. Hosting companies are, for example, Bluehost, HostGator, GoDaddy, etc. Shared hosting costs anywhere from \$2.75 – \$15/month, and dedicated **hosting costs** between \$80 – \$730/month. It will depend on the size of your website and more importantly the speed and uptime of your website, what kind of hosting package you will need to buy.

For hosting you also have a cloud-based solution that you can consider, or you can have a physical server that stores and runs all your data. Physical servers can be very expensive and require a lot of upfront costs so it doesn't make sense for business owners starting out or that are just growing their business.

Cloud-based solutions give you more benefits since users can access the application from anywhere over the Internet. Business owners, therefore, do not have to worry about hosting & data security and are not tied to a specific device. Maintenance and software updates are also done automatically. The benefit of cloud hosting is also that your website stays intact and doesn't stand a chance of "breaking" or going offline. Cloud-based services are provided by companies such as Amazon, Google, or Microsoft.

```
ter.navigate(c.router.navigate(c.url), {  
    . $el.addClass("iframe-ready"),  
    . removeClass("iframe-ready"),  
    trigger("preview:close"),  
, this.$el.toggleClass("with-device",  
view-device", c), this.toggleDeviceOrientation()
```

# An SSL Certificate

If you don't want your website to be blocked by Security Software or search engines like Google Chrome, you will need to get an SSL certificate. Your website then gets that **little green lock in the URL bar** of a browser.

This is also required for any website handling financial transactions, or where users need to login to the website. As your website will be an online Toys and Games Products retailing site, you will be required to get an SSL certificate. The [costs for SSL certificates](#) range from free to \$450 per year, with an average price of around \$50.

# **Plug-Ins, Updates, and Templates**

Content Management Systems (CMS) like WordPress come with limitations. There is always a need to customize the general template. Costs are incurred for the buying of:

**A Theme**

**The license of the Theme**

**Plugins for functionality**

**Website security**

**Website Maintenance**

**(WordPress, the themes and plugins  
need to be updated regularly and the  
security of the website also needs  
regular maintenance and updating)**

**The installation of  
WooCommerce functionality  
The integration of Payment Gateways**

All of the above products and functionalities come at a price. The price also varies in relation to the fact whether you purchase a basic or a pro version. The price will depend on the type of functionality and the quality and look of the website.

# Search Engine Optimisation

As a business owner, it is very important that you are aware of the importance of search engine optimization (SEO). If you want to **boost website traffic**, reach more customers, and increase conversions on your website, SEO is a necessity. You do that with the strategic use of keywords, URL names, page titles, meta descriptions, headings, and site content. Agencies **charge on average between \$400 and \$10 000** for an SEO Project (optimizing your website for search engines).

Alternatively, you need to make use of SEO Plugins like Yoast, where the license (which has to be renewed annually) comes at \$89. In respect of Yoast, it will be a necessity to purchase the Premium version if you want to save a lot of time, and if you want accurate Content insights.

# Digital Marketing

SEO is part of Digital Marketing and has been dealt with already. According to [Investopedia](#), “digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers.”

There are 8 types of [digital marketing efforts](#) that can be utilized to market your business. These are:

**Website marketing**  
**(Designing and launching a professional website)**

**Pay-per-click advertising**  
**(Google AdWords)**

**Content marketing**  
**(SEO)**

**Email marketing**  
**(for example MailChimp)**

**Social Media Marketing**  
(Facebook, Twitter, and  
Instagram Ads)

**Affiliate Marketing**  
(Influencers promote other  
people's products for money)

**Video Marketing**  
(YouTube, Facebook Videos,  
IGTV and TikTok)

**SMS Messaging**

## **For marketing and driving traffic to your website**

you either have the knowledge and experience of running paid advertising on channels like Facebook, Instagram, Google, Youtube, Linkedin, Pinterest, Twitter or you have to hire a marketing agency or a freelancer to run the ads for you.

The average digital marketing **budget ranges from anything between \$30 000 to \$145 000.**

In addition business owners need to deal with Google Analytics, Social Media Analytics, retargeting traffic, and setting up a marketing/sales funnel.



# Logistics

An online business or retailer in most cases can't serve their end-customers on the Internet without overhauling their existing logistics network. The challenge is to meet high customer service expectations at relatively low costs.

**E-retailing has different fulfillment characteristics from traditional offline retailing.** E-retailing demands an agile, high velocity, accurate, and customized approach to logistics. The typical customer is, for example, someone who buys something on impulse or according to seasonal demand, price, and convenience. You will have to ship that order to the customer anywhere in the world. Tracking the information of the shipped products at any given time along the supply chain has its own challenges and then you will also have to deal with customer inquiries and product returns. This must all be done at speed at far lower costs compared to traditional shipping and fulfillment.

## **Logistics can, therefore, be extremely time-consuming**

if you don't have your own fulfillment process set up because you have to ship everything yourself. Once you start to scale your business the handling of the logistics becomes unsustainable. On top of that if you don't have a logistics provider you have to pay for storage and shipping which is also expensive.

# Payments

A [payment gateway](#) is a service provided to online merchants. It processes credit card payments for e-commerce sites. Popular payment gateways include PayPal/Braintree, Stripe, and Square.

There are generally three kinds of payment gateways:

## Redirects (PayPal)

**Checkout on site,  
payment off-site**  
(Stripe - the front-end  
checkout occurs on your site,  
but the backend processing  
happens through  
Stripe's back-end)

**On-site payments**  
(the checkout and payment  
processing all happen on  
your site)



## As an online retailer,

you know that every variable counts. Retail has a [cart abandonment rate of 75%](#). As a business owner, you consequently need to make any improvements you can possibly make to the shopping experience of your customer without negatively affecting your bottom line.

Integrating a wide range of payments to your website increases your conversion rate since it grants potential customers more options to choose their preferred payment method.



## Statistics/ Data

Analyzing and storing data and statistics can be expensive and can require software or programs that will allow organizations to take advantage of the data they possess to uncover business opportunities and increase revenue. Software such as Capterra will, however, cost business owners additional money over the costs they already need to incur when they launch their business online.

# **Analytics**

The retail business is incredibly competitive. Keeping up with industry trends is consequently essential to stay ahead of the market particularly in such an omnichannel business space as online retail.

Retailers are also supposed to be very customer-centric and they are therefore under constant pressure to improve customer service and to retain them for longer periods.

It is for this reason that retailers need analytics. They need to be able to understand business information and gain meaningful insights to be able to overcome any challenges by making data-driven decisions.



# Retail analytics

is the process of studying retail business information and providing actionable insights on the various critical aspects of retail, such as supply chain, inventories, customer demands, and more.

It is evident that analytics requires experience and technical know-how to be able to use your existing statistics to make data-driven decisions. This costs more time and money. Should you decide to hire a freelance data Scientist to do the job for you, the average project can cost you [up to \\$400](#). Should you, however, decide to do it yourself, the average costs of Business Intelligence Software are [about \\$3,000 per year](#).

# 3rd Party Solutions

An **omnichannel** is a multichannel approach to sales that seeks to provide customers with a seamless shopping experience, whether they're shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store.

Being able to integrate 3rd party solutions into your online business is also important in order to guarantee that you have all your preferred solutions available on your website. These integrations include Payment Gateways such as PayPal and Stripe and integration with shopping platforms such as Google Shopping, eBay, and Amazon. These integrations will allow you to become a successful omnichannel retail seller.

# 03

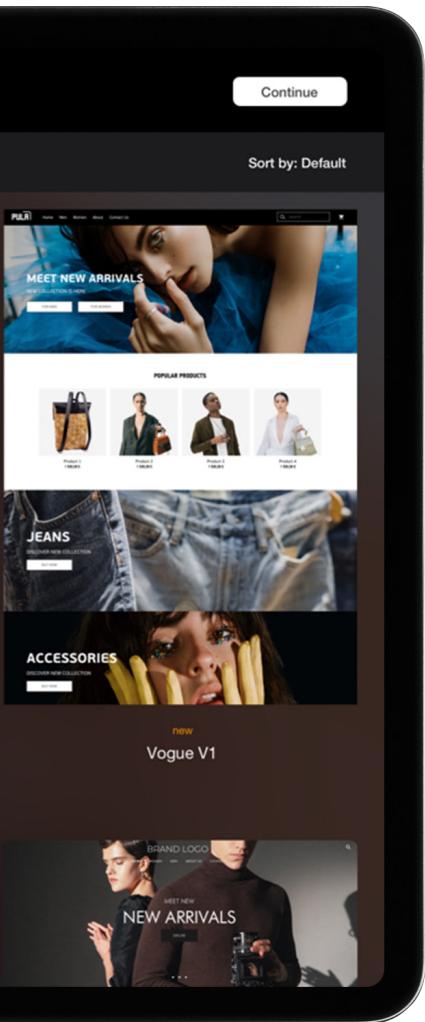
**Inspirational  
Solutions  
Offered by  
payever to  
Business  
Owners  
within  
the Baby  
Products  
Retail  
Industry**

# **Who and what is payever?**

Founded in 2013, payever started with the simple idea of creating an all-in-one business solution for People and Businesses to buy and sell their products online with the minimum hassle and the maximum success.

payever has the right solution for any business of any size and any industry which include:

**Enterprise  
Fashion  
Mobility  
Home  
Electronics  
Beauty  
Sports  
Toys  
Family  
Household  
Travel**



# Today it is a successful Open Commerce Platform

which allows their Customers from around the world the opportunity to create their fortunes without having to create a significant business infrastructure.

payever is a unique commerce solution that covers the [entire sales cycle](#), from online shop and point of sale software to payment, customer relationship management, marketing, inventory, and shipping tools. All of these solutions to the obstacles discussed above, interlock seamlessly.

When you start using payever, you have all the departments at your fingertips, which large retail businesses have after years of trading. You can also scale your business at any stage and with comfort. When your business grows, the intuitive platform just grows with you. payever prides itself as an intuitive Business-centric Platform that offers the right solution for businesses of any size and in any industry all on one platform.

# **What makes payever unique?**

Everything you need is on one single dashboard which changes the way you do business.  
The Platform offers:

**You can build  
your online shop**  
(no matter what kind of  
industry your business is in),  
without any knowledge of  
website coding.

**You can allow your  
customers and clients**  
to pay on any one of their  
own devices (mobile, tablet,  
laptop, or desktop computer)  
using the payever  
Self-checkout function.

**With payment gateways (PayPal, Stripe, SEPA, and many more) already integrated onto the Platform, you can offer any payment option your customers could possibly desire. This limits “cart abandonment”.**

**You will be able to retain your customers and clients by sending them personalized offers and newsletters online.**

**payever Studio  
is fully equipped**  
to offer you a Photo and Video studio without you having to rent one yourself. Professional photos and videos are taken of your products (in any retail Industry) without you having to rent or buy the equipment. We do everything for you. It's professional studio photos and videos without the Studio! Professional portrait photographs can also be taken in our studio or at your place of work.

**Logistics and shipping**  
methods are already  
integrated onto the Platform.  
You can manage your  
shipping, connect to carriers,  
and get auto-filled shipping  
labels all on the same  
Platform.

**You will be able to manage**  
and track your inventory  
across all of your sales  
channels.

**Using the same Platform**  
where your independent  
online shop is situated, you  
can also sell your products  
on Amazon, eBay, and add  
many other third-party  
solutions.

**As a small and medium-sized business owner, you don't have the time for marketing. Let payever do it for you. The same platform continues to surprise and delight business owners. With payever, you can run ads on Google, Facebook, and Instagram.**

**You can also analyze**  
and segment your customers.

**Synchronizing your**  
communication  
is a breeze with payever.

**You can basically  
run your entire online  
store or Baby Products  
Retail business with just  
one click!**

payever already  
has more than 5000  
merchants and  
business owners who  
use our platform for  
business success.

# **Are you in the Baby Products Retail, B2C, and B2X business?**

payever can address all Baby Products Retail, B2C, and B2X (B2B, B2C, etc.) scenarios on a single platform:

**Support Self-Service websites**

**Quote-to-Order portals  
to Baby Products Retail  
Marketplaces**

**payever is your one-stop  
solution for your Baby  
Products retail business.  
From product pictures  
and designs  
to the technical  
implementation of your  
shop, marketing, and  
logistics.**

With payever you have everything for  
your business available on one Platform:

**Zero Coding  
required**

**Great Design  
provided**

**Hosting & Support  
Included**

**Fair Pricing  
which is affordable**

**Customers can pay via  
SMS or Email**

**All payment options  
are already integrated**

**All-in-one Solutions  
to any of the obstacles  
set out and discussed  
above**

**A Simple to Use**  
platform

**Your tablet**  
can become your till

**Mobile Responsive**  
displays

**Customers can pay**  
via QR Code

**You can connect your business to anything (Payment Gateways, Couriers and logistics, business analytics and statistics)**

**You can become an omnichannel business (payever provides the opportunity to connect your online store to eBay, Amazon or Google Shopping)**

**You get world-class support from a platform that has been designed and developed in Germany.**

**Your and your customers' data is protected.**

*I felt so alone and unsupported until I found payever. Basically they did everything for me. They were so helpful and knowledgeable and seemed to know about all the problems that small businesses face. After talking with them was when I really felt comfortable. I felt that my dreams had come true. They could help me with all the problems I faced, from website design, photographing my products, and uploading them to doing digital marketing. I would definitely recommend payever. I believe that every small business owner needs them.*

- Beryl Amar-Aigbe, Story London.

Let's take a closer look at all the solutions offered to business owners by payever.

# 04

**The Business  
Solutions you  
Dreamed of  
all on one  
Platform:**

Content:  
Photography/Videography



## **payever Studio**

As can be seen from our discussion of the obstacles business owners face, shooting professional photographs and videos requires a lot of expensive equipment. You need a camera, lenses, lighting, tripods and the right space to do the product shoot. You can, however, save the entire costs and effort with payever Studio. It's all on the same Platform you registered on to start your journey to business success.

payever invested a 5 figure amount in a fully equipped professional studio to be able to provide world-class, professional photography and videography for customers interested in shooting not only their individual products but also the content of their website and their team.

We invested in state of the art equipment ranging from:



**Cameras**  
**(a Sony a7iii camera  
and a Blackmagic 4k  
pocket cam allowing  
RAW footage)**

**Lights**  
**(Broncolor lights)**

**Lenses**

**The studio setup  
(the entire studio  
infrastructure inclusive  
of multi-colored  
backdrops)**

**On-site photography  
and videography**



## With professional photography of your products,

you can showcase them perfectly, regardless of their size. Detailed shots or all-round views of your products are made available by our professional photographers. payever can provide all this and much more for your modern online presence. Should you prefer that, we can also visit you directly on-site with our studio equipment.

payever also has a team of post-production Editors so that clients have full access to the shooting and processing of top-quality photos and content. Clients of payever are consequently able to display their products in a professional manner and at the most affordable price possible.

With payever Media, businesses will also have access to a database of content produced by payever that will give them content to use for their brand, ads, and social media.

# Design

As discussed under the obstacles to the small businesses above, the online stores of retailers are extremely competitive in nature.

payever has created on its Platform a wide variety of state of the art designs. We have literally adapted the highest converting online shops per industry and created personalized themes from them for your individual brand.

Our team of website developers and designers around the world has analyzed hundreds of the most popular websites per industry and we've taken all of this information to provide you with a countless number of proven themes that will be able to drive conversion and sell products in the consumer electronic retail industry. Yes, you are still on the very same Platform that you registered to start your journey. Photos and videos have been taken of your products and now a professional and modern website design of your online shop is made available to you at a fraction of the cost of hiring external designers or website design agencies.

With your website and online shop designed by payever you get:

**Cloud Hosting**

**An Individual Design**

**A modern online shop**

**An SSL Certificate**

**The Plugins and  
Themes you want  
and need.**

**High-speed  
loading of products  
and virtually no  
downtime**

# Technology

## payever Shop

payever Shop provides the best customer services to your clients. You can literally build your professional online shop at the speed of light, without a Design Agency and with no knowledge of coding.

The most stunning themes are available for every kind of product that you sell. With just a few clicks your online shop is ready to trade!

Texts and objects can be inserted and edited easily and images and videos can be inserted, exchanged, or deleted with just one click. As a merchant, or service provider you can create and link any number of pages and subpages as well as assign names and URLs for all subpages manually which is important for SEO. The shop is cloud-based so all maintenance and updates are taken care of. Technical support is included and there are no hidden costs on top.

Browsers are turned into buyers with the widest variety of tools (already integrated onto the Platform) available at your fingertips and with our competitive pricing structure you only pay for what you use.



## **payever Point of Sales (PoS)**

With payever PoS, you simplify life for yourself as a merchant. The system which is fully integrated onto the Platform (yes! You are still on the same Platform), is convenient, simple, and practical to use. There are no queues, waiting and bad service and you have more time left for your customers. With cloud computing you can use it virtually anywhere you go. It's ready and available at your fingertips. Customers can actually pay on the go!

The PoS allows for the following:

**Merchants can offer all payever payment methods (remember all the Payment Gateways that are already integrated onto the Platform?) at the point of sale without special hardware.**

**Customers can use  
their phone or a tablet.**

**Transactions processed  
via the PoS  
also appear under  
payever Transactions  
and are tracked in  
payever Products.**

**Your tablet can be used  
as a modern point of  
sales system.  
QR codes are available  
and can be used to direct  
your customers to your  
website for checkout.**

**Payment links are sent  
directly via SMS or  
email.**

**It seamlessly integrates  
your offline business  
with your online  
business without the  
need for additional  
hardware.  
It's self-checkout  
so won't have the  
necessity to buy a card  
reader or any other  
accessories.**

**Your customers can either complete the payment directly on your tablet or computer, or on their own smartphones.**

**Your customers receive proof of payment by email.**



## **payever Products**

payever Products is a practical tool for inventory management, which allows for (yes, you are still on the same Platform):

**You can take photos of and upload all your products**

**You can automatically track your inventory.**

**Whenever you sell  
online, offline, or  
withdraw an item,  
your inventory is  
automatically adjusted  
Sold out products are  
made invisible.**

**You can automatically  
synchronize all your  
inventory throughout  
all sales channels all in  
one place.**

**You won't have to manually update inventory and keep track of what you've sold or where you've sold it.**

**You can manage and track your inventory across all of your sales channels.**

# Marketing

payever has a motto: "We are your one-stop solution for your Baby Products Retail business. From product pictures and designs to the technical implementation of your shop, marketing, and logistics. All our solutions come with an all-round service, so there's no need to hire an agency!"

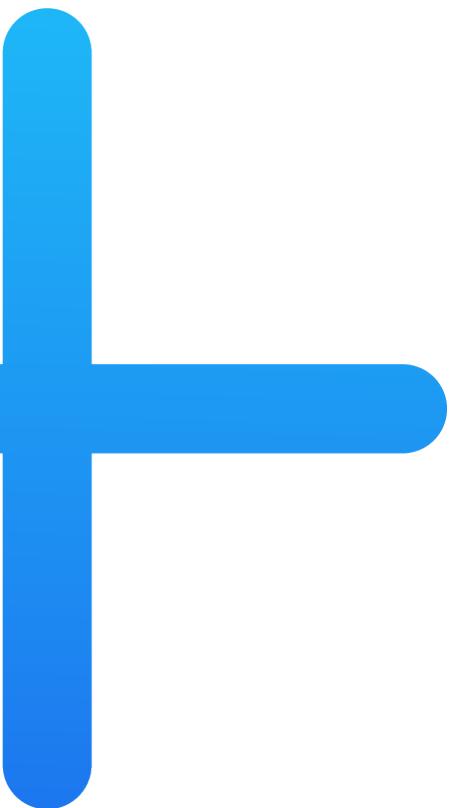
With this motto in mind, let's take a look at what payever (yes, you're still on the same platform and we're right there with you), offers in terms of Marketing solutions:

We offer:

**Automated marketing  
to new and existing  
customers.**

**With payever,  
we help you gain  
new customers for  
your local and online  
business automatically  
and without technical  
understanding via online  
marketing channels.**

**We help you to sell  
more to your existing  
customers via personal  
offers and automated  
reminders.**



## payever Social

We manage your social media content strategy by leveraging the content we produce for your business using payever Studio. We also distribute the content for you throughout all of the major social media channels so you can keep brand awareness up to date.

# Ad

## **payever Ads**

We run ads for businesses throughout the relevant channels (inclusive of Google and Facebook) either by using your own content or the content we produce for you with payever Studio. payever Ads not only includes setting up and running the ads themselves but the system also handles retargeting and the analytics behind it.



## **payever Mail**

Email marketing is still considered to be one of the most successful online marketing channels. With email marketing, you can segment your customers into different lists based on their preferences to send personalized content. This is not always easy to do. You must know the right way to set up a campaign and also how to segment your subscriber lists. While you are still on the same Platform, payever helps you to create your newsletters, set up personalized offers, and sell your products directly via Email - without you having to code anything!

You can create, manage, send, and analyze your email campaigns without any coding skills. With a simple drag-and-drop feature, you can:

**Pick from a large variety of design templates.**

**Profit from the  
experience of our  
professional designers  
and get modern and  
appealing designs for  
your email campaigns.**

**Add pictures  
and videos.  
Simply upload an image  
or video and position it  
with your mouse.**

**Create objects.**

**Edit texts.**

**Add Products.**

## The emails are optimized

for mobile phones so that you can send emails and newsletters that look good on all devices. You can also schedule your campaigns and send your emails even when you're not at work. Our system makes it easy to manage your email campaigns.

Retain existing customers by sending them personalized offers with the existing data you have in your shop. payever Mail allows you to segment your clients and send them personalized offers based on data so that you can increase re-purchases.



## **Logistics**

You are still on the payever Platform. With payever, we help you with everything needed for your shipments. Choose your preferred parcel service and print your shipping and return labels by simply clicking a button or you can commission us with the entire fulfillment process - from shipping to returns. With payever shipping:

**You can manage  
the shipping of  
your products**

**Connect to carriers**

**Get auto-filled  
shipping labels**

## **MERCHANTS CAN TRANSFER TRANSACTION DATA TO SHIPPING PROVIDERS**

through an interface, giving them an automatically filled shipping label to print in seconds. We also have our own storage and fulfillment center so once you make a sale our integrated software directly fulfills your order without you having to do it manually.



# Hosting

Remember that when we discussed the obstacles, we mentioned hosting your website and online store, as one of the obstacles which business owners face.

In order for your website to be active on the Internet, you need to have website hosting. The problem with shared hosting is the inevitable downtime your website faces as well as throttling by the hosting company when they think you have exceeded the time that you are entitled to as only one of many other website owners on a single shared server. This affects the time you are afforded to upload your stock onto your website.

We also mentioned website security when we discussed the various obstacles business owners face. With a shared server, you will need to install security plugins and manage the security of your site so that hackers don't get access to your and your customers' data.

## **With cloud hosting all these problems go away.**

Your website stays up and you have access to it 24/7 no matter where you are or what kind of device you are using.

payever runs the platform (still the same one which you have not left since you have registered) on the Microsoft Azure cloud so that all security, maintenance, updates to the software are done automatically. You don't have to waste even a single minute of your precious time to worry about setting up servers or doing website maintenance.



# Payments

With payever Checkout (you're still on the very same Platform), you can accept a wide variety of payment options in your online shop without any complicated integration plugins and processes.

It is a simple fact that 88% of customers cancel the checkout process when none of their preferred payment options are available. With payever Checkout, you have the widest variety of payment options to offer your client already integrated onto the Platform.

A long and complicated process can induce your customers to drop out. With our user-friendly Checkout, you won't lose a single customer again! Your customers will be able to complete the checkout with just a few clicks.

The system is easy to use, optimized for mobile devices, and customizable for you to use your own logo, steps, fields, and buttons.

payever Checkout bundles a wide variety of payment options and providers in one tool. This means you'll need to integrate only once and the user interface will look exactly the same regardless of which payment option your customers choose.

**Your customers' payment data is guaranteed to be safe and there are no additional transaction fees and no fixed monthly fee.**

payever Checkout allows you to provide a wide range of payments for your customers, including installments. We allow the possibility to offer Stripe (Credit card and direct debit), PayPal, Sofort, Santander Installments, Santander Invoice, and Santander Installment Factoring.

## **Statistics/data**

With payever Statistics:

**We can analyze all  
data for you so you  
can make data-driven  
decisions for your  
business.**

**We can provide  
integrations with  
Google Analytics**

**Our system also  
analyzes your existing  
customer data so that  
you can make informed  
business decisions.**

## Third-Party Solutions

Do you want to scale your business and go big? With payever (you're still on the single Platform) you can do that and more. With payever Connect we provide a modular solution that will enable you to also sell on the big marketplaces like eBay, Google Shopping, or Amazon.

With payever Connect and our integrations with external solutions, you can become an omnichannel business.

The Business Solutions you Dreamed of all on one Platform:

## **payever is your online Powerhouse.**

With payever Baby Products, you can enhance your Baby Products Retail business with everything you need for the entire sales process available on one single platform. You can launch your business, get it online, and start selling with one click and it doesn't stop there. With payever you can photograph and upload your products, market and sell them and ship them anywhere in the world. When you go to sleep at night, you know your stock levels and you know your business statistics. You can scale your business and literally connect to anything, including Google Shopping, eBay and Amazon!

Beryl Amar-Aigbe summed it up:

*They could help me with all the problems I faced, from website design, photographing my products, and uploading them to doing digital marketing. I would definitely recommend payever. I believe that every small business owner needs them.*

**Do you want  
to start using  
payever?  
It's easy and more  
than affordable:**

**You can run your  
entire business with  
just one click. The  
affordable pricing  
starts at 29€.**

payever provides 4 Packages for you to choose from.  
No payment upfront, no risk - you only start paying  
once your shop is up and running:

**Essential**  
**(for beginners)**  
**at 29 Euros per**  
**month with 2%**  
**transaction fees.**

**Plus**  
**(for growing**  
**businesses)**  
**at 79 Euros per**  
**month with 1%**  
**transaction fees**

**Pro**  
**(for Professionals)**  
**at 299 Euros per**  
**month and 0,5%**  
**transaction fees**

**Enterprise**  
**(for Enterprises)**  
**at an individual**  
**quoted price and**  
**transaction fees**

Just to summarise what you get by registering with  
payever:



## payever Studio

The professionals take photos & videos. You can showcase your products just the way you want them, regardless of their size. Detailed shots of cots and baby furniture, all-round views of products like baby clothes or strollers - our professional photographers can provide all this and much more for your online presence. For a more straightforward process, we can visit you directly on-site with our studio equipment.

## **payever Design**

A web design just for your business designed and developed by our creative website designers will create a personal and modern online presence for your business. Based on proven designs of the websites of well-known brands, an individual adaptation of your web design is possible.



## payever Point of Sales

You can turn your tablet or PC into a modern payment system, and there is no need to buy a card reader or other accessories. Your customers can either complete the payment directly on your tablet or computer or their smartphone. Your customers receive the payment confirmation by email.

## **payever Marketing**

With payever's automated marketing, we help you gain new customers for your local and online business without any technical understanding of the online marketing channels. Also, we help you to sell more to your existing customers via personal offers and automated reminders.



**Ad**

## **payever Ads**

We create ads on Google, Facebook, and Instagram to attract new customers, and we use search engines and social networks to get potential customers' attention. With payever Ads, you can control your ads and budget across all marketing channels in one place.



## payever Logistics

We handle the entire logistics process via our partners. With payever, we help you with everything you need for your shipments. You can choose your preferred parcel service and print your shipping and return labels by merely clicking a button, or you can commission us with the entire fulfillment process - from shipping to returns.

The payever Platform provides everything you need for your business:

**Zero Coding  
required and  
Great Design!**

**Head over to  
[getpayever.com](http://getpayever.com)  
and register.**

**If you start  
now there is no  
payment upfront,  
no risk - you only  
start paying once  
your shop is up  
and running.**

