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E-Commerce for Retailers / Manufacturers

Abhishek Rungta – Founder & CEO, Indus Net Technologies

“Asia will become the biggest contributor to B2C e-commerce, predicted to spend \$502 billion in 2014 – nearly a third of total spend worldwide”.

Indian e-commerce, pegged at
\$9.5 billion according to a study
by the IMAI and KPMG.

Projected to grow to **\$12.6
billion** by the end of this year.

By 2020, it is expected to contribute
around 4 per cent to GDP.
Currently, the Internet penetration in
India stands at 11 per cent of the
population,
a third of the world average.

THE GREAT INDIAN SHOPPER



- ✓ Skeptical when buying online
 - ✓ Compares prices
- ✓ Always looks to shop during SALE
- ✓ Scouts for discount coupons for making purchases
- ✓ Needs to be pushed through good marketing efforts to convert
 - ✓ A large portion of audience not comfortable buying online
 - ✓ Wants to be sure of the product he or she purchases
 - ✓ Has short retention span

Tangible experience is vital to consumers while shopping, e-commerce
Although cannot recreate the same experience online
have found other ways to earn consumers trust.

- ✓ Visual Appeal
- ✓ Easy Navigation
- ✓ Easy payment options
- ✓ Hassel free delivery of product/service

“You need to earn their trust”



MULTI - DEVISE

SHOPPING EXPERIENCE IS EVOLVING



- Consumers have become tech savvy.
- Consumers can buy directly from Tablets, Notebooks, Ipads, Smart Phones
- Consumers expect immediate response to their grievances and problems

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- Make sure your online business is responsive
 - Your website should render properly on all new and old device
 - Integrate third party plug-ins like paypal
 - Create useful apps that helps push your brand and business – example BookMyShow, Zomato, Justdial, Flipkart, OLX etc.
 - User Interface and navigation – needs to be easy, fresh, innovative and appealing.
 - Multi device – refines point of sale
 - Tablets have helped refined point of sale – in the US over their annual “mega-shopping” weekend, 32% of Ecommerce traffic came from tablet devices. Its drives twice as much sales – and remains the favorite for browsing, its critical to create a seamless experience
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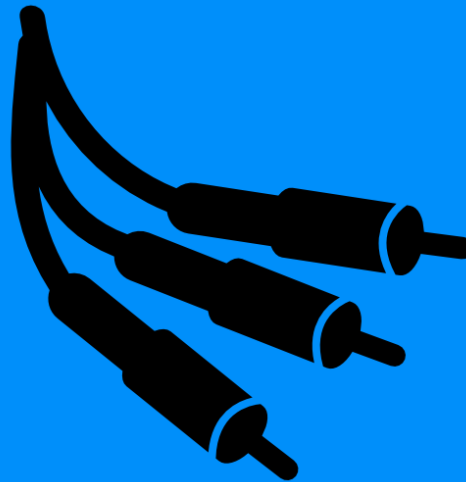
“2013 mobile payments totalled \$235.4 billion, worldwide. And it’s not slowing down yet as Gartner predicts a further 38% increase to \$325 billion in mobile payments 2014”.



3

DIVERSIFY

KEEP YOUR CHANNELS OPEN



- Understand your audience – select sites that they would be visiting
- Remarket extensively. It is not rocket science.
- Social media channels now have opportunity for direct selling
- Your website alone won't help you sell, take the help of third party sellers

As shopping experiences becomes more fragmented, its critical for business to adapt.

Online retailing is about multichannel selling –

- Website
- Public market places
- Shopping- comparison websites

Similar to when a physical retailer will open new locations in order to increase their revenue, an online retailer can sell their products across multiple channels online.

Adv:

It levels the playing field for small players, instead of the customer going directly to the biggest retailer, small businesses can now reach the customer directly through a search engine, comparison site, or an online market place such as ebay .

“39% of units sold on Amazon in Q4 of 2012 were by 3rd party merchants”.

A large group of skydivers are in formation, creating a human pyramid shape against a sunset sky. The skydivers are wearing colorful parachutes, and their silhouettes are visible against the bright orange and yellow light of the setting sun. The formation is a dense, triangular shape with many layers of skydivers. The background shows a clear sky with some light clouds and a dark horizon line.

4

BEING SOCIAL

HAVE TWO WAY CONVERSATION



- Disseminate information to relevant audience through social media
- This is where brands “listen”.
- Hear your consumers,
- Analyze the sentiments
- Take action
- Utilize social commerce opportunity – example Spotify on Facebook
- E-commerce also comprises of a B2B model – utilize relevant social channel to reach and communicate with this audience.

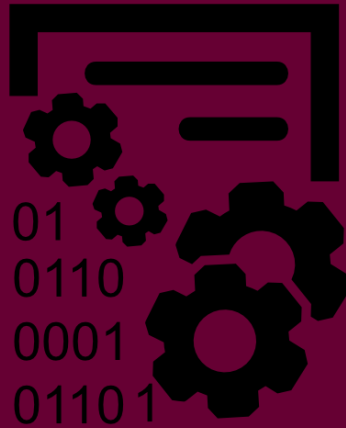
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- Do your audience profiling
 - Packaging your content is extremely important – needs to have
 - Relevant information
 - Visually appealing
 - Interesting captions
 - Creative
 - Identify your channels of communications
 - Create your content buckets
 - Plan and schedule your posts, tweets, blogs, ads, pinboards, infographics etc
 - Leverage the usage of videos – Videos bring in high virality
 - Get your consumers to talk positive about you, connect with your brand on an emotional front
 - Leverage from social commerce
 - Direct traffic to your website
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5

THE POWER
OF DATA

ANALYSING DATA



- It's not just segmentation of email it's more than that.
- Track demographics
- Understand your TG better, who they are, what do they do, how they behave online why they connect with you
- Track what competition is doing – you need to have a strong differential business model even if you are in the same industry. Ex –Why Jabong? Why not Myntra?
- Why makemytrip? Why not cleartrip

Understand what your data and analytics say.
USE IT SMARTLY

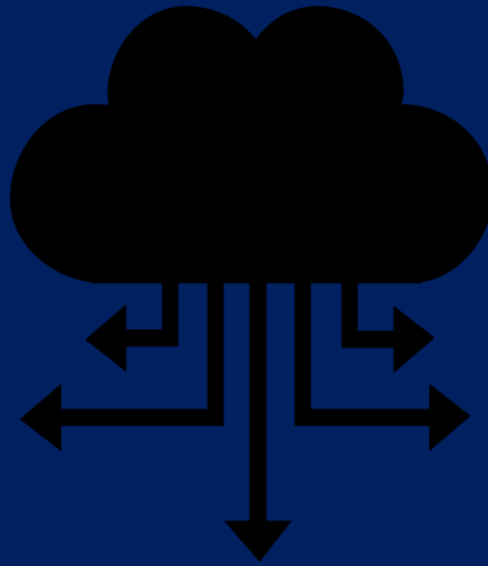
- Fashion retailers can use data to suggest products based on existing purchases.
 - Help the customer build a complimentary and customized wardrobe
 - Analytics and marketing softwares will become smarter and quicker at producing useful insights.
 - Personalize your emails, instead of sending a huge bunch, this enable the user to feel appreciated and truly valuable. They will respond more positively.
 - Understand if there are any challenges the users are facing – If the dropout is highest at the payout/checkout page – definitely raises an alarm.
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6

SURFING
THE CLOUDS

SURFING THE CLOUD



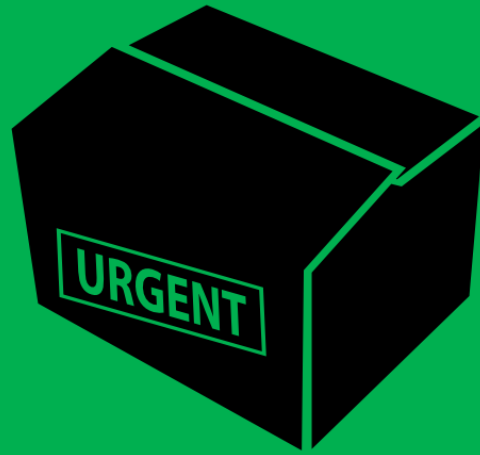
- It's important to give your business the advantage of cloud computing
- As business grows, so will the data, reports etc which you can easily store using
- State-of-the-art technology.
- Easy access to information
- No worries on data storage and back up.
- Operates fairly quicker.

A photograph of a dark brown front door with a wreath and a silver handle. Two cardboard boxes are on the porch in front of the door. The door is flanked by white columns and has a small window above the handle. The porch has a brown rug.

7

DELIVERY
PROMISE

KNOCK...KNOCK



- One of the most important and crucial parameter of ecommerce is the delivery system.
- Timeliness is the most important factor
- Check the quality of the product
- Update the consumer, when the shipping has taken place – good practice
- Take precaution, for fragile objects
- Package should look appealing – extend the brand experience

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- Delivery – Evaluate the importance of delivery times to your customer and consider outsourcing fulfillment. Carefully choose your options.
 - Building customers Trust and transparency is paramount
 - The pressures to meet tighter delivery expectations will impact the sourcing channel, presenting opportunities for B2B channels to innovate and scale up operations.
 - Even as retailers gear up to meet the pressures of same-day-shipping and next-day-delivery, the trend throws up another opportunity. With streamlined logistics and supply chain management, retailers could look at expanding the width of product range.
 - As Indian shoppers, it is in our very nature to be wary of the over-zealous salesperson, choosing to see and feel the products ourselves before deciding to invest in a new purchase. This cautiousness extends in the way we approach online buying as well. The emergence of the cash-on-delivery model, for instance, was the effect of the high perceived-risk of shopping online.
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“In 2013, the Cash-On-Delivery business model became a key differentiator for e-commerce companies”.

A close-up photograph of a small, fluffy yellow chick hatching from a brown egg. The chick is positioned in the center-right of the frame, with its head and beak visible. It is surrounded by a large number of other brown eggs, which are slightly out of focus, creating a sense of depth. The lighting is warm and soft, highlighting the texture of the chick's feathers and the shell of the egg.

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EMERGING
TRENDS

The Rise Of Marketplaces

Pure play Internet Brands

Experience
Over
Need Fulfillment

Thank you ☺

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