

# How to Bring Your Business Online in 1 Day

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11.00 am - 12.00 pm

(Kuala Lumpur)



**Eric Lian**  
Marketing & Partnership Executive



**EasyStore**

## GOING ONLINE IN A DAY

**KUALA LUMPUR (12 AUGUST 2020):** There are still many business owners who are apprehensive about using digital tools but as life quickly moved towards online platforms due to the Covid-19 pandemic, some of them who grew up in the analog era were in a “digital divide” as they were uncomfortable about using apps, gadgets, and the internet.

To help bridge the digital gap, many companies such as EasyStore are helping business owners and their staff navigate websites and use social media platforms in the shortest possible time. Eric Lian, in his presentation titled “How to Bring your Business Online in 1 Day” said EasyStore can help those who are uncomfortable with tech by walking them through the basics.

To move operations online, business owners need to decide on the following:

- Payment method (Visa, Mastercard, Online Banking or QR Pay)
- Shipping method
- Product details
- Setting up store design

Lian, who is the Marketing & Partnership Executive of EasyStore, said payment modes were also a crucial factor which can be done either using a secure payment gateway or by adopting manual payment methods which would require verifications to be done manually.

Lian highlighted the advantages of using digital platforms as it would enable businesses to be done both online and offline and that many social media sites already have features in place for business transactions.

