Small Retailers Can Start Selling Online for Free Just in Time for The Holiday Season

Wednesday 17 November, 2021

Mastercard and myPOS join forces to help retailers hit by the COVID-19 pandemic

The holiday shopping season is around the corner, yet many retailers are worried about another winter that will put a strain on the business. To help small merchants sell more, award-winning fintech myPOS has partnered with global technology company Mastercard. The two payments-industry leaders will show retailers how they can expand their business online and accept payments instantly. Thanks to this partnership, merchants in five countries can also win 200 euros* to promote their online business. The offer is valid in the UK, Belgium, Netherlands, France and Bulgaria.

All that business owners need to do is try myPOS Online: A new platform that lets you create a modern online store easily and only pay a small transaction fee once a sale is complete. myPOS Online has no set-up or monthly fees. Like other myPOS services, the new offering enables merchants to settle funds instantly, at no extra charge, and provides a free merchant account in 14 currencies. Businesses which open a store by January 31st have a chance to win one of five Mastercard gift cards, preloaded with 200 euros.

“Online presence is crucial for retailers at this time of year, as research shows that in 2020 most consumers did some or all of their holiday shopping online. We live in times of social distancing, working from home, virtual meetings and needless to say - online shopping. If we want to sell products, having an online shop is no longer a matter of choice, but an essential requirement.

On top of this, the holiday season is extending, cross-border buying is increasing and consumers are expected to stick to their digital shopping habits beyond the pandemic,” said Stefan Stankov, Chief Commercial Officer at myPOS.

The reality is that with the rise of all things digital, customers do their shopping “homework” before they leave home – if they ever do – and a merchant’s online presence could be the deal-maker. That’s why business owners should take the chance to create a sleek online store that doesn’t require technical or legal knowledge.

Building your own e-store with myPOS Online is easy because the platform offers a complete set of features, including customization, hosting, inventory tracking, secure checkout, shipping options, and even in-store pickup.

Small business owners who usually don't have the resources to develop online stores can now do it in a few simple steps: choose how to name your online shop, pick from a variety of store templates and upload your products from anywhere. The setup and management can even be done on the go through the myPOS app.

**?he currency correlates to the*
country, meaning the gift card is worth 200 GBP the UK it is 200 BGN in Bulgaria.

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About myPOS

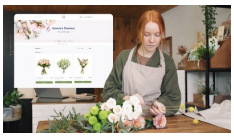
myPOS is an innovative fintech company serving small and medium-sized business clients across Europe. It provides easy and convenient in-store, online and on-the-go payment solutions for over 150 000 businesses. For its innovations in the payments industry, myPOS has won many prestigious awards such as the B2B Innovation Award from FinTech Breakthrough in 2021. To learn more, visit mypos.com

About Mastercard (NYSE: MA)

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our

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Company Contact:

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myPOS

T. +35952706981
E. pr@mypos.com
W. https://www.mypos.eu/

Additional Contact(s):
Viva Bolova
PR & Brand Manager

View Online

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