

## **bpost Group launches an exclusive growth platform for SMEs**

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On Monday 15 June bpost launched its new platform, 'touslesmagasinsenligne.be', the 100% Belgian solution for SMEs that want to build an webshop in a few clicks.

The coronavirus has paralysed a large part of the economy and turned a huge number of Belgians into online shoppers. Over several weeks, bpost has delivered up to 500,000 parcels per day on the busiest days.

This new-found passion for e-commerce, which has created many new customers, is set to continue, with around 15% of Belgians saying they will shop online more even after the lockdown is lifted.

Among the beneficiaries of this new consumer trend, local small and medium-sized enterprises have everything needed to profit from the growing demand for online shopping. Belgians, who have been unable to leave their homes, have discovered and ordered regional products, creating new long-term development opportunities for SMEs online.

A quick and easy webshop for every SME

SMEs are now able to sign up for a new

all-in-one solution that capitalises on all of bpost's e-commerce logistics expertise to ensure their successful entry into online retailing.

Developed in association with Shopitag, bpost's touslesmagasinsenligne.be platform takes care of every aspect of the e-commerce process:

creation of an webshop in less than 30 minutes

online payments

fast and reliable delivery by bpost

advertising on social networks

full assistance from experts at bpost and

Shopitag for every step in the sales process

Intuitive to use, with no start-up costs and a

choice of pricing options tailored to the

specific needs of different retailers, plus a

practical starter pack: thanks to the

'touslesmagasinsenligne.be' platform, it's

never been easier to launch a successful online store.

Source: [bpost](#)