

## THE HISTORY, TECHNOLOGIES AND SIGNIFICANCE OF ONLINE SALES

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*Резюме – интернет продажи уже долгое время играют важную роль в нашей жизни. В данной статье анализируются причины значимости продаж в сети Интернет и рассматривается история и устройство онлайн продаж.*

*Resume – online sales have been playing an important role in our lives for a long time. This article analyzes the reasons for the significance of sales on the Internet and examines the history and technologies of online sales.*

**Introduction.** Internet sales are firmly entrenched in the list of the most important inventions of our world. E-sales are a platform that allows people to buy and sell anything and at any distance right from the couch. This allows us to find everything we need without leaving the comfort conditions and saving our precious time.

**The main part.** Initially, the Internet was used only by scientists, later it was used to transmit information in military plans, and then it was the turn of businessmen. Thanks to that transition, the World Wide Web became more and more public. And, of course, there were people who wanted to make money on it using the Internet for marketing and sales.

The pioneer in the field of online shopping was none other than Jeff Bezos. Traveling from New York to Seattle, he thought about how much interest in the Internet had increased. The Internet is no longer an e-mail system, people began to work online, search for information, get acquainted with the news. The American entrepreneur concluded that it is possible to offer the Internet audience to order goods directly from home, sitting at the monitor screen [1]. Having discarded goods with a short shelf life, with the difficulties of warehousing and delivery, Jeff Bezos stopped selling books. The project turned out to be successful. Later, the list of the first Amazon online store was replenished with audio and video cassettes, discs.

Since trading via the Internet is a remote way of trading, it is necessary to regulate the issue of payment methods. It took cooperation with banks. Thus, the first electronic payment system was developed. Currently, the goods can be paid for: using electronic money, cash on delivery, through terminals. In 2004, the turnover of all transactions in the world conducted through online stores was in the region of one million dollars. This figure rose to several tens of millions the following year, and a year later it increased tenfold. And in 2007, the total volume of transactions conducted via the Internet was estimated at several hundred billion dollars. The importance of online stores is growing and improving. With the advent of new technologies and special programs, shopping online has be-

come not only easy, but also practical. Significant time savings were presented. The process of turning online stores into a large-scale independent industry can be divided into four stages of evolution: a showcase, a shopping mall, a market-place and an automated online store [2].

A showcase is the face of a website, information about goods, services, that is, a kind of advertising. The buyer can order the goods. But it is possible to pay and pick it up only after visiting the office. And this implies a loss of time and money. The client will leave this page and find a similar site, where he will receive the product he likes on more comfortable terms.

A virtual shopping mall is the hiring of a retail space. In this case, the store is a dealer between the manufacturer of the product and a potential customer. That is, third-party platforms provide an opportunity for companies and enterprises to post information about goods and services of their own production, promote their brands and products.

An automated online store is the model of an online store that is used to this day. It works completely in automated mode. Remote monitoring of personnel work, increasing the volume and speed of turnover, eliminating errors in the sale of goods, reporting in real time is an advantage of automation. An automated online store involves an impressive investment, but with proper management and understanding of the tasks set, they justify themselves [1].

But do not forget about security. In order not to be deceived, you should always carefully check the sellers. To do this, you can read reviews about how often he is on the market and how many customers he has.

**Conclusion.** Thus, a few years ago, people did not even imagine that everything you want can be purchased by sitting on the couch: food, a ticket, a ticket to the cinema, a table in a restaurant and more. Full information about the product, constant availability, a large selection of products, low prices, time savings, that's what attracts the buyer in the online store. The site always contains general information, a catalog of goods and services with detailed information, price and expected discounts, feedback, a section of reviews and suggestions.

We should notice that E-sales sales, if they do not experience their finest hour, then at least feel much better than traditional retail nowadays.

## REFERENCES

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