

YOUR OWN ONLINE STORE

Your customer wants to buy now. Is your store open?

More than R$ 230 billion went through Brazilian e-commerce in 2025, and only 10% of small businesses in Brazil have their own online store. If you only sell by message, your store closes when you stop replying.

R$ 230 billion in Brazilian e-commerce revenue in 2025 (ABComm)	**52%** of Brazilian internet users bought online (Cetic.br, 2025)	**10%** of small businesses in Brazil have their own online store (Sebrae, 2026)	**70%** of carts are abandoned before payment (Baymard, international)

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Everything you need to decide

Click a line to go to its page. The WhatsApp and source links work too.

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Informational material from Info4RT Design Criativo. The test and the calculator give estimates, with no guarantee.

1-MINUTE TEST

Do you sell while you sleep?

Check the box for each statement that's true for your business. Then count how many you checked.

- [ ] Customers **can't buy on their own**: they have to talk to me.
- [ ] I sell **only through WhatsApp** or Instagram.
- [ ] I rely on **marketplaces** and pay a fee on every sale.
- [ ] Prices and stock are **scattered**.
- [ ] I've **lost sales** because I was slow to reply.
- [ ] **I don't accept** Pix and cards with automatic confirmation.

How many did you check?

0–1 **Low risk.** Your online sales look on track. Worth checking the path from cart to payment on mobile.

2–3 **Medium risk.** There are gaps. Any purchase that depends on a conversation can go cold halfway.

4–6 **High risk.** Your sales depend on you being awake. Your own store sells on its own, with Pix, cards and calculated shipping.

I want an online store →

WHAT MANY PEOPLE THINK

Five beliefs that shut your store

On the left, what you hear every day. On the right, what happens in practice.

MYTH

I already sell on WhatsApp.

IN PRACTICE

You sell while someone is replying. 82% of small businesses in Brazil sell on WhatsApp and only 10% have their own online store (Sebrae, 2026): a store sells even when no one is checking the phone.

MYTH

Marketplaces are enough.

IN PRACTICE

They help you get found, but charge a fee on every sale, plus shipping, and the customer belongs to the marketplace instead of you.

MYTH

Online stores are for big companies.

IN PRACTICE

52% of internet users in Brazil bought online (Cetic.br, 2025). A small store sells to the same customer as a big one.

MYTH

Build the store and sales will come.

IN PRACTICE

A store needs a path: ads, search, social media and WhatsApp leading to it. And it needs a simple cart: on average, 70% of carts are abandoned (Baymard).

MYTH

Customers give up because of the price.

IN PRACTICE

Often they give up because of the checkout: surprise costs at the end (40%), slow delivery (20%) and forced account creation (18%) are among the top reasons (Baymard).

SAME STORY, TWO ENDINGS

Six months of sales, with and without a store

Same product, same customers, two ways to sell. Flip the switch and see what changes.

	Messages only	With online store
Month 1	**Sales come by message** Photo on Instagram, price by DM, payment arranged by chat.	**The store goes live** Catalog, Pix, cards and calculated shipping in one place.
Month 2	**Nights bring no sales** Anyone who wants to buy at 11 p.m. waits until tomorrow, or buys elsewhere.	**Sells at any hour** Customers choose, pay and get confirmation on their own.
Month 3	**Stock gets out of sync** You sell what's already gone, and the customer is let down.	**Stock in one place** Sold-out products leave the store right away.
Month 4	**The marketplace takes the margin** Every sale pays a fee, and the customer doesn't even know your name.	**The customer is yours** Name, email and history to sell to them again.
Month 6	**Growth means more customer service** More sales means more messages to answer.	**Grow with the same team** The store handles the volume, and you take care of product and delivery.

RUN THE NUMBERS

How much more could a store sell?

Run the numbers: how many orders a month a store open at any hour could bring, and what each order is worth.

THE MATH	YOUR NUMBERS
Extra orders per month with the store open at any hour	
Average order value in reais (R$)	R$
Per month orders × value	R$
In 12 months, extra sales	**R$**

WHERE CUSTOMERS BUY

52% buy online

More than half of internet users in Brazil bought online (Cetic.br, 2025).

NOT COUNTED

the customer who comes back

With names and emails in your own store, you can sell again without paying a fee to anyone.

IT HAPPENED IN BRAZIL

A factory founded in 1980 opened an online store

Autêntica Retrô had been manufacturing since 1980 and sold only wholesale and in a physical store. In 2022, the owner opened an online store. The account comes from Nuvemshop, the platform the store uses, and doesn't include every date.

+580%

1980	The factory **starts production**.
Until 2022	Sells **only wholesale** and in a physical store.
2022	The owner, Igor, **opens the online store**.
2022	Sales **grow 580%** that year.
Today	Revenue **above R$ 500,000 a year**, according to the platform.

> The account comes from the platform that sells the store, so take it as one example. What it shows is the size of the leap for a business that sold only over the counter and started selling nationwide.

WHAT IF I KEEP SELLING ONLY BY MESSAGE?

Six things that can happen

01

Sales wait for someone to reply

After hours, customers buy elsewhere.

02

The marketplace keeps the margin

A fee on every sale, and the customer isn't yours.

03

Carts get abandoned

70% of carts are abandoned (Baymard).

04

Selling what's sold out

Scattered stock turns into orders you can't deliver.

05

Payment turns into a conversation

Pix arranged by chat and receipts sent as photos slow everything down.

06

Growth means more customer service

Every extra sale is one more conversation.

WITH AN ONLINE STORE, YOUR BUSINESS GAINS

Sells at any hour
Customers buy on their own.
52% buy online · Cetic.br

Pix and cards
Automatic confirmation.
no receipt screenshots

The customer is yours
No marketplace fees.
the list stays with you

Stock in one place
Sold-out items come off right away.
connected to your inventory

Frictionless cart
Few steps.
70% abandon · Baymard

Store numbers
What sells and where it comes from.
reports and Analytics

HOW IT WORKS

From catalog to live store

You tell us what you sell and how you deliver. Info4RT handles the rest, from catalog to first order.

01

First talk

Products, shipping, payment methods and how orders reach you.

02

Approved design

Storefront, product page and cart, approved by you on mobile.

03

Build

Catalog, Pix, cards, shipping and tracking connected and tested.

04

Live and selling

Store published and connected to Google, social media and WhatsApp.

R$ 230 billion
in Brazilian e-commerce revenue in 2025 (ABComm)

10%
of small businesses in Brazil have their own store (Sebrae, 2026)

70%
of carts are abandoned (Baymard)

INFO4RT ONLINE STORES

Ready to open a store that sells at any hour?

In the first conversation you'll learn which platform fits your business and where to start.

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www.info4rt.com/en/benefits/ecommerce

Sources (accessed on November 16, 2026)

1. Sebrae, Small Business Pulse, 12th edition: 10% have their own store and 82% sell on WhatsApp (April 16, 2026). agenciasebrae.com.br
2. ABComm: e-commerce above R$ 230 billion in 2025, in Mercado & Consumo (February 16, 2026). mercadoeconsumo.com.br
3. Cetic.br, ICT Households 2025: 52% bought online. cetic.br
4. Baymard Institute, cart abandonment rate and reasons (international, updated October 28, 2026). baymard.com
5. Nuvemshop customer stories: Autêntica Retrô. nuvemshop.com.br

Informational material. The test and the calculator give estimates, with no guarantee.