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CREATION OF AN ONLINE STORE FOR DESIGN PRODUCTS

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ABSTRACT

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The aim of this thesis is to explore the factors of establishing an online store for design products. The case online store aims to sell design products that are made as student work. The enticement of doing this research is the fast growth of e-commerce and the popularity of the design business. Discussed issues in the research are mainly the barriers to start-up an online store, as there is a lack of knowledge in the business sector.

This research also aims to create a comprehensive information package for an online store in general merging it with e-commerce theory to form a single entity which will serve the presumed expectations. Online stores which sell self-produced products can be used by the designer to promote himself and help him acquire more work in the future as a professional designer.

Research approaches the result through steps of theory, which are important issues to clarify in the process of establishment. The study is divided into five theory chapters with each one examining online store start-up from its own point of view. The final chapter is the conclusion, where the theories are examined for the purpose of finding the best solutions.

The research is literature and view-based work, where data is collected from several sources such as books, web documents, articles and journals.

Key words
[Online store, design product, design, marketing]

TIIVISTELMÄ

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Tämän opinnäytetyön tarkoituksena on tutkia tekijöitä, jotka vaikuttavat verkkokaupan perustamiseen muotoilualalla. Esimerkkiyritys aikoo myydä muotoilutuotteita, jotka ovat alan opiskelijoiden tekemiä. Innostus tähän tutkimukseen perustuu verkkokauppa-alan nopeaan kasvuun sekä muotoilualan suosioon. Tutkimuksessa käsiteltävät asiat liittyvät verkkokaupan perustamisen rajapintoihin, sillä tieto aiheesta on vähäistä.

Tutkimus pyrkii luomaan kattavan tietopaketin online-kaupoista ylipäätänsä yhdistäen sen verkkomyyntiteorioihin muodostaakseen yhden kokonaisuuden, joka palvelee odotettua tarkoitusta. Verkkokaupat, jotka myyvät itsetehtyjä tuotteita auttavat suunnittelijaa mainostamaan itseään sekä edesauttavat häntä saamaan lisää töitä suunnittelijana tulevaisuudessa.

Tutkimus pyrkii saavuttamaan tuloksensa useiden teorioiden kautta, joita on tärkeätä selventää yrityksen perustamisen yhteydessä. Työ on jaettu viiteen eri teoriakappaleeseen, joista jokainen tutkii verkkokaupan perustamista omasta näkökulmastaan. Viimeinen kappale on yhteenveto, jossa teorioita tarkastellaan näkökulmasta, jonka tavoitteena on löytää parhaat ratkaisut.

Tutkimusaineisto koostuu kirjallisuudesta, web-dokumenteista, lehtiartikkeleista sekä muista tutkimuksista.

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1 INTRODUCTION

The objective of this study is to explore the process of starting up an online store establishment, starting with the idea of managing an online store operation. E-commerce is a business opportunity, which every entrepreneur could benefit from nowadays. Statistically Finland is still lagging behind in the commercialization of Internet at European level. There are a huge number of Finnish consumers using online stores, as a way of purchasing, but only a few of these companies are Finnish. This means the majority of consumption goes to foreign companies.

One of the advantages of running an online store are the opening hours, as in online business, there is no barrier and the entrepreneur can remain operating his business throughout the day. The market for an online store can be the whole world, because the location of the company is irrelevant. However, the success of e-commerce is attached to the company's visual look and a wide range of other aspects. It does not have exclusive rights as in distance selling products are at the same status. Thus, side factors might help an online store stand out from the competitors and create its own brand image.

While e-commerce is important for the creation of a company, it is also important for the companies in regards to staying competitive in the market. There are hundreds of new online businesses starting every year and the number is rapidly increasing. The rapid development of high technology has forced entrepreneurs to run not only ordinary businesses, but e-commerce as well. Nowadays almost every retailer has, in addition to an ordinary store, also e-commerce, because of the Internet.

The enticement for establishing an online business is its low investment cost and the smooth procedure of creation through very clear steps. The interesting characteristics in online business are several, such as marketing channels, distance managing and technical help, which entrepreneurs can get from the platform service provider. From an entrepreneurial point of view the profit of operating an online business may be found in time, capital, warehousing and competition.

However, the case study in this research is an online store for design products. When the idea of e-commerce arises, there are many factors that should be taken into

account. This research is investigating the issues related to establishing a company, as well as a guide for a new start up company, which is looking for related information to support its business idea. The starting point for this study arose from necessity, and the continuous development of the topic.

The aim of choosing this subject has a personal interest, as well as a long-term involvement in marketing newly designed products with industrial designers. An online store raises interest because it has endless opportunities to succeed while operating with small funding. Competition status in the field of online stores for design products has been reasonable, but in the next few years, design e-commerce will continue to grow significantly.

The thesis also aims to put together a comprehensive information package for an online store in general merging it into a single entity with e-commerce theory and research findings, which will serve the presumed expectations. The study can be useful for future ambitions. It can be used by a business student in order to create new business ideas and to find answers to questions regarding how to forward a process of establishing such a business. In the end this research may lead to being a good step by step guide to establishing an online store. E-commerce is distance selling, which should be assumed to specific details of operating a successful and legal business.

Furthermore, there are many factors needing explanations and this research aims at obtaining answers to them, for instance, which online store platform is suitable for a business concerning editing, functional qualities and memory space.

This step of the study represents the thesis question. The main research question was explained in the thesis aim field. It is presented as establishing an online store. Exploratory questions were created to control the extent of the thesis research and action. Thesis framework was divided into smaller sections that can be carried out easily.

1. What are the factors of establishing an online store?
2. Which online store application should be used for this business?
3. What kind of marketing opportunities are there for an online store?

The research is divided into six chapters; the first chapter introduces the study goal, study questions and the research method used to carry out the study. Chapter two represents the overview on the online business assuming design product. Chapter three represents marketing opportunities in online business. Chapter four contains the main step of this research, as it will explore the factors of establishing an online store. Chapter five discusses the support available for an online store, as well as it examines which application is suitable for this business. Finally chapter six contains the conclusion of the study and findings.

Every study must follow a suitable research approach to get to the result. In research methodology, choosing a suitable research approach is the first important step to reach the pursued result. Theoretical framework used in this case study consists of literature review research, which is used to start up the online store's process. This case study uses an approach, which is based on experience and conceptual thinking. Thus, the study tries to take benefit from methodology whether it is possible to start up an online store or not. In this study it is important to explore the factors of establishing an online store, which may then impact the decision of the idea coming to fruition. The literature review concentrates on sources that explore the process of starting up an online store. And thus, the data collection can be gathered from books, Internet websites, articles and journals.

2 GENERAL OVERVIEW ON DESIGN

2.1 Design concept

The work of the designers can be seen in everyday objects and environments. In design work; items, shape of product, appearance and usability are planned. The design may be subjected, for example, different services and brands. Furthermore, in the design sector, products and services are designed for the public sector, as well as for the technology industry, construction industry, furniture industry, clothing industry and the automotive industry. The aim is to produce more appropriate services and products, as well as a more comfortable and functional environment. The designed products are expected to meet quality, durability, good usability and aesthetics. Design has a large effect on the success of the products in the competitive market. (Lindström, Nyberg & Ylä- Anttila 2006, 28.)

The final designed product can be for industrial serial production and ending with the production of a product or service-related operational concept. Products may be for example; cars, phones, industrial machines and equipment, clothing, interiors, appliances, user interfaces, jewellery and glass objects. The design items can be divided into handcraft design, art design and industrial design, the limit is blurred. Handcraft design is mainly the use of goods of artistic or decorative nature which are designed and manufactured. Industrial design is an applied art, which takes into account the aesthetic product design, commercial, and economic factors. Service design is a business service innovation, development and design. Service design aims to meet the needs of users and the service provider's business objectives. The experience of service design is based on factors such as customer service, business decor, as well as a website and ads in magazines. (Kettunen 2001,11.)

The functions in design sector are: graphic design, furniture and interior design, fashion and textile design as well as industrial design, such as jewellery, ceramics and glass design in various areas, which may vary from the actual design to product development, design management and marketing. Professionalism is critical and it requires diverse skills to combine products, their users and the environment. Turning abstract ideas into products and services require the designer's creativity, visual and technical perception, comprehensive management, as well as long-term work.

2.2 Design market trends today

The design market has been gaining popularity considerably in the last few decades and the increase has been affected by many factors. Climate change, new technology and product design were the main reasons for the increased popularity in design. Design combines a number of different styles. Before the design was mainly timber-framed furniture, which made it possible to combine small pieces that have good stacking ability. Consumers especially wanted high quality and practical pieces of furniture, which were at the same time simple and beautiful but also durable and transportable. In the past design focused on creating futuristic, space-age decor products from new materials, such as fibreglass and plastic. It can be said that the stylistic design trends have been countless and they are varied strongly according to fashion flows and periods.

Nowadays designing is also reflected in human behaviour as a communication tool. The product may contain some value to the user. For instance, the latest trend furniture symbolize that the owner is a forerunner and it may provide the owner social pleasure among friends. From a design point of view, it is essential to get caught up in the significance of the structures, which can be influenced through design products by relating to the meanings given on human life. (Romppainen 2003, 28.) In design, consumption and product choosing; social, cultural and economic influences are usually the dominant character in the psychological reasons for bypassing even the most intrinsic preferences. (Kettunen 2001, 19.)

The Finnish design field has emphasized primarily in the functionalist tradition of design and technical skills. It is also weighted by the personal creativity and artistry of the designer. Today's product design is controlled by creative designers, artistry, consumption, market, and the stories experienced by customer experience. Designed and manufactured products have a more abstract meaning for the consumer society, where the purchased products bring experiences and social capital. Product functionality, aesthetics and ergonomics are no longer the sufficient selling trump, but the products should contain other forms of communication. Today's design should be united with an innovative design, commercial and technical skills as well as social sensitivity.

2.3 Design products

In design work the appearance and user experience of a product is designed to improve. Good design also takes into account the manufacturability of the product, and the available technology. It makes sense to make a design that can be manufactured and implemented effectively.

The following picture shows a normal designed chair versus design chair.

The planned online store aims to sell designed products, which will be made as design student work. The idea rose from a designer work, which got major interest in exhibition, but the project crashed because of the lack of knowledge in doing business. Additionally, an online store will not only aim to sell the products, but it could also sell an entire concept.

Usually customers prefer to buy unique products rather than normally designed ones, which are easily available. Designed products are highly priced if the creator is a famous designer. The online store's selling trump, could be products, which are

unique and are sold at a competitive price. The online store´s primary target will be on furniture since they have a constant demand.

The design concept can also include a type of service design. This can mean for example; a customer is browsing through the website of the online store. They find a product which they like but would like to make minor changes. Customer service is essential for all businesses because a successful encounter with a customer will make them more likely to purchase from you again. Customers must be informed of the phone numbers and e-mail addresses where the company can be reached from. In addition, the website can have a direct chat-option online where the customer can speak directly with customer service to get help with any questions they may have.

3 MARKETING OPPORTUNITIES IN ONLINE BUSINESS

3.1 Marketing overview

Usually marketing is based on competition, which aims to get sell revenue at a good level. Furthermore, a company must take the customers into account while setting the company´s marketing plan. The case study is just initiating a company that needs efforts on marketing if the company seeks to succeed in the market. The case store will try to succeed by operating with designer schools and attending design exhibitions. The website can boast a variety of selection of products from students who are attending the best schools. Going to design exhibitions is vital as you can gain useful contacts. Company reputation is key so having reliable contacts and knowledge can only boost the revenue of the company. According to (Roope 2005, 1.) succeeding depends on the ability of the company to use its strengths in marketing while competing with others.

Nowadays marketing is no longer seen as a separate activity in the company, but it has become a guiding philosophy for the entire business. Customer relations and marketing target groups are at great importance. The target customers may be those, who have an interest in the designing sector. The cornerstone of the store in marketing is based on two different issues, achieve and maintain a competitive advantage in the market.

Key factors for the initiating store are based on store image, brand and reliability while building good relationships with customers. This is preferred in the case store since it is new and it needs reputation. The store can have internal and external factors which need resolving. Internal factors are easier to solve because the external factors usually include negative customer opinions and experiences. Noticing and reacting to the changes in market is vital for the success of the store.

The good advantage of marketing development is seen on customer pursuing as customers are more aware of the things around them and are easy to track. Furthermore, the high popularity of the Internet makes customer tracking easier, but at the same time more difficult to reach their attention due to the high amount of advertising these days. Marketing through the Internet is advantageous, but customers

tend to respect the companies, who operate with the idea of being eco-friendly and supporting fair trade. (Hollanti & Koski 2007, 14.)

The mission of marketing is to identify potential customers, customer needs, customer expectations and pursue to make them true. In addition, the case company must operate to fulfill customer requests, for example by adding a wide range of products in the online store and pricing its products in a sensible way. Most importantly, the store will concentrate on having good quality products. (Hollanti & Koski 2007, 16.)

As noted, marketing is an important activity for an initiating company like the case company. There are several marketing channels that the store can use to promote itself. As it is known, today's social media is gaining popularity rapidly, which allows discussing and sharing information. Social media combines people through images and videos using the interaction between people. If the store uses social media it will reach much more customers than through normal approaches of marketing. (Leino 2012, 120.)

Although social media users are numerous and reaching them is much easier than through ordinary marketing approaches, it is a big challenge for the case store to promote itself in social media. This is mainly because the topic of companies and their products are not popular among users. Even though the topic of companies is not popular, it does not mean that the company should be discouraged. The most important thing is to target the active users. (Leino 2012, 310.)

Facebook is a global social media, which has over 900 million users. In Finland, Facebook is by far the most popular social media; it has 1, 7 million users. Due to the high number of users and the vast amount of time they consume in the world of social media, Facebook is an interesting place for the company and it may be the perfect customer contacting approach for the online store. (Lahtinen 2013, 209.) These phases can help the online store when appearing on Facebook:

- The online store can set up a group, which will be accessible to all interested in design.
- The online store can advertise on Facebook where the ad acts as a link to the destination page

- The online store can set up a fan page through which it can gain visibility. (Facebook, 2014).

Regarding Facebook, it is best for the case online store to prepare a written plan where it is specified what the targets are. The most common Facebook marketing objectives are planned for the promotion and development of customer relations. Facebook advertising has the advantage of having a potentially large target audience and advertising to targeted customers is easy. The following are Lahtinen's suggested advice:

- Must have a good image that is clear and attractive.
- Must have an interesting title, asking the question, providing a solution to the problem of the consumer, making an interesting offer or call for action.
- Grammar in the ad must be correct.

Another marketing channel is an online blog, which is characterized by the diary-like writing style of the writer. A blog is usually set up around a particular subject area and the author's personality and opinions are clearly visible in the writings of the blog. The communication in the blog is casual and free-form and the writing density varies as the content of an active blog is added on a daily basis. Adding comments and opinions on the blog is usually visible for all readers so it is vital to gain good customer feedback in order to avoid negative comments. (Juslen 2011, 95.) It is favored for the case online store to set up its own blog, which will advertise but also try to attract more useful business partners.

A blog is one of the fastest ways to publish the online store's new content on the Internet. Responding to an external event and writing is easy to manage, so the online store can also add versatile and flexible content, which may interest blog visitors. Additionally, the online store can use the blog to build its image and to position the brand by publishing content that is in coherence with the needs of the customers.
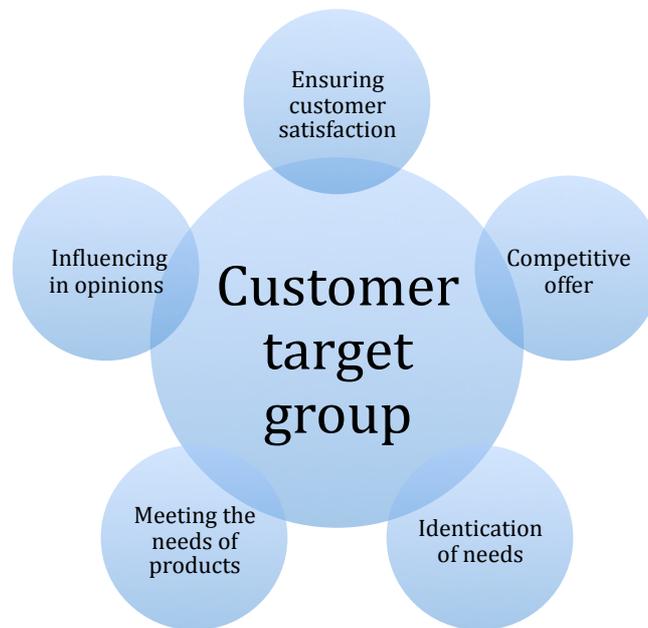
GRAPH 1. Marketing action role (Adapted from Hollanti & Koski 2007, 16)

Maintaining the online business should be kept in mind at all times. The most important thing is to remember the needs of the consumer. Defining a customer target group and the identification of its needs is a part of the action plan needed for the creation of successful e-commerce. In order to succeed, the case online store should try to reach the customers who are interested in design and offering them products that realize their needs. Customers can usually be divided into two groups: low price seekers and quality seekers who are willing to pay more. The case online store will use the advantage of designer spirit and innovation in making attractive and useful items, where the first priority will not be to earn a huge profit because good company image and good reputation is the most important thing in the beginning. In order to influence customers the online store must pay attention in a variety of things, such as website appearance, technical issues, product differentiation, logistics, marketing and customer support.

3.2 Segmentation

The function of segmentation in marketing means identifying a customer target group, which the company wants to get as a customer. Generally any segmentation solution is based on the first decision, even before the product creation. This means segmentation has a huge impact on the product range, which will help the company significantly with sales. Segmentation also serves as part of the company's reliability, because the customer feels that the designed product has been made exactly to fulfill his wish. However, in many cases companies are afraid of narrow segmentation, which may reduce the number of customers. With a better and more able way to limit the segmentation, the company gets a better basis for constructing the content of the product and are able to pinpoint the best customers easier. It is also good for the company to pay attention to the factors that explain the differences in buying behavior. In the end, customers have different buying behaviors, which can be based on in the respect to the products in relation to the quality and on the reputation of the company. It is recommended for any company to take them all into account. (Roope 2005, 46–48.)

This online store aims to serve not only designer expectations, but also the desires of the customer by selling designed products with reasonable price. A significant segment of the market are those who are interested in design. The potential customers of the online store can be segmented according to their wishes for the products, since success is based on customer aspirations. The major influencing factor in segmentation is to whom the online store is designing its products. Usually the competing online stores are experienced companies that have known designers, so they can easily target a larger customer group since their market position is totally different compared to an initiating store. Thus, the case online store should fulfill these gaps by developing innovative ideas, which may help to narrow the gap to the experienced companies. Importantly, the online store should try tracking customers who are interested in using not only the experienced online stores, but new start- up companies as well.

However, without an accurate and effective segmentation plan, it is hard for the company to implement an effective marketing plan. If the company manages to implement segmentation well, it will help in carrying out the marketing solutions. The

competition of intensified segmentation has become a very important tool for companies because no company is capable of reaching all customers. (Roope 2005, 51.)

The segmentation of an online store requires more than a single factor to succeed. However, the basic segmentation is carried out together with customer relationship segmentation. Depending on how well the different segments are known, the segmentation can be utilized in the customer relationship at different stages. (Hollanti & Koski 2007, 39.) However, the market and customer needs do not always meet, since the customers will to purchase is constantly changing. Additionally, it does not mean that no customers exist if their needs are changeable. (Pohjola 2003, 83.) The company must turn to other ways, if the information about the customer target group is too low. It is then necessary to rely mainly on other factors, like demographic factors. Thus the company is able to create an overview of upcoming potential customers.

3.3 Competitor analysis

Basically the competitive situation is affected not only by the companies operating in the same sector, but also by other industrial operating companies. The intense competition is partly due to the law of tariff barriers and new information technology that has developed the worldwide market areas, in which each firm competes more or less with companies in the same industry. However, the majority of companies have operations in the local market, but at the same time they also have the ability to grow globally in order to increase their sales. The opportunities for operating international trade have increased, since the companies found out that international trade could grow. Because the market area is wide and the high number of customers make it more difficult to specify the competitors directly, these companies usually focus their activities more and more on their core territory. (Hollanti & Koski 2007, 43.)

Since the idea is to sell design products in an online store, any store that would sell similar products can be the case stores competitor. As an initiating store is not yet well-known, it may find it difficult to challenge the other competitors. The case store should utilize the various channels mentioned in the marketing opportunities chapter to promote itself as a designing company who provide an experience.

Competition in the design business seems difficult, as there are numerous competitors operating in the same industry. The store needs to identify its strengths and weaknesses in order to enable it to compete with others. One way of standing out would be to have the stores designers study at respected schools which have high standards.
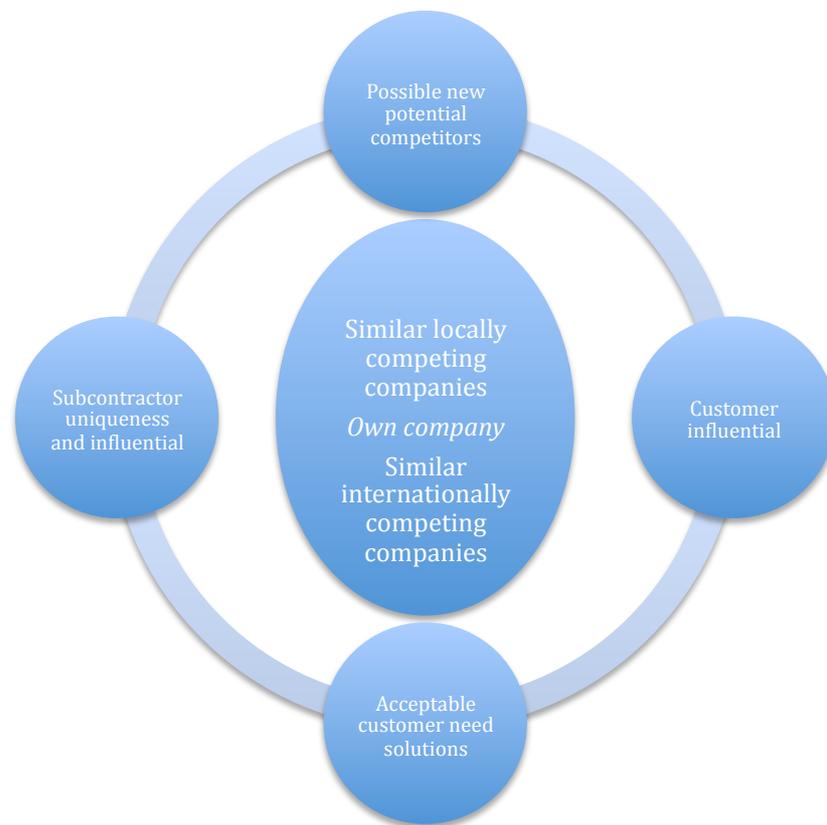
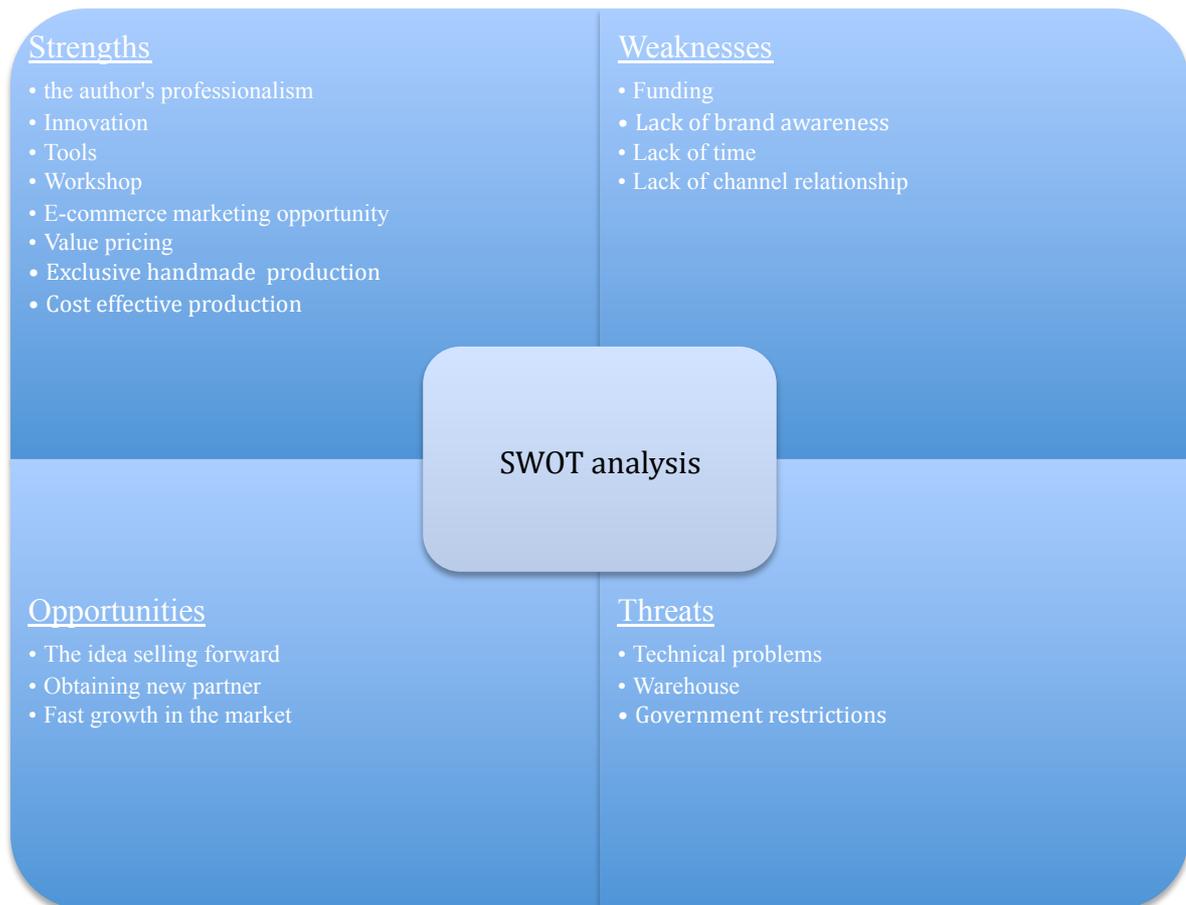GRAPH 2. Factors effecting the competitive situation (Adapted from Hollanti & Koski 2007, 44)

Finding good subcontractors for the online store is crucial. At an early stage, the company must think of the costs because a starting company does not have too much capital to throw around. The store needs to find companies, where to acquire the materials needed for the manufacturing of the products. Logistics is another important aspect, forming a reliable delivery system is one of the top priorities. Finding the right subcontractors for the case store is vital because with reliable partners the business runs smoothly and problems are kept to a minimum. It also helps the case store to stand out as a professional company who still care about the needs of its customers.

Although customer satisfaction is an important part of the success of any business, one must always remember that you simply cannot fulfill the needs of everyone. Customers must be allowed to influence the business to a certain degree. However, it is dangerous to constantly keep changing because you can then lose your core customer base. Therefore, the case store must be driven to keep its own philosophy of providing customers good quality products at a reasonable price while still taking into account the wishes of the consumer.

If the company aims to stand out from its competitors, it should analyze more in detail the competitors who operate in the same sector locally. While analyzing competitors, the company pays attention to its ability to react to the changes in the competition situation. The company should also pay attention to its competitive strategy, business goals and the financial status of the company. Usually large size companies are easy to analyze, because they are already listed in the stock exchange. The most common competitive strategies are cost leadership, differentiation and concentration. (Hollanti & Koski 2007, 46–47.)

3.4 SWOT analysis

A SWOT analysis shows the company's strengths, weaknesses, opportunities and threats in the market. The analysis divides and takes into account external and internal factors. The factors will be examined from the perspective of the opportunities and the threats they pose to the business. Each analysis can be divided into different subject areas, such as financial or product perspective. A good analysis requires good knowledge of the company, as well as the operating environment. It enables the analyst to draw conclusions which shall be drawn up as proposals for action. Exploring strengths and using them for the benefit of the company is what a company constantly should do. (Kivikangas & Vesanto 1994, 180.) The success and development of the case online store will be analyzed in the following graph.

Strengths
- the author's professionalism
- Innovation
- Tools
- Workshop
- E-commerce marketing opportunity
- Value pricing
- Exclusive handmade production
- Cost effective production

Weaknesses
- Funding
- Lack of brand awareness
- Lack of time
- Lack of channel relationship

SWOT analysis

Opportunities
- The idea selling forward
- Obtaining new partner
- Fast growth in the market

Threats
- Technical problems
- Warehouse
- Government restrictions

GRAPH 3. SWOT-analysis of case study

The strengths in e-commerce for the case online store are that it brings the expertise and vision of design products for sale. This expertise can be utilized when making sales and the expertise will be emphasized in the online store. Design products are desired around the world, so it is important to use multiple online ads in order to gain attention. Gaining product awareness is vital in order to enhance the reputation of the company. Another strength of this online store is high quality products, possibly manufactured by using the university´s equipment in order to create new products and also by utilizing the reputation of the university as a marketing tool. The goal of this online store would first be to reach all the potential customers around Finland and after that seek to expand globally by acquiring new partners. The products are made by students which will keep the costs low which will enable the online store to keep its prices at a reasonable level. Students tend to have more new ideas than designers who have been in the industry for years. Innovation is key in order for this online

store to stand out from the competitors. Handmade products are more appreciated than mechanically manufactured ones, and this is another strength of this store; products are handmade.

Considering a pricing strategy is essentially value based, the quality and uniqueness is what mainly defines the pricing of the online store. The product is designed to be sold for customers, who are interested in design taking into account reasonable price. What makes the products valuable is the uniqueness and quality.

A weakness for the case online store could be product recognition in Finland, because the product is made as student work. The awareness could be increased through marketing channels and perhaps sponsorship. Funding is tough to get so sponsorship would also be an important source of funding for the online store. In order to achieve this, the store must be compelling for investors to invest in and the store plans to emphasize eco-friendliness and student-based work to achieve this. Time is always of the essence for an entrepreneur. For the case online store a lack of time could result to a narrow range of products. It is important not to let this happen because the mind of the consumer is always changing and if they do not find what they are looking for, they will find it somewhere else. Another problem which may arise from a lack of time is the deterring quality of the product. One of the priorities of the case online store is to create high-quality products so time management will be essential.

One of the opportunities for the case online store is to sell a design concept, rather than individual products. If you can sell an entire concept consisting of individual products, the company will make larger profits. It also enables the customer to think that they´re buying an experience rather than just buying consumer products. Good networking is an important part of building a successful business. The online store should try to gain partnerships by attending industry exhibitions, getting in touch with potential partners and promoting itself in the design marketplaces. Good networking and good advertisement is crucial in order to grow fast in the market. But while fast growth is good and a priority for the company, the online store should not sacrifice its principals in order to achieve it.

Like many other initiating businesses, the case online store has threats which may prevent it from becoming successful. Technical threats could mean many things; the website can crash or someone could hack into it. The online store will need to find an

IT-partner in order to prevent these things from happening. One option would be to hire an IT-specialist for the company but in the beginning the funding is scarce, so finding a partnership company with low cost would be essential. Warehousing is not a problem in the beginning, as the business is just starting. However, as the business grows, the online store may need to rent an external warehouse facility in order to keep up with the growing demands of the customers. And lastly, the online store may face a threat such as governmental restriction, which may effect or reduce the development of the case online store's operations. These kinds of restrictions can be difficult because you have to obey the law even though it may influence the business negatively.

4 SETTING UP AN ONLINE STORE

4.1 Overview on e-commerce

E-commerce can be easily defined as all that is sold over the Internet is e-commerce. E-commerce has increased rapidly in the last decade and it is showing that it will grow continuously. Purchasing through an online store is an easy way from a consumer point of view. Besides purchasing, commodities can be sent directly to the customer via a transporting company, which means that a customer does not need to make any effort in order to receive the commodities. The most successful e-commerce companies have the follow functions, such as shipping, storage and receiving orders in good shape. (Havumäki & Jaranka 2006, 30-31.)

There are countless online stores all around the world, who sell the same products. The biggest online stores are Amazon and Ebay, which operate globally. The shipping and payment may vary a lot depending on the online store. The increase of high technology has facilitated online retailers to expand their activities among Smartphone users. (Tinnilä, Vihervaara, Klimscheffskij & Laurila 2008, 47-49.)

In relation to primary shops, costs of an online store are very competitive because it is able to reach a multiple number of customers. The fundamental principal of an online store is to make cost estimations of the costs and revenues as well as the market. If there are similar shops already, why would customers use newly established online stores rather than the existing stores. (Harju 2012, 13.)

The development of e-commerce is similar to any other technological innovation. At first the growth is very slow, but everything can change very quickly. A major breakthrough in Finland is long overdue, but it is now believed to be at hand. Internet usage is growing, mostly among 65- to 74-year-olds and more than 80 % of households have broadband access in Finland. E-commerce continues to expand increasingly compared to ordinary shops, because of the competitive price and the successful purchasing process flow and most of all, e-commerce has unique advantages such as unlimited time and infinite place. Online stores are frequently able to provide better information on packages for products, because the detailed information can be updated. (Hantula 2012, 12–13.)

4.2 Appearance of online store

The importance of appearance for an online store is a key function to its success, which the company should pay attention to. The visual appearance of the website gives the first impression for users. An online store creator must step into the place of the user while he creates an online store website to see how efficient and attractive it is. The interactive documentary is impossible to separate from graphic design and user interface on a website, so the designer plays an important role in creating and guiding external appearance.

Professionals from outside the company usually implement the online stores external appearance. Implementation steps contain graphic design and layout, functional programming opportunities, program testing and setting. A successful online store layout is divided into small texts and picture elements, where the content can be replaced easily. It is difficult to keep the website running and up to date if the picture elements and texts are in large size as the website is planned to inform of the sites new content. When browsing different online store websites one may also realize that small texts and image elements can stifle the users with overloaded information. When a company is about to create a successful online store it should be able to develop a clear appearance to the users.

To draw attention, a reader-friendly page adds the interest among customers. An online store website must attract interest in order to stand out from the crowd and the content must be easy to reach. Colors play an important role in aesthetics and difference at the same time as it is the basic visual element. The appearance of the website effects the company image and gives the users the first impression. If the users feel that the website is not appealing and does not provide enough information, they can easily log on to another online stores site and spend their money there. (Lahtinen 2013, 63.)

The nature of color adds dimension to the interest and it also helps humans in recognizing things and reading them. However, the media and different technical characteristics might effect in expression limitation. In addition, time is a very important feature when designing a website for an online store, specifically downloading speed is having an important role. The design is therefore, affiliated to
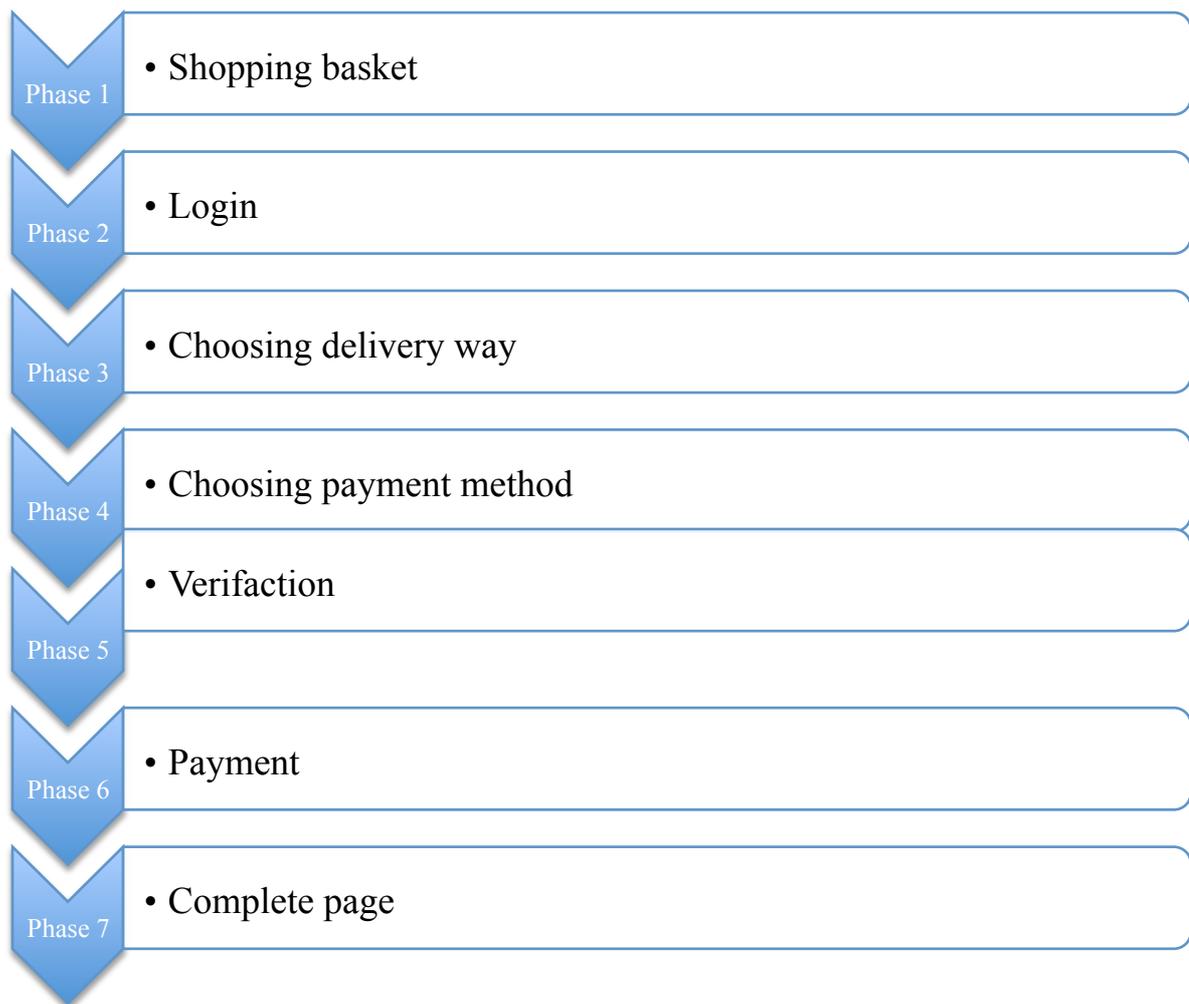
limited conditions, but it does not mean that successful and comprehensive e-commerce is impossible to create, taking into account the website content, target group and purpose. Limitation of color in online stores and communicative management are an important component for success. (Hatva 1998, 41.)

There are principals in creating a successful online store that must be considered. First, a user cannot complain while using the online store's website. There must be a guiding link where the items or steps are clearly defined, and finally the website must be easy to follow and read.

4.3 Ordering process

Obviously online purchasing is one of the easiest decisions to make but that is no reason to assume that all online customers know how to place an order. In addition, no matter how visually clear the website has been made, there are some users who might be confused by it. There are huge differences in ordering processes between online stores, but a good one guides users in their ordering process to place an order easily. When a company makes the ordering process easy in their website, it effects positively on the user willingness to use the same online store again. (Lindén 2009, 202.)

Failure in the ordering process is not good when the customer is placing an order. Customers want the feeling that everything has gone smoothly. After the decision has been made by the customer and the product has been chosen he should not face any difficulties to go through all the stages in the process. The way that most of the ordering process flows work is that after signing into the online stores website with the customer's own account number and password, they then place the desired item to the shopping basket. After that the customer makes the payment at their convenience, and finally, the customer chooses the delivery method and finally makes the final confirmation.

- Phase 1 • Shopping basket
- Phase 2 • Login
- Phase 3 • Choosing delivery way
- Phase 4 • Choosing payment method
- Phase 5 • Verifaction
- Phase 6 • Payment
- Phase 7 • Complete page

GRAPH 4. A typical online purchasing process (Adapted from Lahtinen 2013, 138)

4.4 Payment methods

The online store should select several payment methods that the potential customers can use. Payment methods between ordinary and e-commerce differ frequently; in an ordinary store consumers usually use cash or debit cards to pay their purchased goods. In an online store payment methods are generally directed via Internet banking since the consumer approaches the store only via Internet. An online store should offer several payment methods to make the customers online shopping easier via credit cards or net banking.

Multiple payment methods ensure that a customer has sufficient ways to pay the product. It is obvious that payment methods effect on the customers purchase decisions while adding extra costs on payments makes the customer think twice. In addition a successful online business should use a variety of payment methods, not only to satisfy the needs of the customer but to manage expenditure and profitability. The variety of payment methods are commonly used in domestic purchase. (TIEKE 2003.)

PayPal is an international payment system, which allows both corporate and private customers who have accounts to make payments easily and softly. Using PayPal's system in the process of paying takes little time. PayPal's good feature is that a credit card number is transmitted directly to the knowledge of the merchant, which means the number is not saved to the online store system. (Lahtinen 2013, 277.) A customer needs to pay an extra charge by paying in cash his consignment. Usually extra added fees are transmitted to be paid by the customer; a vendor does not take responsibility for any of the extra added costs. (TIEKE 2003.)

There are some finance companies that offer payments through online stores for clients who want to pay on credit. However, the possible risks that may arise from this function will be carried by the finance company itself. In addition these finance companies do not necessarily charge customers at once, but it depends on the customer how he wants to repay them. Obviously, if a customer does not want any additional costs he has to pay the bill at once rather than installment, which will save him from interest costs. Some examples of payment companies include: Klarna, Mycashflow and Suomen maksuturva. (Lahtinen 2013, 277.)

In order to have smooth operations in the online store and to keep customers satisfied, a merchant must make sure that unnecessary payments will be returned. In addition, a merchant must take full responsibility of any additional costs caused. (TIEKE 2003.) Various options in payment methods help customers decide and give a large scale of payment opportunities in case one fails or if a customer rather chooses to pay in direct debit than credit.

The stronghold of a successful online store is the terms of agreement that is made to avoid all misunderstanding between customer and online storeowner. These terms must be created clearly and specified so the buyer has the knowledge in the beginning

of the purchase process. Terms of agreement are set by the storeowner for the orders and the price is set by the owner. Consumer law is made to protect consumers generally because it specifies that the business owner should have clear terms. According to consumer law, in case of misunderstanding the storeowner takes full responsibility. If there are changes in the terms they must be done in writing and before the purchase process starts. The following information must be included in the terms of agreement:

- Delivery methods and conditions, including delivery
- Terms of payment and payment methods
- The minimum duration of the contract, if the customer is in a continuous or repeated delivery
- The contract notice basis, if the contract is made for years or for a longer period
- The customer right to cancel the transaction and withdrawal instructions. If the right of withdrawal does not exist, it should be informed.
(Kilpailu- ja kuluttajavirasto, 2011.)

Half of the online purchases in Finland are paid through a web bank. The second most popular payment method is by credit card, and the third most popular is payment of purchases by invoice. The payment through online store is a familiar and trusted way of payment among Finns. An online payment agreement can be made either directly with banks or by using a payment intermediary such as PayPal, Klarna or Suomen maksuturva company. Traditional methods of payment such as invoice are minor in usage and unfavorable for the case online store. The product can be delivered to the customer after payment has been made. From the case online stores point of view, the product delivery after payment is the most secure one. For the case online store the most reasonable payment method is to use an intermediary company, because in this case the online store will avoid all additional risks and troubles.

4.5 Logistics

The nature of logistic service is to provide goods and services in terms of quality and quantity as agreed in accordance with the schedule. The aim of logistics is to provide the customers with the requested service at lower costs. In order to avoid the expenses caused by storage, companies deliver products to the customer directly rather than keep them in storage. In order to keep a customer willing to order online store products continuously, the store itself must take care of the shortcomings and delays because they indicate that an online store is failing in its operation. The process of logistics should be made as simple as possible to avoid shortcomings and delay risks. (Ritvanen & Koivisto 2007, 14.)

The method of calculation in logistics costs varies by the company. Generally used formulas in calculation transport are storage and capital tie up according to warehouse and administrative costs. The rising costs of transportation come from several issues such as fuel, insurance, salaries, taxation, etc. Due to the rising costs, companies have outsourced their logistics services to avoid the costs caused by transportation and the only costs accrued are then outsourcing costs. (Ritvanen & Koivisto 2007, 15.)

The purpose of an online store establishment is to increase the number of orders and facilitate warehouse management. Growth in the number of orders might impact on supply efficiency and any delay or mistake will affect the reliability. A desire to continue purchasing may be in danger, especially among new customers if the transportation of the consignments does not work well. However, the storeowner should be prepared for an increase in demand and take care of the supply consignments properly for the customer. A storeowner may benefit from outsourcing the logistical operations.

A consignment can be delivered directly to the customer or to the nearest place where they can pick it up eg. a post office. A company should also offer customers various options to receive their products such as co-operation shops, which have a deal with Posti or Matkahuolto. (TIEKE 2003.)

Posti is one of largest delivery companies in Finland and it has various methods of delivery such as a pick up from the post office, Smart post vending machines and also direct home delivery. Posti has a printing software called Prinetti, which allows

entrepreneurs to create contact cards. The integrated software Prinetti enables the printing of cards directly to an online store website where they can be managed. Package tracking via code given to the customer after order confirmation avoids the risk of losing the package. Posti does not charge fees for this software usage, but the online storeowner has to enter into an agreement with the Posti shuttle service. (Itella 2012.)

In case of a wrong order, an agreement signed between the online storeowner and Posti will make it possible to return the product within original invoice terms. When a customer wants to return a consignment, it happens by returning the package to the post office or leaving a letter in a letterbox, both ways are accepted. However, that action must be considered in relation to the consignment size; consignments returned through the letterbox must not be thicker than 30 mm and must not weigh more than 2 kg because of the capacity of the letterbox. Consignments over that size that must be transported via the post office and the sender will pay the caused fees. (Itella 2012)

Product transporting via Matkahuolto is an option from a storeowners point of view. Matkahuolto has various methods in solving transportation matters on behalf of a storeowner such as Lähellä-paketti, Bussipaketti and Jakopaketti. The Lähellä-paketti can be collected from Matkahuolto offices where they are located besides food shops eg. Siwa and Valintatalo. Bussipaketti can be collected from Matkahuolto offices, because of the consignment size. Finally, Jakopaketti is transported to the customers house door. A customer receives a tracking code after order confirmation so that he can follow the consignment online. Matkahuolto contacts the recipient to inform when the package arrives. All motioned transport methods are pre-integrated with most online store applications, allowing the customer to choose the best transport method suits him. (Matkahuolto 2012.)

Received consignments via Matkahuolto can be returned to the sender within same invoice terms from several send points; Siwa, Valintatalo and the packages collected from a shop called Euromarket can be returned to the market and they take the responsibility for further transporting. (Matkahuolto 2012.)

The flow of product management involves many things, such as reception of orders, payment management, returns management, as well as transportation and delivery. It is favorable for the case online store to think whether to outsource its logistics or to

keep doing it internally. However, the online stores decision is to outsource the logistics to the two companies mentioned as they have various options of logistics service and they fulfill the needs of the case online store. Since the online store is a distance selling store, the location of the customer will fluctuate from one to another. Matkahuolto is suitable for the case online store in domestic delivery, where the customers are ordering within Finnish borders. Relating to abroad deliveries, there are many rules that a company needs to be aware of and for this reason the case online store should use a specialized logistics company to handle this issue. Posti is the best option for the case online store in abroad deliveries, since the company has a wide range of connections around the world. The most important thing is that it is safe to use Posti's service when consignments need to be transferred abroad.

4.6 Laws and rules in online business

Online business does not differ much from ordinary businesses who have physical stores, the online storeowner bears the responsibility for the service he provides as an ordinary merchant. In an online store business agreement between a merchant and a customer, the buyer becomes legally obligated to pay the purchase price and the obligation of the merchant is to supply commodity, product or service. Once the contract is made, it must be fulfilled and it cannot be unilaterally changed. (Lahtinen 2013, 85.)

The nature of an online store is distance retail where the subject can be applied to consumer protection Act (38/1978). Chapter 6, 4§ in accordance with the distance trade are offered to the customer consumption commodities through distance supply method where the award of the contract and the pre-marketing use of one or more remote communication. In other words a distance supply method means such a marketing method, which aims to be held through various marketing channels for instance electronically. The electronic communication method does not necessarily need parties of the contract physically present in the same place. (Kilpailu- ja kuluttajavirasto 2011.)

Chapter 6 § 13, in accordance to the online business law, a merchant has to give consumers the following information in advance before entering into an agreement:

1. Company name and address, as well as the location
2. Features of the product
3. Contractual conditions

  - Product price, shipping cost and payment terms
  - Any other terms accordance with delivery or performance conditions
  - The minimum contractual period when dealing with the goods permanently or repeatedly
  - The cost of using the online store, also extra added fees if there are any
  - Validity of the offer
  - Details of cancellation, or notice that there is no cancellation (Kuluttajansuojalaki, 2013.)

In accordance to Consumer Protection law chapter 6, § 13, all above articles must be informed to consumers in an appropriate manner and the commercial purpose must be clearly evident. Beside chapter 6 of the Consumer protection law, chapter 2 must also be considered as it is related to online marketing. (Lahtinen, 2013, 87.)

There are also other laws that must be considered in addition to the consumer protection law when we are dealing with online businesses.

- Personal data act regulates the use of the consumers personal information
- E-communication data act regulates electronic communication
- The law according to bookkeeping, every entrepreneur should have a bookkeeper
- Taxation law regulates how much taxes need to be paid.

The rules and laws must be considered in distance retail because a business merchant has to act in accordance with the above mentioned laws. The law of personal data must be considered especially because in this business the information of the user is saved to the database. The database will contain important details, such as phone numbers, addresses, credit cards and dates of birth as this information, according to

the personal law data, is illegal to be used in other purposes. This personal data can only be used when the customer is using the services of the company.

5 SUPPORT AVAILABLE FOR STARTING AN ONLINE BUSINESS

5.1 Online store applications

The Internet offers its users a virtually endless supply of free premium applications. This also applies to online shopping. In practice, anyone can establish an online store and start online retailing with very little initial capital.

This study will go through a few different e-commerce applications, and explains which of these options would be the best choice for this study. When searching for information on various e-commerce applications, three applications stand out: Magento, Composer.fi and MyCashflow. There is a free version of Magento and MyCashflow for users. However, the free versions of these platforms seem quite limited and therefore it does not serve the need of the case store.

5.2 Magento

Magento is an open source e-commerce platform, and it is completely free. The characteristics of a free version of Magento are plentiful. The free of charge content may attract, but it is nevertheless foreign software and finding information might be a bit difficult, at least for a domestic enterprise.

Magento has been ranked in the top list among the best e-commerce platforms, and it has more than 100 000 users currently. (Soprano platform, 2014.) According to the case study, Magento might not necessarily be the best option, although it has the broad characteristics and is customizable. It requires quite a lot of knowledge in the PHP language and coding perception of the production, so it is not the best solution for the case study, because it does not have Finnish customer support.

5.3 MyCashflow

MyCashflow is offered by Plus 247 Finland Ltd with a clear website, it also has a free version in use. It allows free of charge experiment, where the establishing costs are very low. This is good because a merchant does not need to pump the business with a huge investment (mycashflow, 2014.)

The free version, as stated previously, is usually very limited. There aren´t much options for customization but you´ll get a good idea on how the software works. Inserting a new product and the menu has been made very clear in MyCashflow. Besides the website, it includes a comprehensive information package on how to edit a beginners online store site.

Based on the first exploration of the free version, the appearance of an online store cannot be edited with any of the graphical tools. In regards to the ideas of the study, it would be a great experience to try to customize the websites external look, as well as it would be an important phase of e-commerce implementation. Default theme gives a clear picture on how to build the theme.

MyCashflow works with a so-called cover service which does not need to be installed separately on any workstation. The platform is designed to work within different workstations manually, which facilitates the user operation. Therefore, a user does not need to be worried about security as the platform takes the responsibility of the safety issues. The online store website is designed to be handled through the control panel conveniently.

5.4 Composer.fi

This Finnish platform is manufactured by Soprano Ltd. It does not have a free of charge version, which makes it factual. The platform has different fees for applied service, where a merchants starting costs are around 29,90 € / month plus VAT. The license fee sounds reasonable to pay. (www.sopranocomposer.fi, 2014) Composer.fi is a totally Finnish based platform, where the merchant does not experience any problems with customer service. Therefore, this platform suits the domestic entrepreneur, who operates in the Finnish market. In relation to payment

methods, composer.fi has integrated with a wide range of Finnish online payment systems.

The disadvantage with this platform is that you can´t customize the appearance of the website too much. The software has 23 different layouts for the base and the editing functions are limited and give very little information. Because of this, a unique-looking online store site cannot be created successfully with this software.

The selected platforms were rather tricky to experiment with, as the fees were the obstacle in getting the most out of the experience. The aim of the platform comparison was to evaluate, what would be the most useful platform for a business like the case store, which sells design products via an online store.

 Obviously MyCashflow rose to be the favorite as the best solution for the case, as it is the only platform which operates in Finnish. Language is a big part of website management, because it enables the owner to manage the store without coding skills. MyCashflow is clearly the first choice out of the above-mentioned platforms.

The Magento platform seemed a bit tricky because of its variety. As a result, it may not be the best option for the online store according to the aim of the study. Magento also requires knowledge of PHP and database skills from the user, which make it difficult to maintain.

Composer.fi platform is definitely a good choice if the e-commerce company does not wish to influence aesthetic factors. The software works pretty well as a basic online store platform. From this cases point of view, one must have access to edit the website appearance, so that the site has a more personalized look. This will prevent the online store from perishing and will enable it to stand out from the competitors.

6 CONCLUSION

The aim of this thesis was that the case would provide capability to set up an online store for design products. As a result, the factors of establishing an online store were taken into account. Therefore, the thesis aimed to gain an understanding of e-business in general and to describe the current state of e-commerce. In relation to e-commerce, the purpose was not to go too deep into the technical information, as this would require a much greater understanding and knowledge of the subject. On the other hand, marketing has been approached in e-commerce more, because without the right marketing the online store cannot succeed.

An online store is a distance selling commerce and, therefore, part of the electronic business. At its simplest, the function that describes the products of the online store and its place of purchase is its Internet page. An online store is perceived as a true electronic store, however, only if it has at least a few dozen products that are in order and the purchase process is automated. It is important for all data to be available in the online store without contacting the physical store. It is vital that the buying process can be handled entirely online.

It is recommendable to pay attention on the product range, when the online store is established. To succeed, the company's separation from the competition in any way, especially in the range of products is an excellent way. Traditionally, the best-suited products for an online store are small, easily transportable products. However, the online store will be selling products around Finland, without limitation, so the product range of the online store should be allocated to a specific target group. For example, the target group for the case store are people interested in design and pre-made, high-quality design products.

An online store needs to operate a website and an online store application. There is support available in the form of applications for online stores and some of them are free. In the ready online store applications customization options are narrow. The design products that are sold in the online store should be of high quality, attractive and functional. According to the needs of the store, the application used must be fully customizable. The layout and functionalities of the online store site need to send a message of a high-quality design online store. For instance, it is not favoured to have

little control over editing in the online store's website as there may be a variety of different ads appearing. For these reasons, efforts are needed to better the online store sites technology and appearance. It should also be noted that without a proper marketing plan, the online store is unlikely to gain a large customer base. The marketing plan should be done carefully and it should take into account the online stores marketing, segmentation, competitors and a suitable target group. In the end, all of these require help from professionals, but it is vital in order for the online store to be functional and attractive.

All in all, the sector of e-commerce is full of competitors, but each one competes with its own strengths. The strength in this case are the students who work so that the product will be made. The online business field has a huge demand, and it also has numerous users. It would be a big accomplishment to establish that type of business and with high probability this initiative would be beneficial.

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