

Yahoo brushes up its e-commerce for small business

August 14 2014



The Yahoo logo seen on a smartphone on September 12, 2013

Yahoo announced Thursday the relaunch of its e-commerce platform, which allows small businesses to easily set up online retailing.

The new Yahoo Stores system, said a company blog post, allows users to "turn your idea into a [business](#) in less than two minutes."

Amit Kumar, head of Yahoo Small Business, said the new platform was "a completely reimagined, next-generation version" of a service Yahoo that began 16 years ago.

The company "took the best of everything we've learned from our million-plus customers over the past 16 years and applied it to Yahoo Stores to give [small business owners](#) a more powerful, streamlined and beautiful way to turn their ideas into a business," he said.

Kumar said the online store can be set up to take orders within minutes, including a secure payment processing system.

Customers can visit the Yahoo Stores site and select themes from a variety of templates to sell on websites and mobile devices, the company said.

The move can help Yahoo regain a foothold in online retailing in a market expected to grow to \$304 billion this year, according to the research firm eMarketer.

The research firm said mobile commerce—or sales via mobile devices—will represent around 1.2 percent of online sales this year.

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Citation: Yahoo brushes up its e-commerce for small business (2014, August 14) retrieved 26 April 2024 from <https://phys.org/news/2014-08-yahoo-e-commerce-small-business.html>

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