

Online Business Expert Points to Reasons Why Ecommerce Booms While Nation Faces Possible Recession

Ecommerce businesses still strong due to consumers shopping online.

Los Angeles, CA ([PRWeb](#)) January 28, 2008 -- This week, as the nation faces strong indications of a coming recession, ecommerce expert Tony Shap detailed several reasons why online businesses are booming while banking, retail, and other traditional businesses continue to struggle. Shap, President of [Paymentmax](#), a leading firm providing one-stop credit card processing for online businesses.

Shap said he feels the non-stop growth in ecommerce is due to the vastly larger customer pool web sites enjoy. "I feel, in large part, that in a retail environment you are limited to customers who reside in your geographic area. Web sites don't have that limitation. A site can pull sales from around the world, seven days a week, 24 hours per day," Shap said.

This advantage makes online shopping highly convenient for consumers and business customers. Increasingly consumers are opting to shop online rather than seek out traditional brick and mortar locations.

"Ecommerce also gives a firm other operational advantages. In a retail environment, employees may not show up, call in sick, not have adequate training, or not be qualified to work. On the other hand, online businesses employ a web site that operates 24/7 and never calls in sick. Information is always accurate because the owner has complete control over their site's content," Shap said.

Also, in an age where consumers are increasingly wary of identity theft, studies show credit card information is safer online. Most instances of credit card theft happen in brick and mortar locations where employees and others have access to customer credit cards.

"You can be rightfully worried when you hand your credit card to another person in a store or restaurant. Fraud is at an all-time high. Stores' point of sale systems may not have up to date industry standards for credit card data to be secured," Shap pointed out.

Paymentmax provides online merchants with secure SSL transactions, making fraud practically impossible.

About Paymentmax Processing:

Paymentmax Processing is a Thousand Oaks provider of merchant accounts Powered by First Data [®] Corporation. Paymentmax offers a comprehensive line of payment processing solutions for business. Their most popular services are credit card, debit card, contactless payments, and check acceptance.

Paymentmax provides merchant services across the United States for all types of businesses including retail, restaurant, service delivery, wireless, mail-order, telephone-order, and Internet merchants. Paymentmax delivers businesses credit and debit card funds directly into the merchant's existing bank account the next day -- or in as little as 12 hours. See the Paymentmax web site at <http://www.paymentmax.com> .

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