**About Liyu Digital Technology**

**LIYU DIGITAL TECHNOLOGY** promoters has well experienced in different business activities for the long period especially in technology Area. During this time, the promoters got a vast knowledge and skill on this field. With this reliable experience, LIYU DIGITAL TECHNOLOGY is known how to manage and lead any organization to profit and they know to how to handle different challenges in the working environment. Moreover, the promoters have a very good reputation with banks and different financial organizations

**LIYU DIGITAL TECHNOLOGY** is an Ethiopian technology company specializing in e- commerce, retail, internet and technology. Founded on 2022 in Addis Ababa, the company provides consumer to consumer (C2C), business to consumer (B2C), and business to business (B2B) sales services via web portal and mobile application, as well as electronic payment services, shopping search engines and cloud computing services. The company manages the CLICKSHOP website, an online auction and shopping website in which people and businesses buy and sell a wide variety of goods and services.

Challenges of e-commerce in Ethiopia: E-payment system ,security and privacy, perception of risk in e-services, legal and policy issues, lack of adequate skilled manpower, socio cultural issues, transportation and delivery system are general challenges in the world and most of it is applicable to. The solution is LIYU DIGITAL TECHNOLGY shop is an Ethiopian online marketplace platform where one business system sell and buy goods and services to other business systems

**LIYU DIGITAL TECHNOLOGY** used for online communicate slier and purchaser freely and transaction by themselves. It has the following advantages such as, avoid broker, saving time, unnecessary cost, and others the software will be plans to communicate over 70,000 peoples (buyer& sealer) per year, the mainly items to transaction systems are

 Car

 Living House

 Real estate

 Hotels