

# OFFSHORE



# E-COMMERCE

# OFFSHORE E-COMMERCE

“The cyber economy, rather than China, could well be the greatest economic phenomenon of the next thirty years.”

The Sovereign Individual, by James Davidson & Lord Rees-Mogg.



# Preface

The purpose of this book is to show you how to set up your own tax-free offshore E-commerce web site. If you are interested in this challenge there is an immediate web site you must visit:

- www -

Web Designers Pty Ltd is a company able to assist entrepreneurs in all facets of setting up an offshore e-commerce web site with the following features:

## E-Commerce Features

- The freedom to work anywhere in the world with a tax-free source of income from an e-commerce web site.
- A mobile, home-based business requiring nothing more than a notebook computer.
- A business domicile that has no company tax, no burdensome company regulation nor any ambitions to drain its most productive citizens.
- Ongoing operating expenses starting from as low as US\$5 per month.

## The Perfect Offshore Web Site

To view an example of a very profitable offshore web site please visit:

- [www.mywebsite.com](http://www.mywebsite.com)

Hurry to get your web site up and running please proceed to topic 1 now.



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# 1: What Is Offshore E-Commerce?

## *The Benefits in Offshore E-Commerce*

Imagine a business outlet that opened 24 hours a day, seven days a week, with the potential for consumers worldwide to buy its merchandise from the comfort of home.

Imagine further the outlet's total operating expenses and capital outlay are minimal, and its business profits are tax-free.

Imagine no further, rather welcome to the world of offshore e-commerce where you can work anywhere in the world with nothing more than a notebook computer.

For the first time in history the World Wide Web has provided the platform by which you can operate your own business at a fraction of the cost of normal office and retail outlets.

There is no need for costly capital outlay on business premises, no need for staff to man the phone lines, and no need for promotional material other than what is available on your web site.

If you are willing to learn the skills for designing, authoring and publishing your web site, plus integrating e-commerce into it, then there is no need for costly web site development either.

Further, if you use an Internet Retail Merchant there is no need for any monthly shopping cart fees.

If operated as a home based business trading under your own name you can keep your capital outlay down to the cost of a computer plus software, and ongoing expenses down to the cost of your Internet Service Provider (ISP).





What more could you ask for?

Offshore e-commerce offers so many exciting possibilities for those wanting to work for themselves, that it is more a case of who can afford not to set up a web site, even if initially only as an aside to usual employment.

The purpose of this book is to explain in step by step fashion exactly how you can set up your own web site such that profits are tax-free.

### *What Is E-Commerce?*

So what exactly is electronic commerce or e-commerce for short?

In this book e-commerce refers to a web site that displays your products and services and offers your customers the option of paying for them by credit card, cash, cheque, and telex transfer etc.

If your products are in digital format, then once payment is approved your customers can immediately download the products they ordered. If you are selling physical products then you will need to arrange for courier delivery after payment is approved.

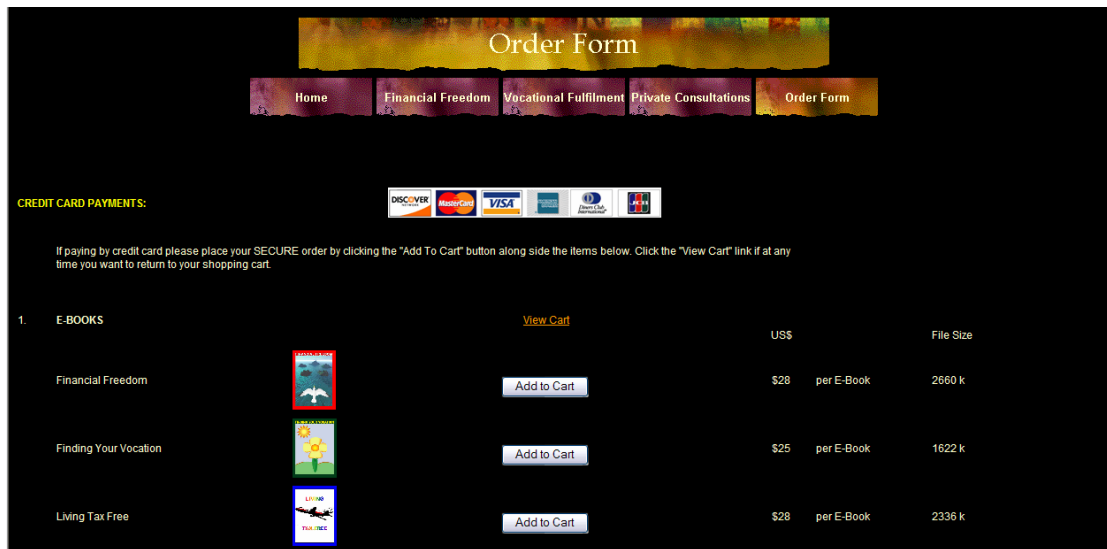
A key ingredient in your e-commerce business is your web site. You can design, author and publish your own web site, or you can subcontract this task out to specialist web designers.

Whatever path you choose you end up with a web site that displays and informs your customers about each and every product and service you offer.

Your web site also contains an order page that lists all your products and services along with “Add to Cart” buttons against each item. The order page is usually one of the pages available on the navigation menu of your web site.

An example of an order form along with “Add to Cart” buttons is shown below.





When your customer wants to purchase an item on your order page they click the “Add to Cart” button against the particular item they wish to purchase.

They are then directed to a shopping cart page that lists the item they ordered along with its price and other relevant details.

The shopping cart is provided by a third party called an Internet Retail Merchant.

Just as you can subcontract out the design of your web site so too you can subcontract the payment process out to an Internet Retail Merchant.

It is the function of the Internet Retail Merchant to establish the contract terms, perform a transaction in a secure environment, handle credit card payments including authorization procedures, integrate sales and payment, and coordinate communications between the seller and customer.

Once your customer clicks the “Add to Cart” button on your web site they leave your site entirely and are directed to a shopping cart page hosted on your internet retail merchant’s secure web site.

The gold lock symbol appears in the bottom of your customer’s web browser indicating a secure connection between your customer and your internet retail merchant.

