

o Easier access to invoices anytime, anywhere through the website and app.o Maintaining and updating the e-invoicing system requires ongoing technical expertise and resources.o Electronic invoices provide valuable data on customer purchasing habits, which can be used to improve product offerings and marketing strategies.Oportunities Threats o The e-invoicing system can be used to send targeted promotions or marketing materials to customers based on their purchase history.o Reduces paper waste, deforestation, and greenhouse gas emissions associated with paper invoices.o E-invoicing can be integrated with H&M's loyalty program to offer additional benefits or rewards to customers who opt-in.o Eliminates printing and mailing costs associated with paper invoices.o Aligns with the growing trend .towards paperless transactions and environmental responsibility.Reduced risk of losing physical copies