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ON THE ISSUE OF THE CREATING ONLINE STORE FEATURES IN 2023

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Abstract. In this article, the author discusses the online store creating issues in 2023. It is emphasized that today the prospects for the e-commerce market development are made up of a whole system of factors, which determines the wide possibilities for the company to create an online store. The e-commerce market volumes in the Russian Federation are analyzed. The advantages and disadvantages of Internet trading compared to offline trading are highlighted, as well as some problems and prospects for integration into the Internet trading system. Additionally, the advantages of Internet commerce are systematized in three areas: overcoming “traditional” trade barriers, the specifics of online sales, and situational advantages in 2022-2023. The article also focuses on the system of legal and regulatory acts and features that determine the online store functioning. The result of the study was the algorithm proposed by the author for creating a store on the Internet and a step-by-step method for creating online store, consisting of four stages and including long-term development trends; it takes into account the flexibility and adaptability of creating a business model development policy and forming the basis for the business entity activities when integrating into the e-commerce market.

Keywords: online store; online store creation; Internet commerce advantages; legislative regulation; sanctions; new niches’ opening; opportunities for developing activities in a crisis.

JEL codes: M13; M15; O24.

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