MODULE 5

Developing an e-commerce plan

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What is e-commerce?

E-commerce refers to a business model that allows companies and individuals to buy and sell goods and services over the Internet.

Types of e-commerce

B2B

- It is the direct sale of goods and services between businesses e.g Shopify

B2C

- It involves sales between business and customers. e.g Amazon

C2C

- It allows individuals to sell to one another, usually through a third-party site e.g eBay

C2B

- It lets individuals sell to businesses. e.g Google Adsen

The E-commerce Landscape

African online retail has been growing fast in recent years and this trend is forecasted to continue. We have the youngest and second largest population in the world. Thus, there is potential for a vast digital audience.

11.5%

Internet users in Africa as a share of internet users Worldwide

$4,232M

Revenue in South Africa 2020

11%

CAGR (Compound annual growth rate) 2020-2024 in South Africa

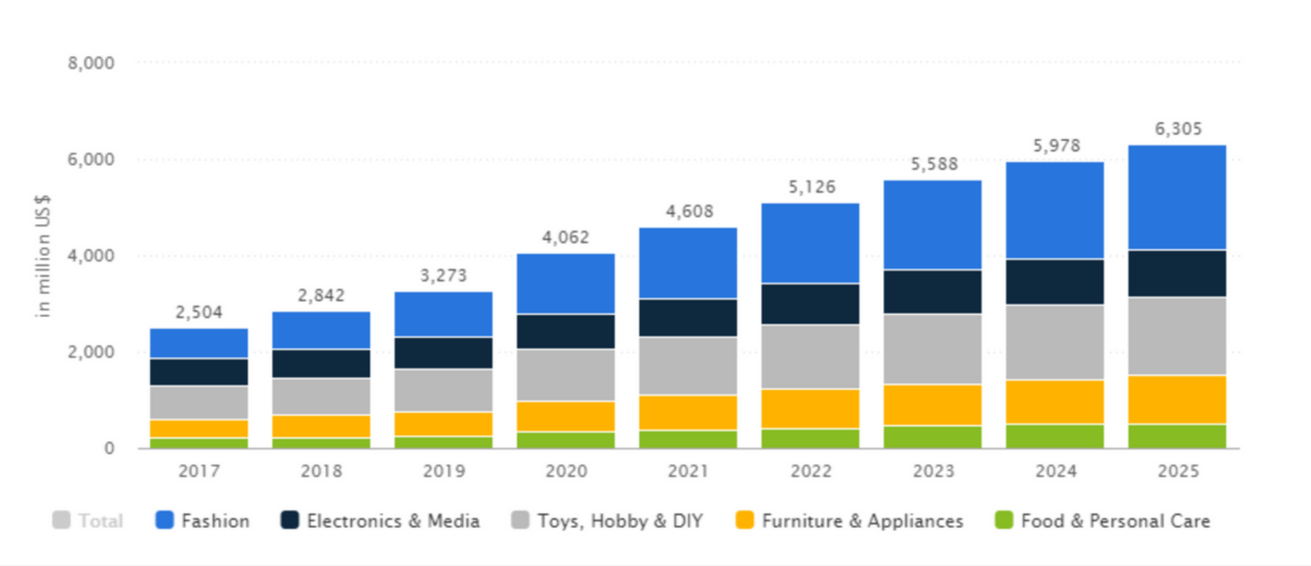
281m

Online Shoppers in Africa

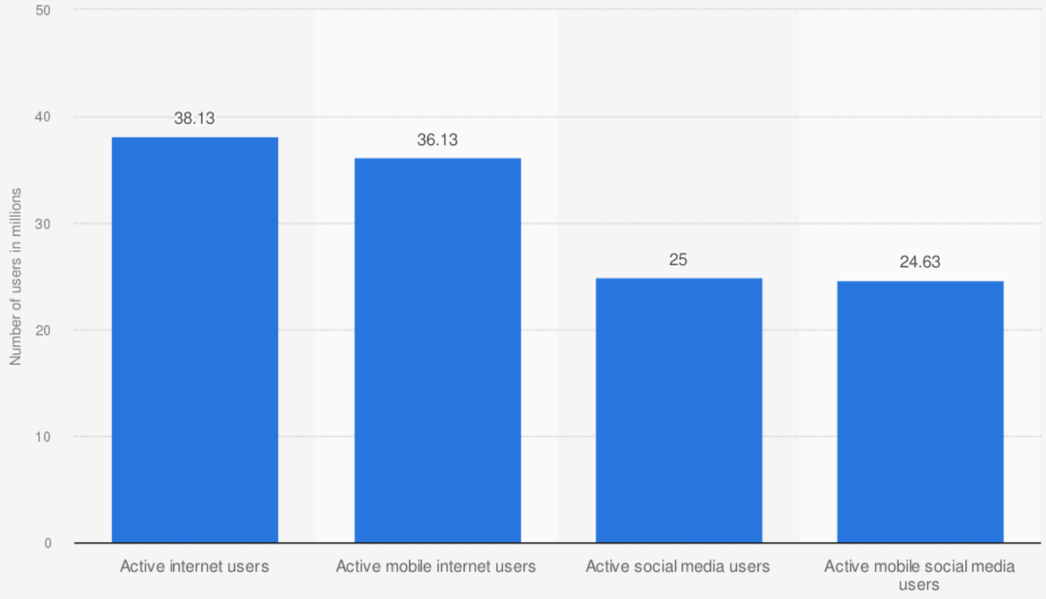
South Africa E-commerce Landscape

South Africa is the 37th largest market for eCommerce with a revenue of US$4 billion in 2020. The South African eCommerce market contributed to the worldwide growth rate of 29% in 2020.

E-commerce revenue estimated in South Africa



Digital population in South Africa as of January 2021 (in millions)



Sources
We Are Social; Hootsuite; DataReportal
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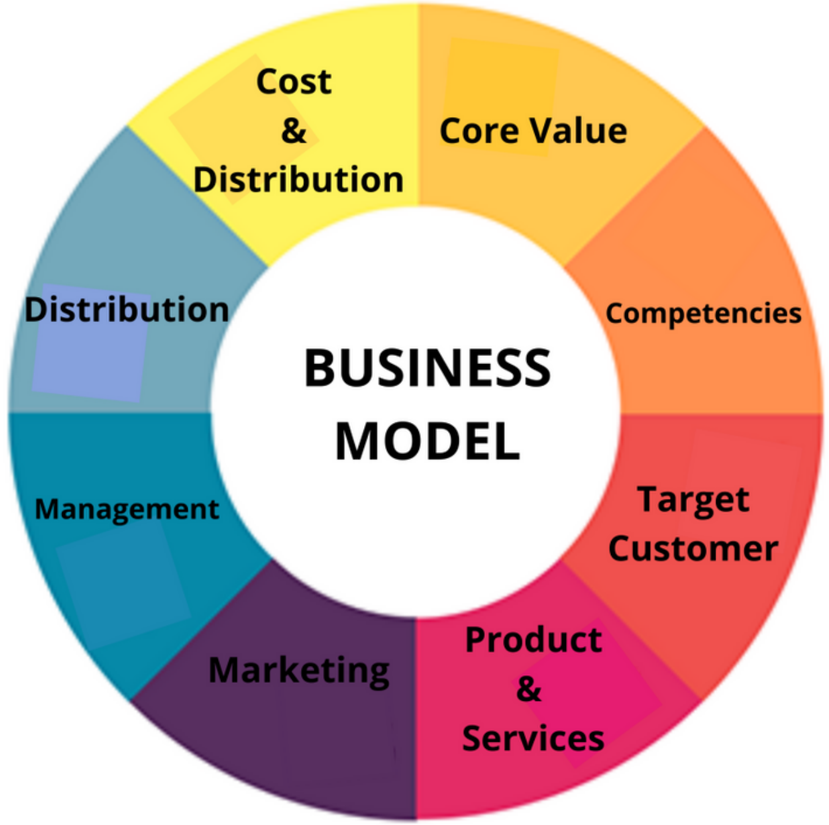
Additional Information:
South Africa; DataReportal; January 2021

Identifying your Business model

What is a Business Model?

A business model is an outline of how a company plans to make money with its product and customer base in a specific market. At its core, a business model explains four things:

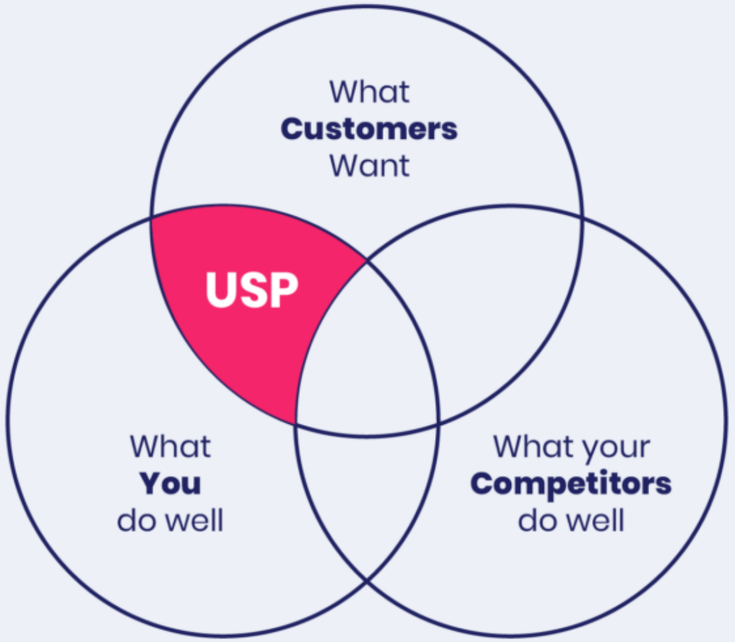
- What product or service you are to sell
- How you intend to market your product or service.
- How much is your expense
- How you expect to turn a profit



Identifying your Business model

Understand your Unique selling proposition

A unique selling proposition (USP) is what makes your eCommerce store better than your competitors. Your USP is embodied in your **brand**, **products**, **customer experience**, and **interactions**.



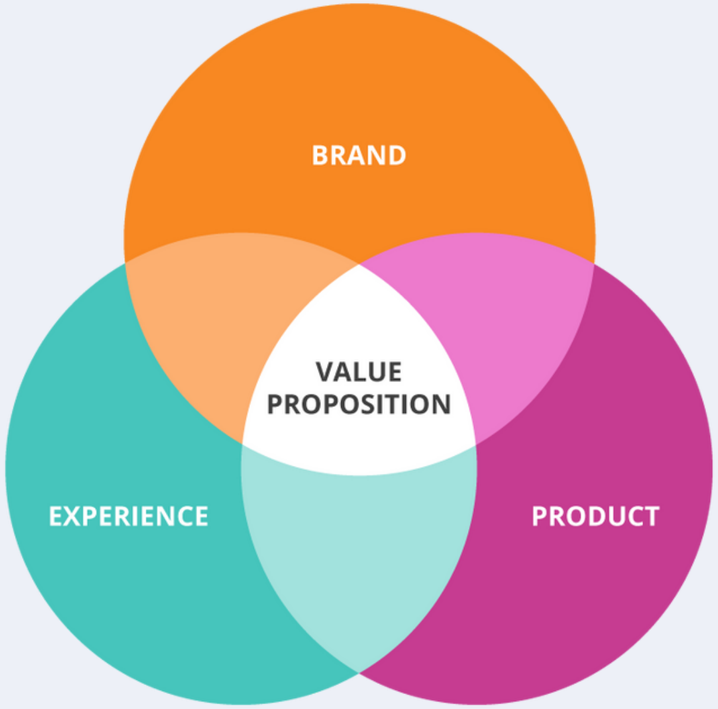
A USP should be:

- Unique, memorable, and distinguishable from anyone else
- Valued and appealing to your target audience
- Something that you can deliver consistently

Identifying your Business model

Understand your value proposition

A value proposition highlights the consumer benefits of your product or service. It lays out why consumers should choose your brand or product rather than your competitors'.



A compelling value proposition meets three criteria:

- Specific benefits your target customer will receive
- How your product fix the customer's problem or improve their life
- How well it sets you apart from competitors

E-commerce Marketing Strategy

There are overarching elements that you should be mindful of when running your e-commerce marketing campaigns. Consider these, and you drastically increase your chances of getting great results out of your e-commerce venture.

- **Create Content To Generate Backlinks**
- **Offer Subscriptions**
- **Use Urgency To Encourage Action**
- **Reviews And Ratings To Your Site**
- **Offer Exclusive Sales To Existing Customers**
- **Build A Loyalty Program**
- **Optimize Your Product Descriptions**
- **Offer Instant Discounts To New Customers**
- **Explore Partnerships**

Branding

Understand your value proposition

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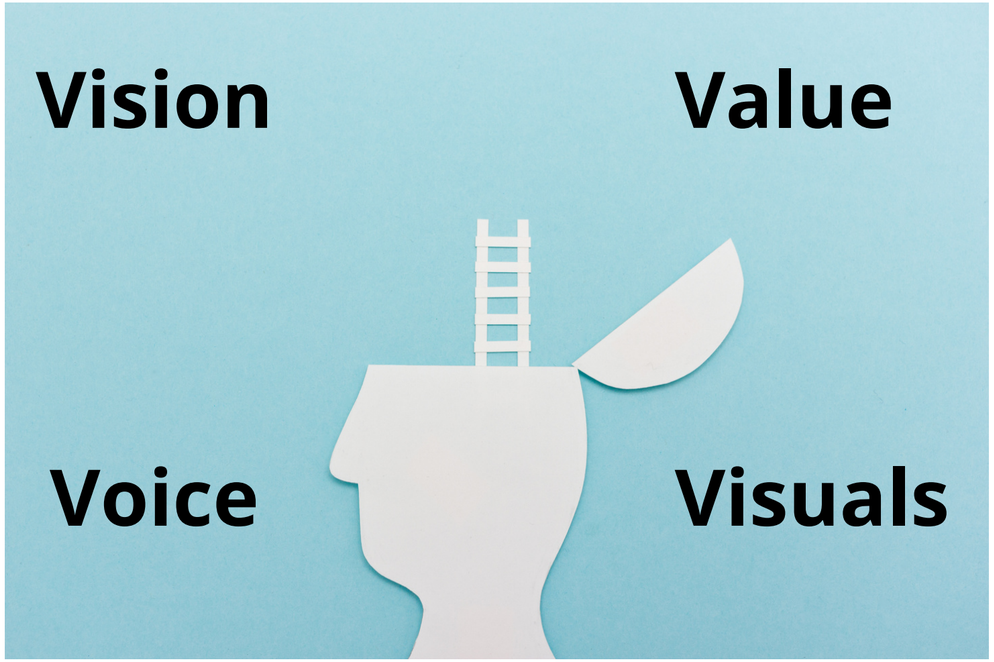


Vision

Why did you create your product in the first place, beyond profit?

Value

Values are what is dear to you and your audience

Voice

This how your company comes across when you talk to your audience

Visuals

This how your company comes across when you talk to your audience

Tools to Building an online store

shopify

Pros	Cons
• Simplicity • Ease of Marketing • Fully hosted platform • Lots of themes	• Price • Customization limitation

Ecwid
E-commerce for Small Business

Pros	Cons
• Beginner-friendly • Multichannel selling • No need to start from scratch	• Limited design options • Small-scale sales tools • Basic free plan

Tools to Building an online store

Square

Pros	Cons
• Simple to set up • Full of useful features • Transparent and fair	• Doesn't offer cross-border card payments which rules out the possibility of international transactions

Etsy

Pros	Cons
• Market place to a large audience • Built in Analytics • Ease to setup	• Charges Listing and Transaction Fees

Tools to Building an online store

BIGCOMMERCE

Pros	Cons
• Scalability • Solid SEO features • No transaction fees	• Yearly sales threshold • Create regular content

Easy to use websites

The first step to find an online store is to find you the perfect ecommerce website builder. This shortlist contains a few best options on the market .

zyro

weebly

SQUARESPACE

WIX

bigcartel

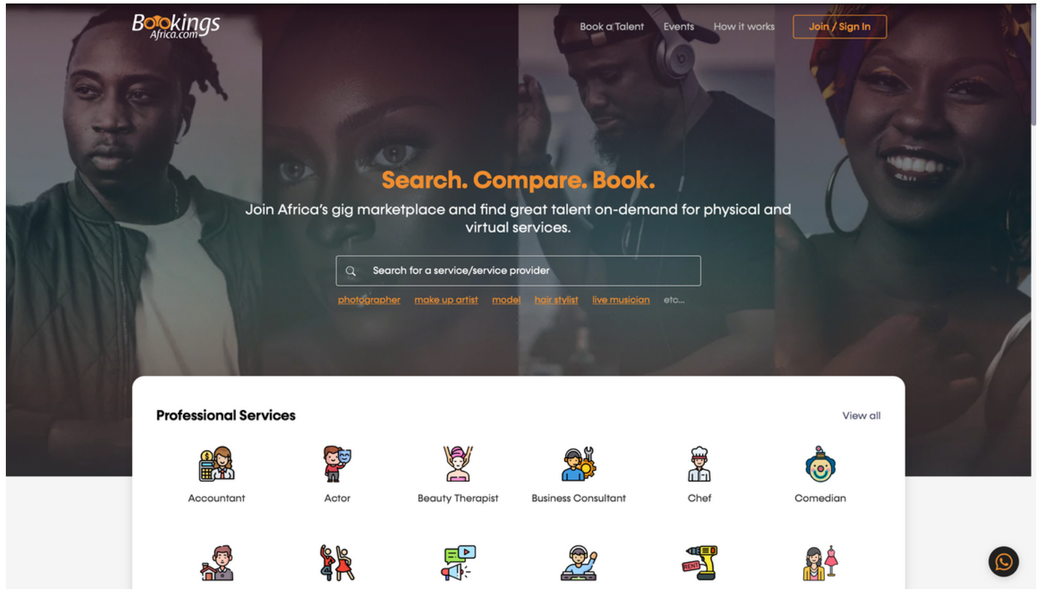
GoDaddy

WordPress

SHIFT4SHOP

About Bookings Africa

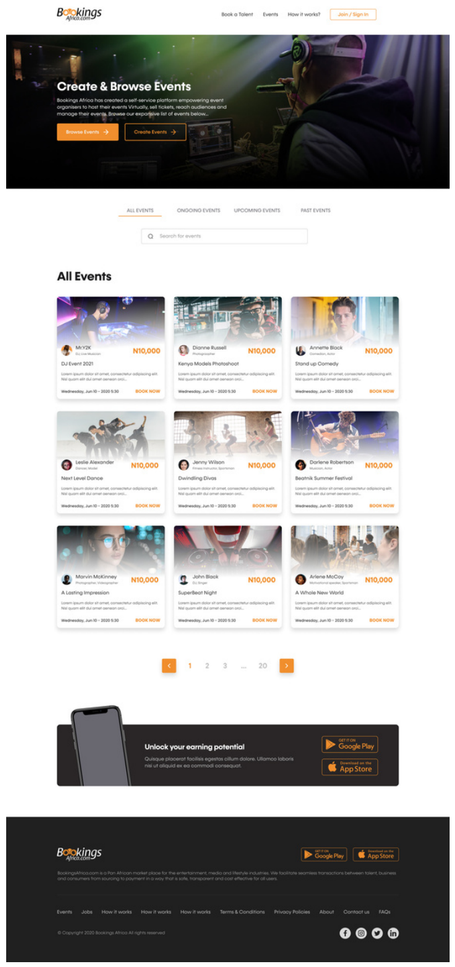
Bookings Africa is a pan-African **digital work platform** that enables African service providers, agencies and professionals digitize and monetize their skills by connecting clients efficiently and transparently to skilled professionals in **Kenya, Nigeria and South Africa.**

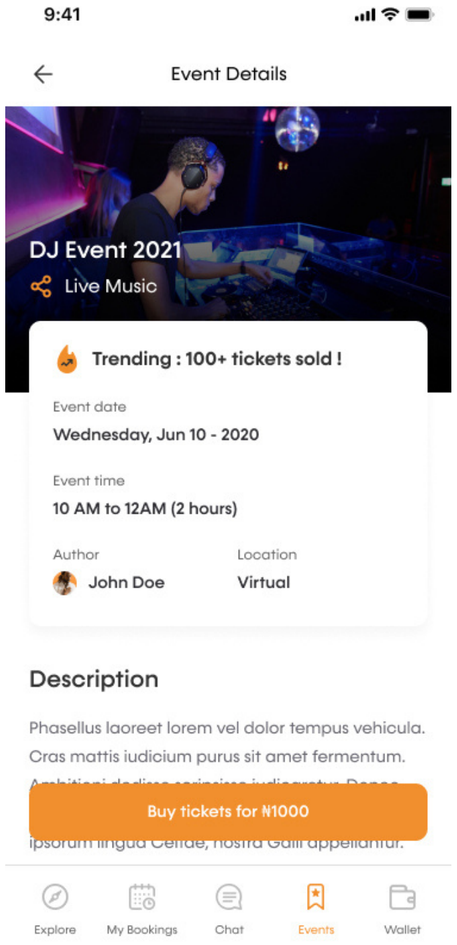


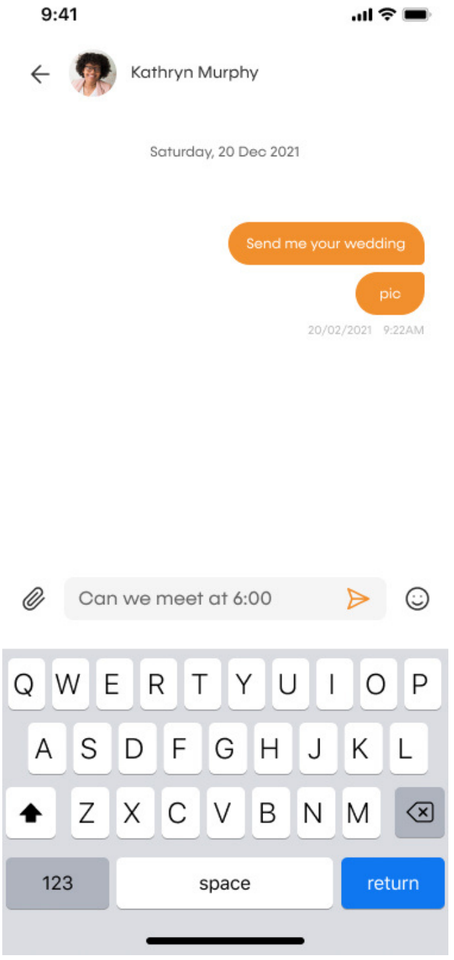
As a leading technology platform, Bookings Africa is the only African freelance marketplace with a video call feature that allows clients and Brands connect with service providers from procurement, payment to service delivery which is rendered end-to-end, online.

To join Bookings Africa, visit: https://bookingsafrica.com/

About Bookings Africa







Contact

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