

How to win on e- commerce.

27th September
2019



What I'm going to talk about today

Introduction to e-commerce landscape

Opportunities for Asian sellers

Strategies for success and pitfalls to avoid

Successful case studies

Quick introduction



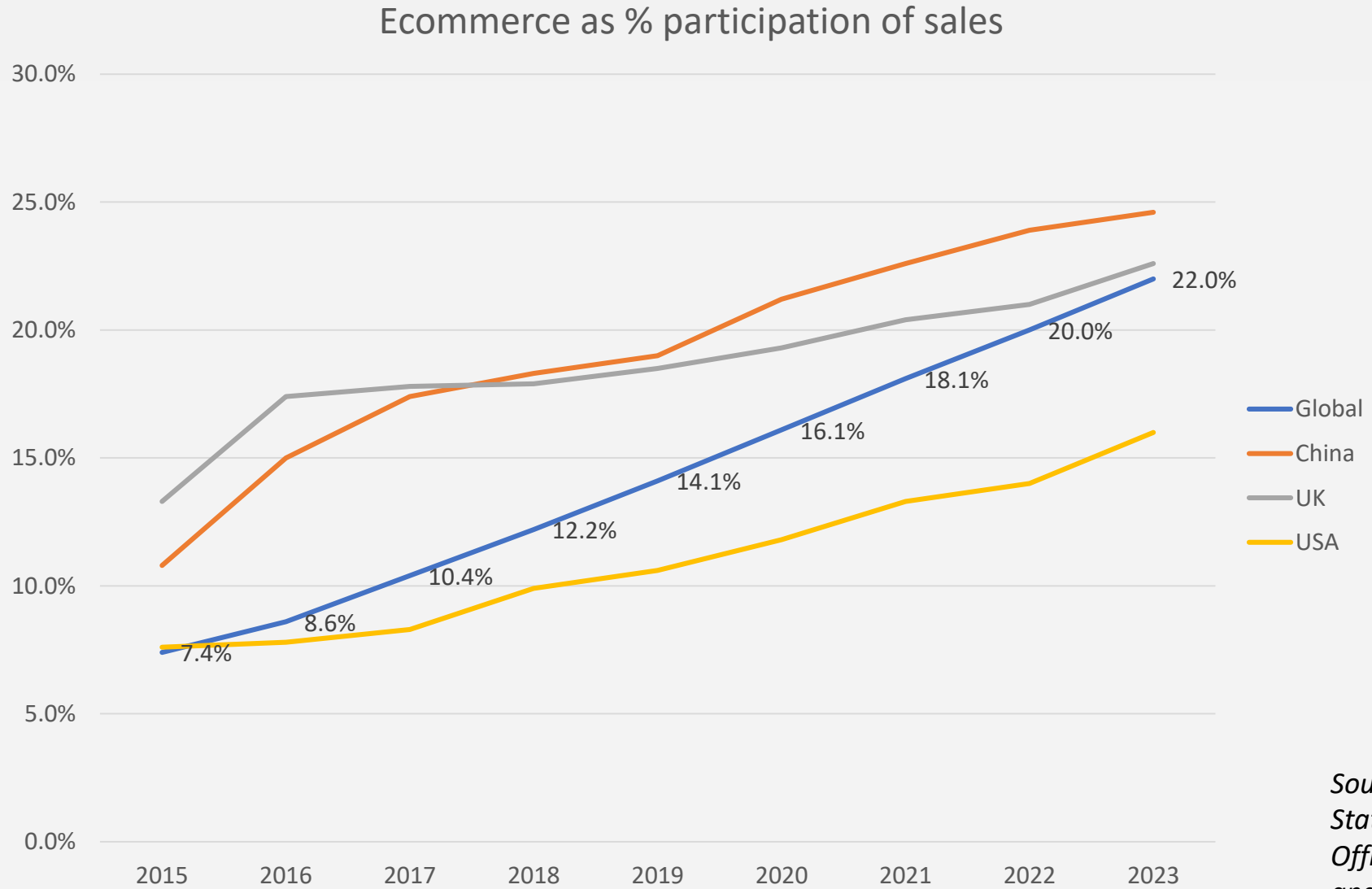
molzi

amazon
global selling

Solution
Provider
Network



The internet has changed the way the World shops



Source: National Bureau of Statistics China, the UK Office of National Statistics and the US Census Bureau

And e-commerce is not slowing down

In 2019 e-comm accounts for 13.7% of global retail sales

Over next 5 years global e-commerce is forecast to grow at least 15% year on year each year

By 2040, 95% of purchases are expected to be made via e-comm

98% of Gen Z have a smart-phone and spend 4 hours per day on-line

Amazon is only now starting to focus on B2B market, which is X2 as big as B2C market

40% of Amazon sellers are Chinese up from 26% two years ago

Many businesses have been impacted as a direct consequence

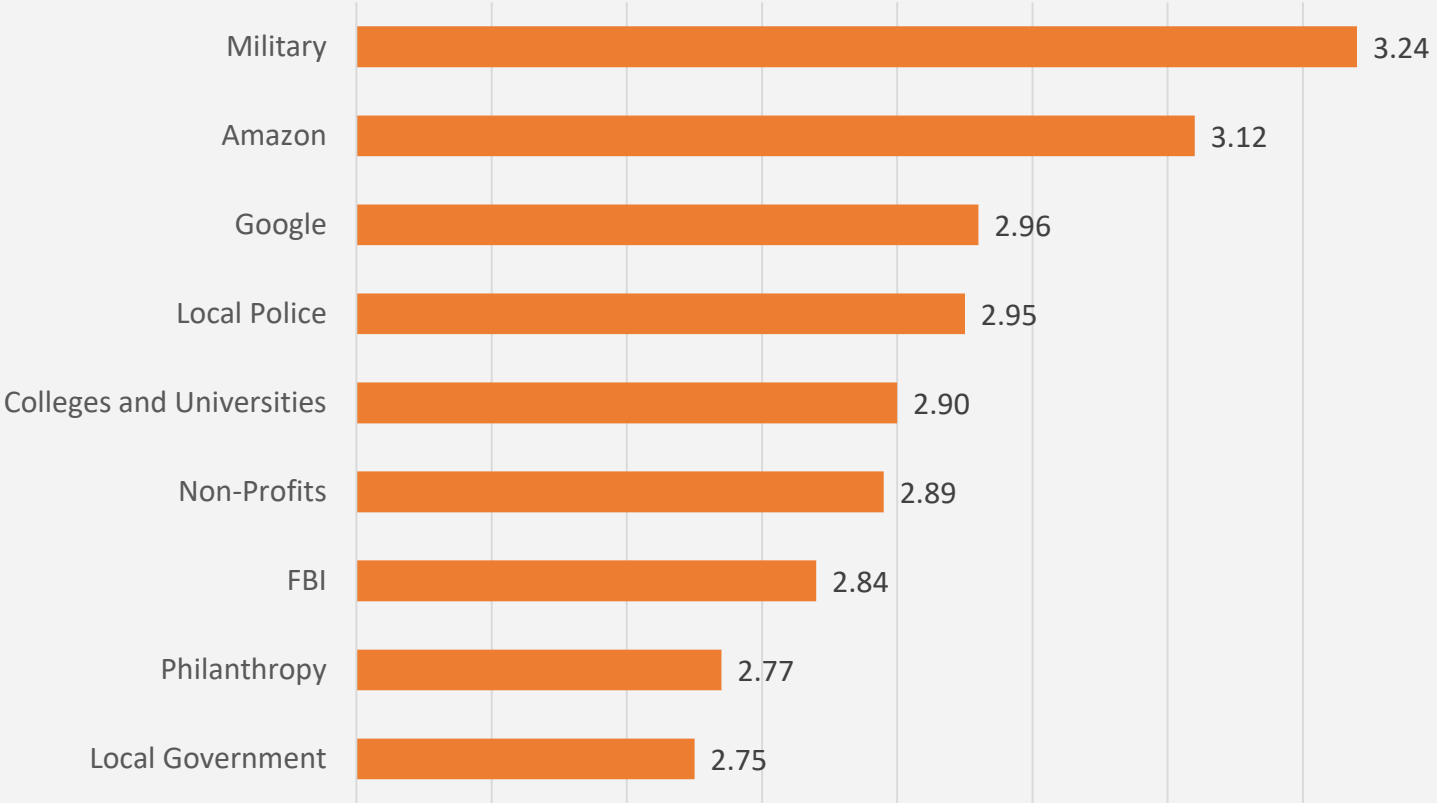


New shopping centres have opened



These are trusted by customers despite being invisible

Institutional confidence (in billions)



A new survey says Americans have more confidence in Amazon than they do the government or the press.

- 2018 American Institutional Confidence Poll

So what does this mean for Asian sellers?

Factories

Trading
Companies

Start Ups

Entrepreneurs

Direct access to the end customer

The model has changed

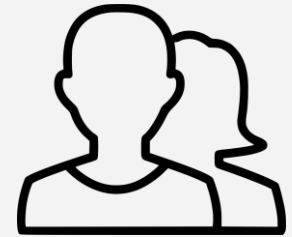
The traditional supply chain.



Factory/ brand makes the product.
Highly reliant on retailer.



Retailer makes the trading
decisions and interacts with
final customer.



The new supply chain.



Factory/ brand makes the product.
Factory makes trading decisions and
can interact with the final customer.



Platform enables the
transaction.

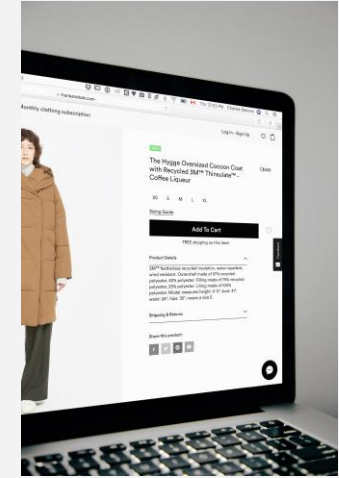


The third party platform providers have created the infrastructure you need

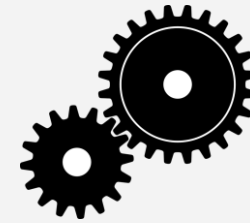
Last mile fulfilment



Customer interface



Warehousing and dispatch



UI/ UX Development

Payment gateway



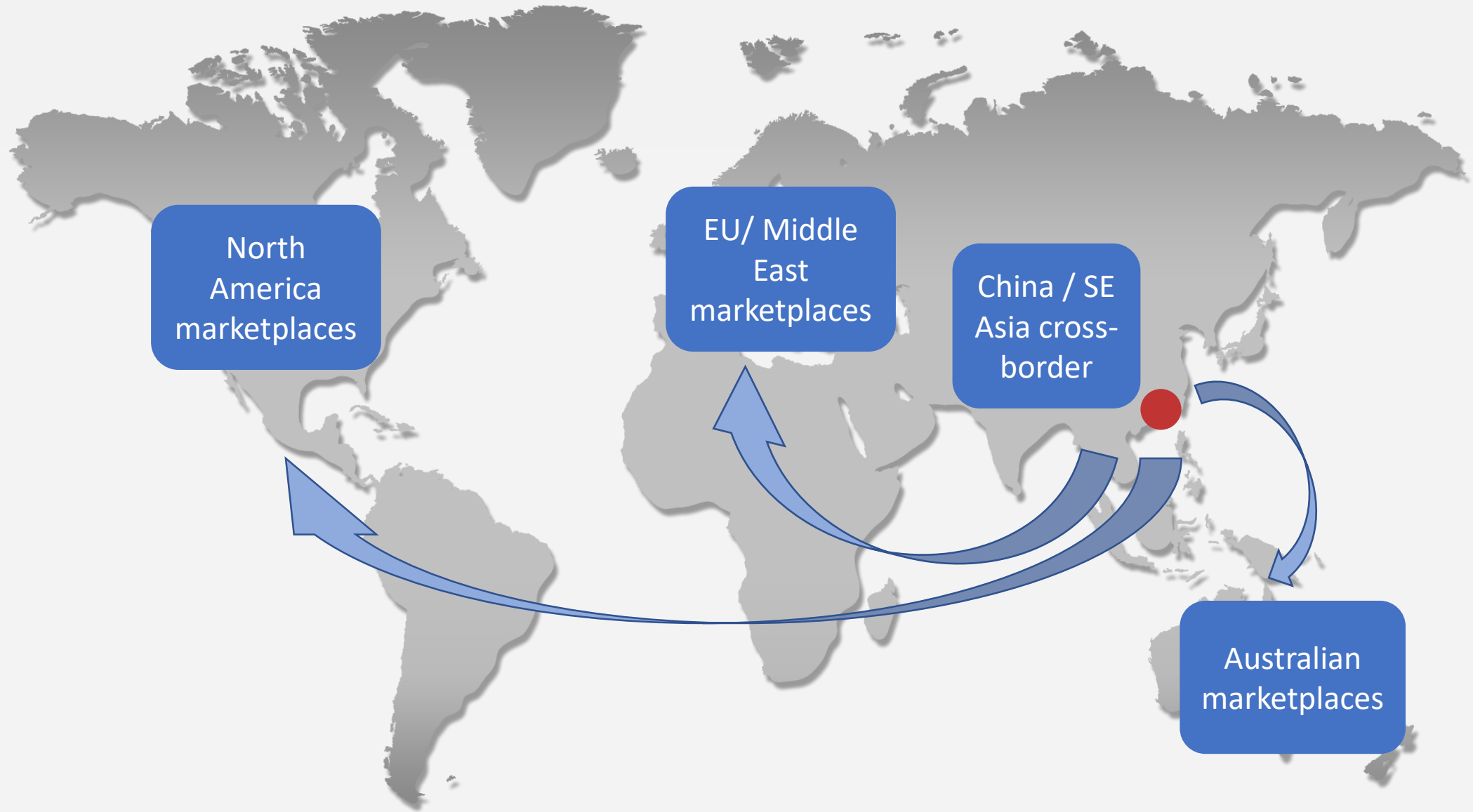
SEO & digital marketing



Infrastructure & hosting



And you have access to any global market



Success starts with the product



product

/ˈprɒdʌkt/

noun

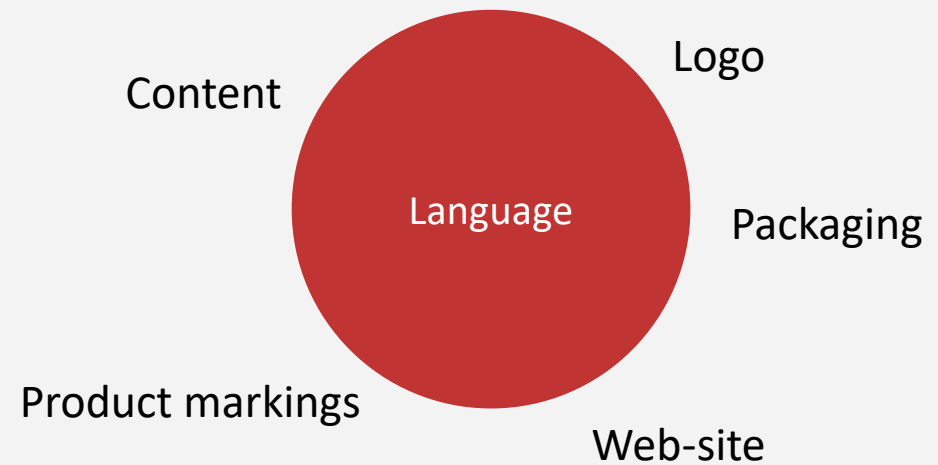
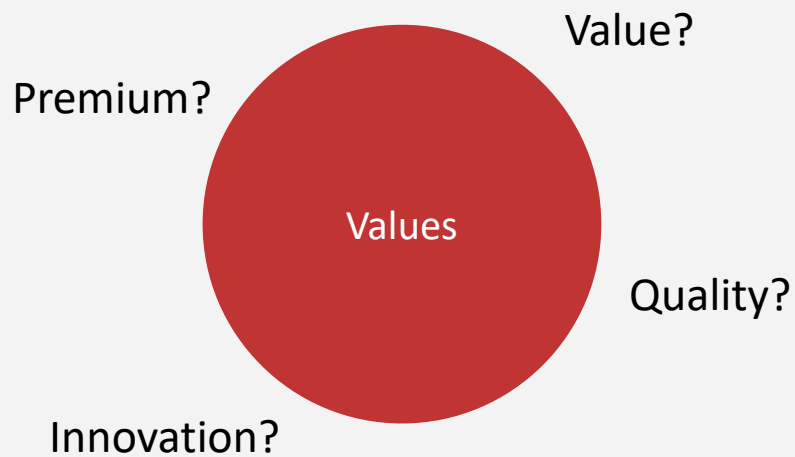
noun: **product**; plural noun: **products**

1. an article or substance that is manufactured or refined for sale.
"food products"
 - a substance produced during a natural, chemical, or manufacturing process.
"waste products"
synonyms: [artefact](#), [commodity](#), [manufactured item/article/thing](#); [More](#)
 - commercially manufactured articles, especially recordings, viewed collectively.
"too much product of too little quality"
2. a thing or person that is the result of an action or process.
"her perpetual suntan was the product of a solarium"
synonyms: [result](#), [consequence](#), [outcome](#), [effect](#), [upshot](#), [fruit](#), [by-product](#), [spin-off](#), [legacy](#), [issue](#)
"her fear was a product of her emotional insecurity"
 - a person whose character and identity have been formed by a particular period or situation.
"an ageing academic who is a product of the 1960s"

Branding is critical

Marty Neumeier: “A brand is not a logo. A brand is not an identity. A brand is not a product”.

“A brand is a person’s gut feeling about a product, service or organization”.



Market research



People:

Is there a need for the product?

Who will buy it?

Who exactly is the end customer?

Whats the market size?

Product/ Price:

How well are benchmark products performing?

What price does it need to be?

Is there profit?

Platform:

Which suits my need?

What account is needed?

Skill-set and resource needed?

Find the sweet-spot

Future stars

Indonesia
Grocery items
B2B

Less crowded, evergreen

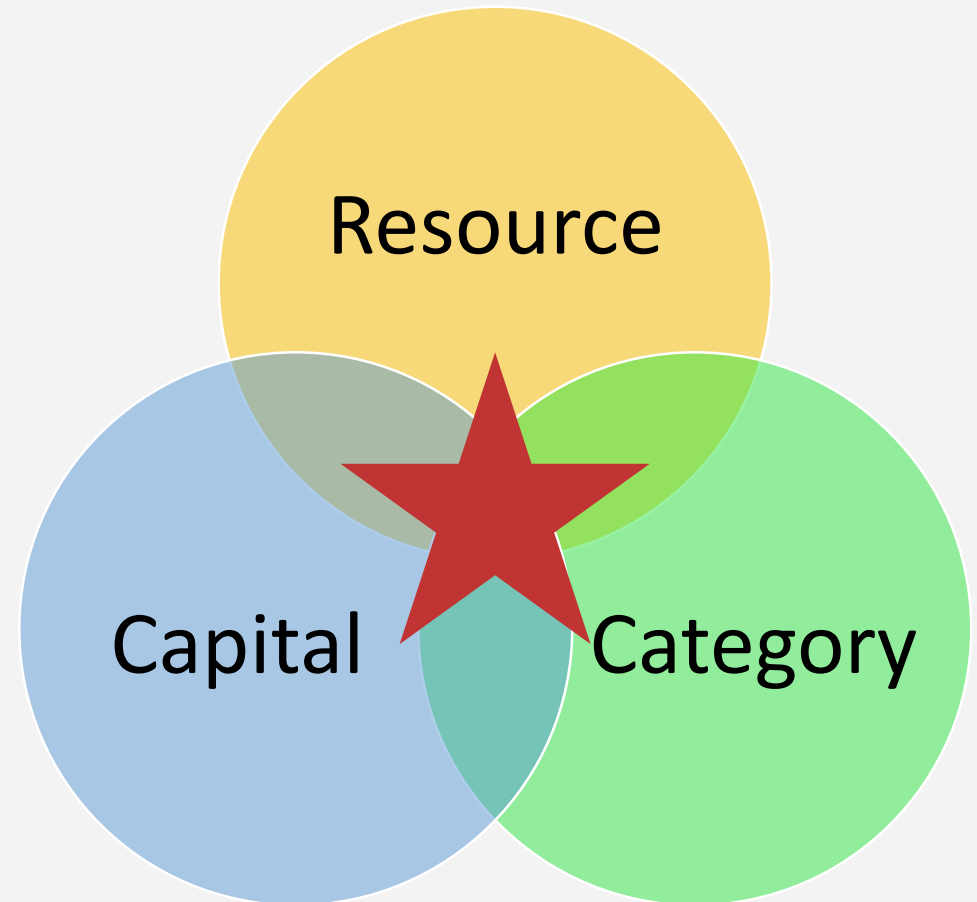
Japan
Australia
Home and garden
Stationery

Overly- competitive

Mobile accessories
Bluetooth speakers

Declining trend

Cameras



Focus your content around the end customer

████████ founded in 2010 which is a high-tech enterprise with a long-term commitment to the field of digital products, we have our own the R&D, production, sales and service team. We take the market demand as our starting point, and pursue the innovation, promote the development and try our best to meet customer needs as our service concept to improve the quality of the public life. Our products are popular in the digital audio and video market for its advanced technology, high-class quality, sophisticated and fashion appearance and thoughtful after-sales service.

We always follow the development rule of the digital industry, and would like to sincerely cooperate with all over the world industry leaders, and achieve win-win together. "Enable ████████ become the leader of intelligent life" is the light to lead us to make progress all the time. "**Committed to providing consumers with the enjoyment of soul music and the convenience and rich life**" is the solemn commitment to our customers and also our business development purpose and mission.

Our customers from Europe and America, South America, South Africa, Brazil, Australia and everywhere of the world. Our products are known and favored by more and more buyers, welcome to join ████████ family !



Make sure there is enough for advertising



Have realistic expectations



Each new market requires capital



A good example of getting it right



PowerCore 10000

A revolution in high-capacity portable charging. There's no other portable charger on Earth that squeezes so much capacity into such a small and light body.

PowerCore 10000

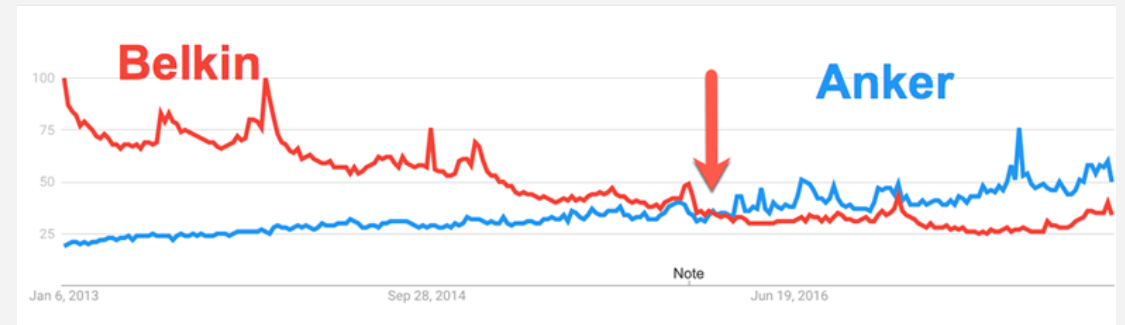
The Compact High-Capacity Portable Charger

From ANKER, America's Leading USB Charging Brand

- Faster and safer charging with our advanced technology
- 10 million+ happy users and counting

Astonishing Size

PowerCore 10000 is incredibly small and light for its large capacity. It's smaller than a deck of cards and as light as a baseball, but can charge a phone over three times and most tablets once.



Ticking every single box

Anker USB Charger PowerPort 5 (40W 5-Port USB Charging Hub) Multi-Port Wall Charger for iPhone 6s / 6 / 6 Plus / 5 / 5s, iPad Air 2 / mini 3, Galaxy S6 / S6 Edge and More

by Anker



993 ratings | 149 answered questions



PowerWave Pad

The more convenient way to top up your phone. Just place, charge, and get back to the important things.

Cables

Highly durable and designed for flawless compatibility.



All ▾ powerbank



Shop Today's Deals

Deliver to Hong Kong

Departments ▾ Today's Deals Your Amazon.com Gift Cards Help Registry Sell

EN

Hello, Sign in Account & Lists ▾

Orders



1-16 of over 20,000 results for "power bank"

Sort by: Featured ▾

Department

- Cell Phones & Accessories
 - Portable Cell Phone Power Banks
 - Cell Phone Solar Chargers
 - Cell Phone Battery Charger Cases
- Toys & Games
 - Hobby Remote & App Controlled
 - Vehicle Batteries

▾ See All 20 Departments

Avg. Customer Review

★★★★☆ & Up

★★★★☆ & Up



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Charge your device faster and safer with Anker.

[Shop now >](#)



Anker PowerCore 26800 Portable Charger, 26800mAh External Battery with Dual In...

★★★★☆ 3,395
✓prime



Portable Charger Anker PowerCore 20100mAh - Ultra High Capacity Power ...

★★★★☆ 16,384
✓prime



Anker PowerCore 10000, One of The Smallest and Lightest 10000mAh Extern...

★★★★☆ 11,646
✓prime

Ad feedback

Another good example of getting it right

Wearable

Audio

Accessory

New



TicWatch S2
USD \$203

New



TicWatch E2
USD \$178



TicWatch C2
USD \$216



TicWatch Pro
USD \$249.99



The Power of Google Play

- Download fitness apps like Google Fit, Strava etc.
- Discover endless possibilities in one place, call an Uber, music on watch, multi-language support, news, watch faces and much more.

Layered Display Technology

Two screens.

TicWatch Pro has both a high resolution AMOLED screen and a power saving FSTN LCD screen to empower you with unprecedented control over extending battery life up to 30 days.

Two modes.

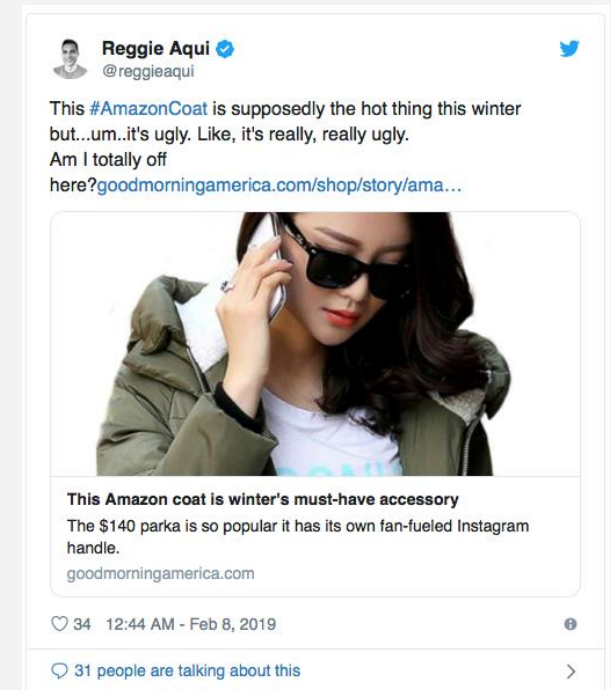
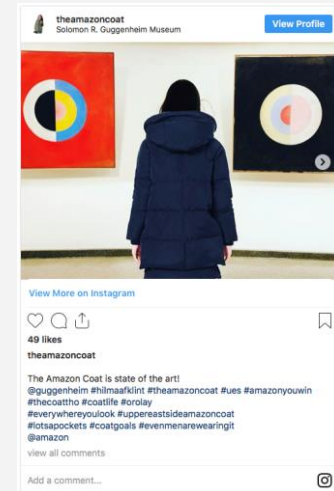
TicWatch Pro has Smart Mode and Essential Mode to adapt to your needs and optimize your battery usage.

Switch easily between modes.

Optimize your battery usage by switching between Smart Mode and Essential Mode. Enable Auto Switch into Essential Mode when the battery is low ensuring a minimum battery life of 5 days on a single charge.



The power of social media – The Amazon Coat



Please send any questions to me at chris.dier@molzi.com



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