**M-commerce: the way of the future**

If your shoe-string budget is preventing you from launching a physical store, you can launch a mobile-only business. Your mobile store will display your products and allow your customers to browse through your entire inventory with a few quick swipes. Even the owners of physical stores can branch out into digital space using this model. The continuous innovation in the m-commerce space makes it a lot more convenient, cost-effective, and superior to the e-commerce model.

**Manage business finances from mobile**

Running a business can be pretty onerous, especially, if you are starting out and following all-hands-on-the-deck approach. Therefore, you might find tasks like sending out invoices, keeping tabs on expenses, filing taxes, etc., incredibly challenging when you are trying to focus your efforts on growing your business.

In such a scenario, bookkeeping apps like Wave, FreshBooks, [Due - Payment Processing and Digital Wallet for a Modern World](http://due.com/), Zoho Books, will come in handy to help you create invoices, track expenses, and keep a tab on your cash flow and expenses. Similarly, apps like Square Reader let you collect payments on the go, with an iOS or an Android device. The bill-paying app, Evolve Money, centralizes your autopay bills so you can manage your accounts from one login. This way, you need not worry about paying the paying bills manually each month and keeping track of all of your autopay accounts. These are just a few examples of money management and business apps. The options are endless, you can browse through N number of apps and choose the one that suits your business needs . These apps will help you streamline all of your finance tasks so that you can manage your business better.

**Manage your inventory with your mobile phone**

Whether you own a physical store or have a digital presence only, tracking your inventory can be a big strain on your time and energy. There are many mobile apps in the market that help you do away with multiple entries on separate software. With these Inventory Management apps, you can maintain stocks and quantities, organize your products in catalogs and categories, and also predict and plan for restocking the inventories.

**Manage your sales and purchase orders with Order Management mobile apps**

With the help of these mobile apps, you can sail through the entire process from creation to processing to closing of sales and purchase orders. These apps will not only help you organize your inventory, but also allow you to analyze the trend, i.e., which products are in demand and which products are not. They will give you complete control of your inventory and sales and purchase orders anywhere, regardless of your location.

**Additional benefits for in-store business models**

In addition to the above mentioned features, having a mobile app for your store will empower your business in newer ways. Cutting-edge mobile technologies like smart-store technology and automation will bring in more business at a lower cost, even when you are not physically present in the store.

**Run social media campaigns from mobile**

With the help of the social media apps on your smartphone, you can create content that ignites interest of your audience. In addition to the popular social media apps like Facebook, Twitter and Instagram, Periscope and Snapchat are two highly effective real-time marketing platforms that allow the brands to stand out in the competition. However, you need to ensure that the content that you promote is relevant and resonates with your target audience. Also, review platforms like Yelp and Tripadvisor will help you know what your customers are saying about your business. This approach helps build brand perception among the prospective customers.

Therefore, with the rise in sophisticated smartphone technology, you can create a win-win deal for both yourself and your customers, and build a profitable business with little capital.