

A background image showing a person's hands using a red handheld tape dispenser to seal a cardboard box. The person is wearing a blue shirt and brown trousers. A blue speech bubble is overlaid on the left side of the image.

**Storesquare.
Get off to a
flying start with
e-commerce.**

E-commerce is essential ... and your online store is no exception

- Research shows that people prefer to shop in their own country or region when browsing online.
- People from all walks of life buy products and services online.
- There is no struggle between offline and online sales. In actual fact, the two are able to complement one another.
- E-commerce is set to increase significantly over the next few years.

However, many local business owners hesitate to get started with e-commerce. They are deterred by:

- the major investment and intensive preparations required to launch an online store;
- the complexity (legal matters, logistics, online marketing) of the new market.

A smooth start to e-commerce

Storesquare, a collaboration between KBC, Roularta and UNIZO, is an online marketplace that enables business owners from various sectors to make their range of products available online.

The advantages:

- You save on the major investment that would be required to launch your own online store.
- You don't have to do any marketing to attract customers to your online store.
- All legal and logistical aspects are included.
- You pay a fixed monthly price.

Storesquare has an **accessible, budget-friendly** e-commerce solution and helps you get the most out of online channels.

The package

What Storesquare offers:

- A simple tool for putting your products and services online and managing them. You can even integrate a checkout system or your own online store if it is supported.
You can link Storesquare to your own website or Facebook page.
- Traffic to the site of large-scale marketing campaigns
 - Radio, print, online
 - Newsletters
 - Digital marketing in various digital and social media channels
- A solution for financial processing.
- Assistance with taking professional photos (optional).
- A practical distribution solution via bpost (optional); however, your customer can purchase and pick up products from your store, and you can take care of delivery.



- Assistance with creating and setting up the store (optional).
- Simple monitoring: you don't have to keep track of each sale separately. Storesquare provides you with an overview of all purchases, delivery costs and subscription fees via an invoice at the end of each month.

How does it work?

- 1 A simple tool enables you to place your products online and manage your stock.
- 2 The customer places their order on Storesquare and pays online immediately.
- 3 You and the customer receive an e-mail confirmation of the purchase.
- 4 You confirm whether the product is available via the platform. If it is not available, the customer will be notified.
- 5 The buyer receives confirmation.
- 6 You receive a shipping label. The buyer can also pick up their purchase from your store if they wish.
- 7 The buyer has 14 days to consider the purchase. If they wish to return the product, they will inform you of this via the platform. The customer will be given a shipping label.
- 8 Return costs are paid by Storesquare.
- 9 After receipt of the product, you decide whether it is eligible to be returned.
- 10 At the end of the month, the final return – after paying the commission and any shipping costs – will be credited to your account.

How much does it cost?

Standard offer	Cost
Getting started: Plug & Play	Free
Periodic charge	0,30 euro excl. VAT per visitor of the online store with a maximum of 135 euros excl. VAT per month; free until 31 December 2017.
Transaction commission (%)	A fixed commission percentage as per the sector (between 5% and 9%) on the price excl. VAT. Including transaction fee of 2%.
Optional package	Cost
Logistics solution via bpost, including returns	1.72 euros excl. VAT up to max. 5 kg The consumer pays 1.99 euros excl. VAT if the purchase is less than 30 euros excl. VAT.
Photo shoot and processing	Go to Storesquare to get details of photographers you can get to make professional pictures of your products.
Start-up training on site	Minimum of 4 hours: 220 euros excl. VAT. Extra hours shall be charged at 55 euros per hour, excl. VAT.
Link with stock, cash register and/or online store	Free if you wish to integrate it yourself via the Storesquare API or supply a file that complies with the specifications and mapping; can be consulted on integraties.storesquare.be If mapping has to be carried out by Storesquare, a fixed fee of 320 euros excl. VAT will be charged.

In short,

e-commerce enables local traders to create numerous opportunities. The services provided by Storesquare (design, marketing, payment facilities and logistics) help you get off to a strong start professionally, practically and for a low price.

Storesquare also continues to be perfectly compatible with your own online store. KBC can offer assistance by providing an extensive range of payment solutions, auxiliary services and partnerships with web developers, for example.

Do you have any questions? You're welcome to drop by your KBC Bank branch or visit your KBC Insurance agent. You can also get in touch with our experts on +32 16 43 29 15 or via www.kbc.be/videochat. Business days from 8 a.m. to 10 p.m., and Saturdays and bank holidays from 9 a.m. to 5 p.m. Alternatively, send a message via www.kbc.be/ask-your-question.

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