

GUIDE HOW TO SET UP AN **E-SHOP** IN ALBANIA IN STEPS?

ecommerce4all.eu

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Project supporter

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ABOUT THE PLATFORM

ecommerce4all.eu

The ecommerce4all.eu platform is a resource and information center on key e-commerce aspects for all CEFTA markets (Albania, Bosnia and Herzegovina, N. Macedonia, Moldova, Montenegro, Serbia, and Kosovo*). The web platform consists of relevant e-commerce data and resources, including basic e-commerce data, interactive graphs, and data on CEFTA e-commerce market development, as well as data on key aspects of doing business in e-commerce.

The data on key aspects of doing business in e-commerce is structured in five modules: e-commerce data, regulation, payment, delivery, and e-commerce success stories in all CEFTA markets. Each of these modules will contain relevant market-specific information, tutorials, manuals, topic-related documents, and video presentations, except for the first module “e-commerce data” which is meant to present the state of e-commerce in all CEFTA markets through statistics and data on the development of the e-commerce markets (interactive graphs of the state of e-commerce in each market and comparisons of e.g. customers, payment cards, digital skills, UNCTAD B2C e-commerce readiness index and other relevant Eurostat data). All data will be presented in both the local language of each of the CEFTA markets and in English.

The platform is supported by the Open Regional Fund for South – East Europe – Foreign Trade project, implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ).

*This designation is without prejudice to positions on status and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.

INTRODUCTION

Legislation regarding business registration and licensing procedures has been harmonized with EU standards, with a focus on reducing administrative barriers for businesses operating in Albania. Online business registration is allowed. The electronic application is made through the government portal e-Albania. Upon successful completion of the business registration with the BCC, the applicant must visit the General Directorate of Taxation in the municipality / commune, in order to complete the fiscal registration. The process of forming businesses in Albania is fast and efficient. Their formation is regulated by law no. 9901, dated 14.4.2008 "On traders and companies", amended.

WAYS OF APPLYING FOR REGISTRATION IN THE COMMERCIAL REGISTER

Applications for registrations in the Commercial Register can be made at:

- Service counters
- Online via electronic counter

LEGAL FRAMEWORK

Applications for registrations in the Commercial Register can be made at:

- Law no. 131/2015, "On the National Business Center"
- Law no. 9723, dated 03.05.2017, "On business registration"
- Law no. 9901, dated 14.04.2008, "On traders and companies"

HOW TO APPLY FOR REGISTRATION OF AN E-COMMERCE

You can apply to register a new business online through the e-albania platform, by requesting the service "Application for the initial registration of a natural person" or by clicking on this link:

 https://e-albania.al/eAlbaniaServices/UseService.aspx?service_code = 4930.

Click the "Use" option and fill in the electronic form with the necessary data required in the form, then click the "Send" button at the bottom of the form.

The answer for approval / rejection comes to you in the email.

After the approval of Nipt you must register the business in e-albania by logging in as an individual and complete the registration. After registering as a business in e-albania, you must apply the "Registration Certificate" service to obtain the Tax ID Number or click on this link:

 https://e-albania.al/eAlbaniaServices/UseService.aspx?service_code = 4930.

Careful!

You must also register at the General Directorate of Taxation Within 72 hours of Tax ID Number approval. You can also register at this link:

 https://efiling.tatime.gov.al/cats_public/Account/LogOn

STEPS OF CREATING AN E-COMMERCE

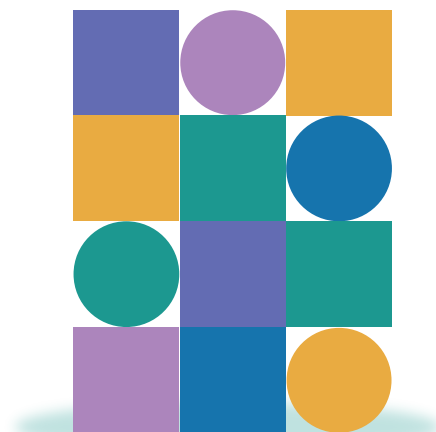
STEP 1. MARKET STUDY

Discover and evaluate your need and problems and conduct a Market Study on them. Keep in mind that growing an online business is a substantial enterprise. Working on instincts and assumptions will lead you to failure. Before you decide what to sell, it is necessary to understand the patterns of various e-commerce business.

Any e-commerce business model that decide to choose, make sure it is something that will work for you in the long run.

Some steps to identify a market need are found below:

- Visit online forums to see what questions people ask and what problems they try to solve.
- Do research to find the keywords that people are searching for the most, for which not many sites are competing.
- Check out your potential competitors by visiting their sites and considering what they are doing to meet demand. Then you can use what you have learned and create one product for a market that already exists and then do it better than the competition.



STEP 2. CHOOSING THE SPECIFIC FIELD

Finding the right specific field is a critical step in developing your e-commerce business. Some questions to consider while creating an online bussines are:

- What is your area of expertise?
- What are your skills or knowledge on trade? Where do they fit in the market?
- What products are you interested in selling?
- If you are selling a digital product, how are you going to get it?
- Will you base your business on the orders that are made only 1 time, on specific packages or in a subscription model?
- Can you manage the operation yourself or will you need help? Specification is the key. The more specific you are, the less competition you will face. Select a specific field that works well even on social media.

STEP 3. SETTING E-COMMERCE OBJECTIVES AND PERFORMANCE INDICATORS

Business decisions must be made based on performance, while key performance indicators (KPIs) should be the source of actions concrete for the implementation of decisions. Main point on the road to achieving success in online sales are performance indicators. Monitoring of per performance and indicators will help owners of businesses to identify the progress made towards marketing, sales and service objectives to the client. The selection of KPIs begins with clearly defining the goals and understanding which ones business areas influence these goals. Some of the KPIs include:

Total visits	Rate of return
Unige visitors	Pay per click
New customers	Gross margint
New visitors	Total orders per day, week, month
Open customer service cases	Cost to purchase
Page views	Departure control
Pagevies to visit	Total one-click payment conversion
The time each visitor spends the site	

STEP 4. CREATING THE IDEAL CUSTOMER/BUYER PROFILE

Knowing and understanding who buys them or who loves them to buy your products will be a must to help you maximize your return on investment and the effectiveness of your ad content. Ideal customer profiles are characters fictitious, generalized that create an image of ideal markets. They usually include not only demographic information such as age, location and profits, but also psychological information as well interests, reasons for purchase and concerns.

Listed below are some of the key elements needed for each of the profiles of ideal buyers:

Characteristics	Description
Location	Where does this typology of people live?
Exclusion of location	Areas where these buyers do not reside?
Age	What will be the age group of buyers?
Gender	What is the gender of the buyers?
Interest	What are the men or women of this group interested in?
Education	What is the educational level?
Job title	In what industry does your client work?
Profit level	What income category will this category have?
Stability of relationship	What is the special status of the relationship with this particular category of buyers?
Language	What languages does this category of buyers speak?
Motivation to buy	Psychological reasons regarding the purchase of your product

By defining the profile of the ideal buyer, targeting and communication have a much greater opportunity. Increase engagement on your social media channels, as well as online advertising, taking time in advance to determine your buyer personality, can help your e-commerce to successfully getting to know and understand customers better. Marketing experts will help you identify with your audience and better solve their problems.

STEP 5. REGISTRATION OF YOUR BUSINESS AND BRAND

Naming your business can be quite challenging. It should be appealing and easy to remember. Most importantly, it should be unique, original and determine which brand you are.

Use your business name to register and determine the appropriate legal form. Consult a lawyer or any legal expert about it to make the right decision. Since there will be legal protection and tax benefits included, business formalization is a very important step.










STEP 6. CONSULT CURRENT LEGISLATION

Among others laws, "Law on Electronic Commerce" no. 10128 dated 11.05.2009 together with the law "On the protection of consumer" no. 9902 dated 17.04.2008 constitute the main the legal framework governing e-commerce activities in Albania.

STEP 7. DESIGN AND BUILD A WEBSITE

Now that you are officially a registered e-commerce, business owner it's time to choose a website creator for your e-commerce (your online site). Creating your own e-commerce store is more than just adding your products to the site and publishing content. It is about automating emails and marketing campaigns, as both are essential to translating into sales.

When building your website, you can consider a few steps:

-  Choose 1 or 2 simple fonts in one white background.
-  Make the navigation on your site clear and simple, to be easily usable with mobile.
-  Use only graphics, audio or video if they improve your message.
-  Include an opt-in option so you can collect email addresses.
-  Facilitate the purchase; no more than two clicks between the potential customer and the cart.
-  Register a Domain (namecheap.com, host.al, godaddy.com etc.)
-  Find a web hosting provider (hostgator.com, bluehost.com, godaddy.com etc)
-  Technical support (You train yourself or hire an outside professional for this job)
-  Integrate a payment processor

STEP 8. CREATING COMPELING CONTENT

Create articles, videos or any other content that people will find it useful.

Share that content through articles online or on social media sites. Attractive content makes the customer spend time and energy reading and receiving your message. Attractive content is what brings the client, engages him on the page, gives positive emotions, or helps it learn something new and interesting. interactive content has personality, value and essence. Do not forget to include the "send to a friend" button in the content of your web-site.

STEP 9. PROMOTE YOUR WEBSITE / ORIENT THE FLOW OF VISITORS





Try different tactics in your strategy marketing. Do you know your users? Do they use Facebook / LinkedIn / Instagram / TikTok? Collaborate with traders or influencers, display ads on Instagram or Facebook, or if you have a blog, promote it on major social media. You may also want to use a "landing page" so that your customers can buy products easily.

Create an email list in order to know who is interested in your products. Except for the fact that you will be able to notify them of offers, promotions and discounts next, is a good way for them to send you send comments or concerns. Use power email marketing to turn visitors into buyer and follow your customers and subscribers.

Loyalty programs to get your customers back

Loyalty programs are a good method to thank your best customers. In addition, loyalty programs allow you to collect valuable contact information that will help build your database of marketing.

One of the most important internet marketing strategies is value chain development for each client.

-  Offer products that complement their original purchase.
-  Send electronic loyalty coupons to them that they can use them in their next purchase.
-  Offer similar products on the "Thank You" page after they purchase.
-  Reward your customers for their loyalty and they will become even more faithful.



Project implementator



Project partners



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