

創業在加拿大 Business Online

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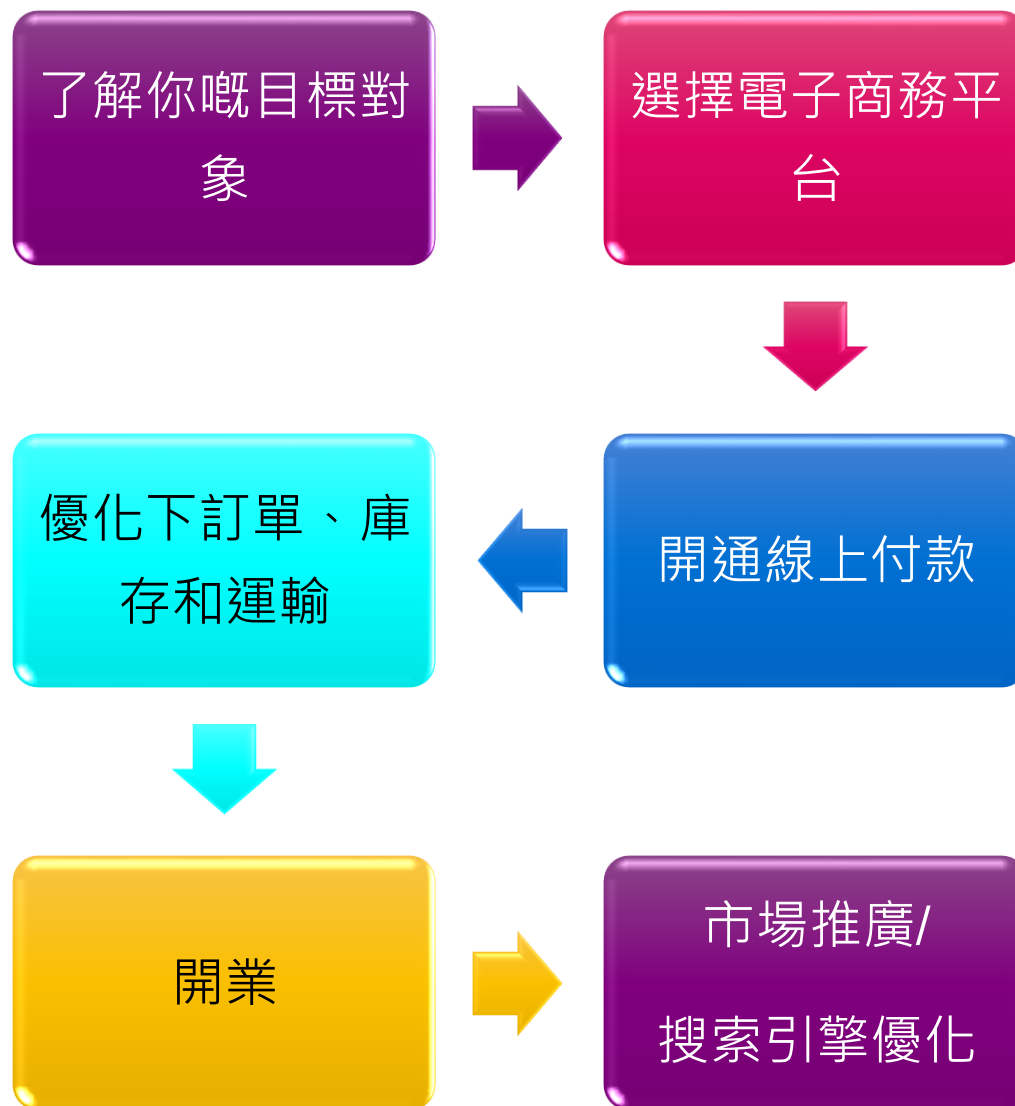


Grow Your Business Online



Step-by-Step

開設網上生意逐步睇





了解你嘅目標對象

目標對象同佢哋嘅期望

Target Audience & Their Expectations

- 誰是我的目標對象？
- 佢哋買啲咩嘢？
- 佢哋如何購買？
- 佢哋什麼時候買？
- 我啲產品或服務嘅獨特價值是咩？
- 我預計嘅在線銷售額係幾多 (產品或/和服務)？
- 我啲競爭對手在做什麼？我能從佢哋身上學到咩？
- 我嘅行業新趨勢係咩？

選擇電子商務平台

電子商務平台提供工具和
各樣可供選擇嘅功能來幫
助您銷售、送貨、管理庫
存、宣傳、甚至報稅等等

	Shopify	Wix	WordPress + WooCommerce	Square Online
Key Features	70+ free and premium Themes Drop shipping	500+ themes available Drop shipping	Free themes. Highly customizable Drop shipping	Lack of creative freedom Drop shipping
Affordability	Fees start at \$38/mo. for the Basic Shopify Plan Shopify.com	Fees start at \$28/mo. for Business Basic Plan Wix.com	Free, but domain name and hosting service is required. WooCommerce charges fee for customer support Woocommerce.com	Free plan and a \$12/mo. starting plan Easy for beginner but limit growth Squareup.com
Payment Options	All major credit/debit cards Apple Pay Google Pay Shopify Payments	All major credit/debit cards PayPal Stripe Square	All major credit cards Stripe PayPal Amazon Pay Klarna Square	All major credit cards, Square Pay, PayPal, Stripe, Apple Pay, Google Pay
Remark	Quickbooks integration POS	Quickbooks integration	Quickbooks integration	Quickbooks integration POS



其他宣傳/銷售平台

Online Marketplace 寄賣

Online Auctions 拍賣

Local Classifieds

Affiliates

*右邊 logo 含連線



市場推廣/搜索引擎優化

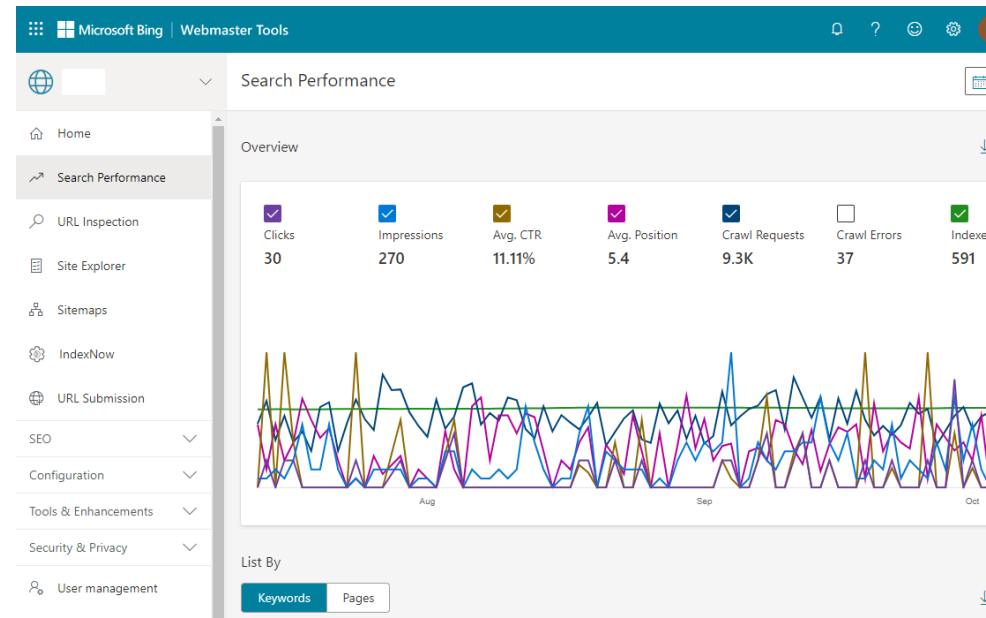
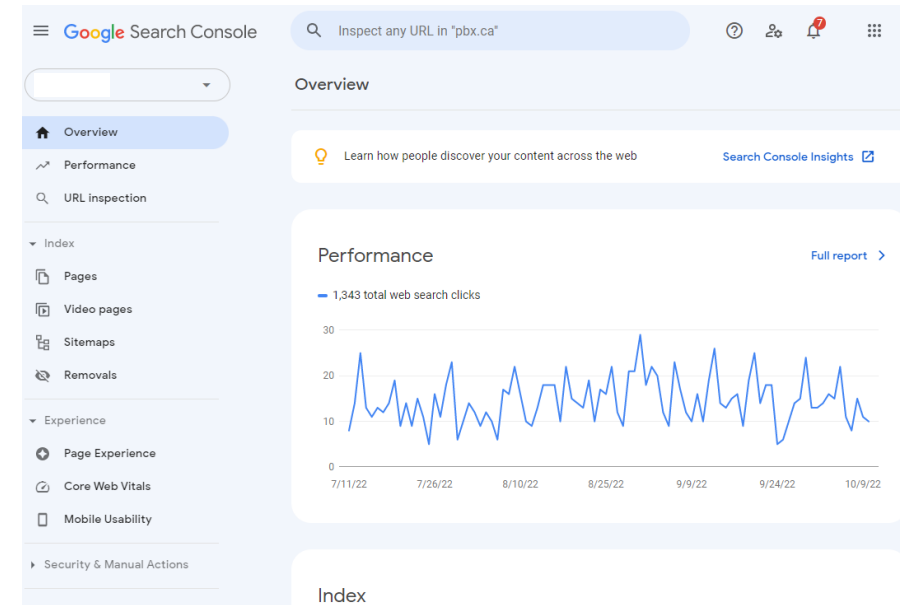
Marketing

- Social Media (paid ads/clicks)
- Word of Mouth (free trials, referral, coupons, affiliate, blogs, rewards)
- Circle of Friends (free trials, gifts)

SEO – Search Engine Optimization

- Google Search Console
- Microsoft Bing Webmaster Tools

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其他連線

- Canada Digital Adoption Program (CDAP)
 - \$4 billion in Budget 2021
 - get your business online, give your e-commerce presence a boost or help digitalize your business' operations.
 - <https://ised-isde.canada.ca/site/canada-digital-adoption-program/>
- 郵寄包裹折扣資訊
 - <https://pbx.ca/mail>
- 政府線上商業註冊及帳戶管理網站
 - <https://pbx.ca/govportal/>



Best Wishes On Your Future Endeavors

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