E-Commerce Web Services

Mike,

After our phone conversation you wanted to make improvements to your existing website to handle the following:

* Display up to date product inventory.
* Ability to have a non-technical person update products via some web administration dashboard.
* Ability to manage specials. Add, update, and remove what specials appear on the site.
* Ability to order online.
* Ability to order online for curbside pickup.
* Ability to process payments online.

After doing some research it seems like you want an e-commerce platform. There are about 10 platforms out there all with varying degrees of functionality and cost. <https://www.nerdwallet.com/article/small-business/ecommerce-platforms>

Some of the biggest player in this space are:

Shopify:

Shopify offers tools for web hosting, payment processing, inventory management, shipping and returns, marketing and more. Created for business owners and not web developers, Shopify's setup is easy to understand, and no coding or backend knowledge is required. It especially shines when you are trying to build a brand, with a wide selection of templates to choose from and easy-to-follow themes. Shopify is built for business owners of all sizes who are ready to sell without worrying about setup time and technical problems.

<https://www.shopify.com/>

Square Online:

Square Online Store is perfect for starting an online store or expanding your brick-and-mortar store to the digital space. With its easy-to-use website builder interface and essential e-commerce features, you’ll have the tools to set up an online store -- even if you have zero or limited technical or web development skills. The platform’s free plan allows you to set up your store and access e-commerce features without paying a single cent up-front. It’s also connected to the Square suite of products, including the Square Point of Sale (POS) system, simplifying the process of setting up your payment processing.

<https://squareup.com/us/en/online-store>

Wix:

Wix eCommerce is an easy to use, easy to navigate store builder. It does an excellent job for small businesses, as it is streamlined, intuitively customizable, and pretty much foolproof. That said, it’s probably not the best option for larger enterprises, as large stores of inventory can cause back end load lags. All the platforms will charge a monthly fee starting around the $29. It goes up as you add more features.

<https://www.wix.com/>

Weebly:

A Weebly store is designed to be user-friendly in both build and management. For that reason, it is an excellent choice for solopreneurs, small businesses, or for people who simply don't have a lot of web development experience. Because of this ease of use, users of all abilities should feel comfortable building a reliable store.

Where it may not be the best fit, though, is for larger companies, as it lacks some e-commerce capabilities and integrations. For example, it lacks big data insights into certain things like inventory turnover ratio, as well as social media selling integrations that will be a pain point at a large scale.

When you get started with Weebly, you have the option to create either a regular site or one with e-commerce capabilities, so you have access to the same content-building features from the start.

<https://www.weebly.com/>

Some of the platforms charge extra to process transactions and payments. Most are charging 2.9% plus 30 cents per online sale if you use their payment processor. Transaction fees are reduced as you upgrade to plans with higher subscription costs.

How many products do you think you will want to put on the site?

The reason I am asking is some e-commerce platforms charge extra beyond a certain amount. They either enforce a data limit or a product limit.

All the above e-commerce platforms fall into the general-purpose on-line store category, but I did find some e-commerce platforms specific to butcher shops. I did not research these extensively.

Local Express:

<https://get.localexpress.io/all-in-one-butchery>

No clue on pricing as they want you to book a consultation before showing you prices.

Freshline:

<https://freshline.io/butchers>

No clue on pricing as they want you to book a consultation before showing you prices.

Promenade:

No clue on pricing as they want you to book a consultation before showing you prices.

<https://getpromenade.com/meat-and-seafood-shops/>

<https://www.prnewswire.com/news-releases/promenade-continues-vertical-market-expansion-with-launch-of-turnkey-e-commerce-solution-for-local-butcher-shops-301591992.html>