

Talk

E-commerce: develop your clients' business



About the talk

Feelings of reticence about online shopping have receded and banks have supported the rise of e-commerce by offering secure payment methods for sellers and buyers alike, so there are now many reasons why this sales channel should not be neglected, whether for a small business or a multinational.

But be careful! Setting up online selling must be looked at very carefully given the significant impact it can have on the seller's business model and its information system in general. Given the specific marketing, technical, legal, accounting, and tax aspects of such an approach, accountants are, more than ever, in the best position to assist their clients!

Whether they are companies specialised in distance selling, or companies developing a retail website, it's up to you to be properly equipped to help them develop their business! Attending this talk is a step in the right direction!

Key points and objectives

- To seize the opportunity to develop services in e-commerce
- To learn about the technical aspects of performing such services
- To know how to use the tools created by the Institute

Points abordés

- General presentation of e-commerce (challenges and strategy, pitfalls to avoid, engineering necessary for a project to succeed, e-commerce players) and opportunity for the accountant to develop new activities
- Technical legal, accounting and tax aspects
- Operational aspects to implement and develop services for your clients



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