

**INTERNET SALES. THEIR PECULIARITIES, ADVANTAGES AND  
DISADVANTAGES**

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Internet sales is a modern and efficient way of selling goods and services via the internet. This method is becoming more and more popular every day, as it reduces advertising and customer acquisition costs, and increases turnover and profits. In this paper we'll look at the features of online sales, their advantages and disadvantages, and consider some strategies for successful online shops.

Internet sales have a number of features that differentiate them from traditional sales methods. One of the main features is the ability to reach a wider audience, as the internet is an accessible and popular means of communication. In addition, online shopping allows consumers to purchase goods and services 24 hours a day, 7 days a week, making the buying process more convenient and accessible.

Another feature of online shopping is the ability to fine-tune advertising and attract a targeted audience. This allows for lower advertising costs and more effective sales.

One of the main advantages of online sales is the opportunity to reduce the cost of renting premises, paying utilities and salesperson salaries. In addition, internet shops are able to set lower prices for goods and services, which makes them more attractive to consumers.

However, online sales also have disadvantages. One of them is the lack of physical contact with the product or service, which can lead to distrust on the part of the buyer. For example, you ordered a piece of clothing on Wildberries

(popular in Belarus online shop), the photos and description you need, but here comes the goods. You take it and put it on at home. But it doesn't fit or doesn't look like in the picture. Credit card fraud is not uncommon either. In addition, online shops often face the problem of low-quality goods, delays in delivery and high competition in the market.

There are a number of strategies that allow online shops to improve sales and increase their profits. One of them is to differentiate products and services, i.e. to provide unique and quality products that are not offered on competing websites.

It is also not unimportant to have a very good user interface. You should ensure that your website is simple and easy to use. Also, don't forget about mobile adaptability - in this era, a significant number of potential customers use their mobile devices to make purchases.

## References

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