

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. Opportunities 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.