



	A	B	C	D	E	F	G	H
1	No.	Marketing Budget	Categories	Unit	Dec-15	Jan-16	Feb-16	Mar-16
2	10460	Benefits	1-Personnal	0	12,034	13,565	10,674	
3	35246	Payroll taxes	1-Personnal	0	345	347	154	
4	76745	Salaries	1-Personnal	1	521	434	178	
5	76023	Commissions and bonuses	1-Personnal	0	0	2,300	189	
6	23674	Personnel Total	1-Personnal	1	12,900	16,646	11,195	
7	14678	Web Research	2-Marketing	2	6,000	2,300	5,000	
8	10567	Independent Reaearch	2-Marketing	1	2,000	5,420	3,000	
9	96643	Firm Research Fees	2-Marketing	0	8,200	4,900	2,000	
10	17695	Market Research Total	2-Marketing	3	16,200	12,620	10,000	
11	94015	Promotions	3-Commu	2	1,239	190	1,245	
12	75321	Branding	3-Commu	1	522	431	573	
13	95235	Web Advertising	3-Commu	1	10,432	-	10,430	
14	32564	Direct Marketing	3-Commu	0	-	532	156	
15	68508	Newspaper Advertising	3-Commu	0	-	1,243	12	
16	06342	Communication Total	3-Commu	4	12,662	19,330	12,416	
17	89063	Travel	4-Other	0	19,300	15,333	15,000	
18	07421	Phone	4-Other	0	200	150	155	
19	93012	Computer/Office Equipment	4-Other	2	400	500	100	
20	24601	Postage	4-Other	0	683	153	356	
21	35151	Other Total	4-Other	2	20,583	16,136	15,611	
22	10460	Benefits	1-Personnal	0	12,034	13,565	10,674	
23	35246	Payroll taxes	1-Personnal	0	345	347	154	
24	76745	Salaries	1-Personnal	1	521	434	178	
25	76023	Commissions and bonuses	1-Personnal	0	0	2,300	189	
26	23674	Personnel Total	1-Personnal	1	12,900	16,646	11,195	
27	14678	Web Research	2-Marketing	2	6,000	2,300	5,000	
28	10567	Independent Reasearch	2-Marketing	1	2,000	5,420	3,000	

Must-Haves for Your Ecommerce Bookkeeping System



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Bookkeeping might not be the most exciting part of running an ecommerce business. But it's definitely one of the most important. A good bookkeeping system keeps your finances in check, helps you stay compliant, and gives you the insights you need to grow. But what exactly should your ecommerce bookkeeping system include?

Here are **the must-have features and practices** for a smooth and scalable setup:

1. Integration with Ecommerce Platforms and Payment Gateways

Your system should connect seamlessly with platforms like Shopify, WooCommerce, or Amazon, and with payment processors like Stripe, PayPal, and Square. This ensures that all your sales, fees, refunds, and payouts are automatically captured, saving time and reducing errors.

2. Inventory Tracking

Good bookkeeping isn't just about dollars, it's also about units. Your system should be able to track inventory costs, stock levels, and cost of goods sold (COGS). Inventory is

Must-Haves for Your Ecommerce Bookkeeping System

one of your biggest assets. Keeping track helps with budgeting, forecasting, and pricing decisions.

3. Automated Reconciliation

Bank and payment reconciliation should be as automated as possible. Your system should match transactions with your bank feed and highlight discrepancies. It's a major time-saver, and it reduces the risk of fraud or missed transactions.

4. Sales Tax Tracking

Ecommerce sales tax can get tricky, especially if you sell across multiple states or countries. Look for a system that tracks where you owe tax and calculates it accurately.

5. Multi-Currency Support

If you're selling internationally, your bookkeeping system should support multiple currencies and handle exchange rates automatically. You'll need accurate conversion for revenue reporting, taxes, and forecasting.

Must-Haves for Your Ecommerce Bookkeeping System

7. Scalability and Cloud Access

Choose a cloud-based system that can grow with your business. You should be able to add users, connect more platforms, and access your data from anywhere.

8. Data Security and Compliance

Your bookkeeping system should use encryption, offer access controls, and comply with financial data regulations. Your financial data is sensitive. Protecting it builds trust with your team and customers.

Need help developing an ecommerce bookkeeping system? Contact us, and we'll get back to you with tailored ideas for your business.

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