

How BSOs can assist small firms to address opportunities and barriers for e-commerce

By: Joanna Karolik, ITC Expert in E-commerce Development

Date: 25th of November 2020

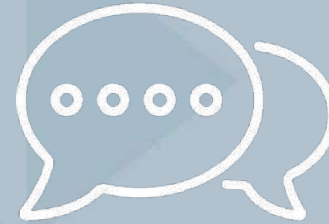
Agenda - 25th of November 2020

- About the ITC ecomConnect Programme: Objectives, roadmap and success stories
- SMEs and e-commerce: Why in emerging economies it is a key driver of development
- The opportunity of Using e-commerce: Forms of E-commerce, implications, pros and cons
- Getting an E-commerce business ready:
 - The importance and different areas of planning
 - The different online channels
- Key points to run a successful E-commerce Business
 - Logistics and shipments
 - Customer service
 - Digital marketing
- What Focus is required to grow an E-business depending on the sector:
 - Case studies: Agrifoods, ICT Services, Handicraft, Tourism
- From theory to practice: Learn from successful BSOs how they have implemented a successful ecommerce support programme
- Q&A with Ms. Farhana A Rahman, Senior Vice President of BASIS, Bangladesh

Welcome!



You can use the chat
to pose your questions



Mute your
microphones

Meet the speaker



Joanna Karolik

International E-commerce Consultant
International Trade Centre

QUESTION



On a scale from 1 to 5,
How do you rate your
knowledge on
e-commerce?

About the ITC ecomConnect Programme: Objectives, roadmap and success stories

What is the ITC ecomConnect Programme?

What is the objective?

It is to build the capability for **digital trade**

What is it?

It is a **roadmap** to build the e-commerce eco-system and digital skills of a developing country

Who is it for?

It is for **small and medium-sized enterprises** (SMEs) in developing countries

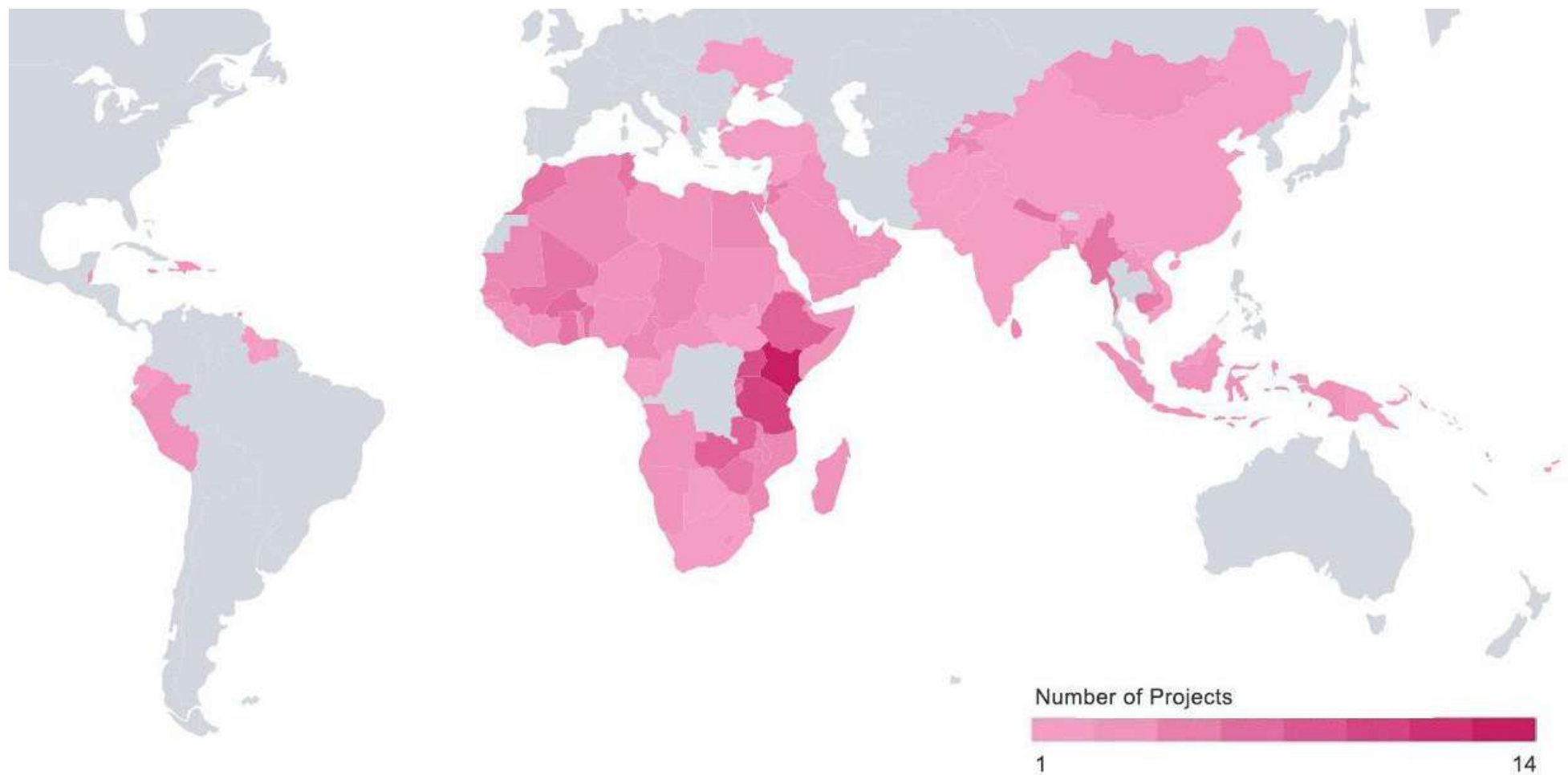


What is the ITC ecomConnect Programme?

- ITC focuses on helping micro, small and medium-sized enterprises (MSMEs) of developing countries to compete in global markets.
- How does ITC do this?
 - ✓ Providing trade and market intelligence
 - ✓ Building a business-friendly environment
 - ✓ Strengthening trade and investment support institutions
 - ✓ Connecting to international value chains
 - ✓ Mainstreaming inclusive and green trade
 - ✓ Supporting regional integration



Where projects take place



What is ITC ecomConnect?

The ecomConnect initiative aims to build the **world's largest community of e-commerce entrepreneurs** engaged in the sustainable development of small businesses online by facilitating shared learning, innovative solutions and partnerships.



Expert training and
workshop



Advisory and
research services



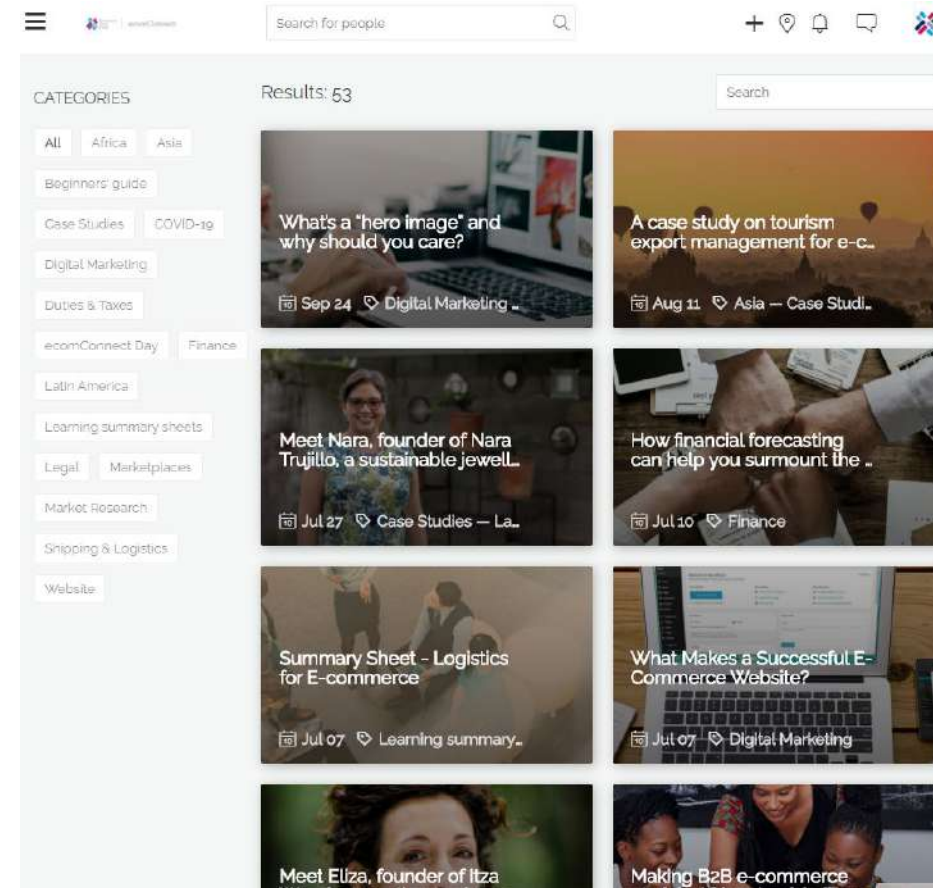
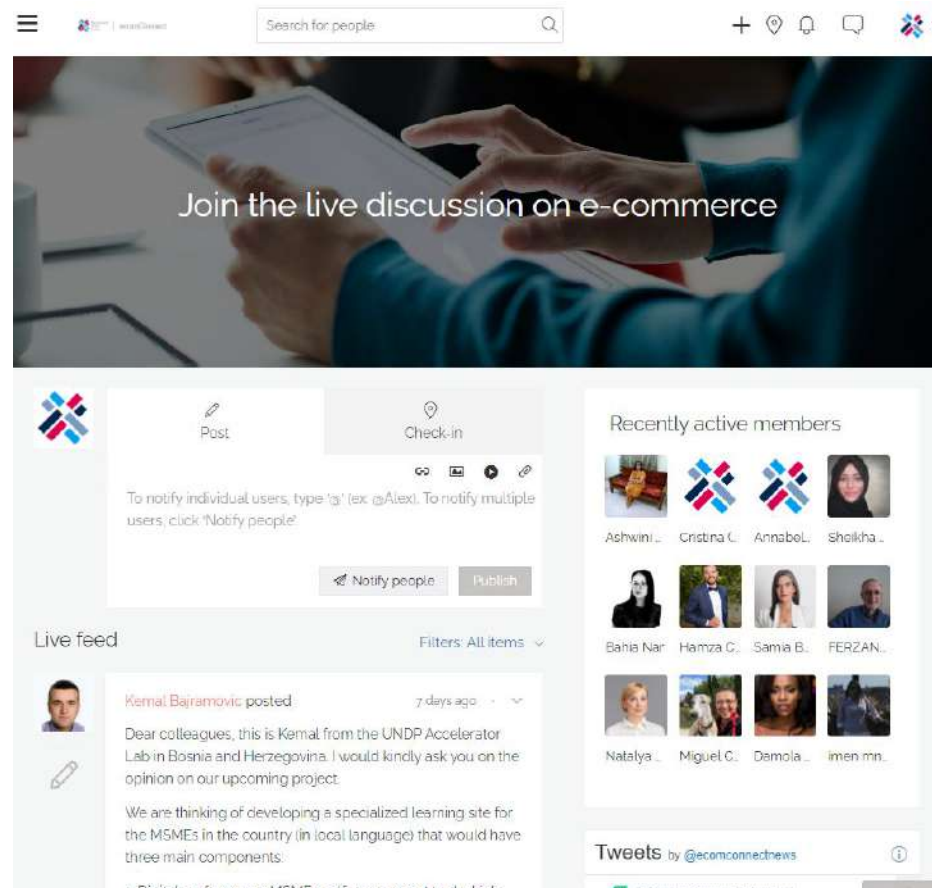
Private and public
partnerships



Digital tools and
online and offline
visibility

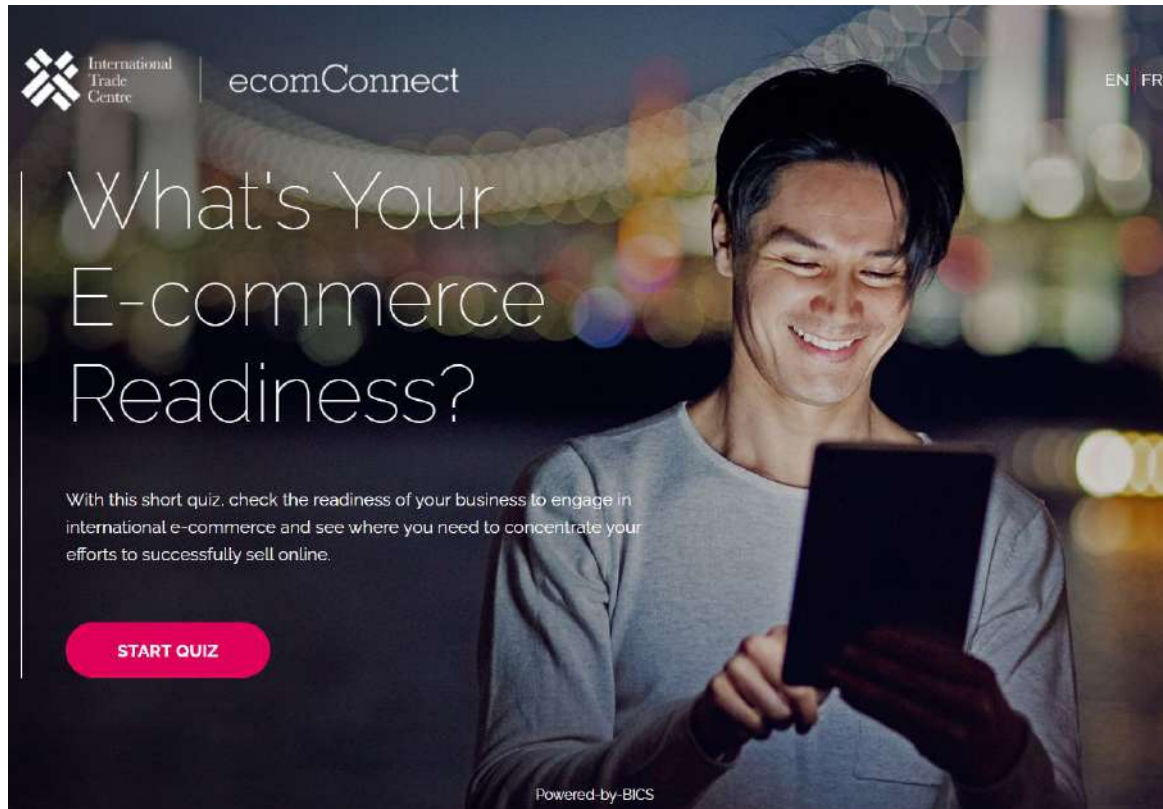
What is ITC ecomConnect?

Some useful tools for your online business

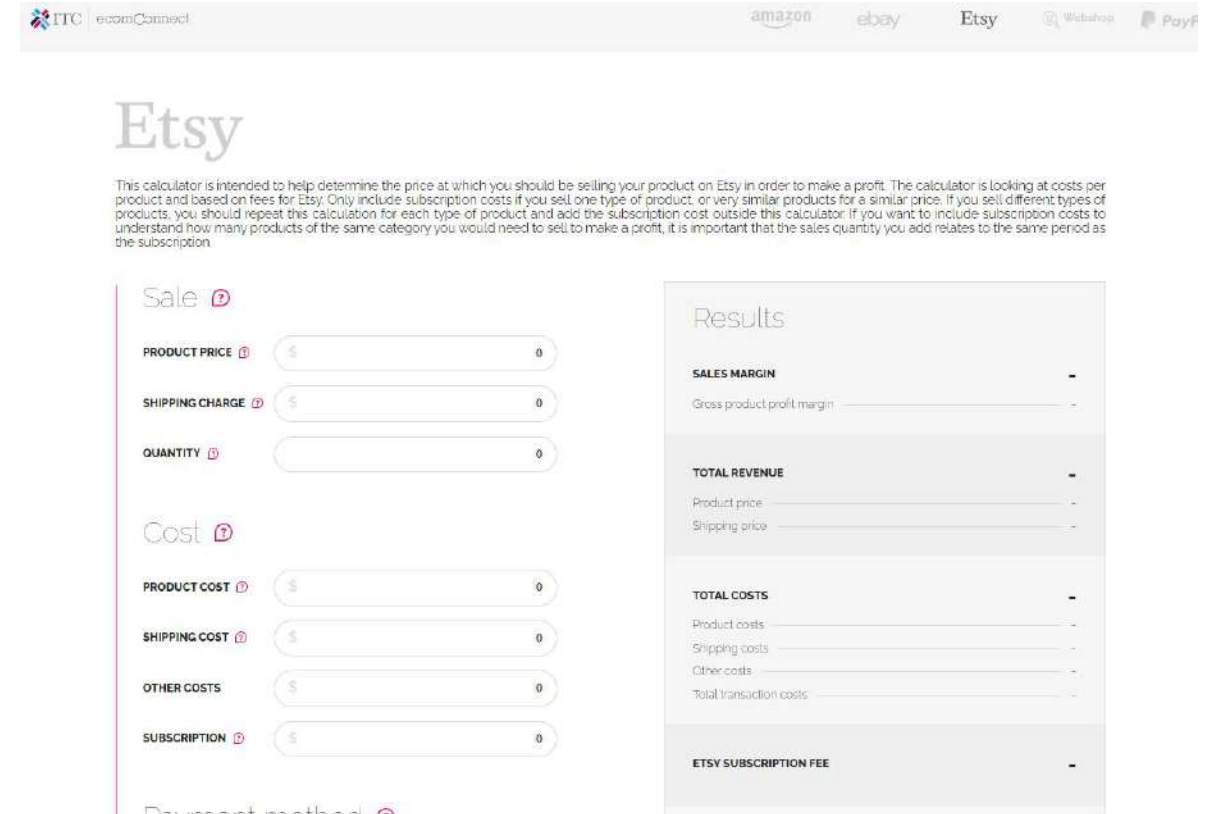


What is ITC ecomConnect?

Some useful tools for your online business



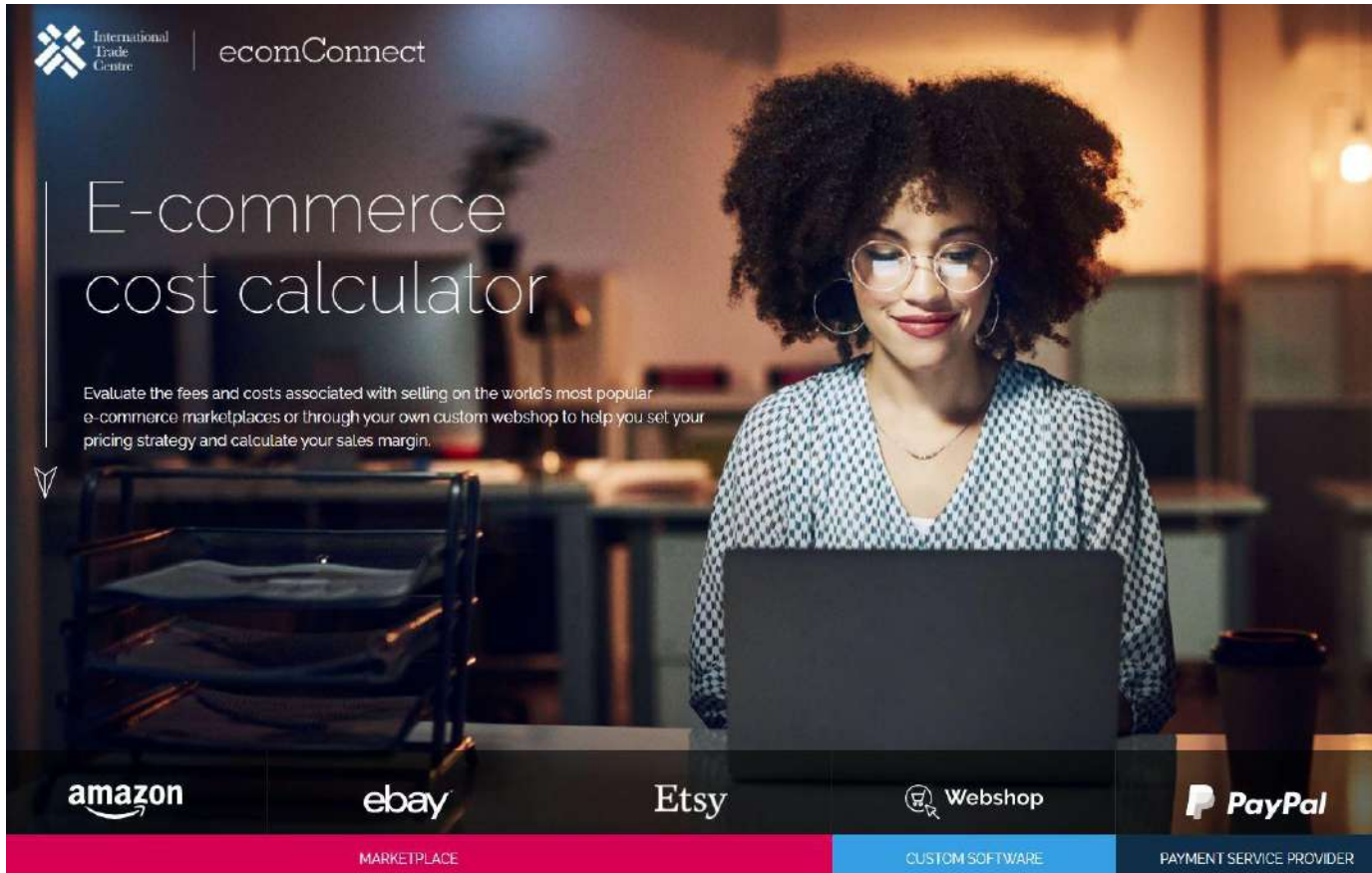
The banner features the International Trade Centre (ITC) logo and the ecomConnect brand name in the top left. On the right, there are language selection links for 'EN' and 'FR'. The main headline reads 'What's Your E-commerce Readiness?'. Below it, a paragraph explains the purpose of the quiz: 'With this short quiz, check the readiness of your business to engage in international e-commerce and see where you need to concentrate your efforts to successfully sell online.' A prominent pink button labeled 'START QUIZ' is positioned at the bottom left. The background image shows a smiling man looking at a tablet. In the bottom right corner, it says 'Powered by BICS'.



The screenshot shows the ITC ecomConnect website interface with the Etsy calculator selected. The top navigation bar includes the ITC ecomConnect logo and links to Amazon, eBay, Etsy, Webshop, and PayPal. The Etsy section has a heading and a detailed explanatory paragraph about the calculator's purpose and usage. Below this, the calculator is divided into two main columns: 'Sale' and 'Cost' on the left, and 'Results' on the right. The 'Sale' section contains input fields for 'PRODUCT PRICE', 'SHIPPING CHARGE', and 'QUANTITY', each with a dollar sign icon and a reset button. The 'Cost' section contains input fields for 'PRODUCT COST', 'SHIPPING COST', 'OTHER COSTS', and 'SUBSCRIPTION', also with dollar sign icons and reset buttons. The 'Results' column displays calculated values for 'SALES MARGIN', 'TOTAL REVENUE', 'TOTAL COSTS', and 'ETSY SUBSCRIPTION FEE', each with a minus sign icon. A 'Payment method' dropdown menu is visible at the bottom left of the calculator area.

What is ITC ecomConnect?

Some useful tools for your online business



The banner features a woman with curly hair and glasses working on a laptop in a modern office setting. The text 'E-commerce cost calculator' is prominently displayed. Below it, a description states: 'Evaluate the fees and costs associated with selling on the world's most popular e-commerce marketplaces or through your own custom webshop to help you set your pricing strategy and calculate your sales margin.' At the bottom, there are logos for Amazon, eBay, Etsy, Webshop, and PayPal, categorized under 'MARKETPLACE', 'CUSTOM SOFTWARE', and 'PAYMENT SERVICE PROVIDER'.

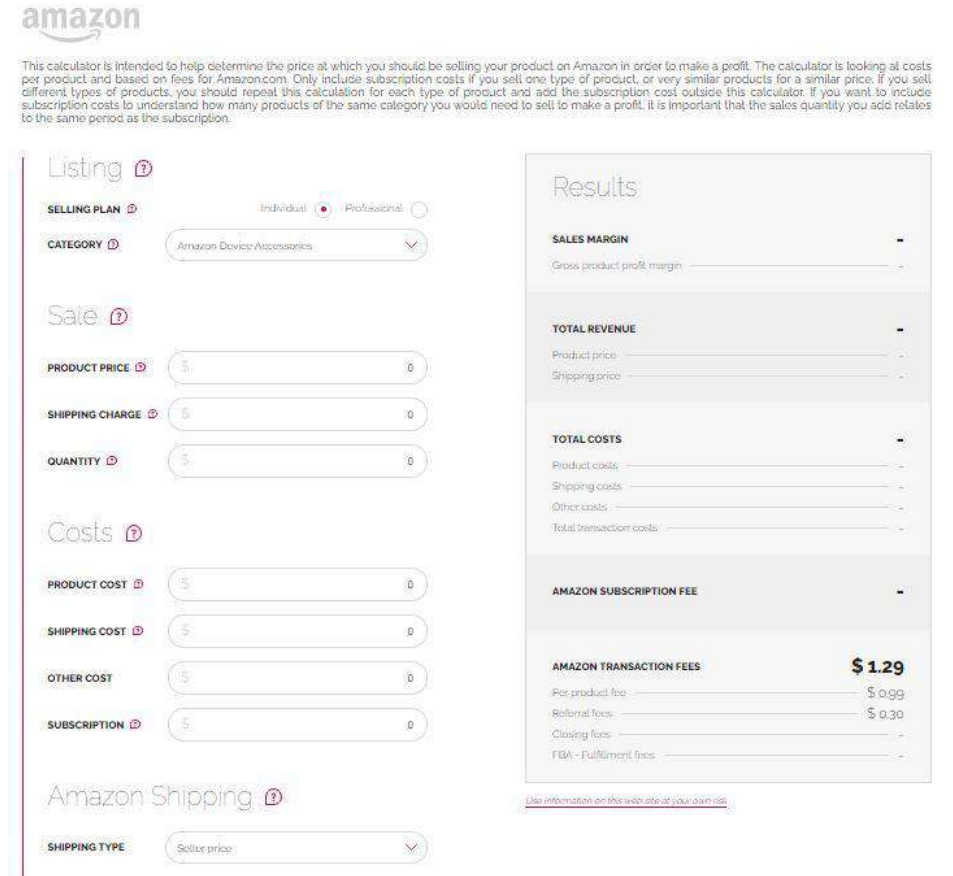
International Trade Centre | ecomConnect

E-commerce cost calculator

Evaluate the fees and costs associated with selling on the world's most popular e-commerce marketplaces or through your own custom webshop to help you set your pricing strategy and calculate your sales margin.

amazon ebay Etsy Webshop PayPal

MARKETPLACE CUSTOM SOFTWARE PAYMENT SERVICE PROVIDER



The interface is titled 'Listing' and includes a disclaimer: 'This calculator is intended to help determine the price at which you should be selling your product on Amazon in order to make a profit. The calculator is looking at costs per product and based on fees for Amazon.com. Only include subscription costs if you sell one type of product, or very similar products for a similar price. If you sell different types of products, you should repeat this calculation for each type of product and add the subscription cost outside this calculator. If you want to include subscription costs to understand how many products of the same category you would need to sell to make a profit, it is important that the sales quantity you add relates to the same period as the subscription.'

Listing

SELLING PLAN Individual ☒ Professional ☐

CATEGORY Amazon Device Accessories

Sale

PRODUCT PRICE \$ 0

SHIPPING CHARGE \$ 0

QUANTITY \$ 0

Costs

PRODUCT COST \$ 0

SHIPPING COST \$ 0

OTHER COST \$ 0

SUBSCRIPTION \$ 0

Amazon Shipping

SHIPPING TYPE Seller price

Results

SALES MARGIN

Gross product profit margin

TOTAL REVENUE

Product price

Shipping price

TOTAL COSTS

Product costs

Shipping costs

Other costs

Total transaction costs

AMAZON SUBSCRIPTION FEE

AMAZON TRANSACTION FEES **\$ 1.29**

Per product fee \$ 0.99

Referral fees \$ 0.30

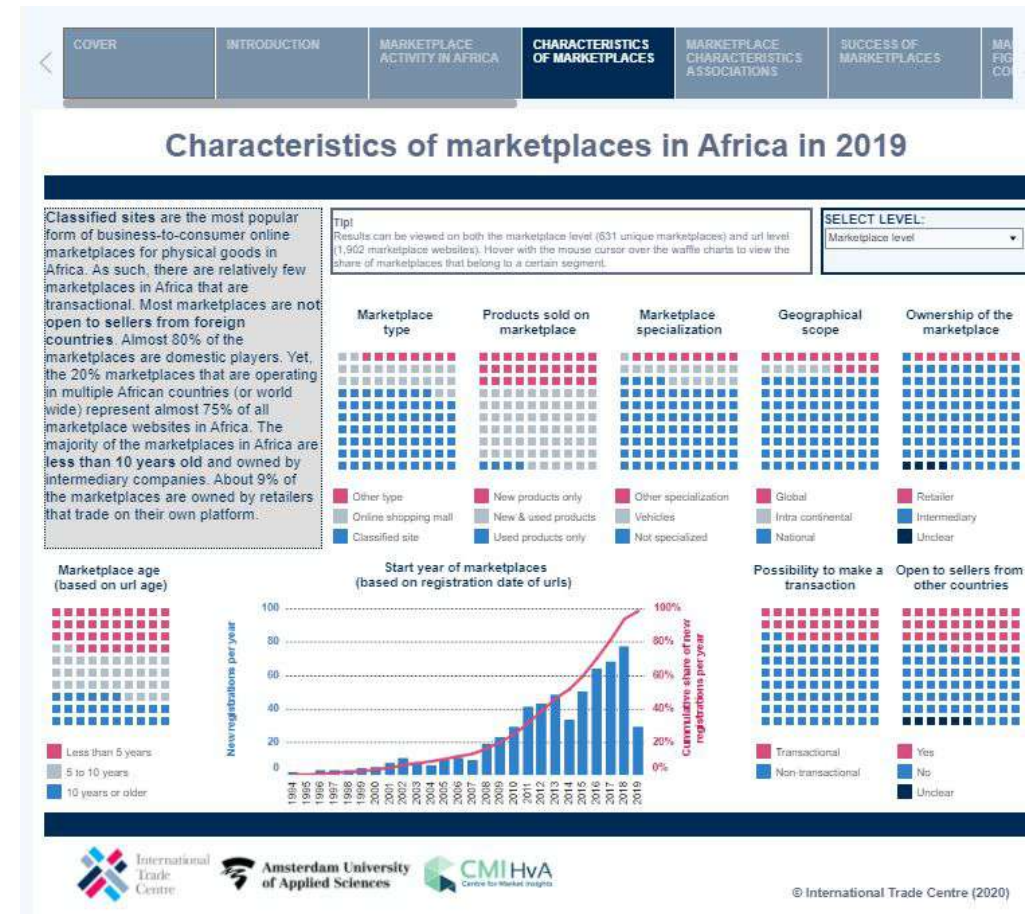
Closing fees

FBA - Fulfillment fees

[Use information on this web site at your own risk](#)

What is ITC ecomConnect?

Some useful tools for your online business



What is ITC ecomConnect?

Finalised projects



What is ITC ecomConnect?

Current projects

Central Asia

Supporting small businesses on their journey to trade internationally through online channels.

Tunisia and Lebanon

Providing women-led businesses with access to markets through online marketplaces.

Central America

Supporting women-led businesses in Central America to export handicrafts through e-commerce channels..

Bangladesh, Kenya and Nigeria

Upgrading the e-commerce ecosystem by training IT businesses on how to improve the SEO and online visibility of small businesses in the tourism, textile and agribusiness sectors.

Uganda

Training IT businesses on digital marketing techniques to improve their international presence

SMEs and e-commerce:

Why in emerging economies it is a key driver of development

Why SMEs matter

In emerging economies...

...SMEs are the future

Formal SMEs contribute up to
40% of national income (GDP)

There are about **400 million**
MSMEs

Formal SMEs contribute up to
60% of total employment

4 out of 5 new positions are
created by SMEs

600 million jobs need to be
created

Why e-commerce matters

It is a key driver of economic development, especially for SMEs

It offers SMEs the potential to **do business around the world**

It can provide significant **income** from outside of the country

E-commerce is becoming the **new way of conducting trade**

It **boosts the economy** and creates jobs

It builds a **digital economy** ready for the future

85% of business is predicted to be e-commerce

"In the next 30 years, 80% of small business will benefit from globalization. In 2030, more than **85% of business** will be **e-commerce**. 99% of trade will be online and less than one percent of trade will be offline"

*Jack Ma, Alibaba Group
World Trade Organisation Open Forum 2018, Geneva*

E-commerce is the future

The e-commerce value chains and the capabilities required

SMEs face several barriers to e-commerce trade



High cost and slow delivery and logistics



Lack of access to the **internet** and connected devices



Poor availability of **payment solutions**



Unfavourable government and **business policies** and environment



Low visibility and **lack of reputation** in international markets



Lack of digital, business and export **skills**

The e-commerce value chains and the capabilities required

Success in e-commerce demands attention in different areas



The e-commerce value chains and the capabilities required

There are multiple ways to sell online across borders



The e-commerce value chains and the capabilities required

5 tips to start selling e-commerce

Understand it will take a considerable **investment** in **time** and **money** to be successful

Make a **sensible plan** and set expectations at an achievable level

Have a **balanced portfolio** of different digital sales and marketing channels

Take time to **develop digital skills** through self-learning online and attending workshops

Act now as e-commerce is the future of trade



What the ITC ecomConnect Programme offers



The **opportunity** of using e-commerce:

Forms of e-commerce, implications, pros and cons

QUESTION



What does the term e-commerce mean?

- Buying goods and services over the internet
- Selling goods and services over the internet
- Buying Goods over the internet
- Buying and Selling goods over the internet

What is e-commerce?

- E-commerce takes place when a business that sells products or services uses an online system to take orders from its customers.
- There are different ways to sell online. Businesses can choose to operate their own e-commerce website or phone app, or choose instead to sell via a virtual marketplace such as Amazon, eBay or Alibaba.



Forms of e-commerce

- Business-to-business (B2B) and business-to-consumer (B2C) are the main forms of e-Commerce. Other forms of e-Commerce include social commerce (S-Commerce) and consumer-to-consumer (C2C).

BUSINESS-TO-BUSINESS (B2B)

B2B transactions take place between businesses. They involve the provision of goods and services by one business to another business.

BUSINESS-TO-CONSUMER (B2C)

Businesses sell their goods/services to consumers who are the end users of these goods/services.

S-COMMERCE

Social commerce, is a way for buyers and sellers to conduct e-commerce transactions on social media platforms or chat apps using a chosen payment method.

CONSUMER TO CONSUMER (C2C)

Consumers sell their goods/services to other consumers. C2C transactions can be seen as a digital versions of the “classified advertising” section still found in many newspapers.

QUESTION



What type of commerce occurs when a business sells its products over the Internet to consumers?

- B2B
- B2C
- C2B
- S2B

E-commerce market size and trends

- The latest estimates from the United Nations Conference on Trade and Development (UNCTAD) (2019) show that global e-commerce reached **USD 29 trillion in 2017**, of which USD 25.51 trillion was B2B e-commerce and USD 3.85 trillion B2C e-commerce.
- The share of B2C e-commerce in global GDP is expected to increase steadily in the coming years.
- According to UNCTAD (2019), e-commerce is becoming increasingly international:
 - In 2017, the number of online shoppers stood at **1.3 billion people**, or one quarter of the world's population.
 - Cross-border business-to-consumer (B2C) sales reached an estimated **USD 412 billion in 2017**, of which 11% was B2C e-commerce.

The pros of going online

- There are many pros to doing business online. Understanding exactly what they are can help you leverage them to your advantage.

✓ REACH CUSTOMERS ALL OVER THE COUNTRY AND AROUND THE WORLD

✓ LOWER SET-UP AND RUNNING COSTS

By using e-commerce to leverage the following elements, your business can lower its set-up and running costs:

- **Scalability**
- **Efficiency**
- **Automated inventory**
- **Efficient customer support**
- **Efficient staff processes**
- **Less physical space**

The pros of going online

✓ COLLECT CUSTOMER INSIGHTS THROUGH TRACKING AND ANALYTICS

✓ YOUR BUSINESS CAN STAY OPEN CONSTANTLY

- Your store is now open 24 hours a day, 7 days a week, 365 days a year
- You can increase your sales by boosting your number of orders
- Customers can purchase products whenever they want,

✓ OFFER GREATER PERSONALIZATION

- Studies have found that e-commerce businesses that did not use personalization were losing at least 40% of their customers to their competitors and wasting valuable opportunities to build deeper relationships with their client base.

The cons of going online

- The e-commerce business development model can be challenging. You have to take care of everything, from website maintenance to order processing. As such, it can be difficult to meaningfully engage in e-commerce, particularly for SMEs.
 - The major problems that e-commerce businesses face are:
- ✓ LACK OF PERSONAL TOUCH AND TACTILE EXPERIENCE
 - ✓ SECURITY ISSUES AND CREDIT CARD FRAUD
 - ✓ COMPLEXITY IN TAXATION, REGULATIONS, AND COMPLIANCE
 - ✓ THE LONG JOURNEY OF ONLINE TRUST
 - ✓ FIERCE ONLINE COMPETITION AND MARKETPLACE SATURATION

Is e-commerce the right choice for your business?

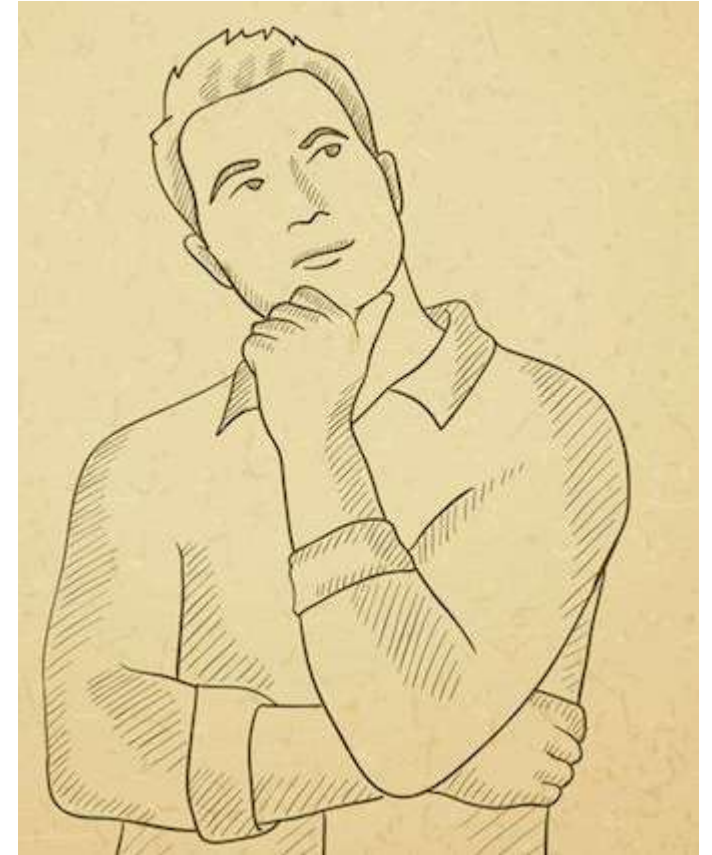
- E-commerce can give small businesses great opportunities to grow. Increasingly, customers want to order and research their purchases online, and the technology to do so is becoming readily accessible, all over the world.
- However, before you “make the jump,” you need to check whether selling online is really the best path for your business. This means that you will need to consider, not just issues in your local market and within your business, but ALSO the foreign markets that you would be targeting with your e-commerce channel.



Is e-commerce the right choice for your business?

Questions that you need to ask yourself:

- Are customers in your current market ready to buy online?
- Is infrastructure in your market sufficiently mature that your current customers could easily access your online website and buy from it?
- Are your products/services the kind of products/services that customers would want to buy online?
- Are your existing corporate systems and data ready to integrate with a B2C or B2B e-commerce system?
- Have you identified any opportunity to sell your products online in other markets (whether in other regions of your home country or abroad?)



What implications will going online have for your business?

- Adding an e-commerce channel is a huge change for your business - it's going to affect every department and everything you do.

- ✓ IS YOUR TEAM IN FAVOUR OF THIS CHANGE?
- ✓ WHAT TRAINING AND SYSTEMS IMPROVEMENTS WILL BE NECESSARY?
- ✓ WHAT DATA/INFORMATION WILL YOU NEED TO PUT TOGETHER?
- ✓ WHAT WILL YOUR COSTS BE?

Getting an e-commerce business ready:
The importance and different areas of planning.
The different online channels.

The importance and different areas of planning

- Starting an e-commerce business can be fast, relatively easy, and inexpensive. Nevertheless, 80% of online businesses fail in their first two years, often because of mistakes during the planning stage. This is why it is crucial for you to sufficiently plan the various aspects of your e-commerce venture before you get started.

✓ E-COMMERCE CHANNEL(S)

✓ IDENTIFYING YOUR TARGET MARKET

✓ MARKET RESEARCH

The importance and different areas of planning

✓ FULFILMENT AND LOGISTICS

How do you plan to manage your inventory? Do you plan to do it yourself, through a fulfilment centre, or through drop-shipment with your suppliers?

✓ PAYMENT OPTIONS

How will you collect payment from your customers?

✓ CUSTOMER SERVICE

How will you provide services to your customers?

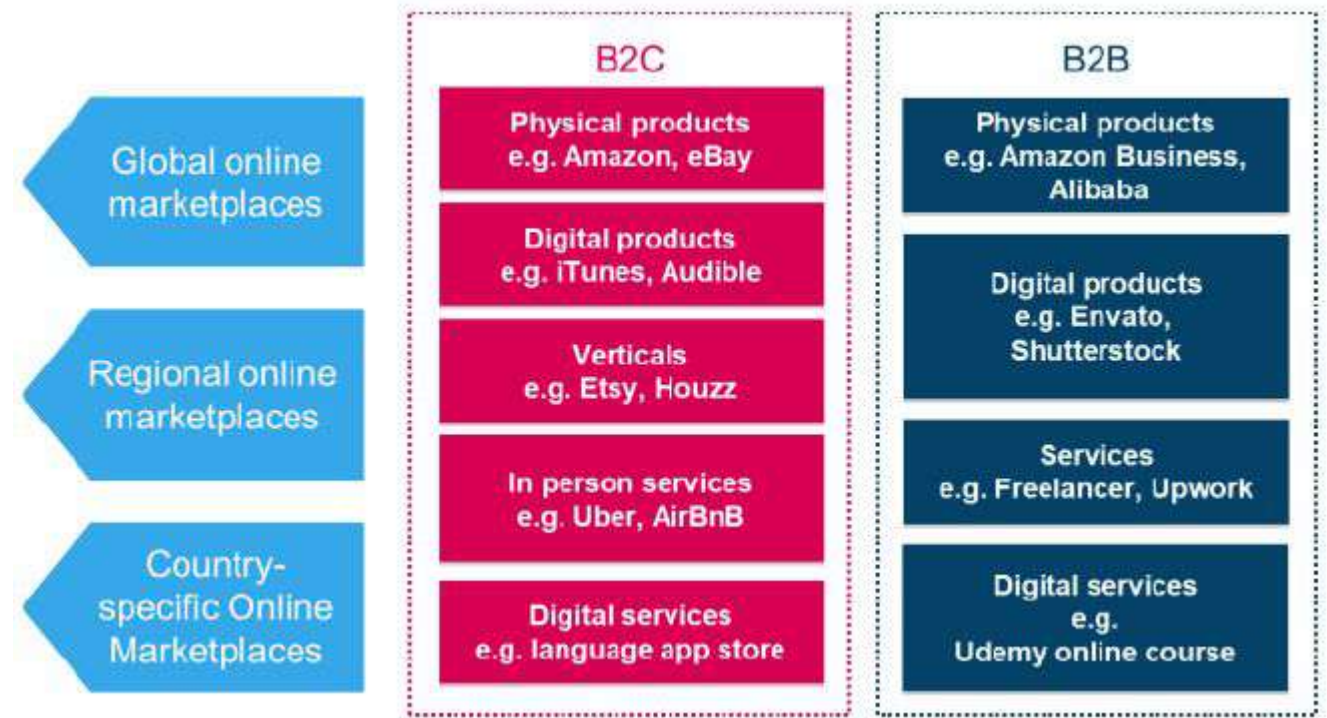
✓ MARKETING STRATEGY

How will you make sure your target customers know about your products?

Online marketplaces

- Online marketplaces are third party platforms for e-commerce on which vendors can make their products available to customers.
- The marketplace's operator manage their platforms through a variety of business models, including:
 1. making vendors pay to list product
 2. charging transaction fees
 3. requiring monthly subscription fees

There are hundreds of online marketplaces in the world, but only seventy-five make-up 95% of the revenue.



Online marketplaces

- The most popular online marketplaces for developing countries are:



QUESTION



What is the most popular marketplace by unique visitors in 2020?

- Ebay
- Rakuten
- Jumia
- AliExpress
- Amazon
- Etsy

The pros and cons of selling on an online marketplace

Pros	Cons
<ul style="list-style-type: none">→ A steady stream of customers→ Low barrier to entry, or relatively low start-up cost→ A possibility to test products and markets at a low cost→ Existing brands can generate greater confidence than an unknown brand→ The platforms can enhance internationalization→ The means of payment are provided by the marketplace, though you may need a way to receive payments	<ul style="list-style-type: none">→ High competition→ A need to validate the brand positioning to differentiate yourself from competitors→ Working by commission creates less margin→ An effort is required for inventory management, pricing, orders and inquiries→ Traffic generation efforts will be (e.g., SEO, SEM) addressed to other platforms rather than your e-commerce website

E-commerce websites

Starter website builder

Cost effective and easy way to get online 'hosted' or 'in the cloud' for a monthly fee

- E.g. Wix, Squarespace

Hosted e-commerce websites

E-commerce websites, where online store is **hosted by the software company** with a monthly fee

- E.g. Shopify, BigCommerce

Own e-commerce website

An online store that is hosted and **maintained by your company**

- E.g. WooCommerce, Opencart, Prestashop, Magento

Enterprise level e-commerce system

Full e-commerce systems for **larger companies** and organisations

- E.g. Demandware, SAP Hybris, Shopware, Oracle Commerce

Pros and cons of selling on your own e-commerce website

Pros	Cons
<ul style="list-style-type: none">→ Total control of how your visitors see your business and products→ Full control of how you treat your customers→ Control of most costs→ Full control of the design→ Easy integration within your existing systems→ Better, more precise data for future sales forecasting	<ul style="list-style-type: none">→ Time consuming, especially in B2B e-commerce→ It can be expensive (e.g., you could potentially pay tens of thousands of dollars to develop a B2B e-commerce website)→ Need to market your website or no one will see it→ Potential for fraud, data privacy issues, etc.

S-commerce

- There are a limited number of widely used social and chat stores:



6 factors to consider when it comes to using s-commerce:

- The registration is much simpler than for online marketplaces
- Experiment is easy, as most social and chat stores do not charge vendors anything
- You can sell on a wide variety of social and chat stores simultaneously, no need to limit yourself to one
- Be ready to invest time and team members to answer inquiries.
- Ensure that you have excellent product or service descriptions and photos, as branding is critical on social media.
- Keep in mind that you may need your own e-commerce website to complete transactions.

Key points – preparing your business for e-commerce



Your team. Your team holds the key to the success of any e-commerce project. Not only will they be working on it, they'll also be the ones responsible for launching it. You need them to love the idea and be completely behind it.



Your product & company data. If the information the customer needs to decide whether or not to buy from you isn't available to them, then they won't make a purchase.

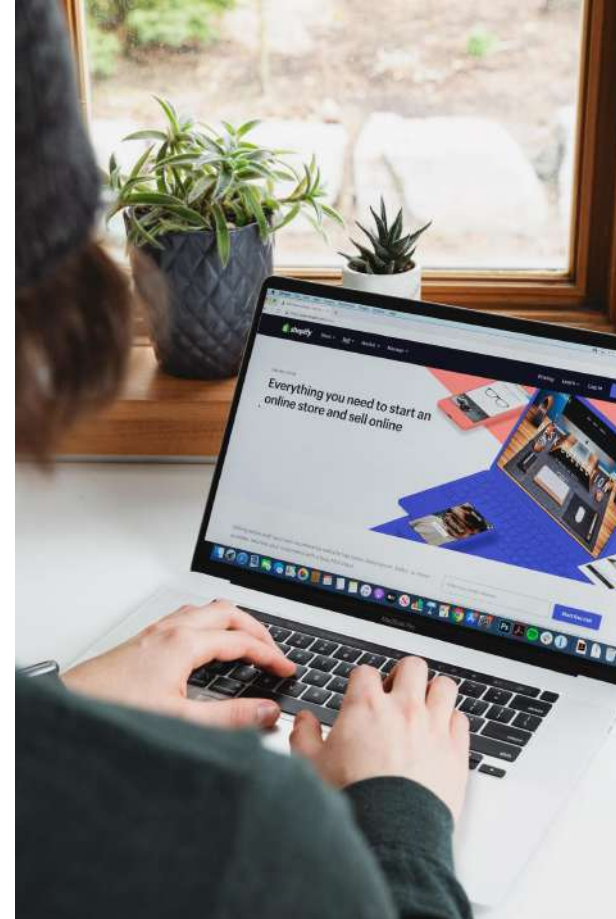


Your systems, including logistics. If your systems aren't ready to receive an order from a website or marketplace, process it, and get it to the right customer at the right time then your e-commerce channel won't be a success.

Key points to run a successful e-commerce Business:
Logistics and shipments.
Customer service.
Digital marketing.

Running a successful e-commerce business

- ✓ Logistics & shipments
- ✓ Customer service
- ✓ Digital marketing



Managing Inventory and Shipping

- Managing inventory and shipping for e-commerce is important for your business because without them, you will find it hard to provide quality products to your customers on time. If you can't do that, then you won't be able to make money!

✓ MANAGING INVENTORY

If you can't manage your inventory properly, you might end up with too few products to fulfil orders, or with too many products that end up going unsold.

✓ MANAGING SHIPPING

Likewise, problems with your supply chain, transport and distribution can cost your company both customers and money.

QUESTION



Have you ever stopped shopping with an online retailer due to a bad shipping experience?

- Yes
- No
- A negative shipping experience was not the sole problem, but contributed to my decision.

How can you make your shipping procedures more efficient?

DOS

- Create a shipping policy
- Make your pricing transparent
- Offer multiple shipping options

DON'TS

- Assign the wrong staff member to the job
- Miscalculate costs
- Do everything by hand
- Have a poor international shipping plan

What are good practices for managing returns?

- Returns are an integral part of e-commerce. Since your customers can't physically view or touch the products that you are selling, there is a higher likelihood that they will be dissatisfied with what they receive and want a return or an exchange.
- Your business must have a clear returns policy and processes for managing returns to ensure that your customers remain happy with your company, even if they are dissatisfied with their purchase.

✓ RETURNS POLICIES NEED TO ADDRESS THE FOLLOWING KEY AREAS FOR CUSTOMERS:

- The contact person to arrange or authorize the return.
- Logistics and transport costs for returning goods.
- The location(s) to which the goods can be returned.
- Whether customers will receive credit or a replacement item.
- The period of time during which you will accept item returns.

✓ “NO QUESTIONS ASKED” RETURNS POLICY?

✓ TRY TO MAKE IT EASIER FOR YOUR CUSTOMERS TO RETURN ITEMS

Why is good customer service and reputation management important?

- In the past, people chose which companies they did business with based on **price or quality**. However, today, **the key driver is often the overall purchase experience**. This is why ensuring good customer service is key, not just after, but also before and during the purchase process.
- As an e-commerce company, you will need to open various different channels to provide support to your customers.
 - These could include telephone lines, e-mail, web chat, text messages and social media.
 - Additionally, many online companies now also provide self-service support, so customers can find answers at any time via FAQs or online forums.

“If you don’t take good care of your customers, somebody else will.”

Edgar Mitchell

“89% of companies now expect to compete mostly on the basis of customer experience”

Gartner Research

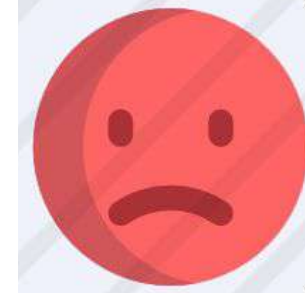
Why is good customer service and reputation management important?



AFTER A POSITIVE CUSTOMER EXPERIENCE

69% Would recommend the company to others

50% Would use the business more frequently



AFTER A NEGATIVE EXPERIENCE

69% Will never use the company again

50% Will tell the friends not to use the business

50% Would take punitive action by posting a review online or sharing a poor experience on social media

How can you keep your existing customers?

- There are several tools that you can implement to make sure that your existing customers keep coming back to buy from you, instead of going to your competitors. Note that the act of keeping your existing customers is often called “customer retention.”

✓ CUSTOMER LOYALTY PROGRAMS

✓ PERSONALIZATION

✓ USING A CRM TO MANAGE CUSTOMER RELATIONSHIPS

How can a CRM help your business establish effective customer service and improve sales?

The best way to manage customer data is with a Customer Relationship Management (CRM) system.

✓ A GOOD CRM SYSTEM

- Allows you to automate your sales and marketing systems
- Provides interoperability among the different platforms you use
- Allows you to get social media insights for your product or service
- Serves as the main contact point between you and your customers

✓ ADVANTAGES OF CRM FOR E-COMMERCE

- Improved demand and supply planning
- Self-service portraits
- Improved after sales service
- Produced costs and losses
- Targeted marketing and advertising campaigns
- Integrated RMA Management

The importance of digital marketing in e-commerce

- Having an online sales channel is all well and good, but in today's world if you do not engage in digital marketing it is unlikely many customers will find you.
- **identify what you stand for, who your customers are and actively seek them out**
- The good news is that there are a lot of **advantages to digital marketing** versus traditional marketing.
- Digital marketing will enable you to:
 - Reach your audience
 - Engage your audience
 - Motivate audience to take action

What are the advantages of digital marketing over traditional marketing?

- ✓ Measurable results
- ✓ Low barrier to entry
- ✓ Reach larger audiences
- ✓ Improved conversion rates

Tip!

Before engaging in any digital marketing activities, it is essential that your online sales channel is as good as can be. There is no point in directing customers to your website or chosen sales channel if, once there, they are not able to find the product they want or complete the sale.

What are common digital marketing techniques?

- You can choose to engage in one or multiple digital marketing techniques. Before starting out, it helps to do some research and decide what works best for you and your customers. This means understanding your audience and choosing the best marketing channel to target them.
- There is no universal agreement on the types of digital marketing techniques. Here are six of the most commonly-used ones:
 - ✓ SEARCH ENGINE OPTIMISATION (SEO)
 - ✓ CONTENT MARKETING
 - ✓ E-MAIL MARKETING
 - ✓ PAY-PER-CLICK (PPC)
 - ✓ SOCIAL MEDIA
 - ✓ DISPLAY OR VIDEO MARKETING

What are common digital marketing techniques?

- **SO, WHICH DIGITAL MARKETING TECHNIQUE SHOULD YOU USE?**

Each digital marketing technique has its advantages and disadvantages. Some like SEO can take many years to produce results but are relatively inexpensive, whereas search engine or social media advertising will immediately drive traffic to your sales channel but can quickly become very expensive.

Like with all other stages of setting up your e-commerce **business it pays to do your research and select your channel carefully**, looking at what activity will bring you the biggest return on investment whether that is financial or in terms of resources (e.g. man hours).

How do you set up your digital marketing strategy?

- When setting up your digital marketing strategy, you need to establish a baseline against which you can benchmark your progress.
- Before you engage in any digital marketing activities, you need to identify your audience and define your marketing messages.

✓ IDENTIFY YOUR AUDIENCE

✓ DEFINE YOUR MARKETING MESSAGE

✓ SET UP KEY PERFORMANCE INDICATORS (KPIs) FOR YOUR DIGITAL MARKETING STRATEGY

Key points – Introduction to e-commerce

- ✓ **Planning** – is this the right time to engage in e-commerce
- ✓ **Preparation** – selecting your channel, creating your content, choosing your payment and shipping solutions
- ✓ **Running a successful e-commerce business** – managing your logistics, keeping your customers happy, working on your visibility



What Focus is required to grow an E-business
depending on the sector:

Agrifoods, ICT Services, Handicraft, Tourism

Case Study

Handicraft sector and multi-channel selling

ITC projects

Central America: Women & E-commerce

Countries: Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

Beneficiaries: 6 institutions and 200 women-led businesses in the handicraft sector

Objective: Sell online to EU and US customers

Budget: USD 1.7m (600k for ecomConnect) funded by the EU

Implementing partner: SIECA

Dates: 2018-2021

Project lead: OLAC, 3.5 out of 5 outputs implemented by ecomConnect

Private sector partners: DHL, Payoneer, PayPal, eBay, Etsy, Google



Example

LA CASA COTZAL SA – Handicraft exporter based in Guatemala



Example

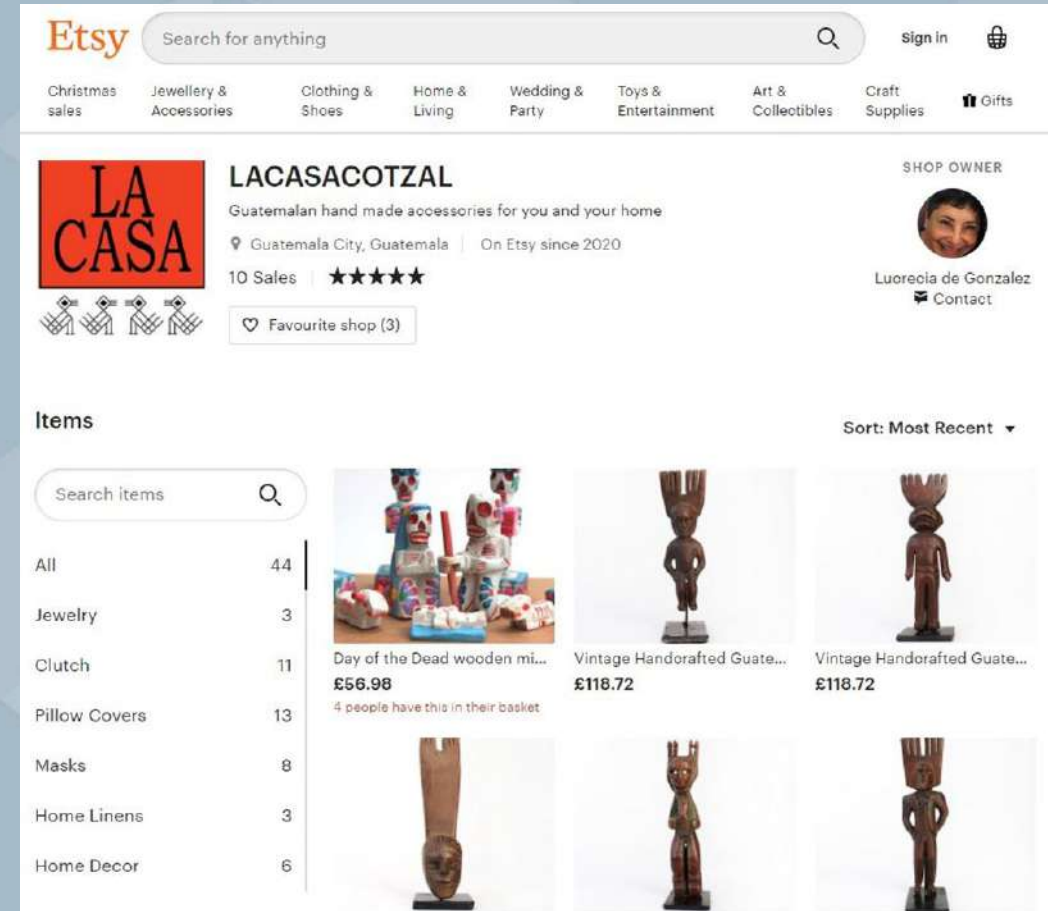
LA CASA COTZAL SA – Handicraft exporter based in Guatemala

Etsy is an online marketplace for handmade products and vintage items founded in 2005 in New York City.

Etsy offers consumers a personalized shopping experience and gives independent creative businesses the tools to make their own boutique.



Some data about Etsy :

- Buyers 46.4 million at December 31, 2019.
- Gross sales: USD 5 billion in 2019, 26.5% more than in 2018.
- Revenue: 818 million USD in 2019, 35.6% more than in 2018.





Example

LA CASA COTZAL SA – Handicraft exporter based in Guatemala

Etsy Search for anything  [Sign in](#) 

[Christmas sales](#) [Jewellery & Accessories](#) [Clothing & Shoes](#) [Home & Living](#) [Wedding & Party](#) [Toys & Entertainment](#) [Art & Collectibles](#) [Craft Supplies](#) [Gifts](#)





LACASACOTZAL


10 sales ★★★★★

Frida Boho Chic hand embroidered clutch with tassel - For slow fashion lovers

£51.44

VAT included (where applicable)

[Add to basket](#)

 Rare find - there's only one left

HANDMADE IN GUATEMALA — WHOLESALE WEBSITE \$500 MINIMUM ORDER

[Home](#) [Home Décor](#) [Fashion](#) [Masks /PPE](#) [About us](#)



Cosmetic Clutch Frida

\$18.00

Shipping calculated at checkout.

Quantity

[ADD TO CART](#)

[BUY IT NOW](#)



This is a hand-embroidered item made with a punch-needle technique. Punch needle embroidery is similar to rug hooking but it's not quite the same, punch needle punches the loops down into the work, whereas rug hooking uses a different tool to pull the loops up

Case Study

Agrifood sector, the importance of content and logistics

QUESTION



To build trust with users/customers, what is the most important?

- Good design
- Good content
- Good UX (User Experience)

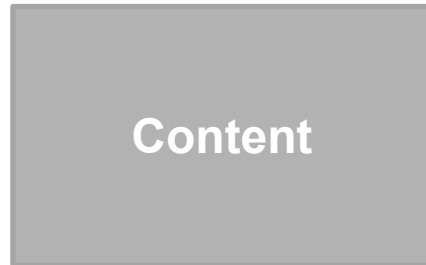
The importance of quality content

Best practices

Due to limited personal contact, online business relations require a high level of trust



Simple, visually pleasing websites will reinforce trust and increase sales



The completeness and correctness of digital content is key to avoiding dissatisfaction and loss of trust



Overall coherence of the website and positive user experience will turn your visitor into a customer



Example

Organic Trade & Investments Ltd – Agri-food exporter based in Ghana



Case Study



Content

Review of text and visual content from a marketing and SEO perspective.

UI/UX

Review of specific goals and/or specific user journeys on your website

Technical

Social media

Review of social media presence and usage to engage customers.

Example

Organic Trade & Investments Ltd – Agri-food exporter based in Ghana



[Home](#) / [Aromatic Plants](#) / [Organic Ginger Oil \(25 L\)](#)

[< Prev](#) | [Next >](#)



Organic Ginger Oil (25 L)

SKU: OTI-ESOI0025

\$750.00

Quantity

Add to Cart



Buy Now

HEALTH BENEFITS



Packaging



MQO



Ginger oil which happens to be one of the many essential oils, is obtained from the roots of ginger. When obtained, ginger oil usually tends to be lightly yellow in color and possesses a pungent spicy and refreshing scent. Like ginger, our ginger oil has strong anti-inflammatory properties that makes it useful in pain reduction and motion sicknesses. As an essential oil, ginger oil works as a laxative and stimulant and is rich in nutrients such as Vitamin B6, Magnesium, Dietary fiber, Protein and a variety of vitamins and minerals.



QUESTION



Why is good quality content so important in e-commerce?

- Your customer cannot see or touch your products.
- It is important to establish trust in your business.
- It can save time with unnecessary calls to your customer service.
- Any inaccurate information will likely cause problems in the future.
- All of the above.

The importance of quality content

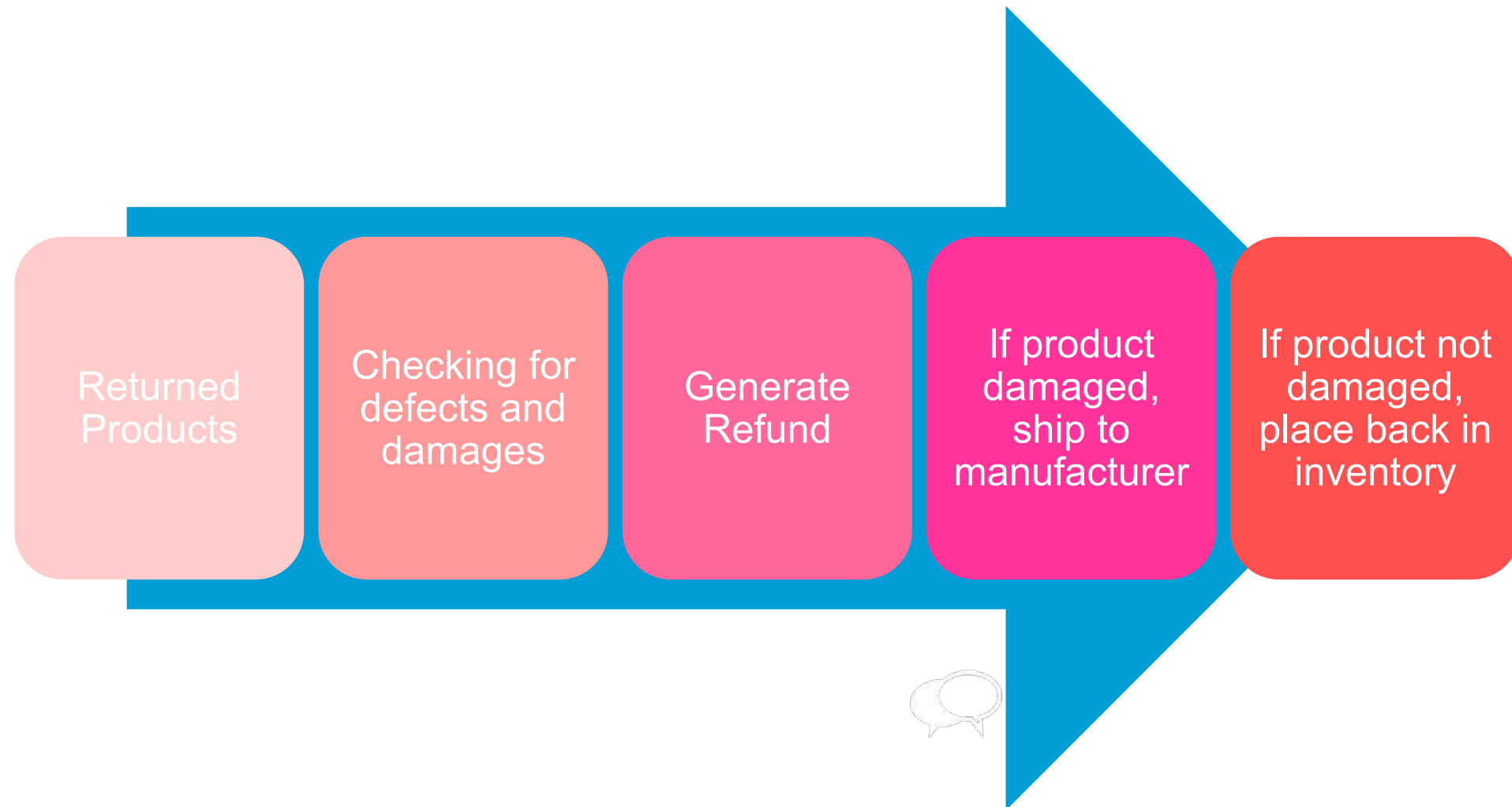
Best practices

The completeness and correctness of digital content is key to establish trust and avoid dissatisfaction and returns



Handling returned good

The importance of having a clear process for processing returns in your stock



Handling returned good

Simulation based training – Training for trainers

FACILITATOR MUST HAVE EXPERTISE IN:

- E-Commerce
- Inventory Management
- Pick Pack Ship processes

The simulation should be done in a real warehouse environment.

FACILITATOR GOALS:

- Audience skills development
- Involve participants in learning
- Stay in “ask” mode
- Receive constant feedback
- Audience often has the answer
- Live simulation is to raise awareness

AUDIENCE:

Facilitator needs to understand the audience and be able to adapt themselves through the live simulation. The audience could be a mix of people with good knowledge to novice with none or little experience in Ecommerce, Pick, Pack and Ship processes and Inventory Management.

Grabbing the wrong item from the right location.

FACILITATING

TRAINING

LEARNING

1. Introduction: Setting the ground

FACILITATOR:

Understand the knowledge level of the audience when it comes to inventory management and Pick, Pack and Ship processes.

Introduction to daily order pick and pack process in e-commerce.

PARTICIPANTS:

Share about their Ecommerce business.

2. Scenario briefing

FACILITATOR:

Ask a participant in the group to start the picking process by showing them where to pick the order picking list after printing.

PARTICIPANTS:

Take the picking and packing list and head to the bin locations to grab items.

3. Scenario: guide and participate

FACILITATOR:

Ask participant to explain what they do during the process from reading the picking list to going to location bin and picking.

Scenario 1: participant acknowledge the inventory error when in front of the bin/during the process.

Scenario 2: Participant picks the wrong item and go to the packing station. Facilitator needs to adapt the guidance to the situation.

PARTICIPANTS:

Explain to the group each step of the process while doing it (how to read a picking list, how to find the location, item picking, etc...)

4. Debriefing: facilitate and reflect

FACILITATORS:

Ask first participants to analyse the situation and to explain what step went wrong and why.

Ask them to explain how the importance of inventory management is related to order picking accuracy.

Focus is on the importance of:

- Reading accurately a picking list
- Quality control starts during the picking process

- How poor inventory management can affect pick and pack process.

PARTICIPANTS:

Reflect on the scenario and share their own experience with stock management.

Material needed and set up:

- In stock, place a batch of wrong items in a bin location.
- Picking and Packing Slip template A: Update accordingly for simulation scenario.

Participants should understand the importance of:

- good product inventory management and its impact on Pick and Pack processes.
- Clear picking list (layout, information given) for efficient process.
- Quality controls during picking and packing processes.

Case Study

ICT sector, Market Research and Productisation of services

When should I do market research?

Market research can be carried out through the whole lifecycle of a business

- Setting up a business
- Developing new products or services
- Launching new products or services
- Running a business
- Growing a business
- Expanding a business into new markets
- Analysing competitors



What is service productisation?



Service productisation is the **end-to-end systematisation** of a service in a way that **benefits** both the customer and the service provider



A productised service is **repeatable** and **scalable**



A service is fully productised when it can be **licensed** or its **ownership can be traded**



Example

Ariel Technology – Cyber Security Services based in Kenya



The landing page for Ariel Technology features a dark blue header with the company name and navigation links. The main content area has a background image of a desk with a computer monitor and a plant. The text is centered and uses a mix of bold and regular fonts. A call-to-action button is placed below the main text. The footer area is a light blue gradient with a large headline and a sub-headline.

ARIEL TECHNOLOGY

About Digital Audit Shop Contact Blog Log In

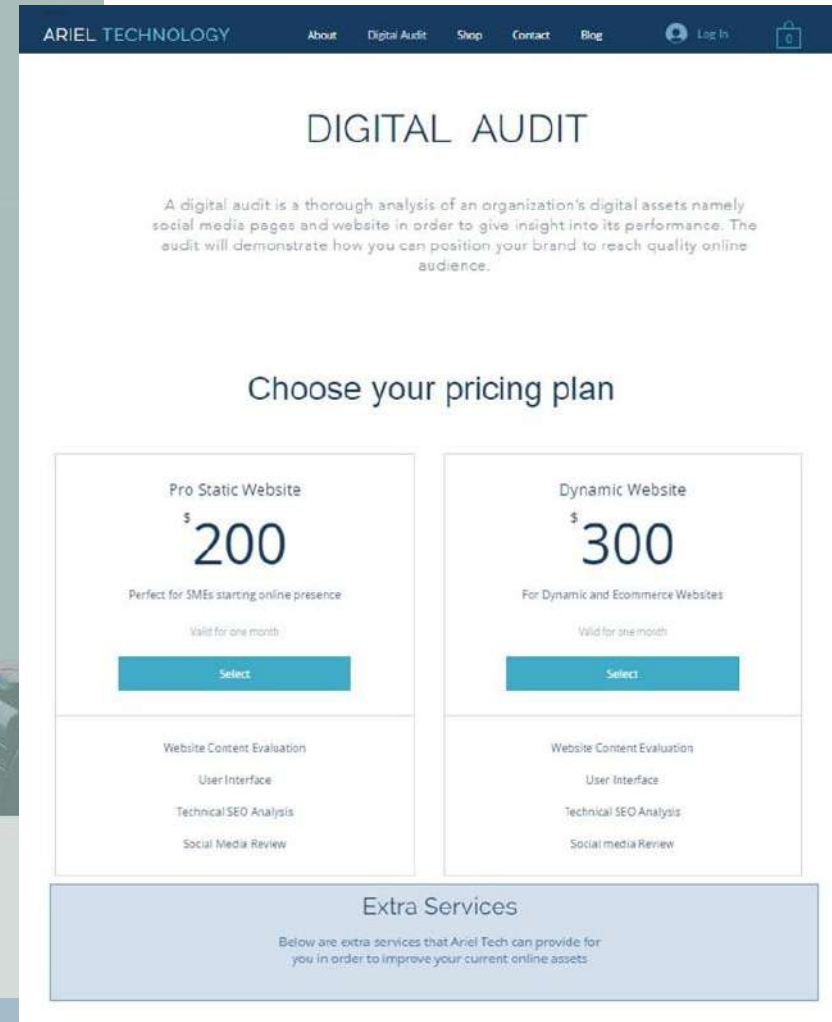
Cyber Security Services

We empower businesses, consumers and government agencies, through cybersecurity and innovation to create a secure, fair and honest world.

Visit Shop >>

We protect you from Malwares and other digital threats.

Extend your Security today.



The pricing page for Ariel Technology's Digital Audit service features a dark blue header with the company name and navigation links. The main content area is white with a large heading for 'DIGITAL AUDIT'. Below the heading is a paragraph explaining the service. The pricing section is titled 'Choose your pricing plan' and features two columns for different plans. Each plan includes a price, a description, a validity period, a 'Select' button, and a list of services. The footer section is a light blue gradient with a heading for 'Extra Services' and a paragraph explaining the additional services.

ARIEL TECHNOLOGY

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DIGITAL AUDIT

A digital audit is a thorough analysis of an organization's digital assets namely social media pages and website in order to give insight into its performance. The audit will demonstrate how you can position your brand to reach quality online audience.

Choose your pricing plan

Pro Static Website	Dynamic Website
\$200	\$300
Perfect for SMEs starting online presence	For Dynamic and Ecommerce Websites
Valid for one month	Valid for one month
Select	Select
Website Content Evaluation User Interface Technical SEO Analysis Social Media Review	Website Content Evaluation User Interface Technical SEO Analysis Social media Review

Extra Services

Below are extra services that Ariel Tech can provide for you in order to improve your current online assets

Case Study

Tourism sector and Social Medias

Social Medias

Beyond sharing links to your website ...

Social media is of great interest to businesses using the right content on the right platforms.

Not only does it connect you with your customers, but it also encourages users to share their opinions, participate in discussions and engage with others in real time.



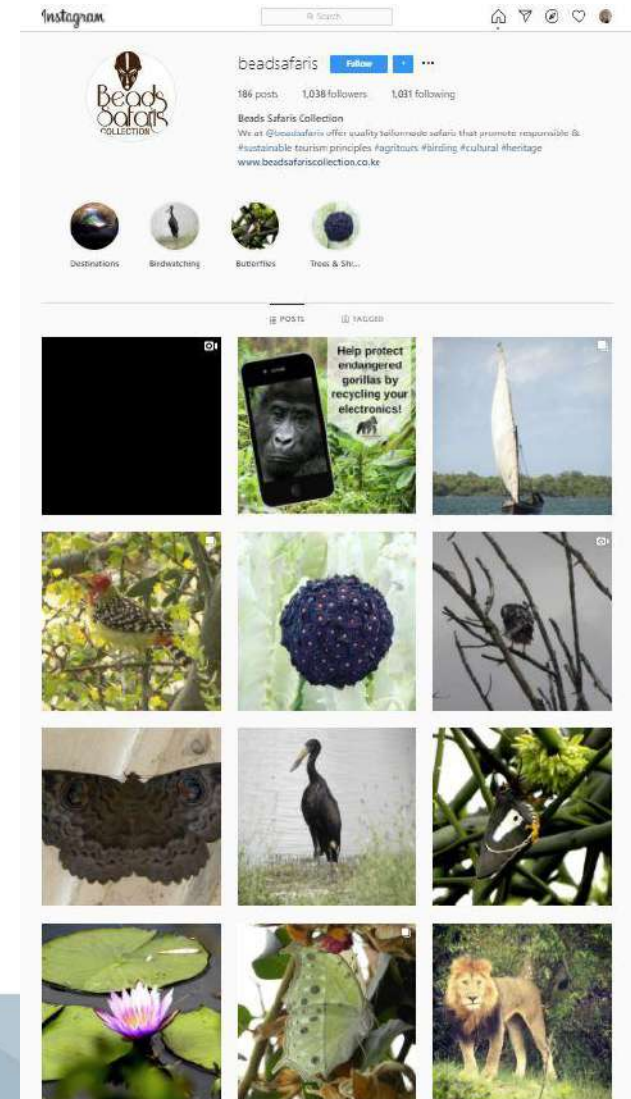
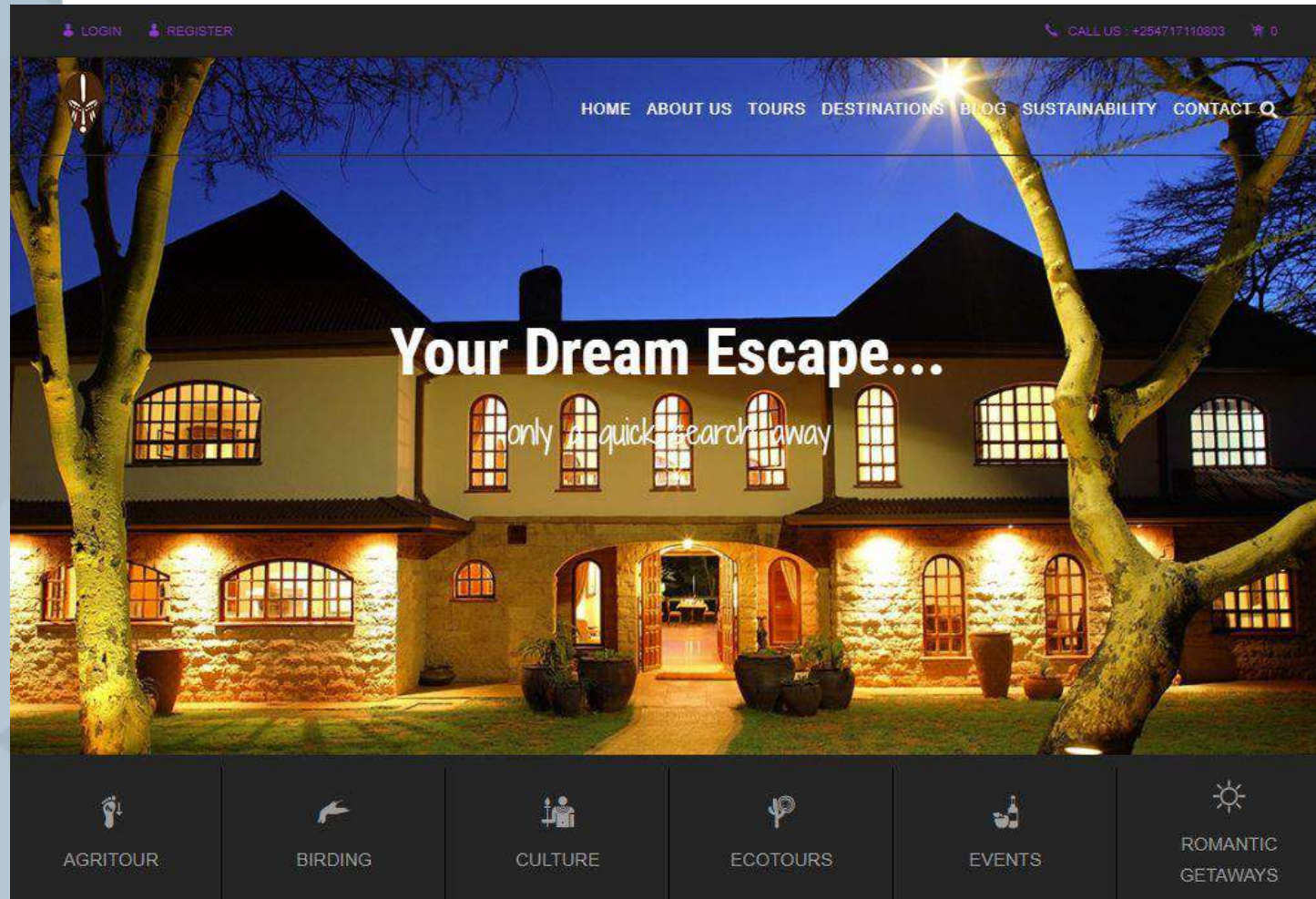
Why social media are so important?

- They connect with your target audience
- Build a community around your brand.
- They are a relevant channel for doing business
- They give you visibility (lots of people today conduct their searches on social networks)
- They give you a lot of information about the perception of your brand.
- They allow you to have easy feedback about your products/services, including testing products and new markets



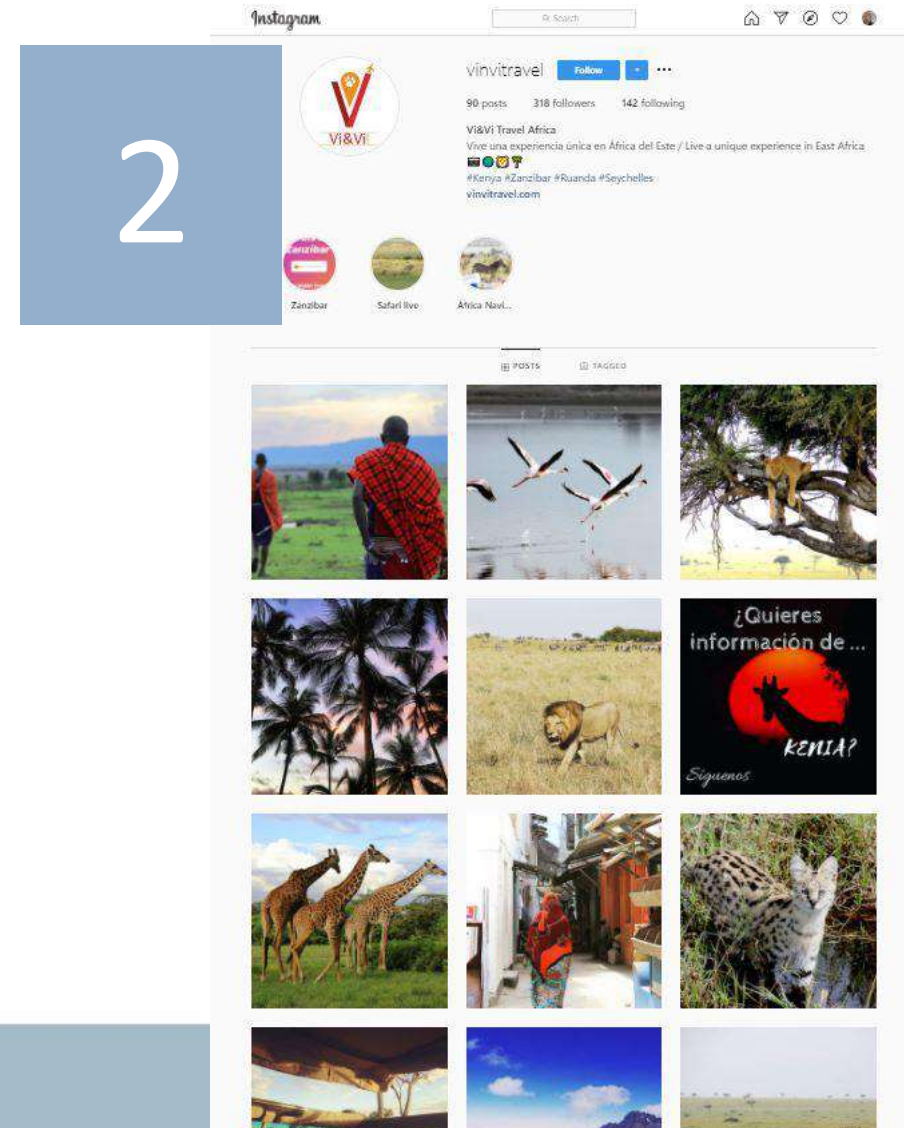
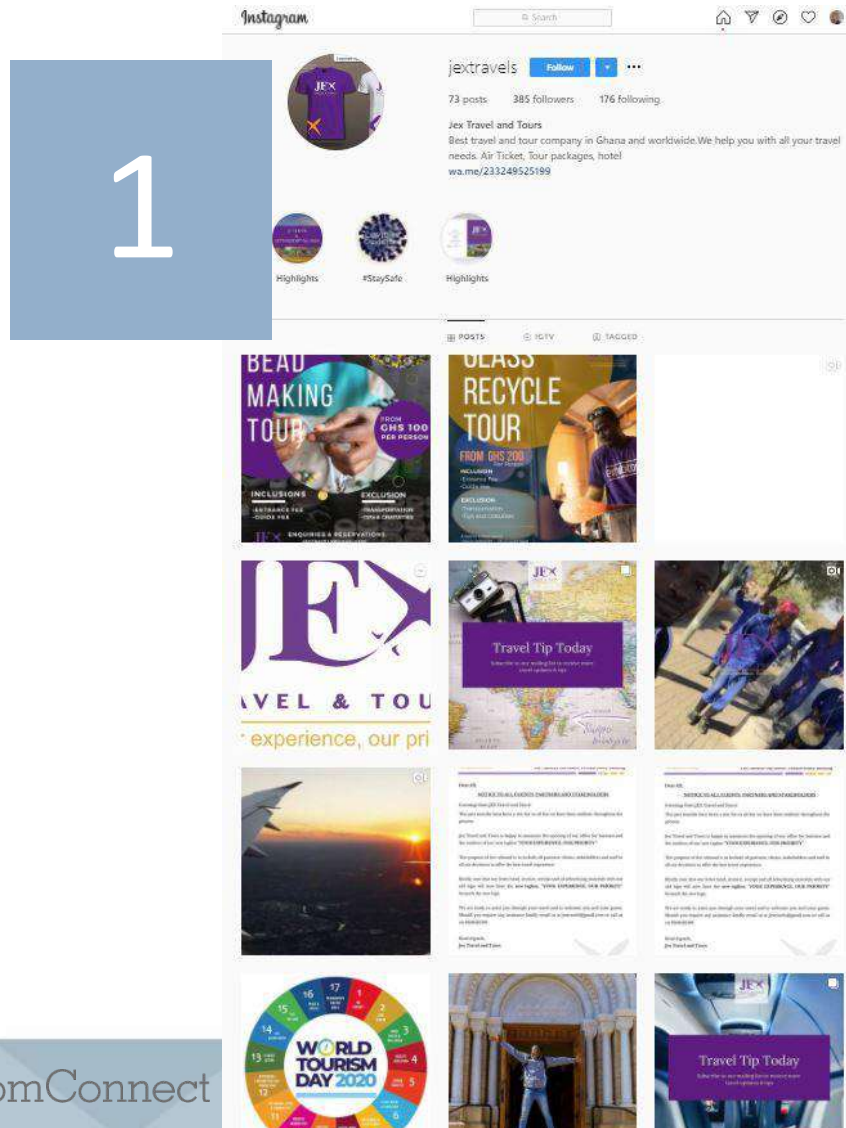
Example

Bead Safaris Collection – Travel and Tourism agency based in Kenya



QUESTION

Which one is more optimised?



From theory to practice:
Learn from **BSOs** how they have implemented a
successful ecommerce support programme

APEN

Association of Producers and Exporters of Nicaragua

- A private business organisation founded in 1991
- Members: Exporters, importers and service providers to international trade
- services offered by APEN have been designed to cover the aspects of foreign trade management of a company



APEN

Asociación de Productores y
Exportadores de Nicaragua

Janisse Pérez Cubillo

Coordinator of Export Academy and continuous training services unit of APEN.

For more than 5 years she has worked in the design and execution of training programs, training and mentoring in International Trade and Business Management, with the aim of creating the necessary skills and abilities in the human resources of companies in Nicaragua.

Yudyth Cerda

Business Intelligence Specialist at APEN.

Her experience and main focus is to advise and accompany companies on issues of introduction to new markets, studies and trends, trademark registration, product adaptation and working with online platforms.

How has the **International Trade Centre** helped APEN to develop their knowledge in digital business development?



- Ecommerce knowledge development
- Workshops "learning by doing" methodology
- Activities via **EcomConnect** platform

How has APEN structured **their support toward SMEs** for their development of E Commerce?

- Development of a multidisciplinary team
- Defined criteria, work plan establishment to execute courses and mentoring
- Strengthening motivation, leadership and teamwork
- Creation of series of actions to give visibility to the work of women entrepreneurs



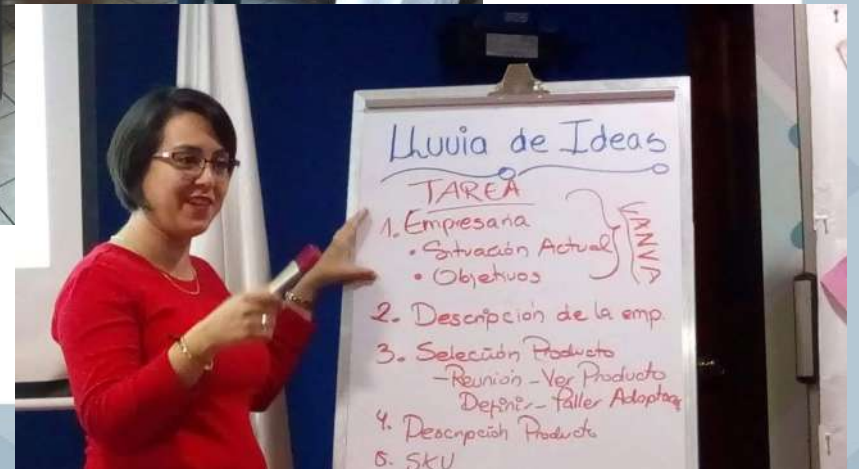
What are **the challenges** that APEN had to face to offer the right services to SMEs?



- Fear of change
- Use of technology
- Limited logistics solutions
- Effective payment methods

What are **the opportunities** today for APEN to continue to strengthen the growth of ecommerce in Nicaragua?

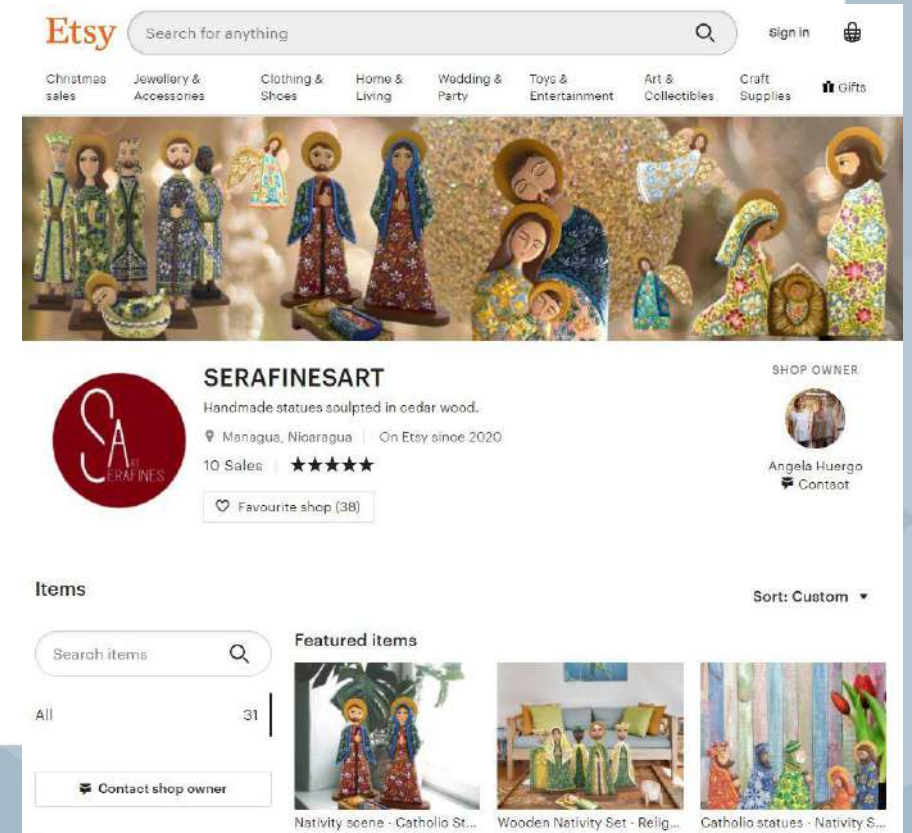
- Continuous Ecommerce training and support
- Strengthening of alliances with service providers
- Collaboration with banks
- Influence the country legislation around ecommerce
- Logistics improvement
- Introduction to new technologies to SMEs



APEN

Association of Producers and Exporters of Nicaragua

APEN's successful projects SerafinesArt - Ángela Menchaca and Ángela Huergo



APEN

Association of Producers and Exporters of Nicaragua

APEN's **successful projects**
Piel & Arte / Native - Piedad Aguilar



Piel & Arte / Native

APEN's successful projects NicaHat - María Isabel Montoya

☰ NicaHat [Get Quote](#) [Call Now](#) [Get Directions](#)

NicaHat

Hat Shop in Managua
Opening at 10:00 AM

[GET QUOTE](#)



Etsy

Search for anything



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[Christmas sales](#)

[Jewellery & Accessories](#)

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[Wedding & Party](#)

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[Craft Supplies](#)

[Gifts](#)



NicaHat

Genuinos sombreros de pita hechos a mano en Nicaragua

Managua, Nicaragua

On Etsy since 2020

2 Sales **★★★★★**

[Favourite shop \(14\)](#)

SHOP OWNER



Maria Isabel Montoya Duarte

[Contact](#)

Items

Sort: Most Recent ▾

Search items



All

10

[Contact shop owner](#)



Panama hat women - Wide Fe...
£106.18



Canotier Hat for Women, stra...
£98.32



Hat women summer, straw ha...
£82.59

From theory to practice

Learn from successful BSOs how they have implemented a
successful ecommerce support programme



**Bangladesh Association of
Software & Information Services**



A close-up of a black, mesh-covered microphone on a stand, positioned in the center-right of the frame. The background is a blurred indoor space, possibly a library or a study, with bookshelves and a person visible in the distance. A semi-transparent geometric pattern of overlapping triangles is overlaid on the entire image. The text "Q&A" is centered over the microphone's mesh.

Q&A

QUESTION



On a scale from 1 to 5,
now at the end of this
session, if you were to
answer the first question
with what you have learned
this morning, how would
you rate your knowledge on
ecommerce?



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