

DEVELOPMENT OF E-COMMERCE IN KAZAKHSTAN

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Abstract: *now many people make purchases on the Internet, which means you can make great money on this. Thus, the inquiry "how to open an online store without any preparation", the arrangement of which we will manage in this article. Our century can mark the era of advanced technology when people almost stopped shopping at regular stores and choose cheaper products on the Internet, which are also represented by a large variety. Kazakhstan has high opportunities in development of e-commerce, right now government is supporting online retailers by decreasing taxes, subsidizing small businesses and simplifying declaration.*

Keywords: *tax payment, online store, e-commerce, Kazakhstan, development of marketing, export, sale account, retail trade.*

РАЗВИТИЕ ЭЛЕКТРОННОЙ КОММЕРЦИИ В КАЗАХСТАНЕ

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Аннотация: *сейчас многие люди делают покупки в Интернете, а значит, на этом можно хорошо заработать. Итак, вопрос «как открыть интернет-магазин без какой-либо подготовки», с оформлением которого мы разберемся в этой статье. Наш век может ознаменовать эру передовых технологий, когда люди почти перестали делать покупки в обычных магазинах и выбирают более дешевые товары в Интернете, которые также представлены большим разнообразием. Казахстан имеет большие возможности в развитии электронной коммерции, прямо сейчас государство поддерживает интернет-магазины, снижая налоги, субсидируя малый бизнес и упрощая декларирование.*

Ключевые слова: *уплата налогов, интернет-магазин, электронная коммерция, Казахстан, развитие маркетинга, экспорт, продажа, розничная торговля.*

The volume of retail trade in Kazakhstan in 2017 reached 8.8 trillion tenge, by calculation of the Ministry of National Economy (MNE) of Kazakhstan . Of these, sales of e-commerce accounted for 215 billion tenge, of which 106 billion were purchases at Kazakhstan's online stores, according to KazPost. In Kazakhstan, the share of online retail from the entire retail is about 1-1.5%, but every year the e-commerce market grows by 30-35%. According to Satu.kz, the leader of online commerce in Kazakhstan, in 2017, Kazakhstan bought goods for 20.144 billion tenge on the marketplace. The average check for one online purchase grew by 19% and amounted to 34,742 tenge.

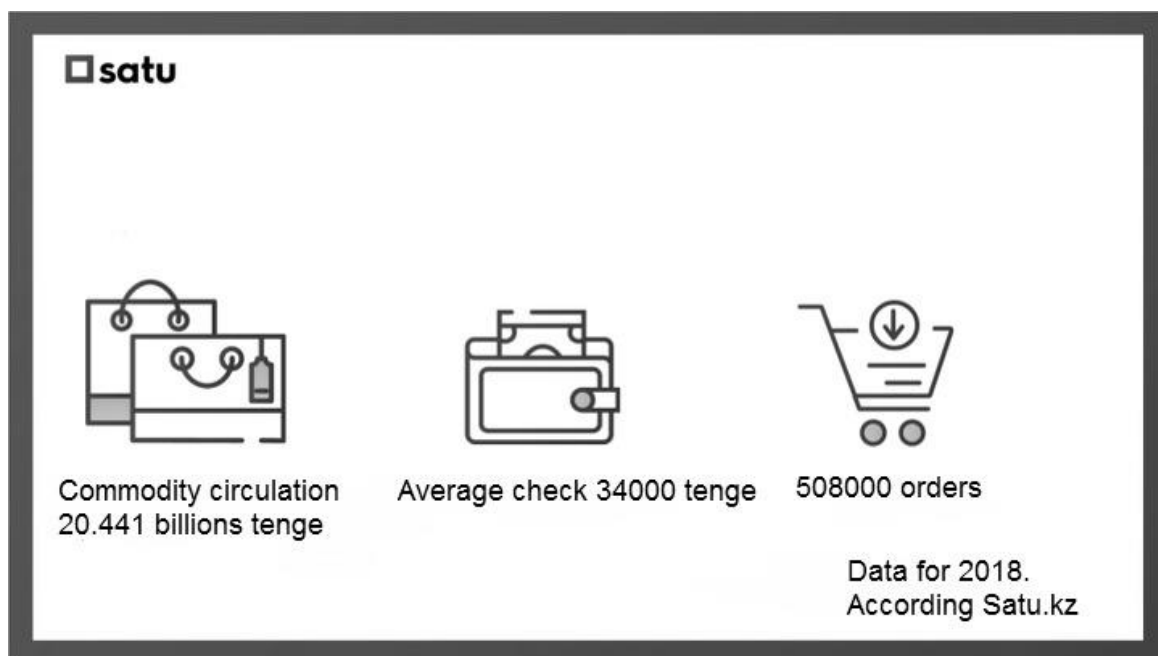


Fig. 1. Represents commodity circulation In Kazakhstan for 2018

Now many people make purchases on the Internet, which means you can make great money on this. Thus, the inquiry "how to open an online store without any preparation", the arrangement of which we will manage in this article. Our century can mark the era of advanced technology when people almost stopped shopping at regular stores and choose cheaper products on the Internet, which are also represented by a large variety. Shopping on the Internet is chosen for comfort, a variety of delivery and payment methods, as well as the opportunity to study the product in detail, without getting out of the computer chair. When deciding how to open an online store in Almaty, you need to consider all the available niches and decide on the budget that you are ready to allocate for the creation and promotion of the site. Before you open an online clothing store, you should consider its main advantages:

- Easy to find the necessary things for a customer. Just enter a request in a research bar or select the appropriate category of a resource.

□ A more affordable price that the site owner can offer due to the absence of the need to maintain huge storage space and a minimum staff of specialists without compromising the quality of work. Also, the tax amount is much less than compared with the offline store.

□ In the online stores, you can purchase original products, but also custom or non-original products.

□ Save time. You do not have to leave the house and look for things in city stores. This is important for people who have every minute counts. In a short period of time, in an online store person can browse hundreds of products in 5 minutes.

□ When deciding how to open an online clothing store, you need to pay special attention to the design of the product page, which is an important advantage. This allows the buyer to see what the product looks like and find out what it is.

□ In a really good online store, there are many methods of payment, delivery for local places or even international delivery and the possibility of online consultation on any issues.

Store organization

When you decide to open a shop in Kazakhstan, one of the most important factors is that you need to provide customers with the widest choice of payment methods. It is important to offer the opportunity to pay cash to the courier after receiving the goods because in this case, the buyer does not bear any risks, which means that he will order the goods safely in your store if he has not had to cooperate with them before. Almost everyone now has their own e-wallet, which means that you need to enable payment using Webmoney. The same applies to Visa and Mastercard.

Goods delivery

Before opening a store, you need to ensure fast and safe delivery of goods to customers. This is the main problem of modern online stores because delivery times are often disrupted or there are cases of theft. For delivery, you can hire your courier or enter into an agreement with a third-party company like Kazpost or other big delivery companies. The second option will be more comfortable, but when you select it, you lose the ability to control the couriers.

Promotion of the Website

After creating an online store and filling it with content, you need to prepare an advertising campaign to attract visitors. Effective advertising will allow you to quickly gain first customers and reach a decent level of income. Mostly for Kazakhstan, effective advertising companies are Satu.kz, OLX.kz, Google advert. Now you know how to open an online store in Kazakhstan and make money on it. **Simplified Declaration in Kazakhstan.**

The tax regime based on a simplified declaration, or simply simplified, is considered the most convenient mode for entrepreneurs due to the easy procedure for submitting tax reports, which can be managed by any individual

entrepreneur or LLP owner without an accountant's help, as well as low taxation. Only 3% income tax.

Kazakhstan Internet sellers exempt from taxes

Internet sellers in Kazakhstan were exempted from taxes for five years. In accordance with Article 293 of the Code ratepayer that sells item online will not pay corporate income tax that calculated according to article 302 of the Code. Also, according to clause 2 of Article 636 of the Code, Internet sellers who operate as individual entrepreneurs are exempted from taxes under certain conditions.

LLP taxes

Each owner of the LLP must pay at the end of the reporting period: Corporate income tax (CIT) is 20% of the taxable income of the LLP, which must be reduced by the amount of income and expenses and the amount of damages paid once a year.

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