



# **BOOST4youth**

online Business and e-cOmmerce cOaching for  
increasing entrepreneurShip among youTh

## **IO1/A5-PAYMENT**

**Lead Organisation:**

**Danmar Computers**



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## REVISION HISTORY

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(\*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

## REFERENCED DOCUMENTS

ID	Reference	Title
1	2018-1-UK01-KA205-047672	BOOST4Youth Proposal

## APPLICABLE DOCUMENTS

ID	Reference	Title



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2018-1-UK01-KA205-047672

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## Table of contents

2.3 Payment.....	3
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## 2.3 PAYMENT

### 2.3.1 POPULAR PAYMENT METHODS

#### ABSTRACT

With the development of technology, awareness of new solutions, as well as the diverse approaches to using them, many different payment methods are there to choose from. Yet, the choice will highly depend on the location, both the seller and the buyer.

Among the most popular methods still remains bank transfers and card payments, nonetheless some customers will opt for cash on delivery, and others for wireless payments. Available payment options will also be connected with the e-shop's back-end and payment gateways.

#### GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Currently, entrepreneurs are trying their best to meet the customers' expectations and for their comfort they offer newer and simpler payment methods. Traditional transactions carried out with physical money are lately being more often replaced by on-line transactions. When conducting business in the field of e-commerce, it is necessary to enable the customer to choose payment methods - the most convenient one. How to implement this action into your **e-commerce business**?

At the beginning, a good practice is to offer plenty of payment options. The technology is developing at a very fast pace, which results in faster, safer and easier-to-use options. Therefore, it is worth following the current trends in the payment market and trying to update and adapt your offer to get more traffic to your e-shop (or website).

The most popular types of e-commerce payments are:

- Credit Card;
- Debit Card;
- Smart Card;
- E-Wallet;
- Net banking;
- Mobile Payment.

Of course, apart from the examples mentioned above, there are many more payment methods that are becoming more and more popular. This group includes cryptocurrencies but will be growing with the development of technology and the possibilities of the Internet.

However, when running a business in areas such as: **Agro-products, Tourism or Real Estate**, it is worth first getting to know and introducing the most popular methods that will allow you to attract a large number of customers.

Based on a report prepared by Eurostat, the second most popular good or service purchased over the Internet was **travel and holiday accommodation**, with a score of 53% (EU results).

In addition, the group of people who most often make transactions via the Internet are people aged 25-34. It is interesting that the increase in online shopping is observed in all group ages.

The high activity of young people in e-commerce promises good forecasts and should act as a strong incentive for the company (if it does not already) to offer sales and online payment options.

#### ACTION TYPE

4. Actions that have prerequisites and require an investment.

### CONNECTED ACTIONS

2.3.2. Focus on cross-border payment methods;  
2.3.3. Security considerations;  
2.3.4. Information about customs regulations and hidden costs;  
2.3.5. Mobile ready;  
2.3.6. e-Wallet.

### TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

**Time:**  
A month for market research.  
Another month to create and introduce new payment options.  
**Costs:**  
Costs will depend on the level of site development and expected reach. It is advised to check offers with a few suppliers, also to see what fees customers will be (or will not be) paying per transaction with each payment method.

### POSITIVE AND NEGATIVE PART OF THE SOLUTION

**Positive:**

- The introduction of a wide range of payment methods will attract a wider group of customers, but also allow you to build a better relationship with them as you will be proving that you are well-oriented in their payment preferences and respect their choices.

**Negative:**

- Time and cost of implementation: Both the time and money needed to make the necessary changes can be a major obstacle, especially for self-employed persons.

### ESTIMATED EXPLOITATION

The introduction of new or preferred payment methods will attract new customers and increase their interest in your business. By adapting the offer of payment methods to the needs of the market, your company will be able to stand out from the competition by the quality of customer service and attractiveness of the offer.

### ICT COMPETENCE

High

### ENGLISH LANGUAGE SKILLS

Intermediary

### WEBSHOP LEVEL

Established

## REFERENCES

- Anindya Ray, What are the different types of e-commerce payment systems?  
<https://services.amazon.in/resources/seller-blog/different-types-of-e-commerce-payment-systems.html>
- Eurostat, E-commerce statistics for individuals  
[https://ec.europa.eu/eurostat/statistics-explained/index.php?title=E-commerce\\_statistics\\_for\\_individuals&oldid=417477#General\\_overview](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=E-commerce_statistics_for_individuals&oldid=417477#General_overview)

## ADDITIONAL RESOURCES

- Ecommerce Business Blueprint: How to Build, Launch, and Grow a Profitable Online Store:  
<https://www.shopify.com/blog/ecommerce-business-blueprint>
- Top 10 Online Payment Methods for eCommerce Sites:  
<https://www.hostgator.com/blog/online-payment-methods-ecommerce/>
- The top 10 online payment solutions for e-commerce:  
<https://www.ecommerce-nation.com/top-10-online-payment-solutions-ecommerce/>

## CROSSBORDER REMARKS

- The choice of payment methods will highly depend on the level of transition to digital forms of payments in certain countries.
- The terms & conditions and fees for the same payment provider may vary by country.
- Payment gateways must use your customers' languages.

## 2.3.2 FOCUS ON CROSS-BORDER PAYMENT METHODS

### ABSTRACT

With cross-border payments, both the seller's and the buyer's locations must be considered, as this may affect the final pricing or any additional costs. Additionally, what for one person may be a standard payment method, for another may be unknown or unavailable.

Cross-border payment methods also imply the website to be available in more than one language, unless your national language is English, as well as addressing currency exchange and the compliance with your customers' payment provider's terms & conditions.

Nevertheless, when your sales strategy includes international customers, you will need to introduce cross-border payment methods to be successful.

### GENERAL DESCRIPTION OF THE SPECIFIC ACTION

E-commerce is gaining popularity. Research shows that the forecast value of cross-border trade over the **Internet in 2020 will be \$ 1 trillion.**

It is worth opening up to such opportunities and expanding the business of your company to trade outside your own country.

This is an opportunity especially for developing countries, where commodity prices are highly competitive. However, it should be remembered that conducting cross-border online sales is a complicated process. Unfortunately, part of the company reduces it mainly to translating their websites into foreign languages. Logistics problems or legal regulations are other issues that business owners must face.

Payments in cross-border trade are another important problem.

To be able to compete on international markets, a company must introduce different payment options for customers.

One way is to enable payment via **DCC** (Dynamic Currency Conversion). Using it, e.g. in your hotel, you enable customers to pay using their own cards with automatic currency conversion. Thanks to this, when booking a room, guests will not have to waste time looking for an exchange office, etc. The advantage of this method is that a customer who decides to buy a product online can immediately see how much they will pay in the selected currency for a given product. Thanks to this, you do not have to waste time converting currency values.

An important step for popularizing cross-border online transactions was [PayPal](#), which introduced and popularized international payment options.

Remember to allow different payment options for foreign customers before you start online cross-border trade. As on the domestic market, you should choose the methods that ensure the security and speed of transactions, but in addition, in international trade, you should also pay attention to the cost of payment. The lower the tax customers will have to pay during the transaction, the more willingly they will make such a transaction. However, please remember that as the price decreases, you do not lose the quality of the payment method used.

#### ACTION TYPE

4. Actions that have prerequisites and require an investment.

#### CONNECTED ACTIONS

2.3.1. Popular payment methods;  
2.3.3. Security considerations;  
2.3.4. Information about customs regulations and hidden costs;  
2.3.5. Mobile ready;  
2.3.6. e-Wallet.

#### TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Time:  
Market research: about a month.  
Introduction of payment methods for cross-border transactions: about a month.  
Costs:  
Costs are expenses for market research and implementation of payment methods on the site.

#### POSITIVE AND NEGATIVE PART OF THE SOLUTION

**Positive:**

- Profit: Well-managed sales on foreign markets will increase your company's revenues and prove you have implemented successful strategies.
- Prestige: The presence of a product or service on non-domestic markets carries prestige for the brand, company and yourself.
- Experience: Doing business in international markets gives you the vast experience and familiarity needed for personal development.
- Expertise: With the implementation at cross-border level you are increasing your expertise in e-commerce and becoming a good advisor for starters in e-commerce.

**Negative:**

- Loss of customers: International trade is not easy, poor management can lead to the loss of foreign customers, which can also cause losses in the domestic market and your business.
- Costs and time: To be able to run an international business, you need to acquire knowledge of the functioning of foreign markets, law and tax systems. It takes time and money to get it.
- Expenses: The other expenses are the costs that you have to incur to be able to launch payments on your e-commerce platform.

**ESTIMATED EXPLOITATION**

A well-conducted online sales of goods and services abroad can be a great step for the rapid development of a business. Make sure your company is well prepared.

**ICT COMPETENCE**

High

**ENGLISH LANGUAGE SKILLS**

Advanced

**WEBSHOP LEVEL**

Well-developed

**REFERENCES**

- AliResearch – Accenture, Global Cross Border e-Commerce Market 2020
- e-Commerce Handbook on Cross-border Sales for the Polish Market (Material in Polish)  
<https://eizba.pl/wp-content/uploads/2018/07/Poradnik-E-Commerce-Handel-Transgraniczny-last.pdf>
- Cross-border sales in the e-commerce sector – selected opportunities and barriers for development on the example of the EU (Material in Polish)  
<https://www.globalselling.eu/handel-transgraniczny-w-kanale-e-commerce--wybrane-szanse-i-bariery-rozwoju-na-przykladzie-ue>



### ADDITIONAL RESOURCES

- 23% of ecommerce in Europe is cross-border  
<https://ecommercenews.eu/23-of-ecommerce-in-europe-is-cross-border/>
- New EU rules on e-commerce  
<https://ec.europa.eu/digital-single-market/en/new-eu-rules-e-commerce>
- Cross-border e-commerce shopper survey 2018  
<https://www.ipc.be/services/markets-and-regulations/cross-border-shopper-survey>
- The development of cross border e-commerce  
<https://pdfs.semanticscholar.org/cbad/cc2fc1a9fd443de3452068e2a23619bba137.pdf>

### CROSBORDER REMARKS

- The choice of payment methods will highly depend on the level of transition to digital forms of payments in certain countries.
- International currencies and the exchange rates will influence the decision to place an order for some customers.

## 2.3.3 SECURITY CONSIDERATIONS

### ABSTRACT

Security measures should be undertaken regardless of the business sector. This implies not only the need to protect your customers' payment data, but also your own. For this purpose, you will select between specialised tools or software.

The website performance and the payment options you offer are also closely connected with guaranteeing safe data protection and secure online activities. These will be supported by anti-fraud solutions, security seals and SSL certificates.

### GENERAL DESCRIPTION OF THE SPECIFIC ACTION

The most important thing we need to ensure while running an e-commerce business is the **security** of your platform **users**, by protecting their **personal data and wallets**.

Only when customers are completely sure that their transaction is protected will they be willing to visit the online store and make a purchase / reservation.

The topic of online security is very extensive and a lot of research has been devoted to it. However, you can often hear about the thefts of user data, including clients of large corporations. So, how can a business defend itself and its clients?

First, it is worth taking care of such an obvious thing, which is **writing and posting** the appropriate **sales regulations** on the website. This gives potential customers a psychological sense of security, due to clearly written points of the regulations, which explains the procedure for complaints, returns and payment methods available in the store.

The next step you should take is to **enter the SSL certificate**. It is necessary when running an online store. The purpose of this certificate is to encrypt communications, which allows you to protect the customer's personal data and money. In addition, a website that wants to acquire SSL must meet certain conditions, which gives the customer confidence that they are dealing with a real and **professionally operating company**.

Another important practice is coding to protect data (stored and sent) by introducing fraud encryption software. You can check the solution on the example of [AxCrypt](#).

Your site visitors will be looking for privacy policies, which are also important and basic security considerations. With these policies they will be assessing your business' trustworthiness and compliance with the general law. Here, the so-called **Privacy Seals or Trust Seals** - documenting the adherence to a privacy policy, are another matter of choice. You can check the solution on the example of [Norton Secured Seal](#).

It is also worth focusing on **constant IT supervision**. However, you do not need to hire specialists in this field, outsourcing is a good practice here. For example, an external company can take care of the server on which the customer database is located or store backup. It can also be responsible for updating and creating the online store itself.

Remember that caring for the safety of store customers is a must and it needs to be carried with the highest standards.

#### ACTION TYPE

4. Actions that have prerequisites and require an investment

#### CONNECTED ACTIONS

2.3.1. Popular payment methods;  
2.3.2. Focus on cross-border payment methods;  
2.3.4. Information about customs regulations and hidden costs;  
2.3.5. Mobile ready;  
2.3.6. e-Wallet.

#### TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Time and costs depend on whether you decide on outsourcing or handling the protection (of your customers data and your own) yourself. If you choose to introduce a few safety shields or fraud software, the costs will increase.

#### POSITIVE AND NEGATIVE PART OF THE SOLUTION

##### Positive:

- Customer trust: If customers notice that your store is operating in accordance with all safety rules, they will be willing to make purchases there.
- Loyalty: The certainty of secure shopping will attract customers for longer and prove you are a trustworthy business individual/e-service.
- Professionalism: An e-commerce manager that cares about their customers' safety will be assessed as a professional.

##### Negative:

- Costs: Keeping your store safe is not cheap, especially if you chose to outsource.
- Risk of losing customer data: Unfortunately, it may turn out that despite preventive measures that you have taken, the customer's data could be stolen. The credibility and reputation of your business will suffer.
- Fake purchases: You may find that purchases will be made from a stolen card, which will mean the loss of the goods and the obligation to return the money. In addition, you as the seller needs to carry the procedural costs.

### ESTIMATED EXPLOITATION

Running a store is associated with ensuring shopping safety for buyers - this is a requirement to be able to run an online business. However, from the moment you implement the security measures, you will be experiencing the benefits and getting more hits to your website.

### ICT COMPETENCE

High

### ENGLISH LANGUAGE SKILLS

Intermediate

### WEBSHOP LEVEL

Well-developed

### REFERENCES

- How to make your online shop safe? (Material in Polish)  
<https://smartbees.pl/blog/jak-zadbac-o-bezpieczenstwo-sklepu-internetowego>
- Basic information on SSL Certificates (Material in Polish)  
<https://pomoc.home.pl/baza-wiedzy/certyfikat-ssl-informacje-podstawowe>
- Safe e-commerce. The first research on payment frauds on the example of Polish e-commerce. (Material in Polish)  
[https://www.ey.com/Publication/vwLUAssets/Bezpieczny\\_handel\\_w\\_internecie/\\$File/EY-Raport-Bezpieczny-handel-w-internecie.pdf](https://www.ey.com/Publication/vwLUAssets/Bezpieczny_handel_w_internecie/$File/EY-Raport-Bezpieczny-handel-w-internecie.pdf)

### ADDITIONAL RESOURCES

- How to adapt your e-commerce safety measures to new technology  
<https://www.ecommerce-nation.com/ecommerce-safety-measures-technology/>,
- 4 Ways to Know If Your Site Is Safe for eCommerce  
<https://www.atlanticbt.com/insights/4-ways-to-determine-if-your-site-is-safe-for-ecommerce/>
- Are Security Concerns Keeping You From Diving Into SaaS?  
<https://www.bigcommerce.com/blog/ecommerce-website-security/>

### CROSBORDER REMARKS

- Be aware that depending on your customer's country, they may require different security measures. You should guarantee these measures, if the customer's country is your sales target.
- Make sure provisions on security measures are provided in your customers' languages.
- Check the compliance with GDPR when storing your customers' data, especially if they come out of the EU as different measures may apply.

## 2.3.4 INFORMATION ABOUT CUSTOMS REGULATIONS AND HIDDEN COSTS

### ABSTRACT

Sellers should feel obliged to find out about the customs regulations related to their clientele's countries and inform them if they are connected with additional fees. In some cases the seller may not be aware of payment obligations, as they unexpectedly appear or are related to new customs regulations. International currencies and the exchange rates may also constitute hidden costs.

What makes any shopper frustrated (not only online buyers) is when hidden costs appear and they have not been informed about them. Sellers should inform their buyer as early as possible, about additional fees, regardless if they are connected with the payment process, delivery or any other service.

### GENERAL DESCRIPTION OF THE SPECIFIC ACTION

Having the ambition and goal to conduct professional sales of goods and services over the Internet, remember to provide the potential customer with all possible costs.

If, after the buyer completes the transaction, we impose additional hidden fees on them, they will probably never make purchases in our store or use our services again. Therefore, when running a hotel, for example, we must present the final price of renting the room with all the services it contains. All **additional services and costs** should be clearly **highlighted**, such as city tax or paid parking space.

The same applies to online sales. When presenting the cost of a product / service, we must also present the shipping cost and all indirect costs, such as **customs or other taxes**, which must be paid when selling abroad.

Countries will differ by regulations on imported goods. The European Union as a place of free movement of people and goods allows free sale of products without imposing a duty on the buyer.

It looks different if we want to trade outside the EU. Two popular markets: China and America, impose customs duties when shipping goods.

In China, the customer will not pay customs duties if the goods shipped are of "low value", i.e. their value does not exceed EUR 150 per shipment.

In the United States, duty rates are based on the goods.

It is worth remembering to check with the customs office what additional costs may apply when deciding to sell online outside your own country and to inform your buyers about them.

If you are not sure if any custom charges apply, there are **online calculators** freely available for the calculation of customs and tariffs. You can check this [tool](#), which has been made available by the European Commission.

When custom charges will apply, it is the decision of the seller to decide between **Delivery Duties Unpaid** or **Delivery Duties Paid**. The first means that the customer will be covering the extra charges resulting from custom procedures. The second means that the customer will not be surprised by additional costs,

however you can foresee these additional charges and increase the initial price of the produces. In any case, a Policy on the customs and tax obligation must be available on the website.

#### ACTION TYPE

4. Actions that have prerequisites and require an investment

#### CONNECTED ACTIONS

2.3.1. Popular payment methods;  
2.3.2. Focus on cross-border payment methods;  
2.3.3. Security considerations;  
2.3.5. Mobile ready;  
2.3.6. e-Wallet.

#### TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Time and costs mainly include market research and finding the right logistics solution. Signing contracts with carriers may be necessary to simplify the processes.

#### POSITIVE AND NEGATIVE PART OF THE SOLUTION

##### Positive:

- Profit: Well-managed sales on foreign markets will increase your income.
- Prestige: The presence of a product/service on markets other than domestic brings prestige to your brand and company.
- Experience: Doing business in international markets gives you the vast experience and familiarity needed for personal development.

##### Negative:

- Loss of clients: International trade is not easy, poor management can result in the loss of foreign clients, which can also result in losses on the domestic market.
- Costs and time: To be able to run an international business, you need to acquire knowledge of the functioning of local markets, law and tax systems. It takes time and money to get it.

#### ESTIMATED EXPLOITATION

Well-conducted online sales of goods and services abroad can be a great step for the rapid development of a business. Make sure your company is well prepared.

#### ICT COMPETENCE

High

#### ENGLISH LANGUAGE SKILLS

Intermediate

#### WEBSHOP LEVEL

Well-developed

#### REFERENCES

- How to make your online shop safe? (Material in Polish)  
<https://smartbees.pl/blog/jak-zadbac-o-bezpieczenstwo-sklepu-internetowego>
- Basic information on SSL Certificates (Material in Polish)  
<https://pomoc.home.pl/baza-wiedzy/certyfikat-ssl-informacje-podstawowe>
- Safe e-commerce. The first research on payment frauds on the example of Polish e-commerce. (Material in Polish)  
[https://www.ey.com/Publication/vwLUAssets/Bezpieczny\\_handel\\_w\\_internecie/\\$File/EY-Raport-Bezpieczny-handel-w-internecie.pdf](https://www.ey.com/Publication/vwLUAssets/Bezpieczny_handel_w_internecie/$File/EY-Raport-Bezpieczny-handel-w-internecie.pdf)

#### ADDITIONAL RESOURCES

- How to adapt your e-commerce safety measures to new technology, <https://www.ecommerce-nation.com/ecommerce-safety-measures-technology/>
- 4 Ways to Know If Your Site Is Safe for eCommerce
- <https://www.atlanticht.com/insights/4-ways-to-determine-if-your-site-is-safe-for-ecommerce/>
- Are Security Concerns Keeping You From Diving Into SaaS?  
<https://www.bigcommerce.com/blog/ecommerce-website-security/>

#### CROSSBORDER REMARKS

- Make sure provisions about custom regulations and additional cost are provided in your customers' languages.
- Countries will differ by regulations on imported goods.

## 2.3.5 MOBILE READY

#### ABSTRACT

Mobile payments, also referred to as m-payments, are an element of everydayness due to the digital revolution we are experiencing. This method of payment has simplified many processes for banks and sellers, but also for buyers. By installing special apps on their mobile devices, their owners are offered a convenient payment method.

Offering mobile payments will attract more consumers and position your e-shop at the top of your competitors, since you will be mobile ready.

#### GENERAL DESCRIPTION OF THE SPECIFIC ACTION

The **popularity of modern smartphones and easy access to the Internet** has allowed an amazing development of **mobile payments**. Currently, we can carry out purchase transactions from anywhere we have access to the network. It is estimated that in 2018, 241 million people used mobile payments worldwide. It is certainly a lot, but what exactly are mobile payments?

**Mobile payments** (also called m-payments) are **cashless** payments made by using smartphones or tablets. In addition, such a device must have access to specific technologies, depending on how we make the transaction, they can be e.g. SMS, NFC, USSD or WAP Mobile payments, and can be divided into two categories:

- remote payment,
- contactless payment.

**Remote payments** are those where we use the device to make payments using the internet or, for example SMS.

**Contactless payments** use radio waves to exchange data at close range. To make contactless payments, our smartphone must have, for example, **NFC** (Near Field Communications) technology. More and more often you can hear about payments made with the help of a smartwatch. It is also an example of mobile contactless payment.

Mobile payments are extremely convenient and are constantly gaining popularity. However, there is still a discussion about the safety of shopping this way.

What are the risks and disadvantages of using such payment applications?

The first disadvantage will be the problem of lack of access to the Internet or a uncharged phone. Both make the transaction impossible.

The main threat is potential device theft or data loss (more on data loss in the security considerations action card).

Losing your phone may not only be related to the inability to carry out payment transactions, but you also risk losing other important data.

Naturally, both banks and application developers guarantee security when using their products.

Allowing potential customers to make mobile payments is a sign of the company's development and its effective management. Introducing the option of mobile payments is also an opportunity to acquire new customers.

#### ACTION TYPE

4. Actions that have prerequisites and require an investment

#### CONNECTED ACTIONS

- 2.3.1. Popular payment methods;
- 2.3.2. Focus on cross-border payment methods;
- 2.3.3. Security considerations;
- 2.3.4. Information about customs regulations and hidden costs;
- 2.3.6. e-Wallet;
- 2.5.4. m-Commerce.

#### TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST

Costs are mainly connected with the purchase of equipment needed to receive mobile transactions and system care.

### POSITIVE AND NEGATIVE PART OF THE SOLUTION

#### Positive:

- Profit: Opening up to mobile payments can be a good source of additional profit for e-commerce business owners.
- Prestige: A company that focuses on new technological solutions will be appreciated and chosen more often by customers.
- Development: The continuous development of your company shows that you are a professional.
- Speed: Faster transactions can attract customers and bring you fast benefits.

#### Negative:

- Risk of losing customer data: Unfortunately, it may turn out that despite preventive measures that you have taken, the customer's data will be stolen. The credibility and reputation of the store (and yourself) will suffer.
- Costs: Although the adoption of such a solution forecasts profits in the future perspective, you need to spend time and money on its implementation.

### ESTIMATED EXPLOITATION

Using mobile payments in your business is a good opportunity to create a competitive advantage in your business. Introducing it may result in acquiring new customers at once.

### ICT COMPETENCE

High

### ENGLISH LANGUAGE SKILLS

Intermediate

### WEBSHOP LEVEL

Well-developed

### REFERENCES

- Mobile Payment  
<https://www.investopedia.com/terms/m/mobile-payment.asp>
- Mobile payments  
[https://en.wikipedia.org/wiki/Mobile\\_payment](https://en.wikipedia.org/wiki/Mobile_payment)
- Mobile payments: BLIK, HCE, Google Pay and Apple Pay (Material in Polish)  
<https://www.najlepszekonto.pl/platnosci-mobilne>
- Comparing mobile payments – checking which solution is the best (Material in Polish)  
<https://www.kontomaniak.pl/poradniki/porownanie-platnosci-mobilnych>



#### ADDITIONAL RESOURCES

- What Are Mobile Payments? And How to Use Them  
<https://squareup.com/guides/mobile-payments>
- The Future of Mobile Payment Technology  
<https://www.alliedwallet.com/blog/blog-posts/future-mobile-payment-technology/>
- 30 Amazing Stats Demonstrating The Unstoppable Rise of Mobile Payments Globally  
<https://www.merchantsavvy.co.uk/mobile-payment-stats-trends/>

#### CROSSBORDER REMARKS

- The choice of using mobile devices for the purpose of e-commerce and/or mobile payments will highly depend on the level of transition to digital forms in certain countries and also the customers' preferences.

## 2.3.6 E-WALLET

#### ABSTRACT

E-wallets are still quite a new option in some countries, however an option that is worth exploring. They link the customer's bank account to a digital wallet in order to start purchasing online, either from a mobile device or a computer. The comfort this option is offering explains why it is growing in popularity. Moreover, e-wallets are mostly user-friendly, available in various languages and provide step-by-step instructions to its users.

#### GENERAL DESCRIPTION OF THE SPECIFIC ACTION

**E-wallet**, sometimes also called digital wallet, is the equivalent of a wallet only that exists in electronic form. It was created to simplify transactions in online trading.

Being more precise, the e-wallet is a great tool when it comes to **online transactions in foreign markets**. Therefore, it is an interesting option for all people who make frequent purchases outside their country. The costs of transfers are **relatively lower** than if we had transferred money from our bank account. Another advantage is that these types of transactions are **instant**. Therefore, this method has gained great popularity on e-Bay.

The most popular online wallets, are:

- [PayPal](#);
- [Skrill](#);
- [Neteller](#);
- [Masterpass](#);
- [Google Pay](#);
- [Apple Pay](#).

Of course, electronic wallets are completely safe to use. In addition, their use is relatively **anonymous**. This means that after payment, the only remnant of the customer will be the email address or ID number.

The other site of the transaction will not have information about the individual's name or company name, unless we decide differently.

It is worth introducing payment options via e-wallet to your company, especially when a large part of your clients are people from outside your country.

When running a hotel, it may be a good practice to allow potential customers to pay for their reservation via e-wallet. On the one hand, this will attract a group of enthusiasts of this payment method, and on the other hand, it may reduce some of the additional fees that would have to be paid by the booker. Therefore, it may affect the increase in the number of customers, which may result in higher revenues.

The introduction of such solutions is relatively simple. The easiest way may be to contact an **intermediary company**.

It is worth remembering to precede the decision to accept such payment methods with market research. It may turn out that in your business there is no point in introducing this way of making transactions. Market research should also include checking the available offers on the market, reviewing them and choosing the best one for the business.

Another task for business owners is the integration of the current website with the introduced payment system. Often, suppliers have modules ready for implementation. At this stage, IT support may be needed.

The e-wallet is a good alternative to conducting online payments and can be easily implemented in the company, **but** remember to check all the costs you will be charged!

#### **ACTION TYPE**

4. Actions that have prerequisites and require an investment

#### **CONNECTED ACTIONS**

- 2.3.1. Popular payment methods;
- 2.3.2. Focus on cross-border payment methods;
- 2.3.3. Security considerations;
- 2.3.4. Information about customs regulations and hidden costs;
- 2.3.5. Mobile ready.

#### **TIME REQUIRED TO IMPLEMENT A SOLUTION AND WHEN POSSIBLE ASSOCIATED COST**

Time:  
Market research and integration of this payment method with the website should not take longer than 2-3 weeks.  
Costs:  
Costs may vary, depending on the company's IT service choice.

#### **POSITIVE AND NEGATIVE PART OF THE SOLUTION**

##### **Positive:**

- Profit: The variety of payment options should attract customers, which can increase your revenues.
- Professionalism: Offering current and innovative payment methods demonstrates your professionalism and market knowledge.

- Customer service: e-Wallet service means better and more professional customer service.

**Negative:**

- Costs: Introduction and operation of this type of solution is quite expensive.
- Control: It is worth employing an IT specialist to operate this type of system or outsource it, so you will have better control, but also unfortunately increased costs.
- It may turn out that due to the small number of transactions it will not be profitable to maintain this payment method.

**ESTIMATED EXPLOITATION**

Introducing e-wallets can help your company break through from the competition. However, remember to precede their implementation with market research.

**ICT COMPETENCE**

High

**ENGLISH LANGUAGE SKILLS**

Intermediate

**WEBSHOP LEVEL**

Well-developed

**REFERENCES**

- E-wallets  
<https://www.przelewy24.pl/eng/payment-methods/e-wallets>
- A. Upadhayaya, "Electronic Commerce and E-wallet"  
<http://www.ijrrr.com/papers/8%20E-wallet.pdf>
- E-wallet – what is it? (Material in Polish)  
<https://www.bankier.pl/wiadomosc/E-wallet-co-to-takiego-2379584.html>
- Paying by e-wallets - PayPal, Skrill, Neteller and other (Material in Polish)  
<https://www.najlepszekonto.pl/platnosci-przez-portfele-elektroniczne>
- Paying with e-wallets (Material in Polish)  
[http://maneuver.pl/platnosci-przez-portfele-elektroniczne\\_gcqh.a](http://maneuver.pl/platnosci-przez-portfele-elektroniczne_gcqh.a)
- Cashless payments in companies (Material in Polish)  
<https://www.biznes.gov.pl/pl/firma/rozwoj-firmy/chce-znalezc-finanse-na-rozwoj-firmy/zarzadzanie-finansami-firmy-i-obsluga-platnosci-firmowych/obsluga-platnosci-bezgotowkowych-w-firmie>

**ADDITIONAL RESOURCES**

- 4 Current Trends in Hotel Payments Processing
- <https://roomkeypms.com/blog/4-current-trends-in-hotel-payments-processing/>

- E-wallets are a must have for users completing transactions with electronic money. Find out why.  
<https://luxonpayments.com/what-is-an-e-wallet-how-it-works-and-why-you-need-one/>
- The FinTech Revolution: Digital Wallet And Ecommerce Trends  
<https://www.gomindsight.com/blog/fintech-revolution-ecommerce-trends/>

#### **CROSSBORDER REMARKS**

- Digital wallets supports over 40 currencies and are available in more than 200 countries. They should be considered when operating cross-border.
- Make sure information about the available payment methods is provided in your customers' languages.