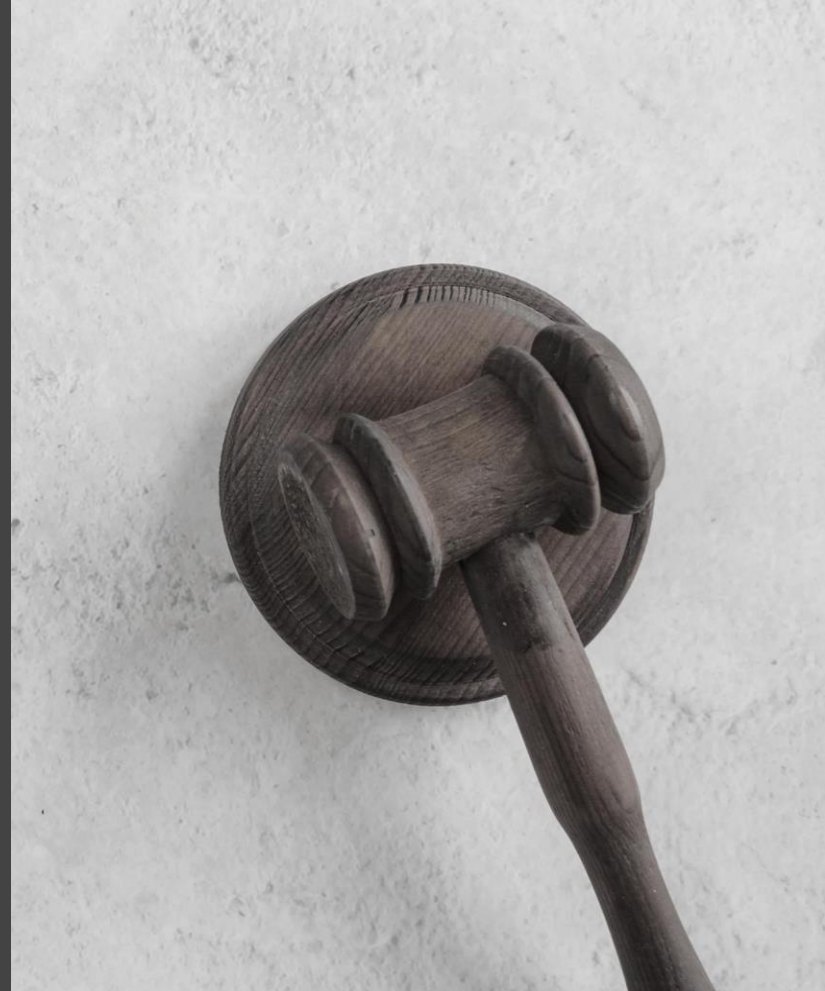




E - COMMERCE

Topic: Innovating E-Commerce
for Emerging Economies



Group Members:

Name: Md Intekhab Rahman Galib (Leader)

Country: Bangladesh

Pursuing MBA at Xi'an Jiaotong University in China.

Role: Opportunities & Challenges of E-Commerce, Overall activities related to the data

combination, data presentation, project formulation.

Name: Md Asiqur Rahman (Co-Leader)

Country: Bangladesh

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combination, data presentation, project formulation.

Name: Seydou Dramane Kone

Country: Mali

Pursuing Master's degree in Logistics Engineering at Changan University in China

Role: Influence of E-Commerce on Developing countries

Name: Abdel Hamid Mbouombouo mboungam

Country: Cameroon

Pursuing PhD in Control Science & Engineering at Northwestern Polytechnic University

Role: Influence of E-Commerce on Developed countries

Name: Olubunmi Leke Babayomi

Country: Nigeria

Completed Master's degree in Education from the University of the People.

Role: Influence of E-Commerce on BRICS Countries

Name: Promise

Country: Nigeria

Completed Master's degree in International Management from the University of Nottingham in China

Role: Influence of E-Commerce on Economy

Name: Negar Sultana Ritu

Post graduate student at China Three Gorges University

Role: Global E-Commerce companies and their focus areas





The above figure illustrates about the benefits of E-Commerce

Barriers to Growth (by E-commerce Revenue)

Over \$10M Mean Under \$10M Mean

14 Less Challenging

12

10

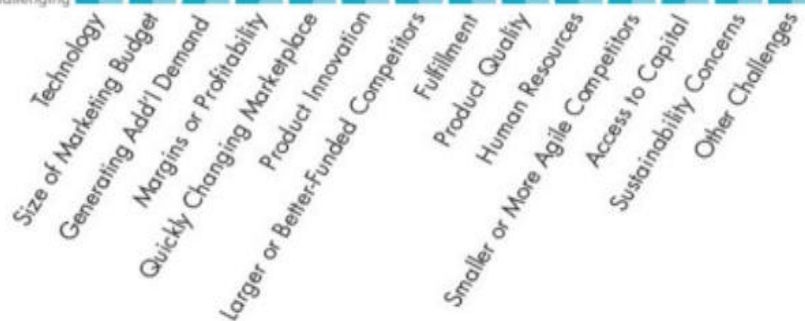
8

6

4

2

0 More Challenging



N=1,981

Copyright: MarketingSherpa E-commerce Benchmark Study 2014

China's E-Commerce Growth Trails the Rest of the World

Projected increase in e-commerce sales in selected countries between 2022 and 2025 (in billion U.S. dollars)

2022 2025



Source: Statista Digital Market Outlook

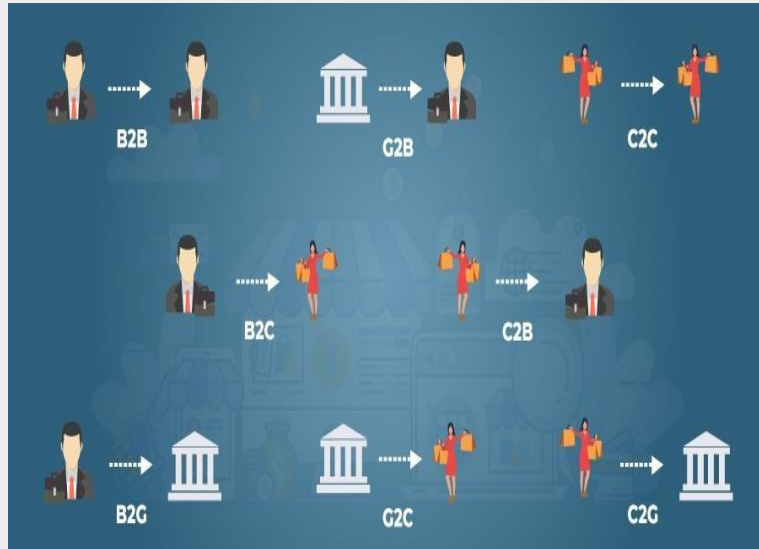


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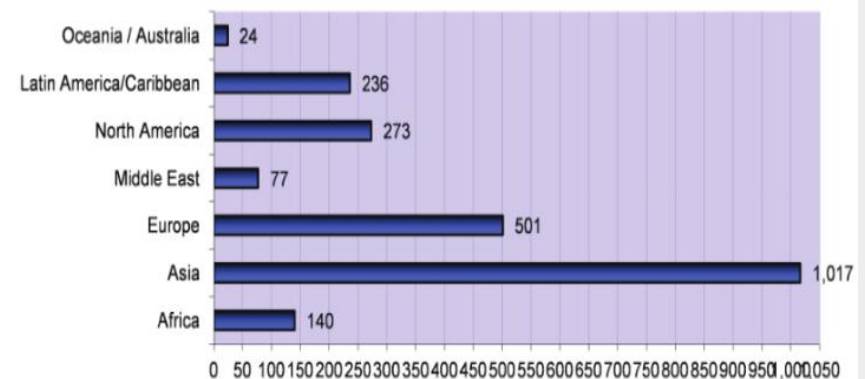
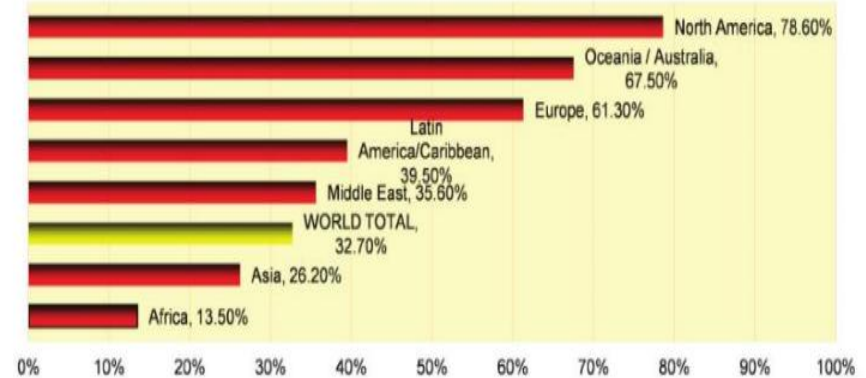
I.E-COMMERCE

✓ *E-BUSINESS*

✓ *BUSINESS MODEL*



NEED of E-COMMERCE



20 ECOMMERCE CHALLENGES & SOLUTIONS

1

Cyber Data & Security

2

Converting Shoppers into Paying Customers

3

Attracting the Perfect Customer

4

Customer Experience

5

Customer Loyalty

6

Online Identity Verification

7

Competitor & Competitor Analysis

8

Price & Shipping

9

Product Return & Refund Policies

10

Finding the Right Tech Partners

11

Customer Support

12

Cross-border eCommerce

13

Marketing Budgets

14

Going Omnichannel

15

Data Privacy

16

Logistics

17

Store Agility

18

Customer Expectations

19

Placement of Elements within your page

20

Sustainability



▪Some Solutions to the Challenges faced by E-Commerce:

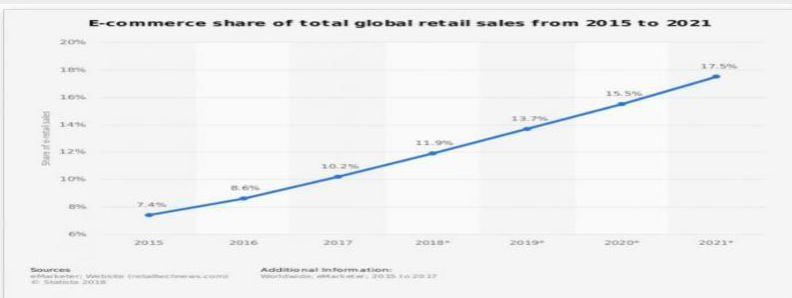
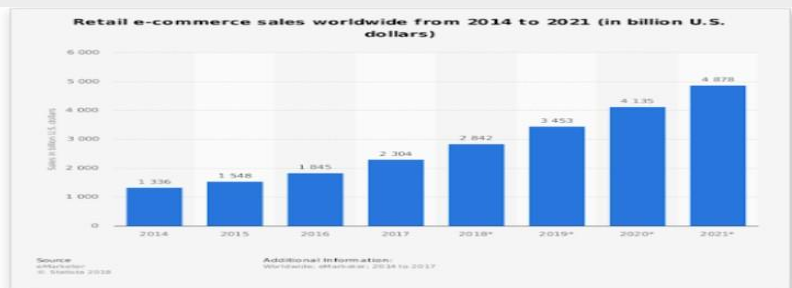
- (1) Analyzing e-commerce trends and focus on using this data to develop personalized customer experiences.
- (2) Quick changes across all platforms and create personalized collections that inspire consumers and should keep putting out fresh content.
- (3) Consistency is an essential element when curating a successful omnichannel strategy.
- (4) Switching to HTTPS protocols, using credible third-party payment processing systems, and obtaining Payment Card Industry Data Security Standard (PCI DSS) accreditation are steps to protect the business's data and its customers.
- (5) An efficient Search Engine Optimization (SEO) strategy can improve the pages' rank and reach the potential customers actively searching for specific products. Additionally, running Pay Per Click (PPC) advertisements on Google Ads can also communicate the correct information about the brand to draw an audience with a clear intent or interest.
- (6) Have a cyber security policy. Multi-factor authentication, customer data encryption, real-time threat alerts, and compliance features are examples of such elements.
- (7) Having the best logistics, shipping, and e-commerce partners is essential to the success of your omnichannel strategy.
- (8) Voice search has proved to be more effective



I.E-COMMERCE



GLOBAL E-COMMERCE RETAIL SALES TO HIT \$4.9 TRILLION By 2021



DOMESTIC SHOPPERS GO CROSS-BORDER SHOPPING

OVERSEAS ONLINE PURCHASING RATES VARY GREATLY AROUND THE WORLD

Percentage of online shoppers who said they have purchased from overseas retailer in the past six months

LATIN AMERICA



ASIA-PACIFIC



EUROPE



NORTH AMERICA



AFRICA



Source: Nielsen Global Connected Commerce Survey, Q4 2015

Copyright © 2016 The Nielsen Company

EMERGING MARKETS

**Characteristics of emerging markets*

Some common characteristics of emerging markets are illustrated below:

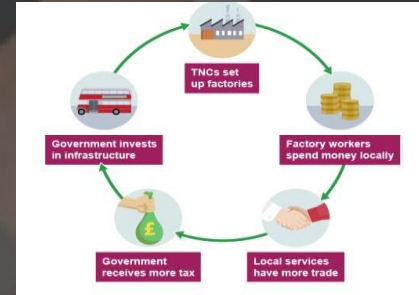
- Market volatility*
- Growth and investment potential*
- High rates of economic growth*
- Income per capita*



INDIA

**India's industrial structure*

-Changing industry in India



**India's changing population structure - birth control*

**The role of transnational corporations (TNCs)*

**Political and trading relationships - India's imports and exports*

**Millennium development goals*

**International aid*

**Improving quality of life - social and environmental improvements*

Usage of E-Commerce for Maximum Benefits

- Augmented reality enhances the reality of online shopping
- There will be a growing volume of voice search
- AI helps shops learn about shoppers
- On-site personalization uses those insights to create individualized experiences
- Big data plays a role in creating personalized experiences
- Chat bots improve shopping experiences
- Mobile shopping is still on the move
- Subscriptions keep customers coming back
- Headless and API-driven ecommerce allow continued innovation
- Customers respond to video
- Subscriptions keep customers coming back
- Sustainability is becoming more important

Innovation & it's usage by e-commerce companies:

- **Alibaba:** Using artificial intelligence & big data analytics, annual single day shopping event, targeted marketing, using cloud computing, Digital entertainment through Youku, using cainiao as logistics network.
- **JD.Com:** JD.Com uses advanced delivery system like drones and robots, using social e-commerce policy, use electric vehicles for deliveries and reducing packaging waste.
- **Amazon:** Use cloud computing and digital media, using amazon prime video and amazon music, Voice recognition technology by Alexa, use drone delivery and cashierless store system.
- **Rakuten:** It focus areas include e-commerce, digital content, fintech, and communication services, TV streaming service, the company has also developed its own digital content, such as e-books and magazines, to compete with other providers in the market.
- **Daraz:** Daraz has also launched its own mobile payment system, Daraz Wallet, which allows customers to pay for products using their mobile phones, Daraz has also launched innovative programs to cater to the unique needs of each market.

IMPACT OF E- COMMERCE IN THE INDIAN ECONOMY

01

ADVANTAGE INDIA

02

MARKET SIZE

03

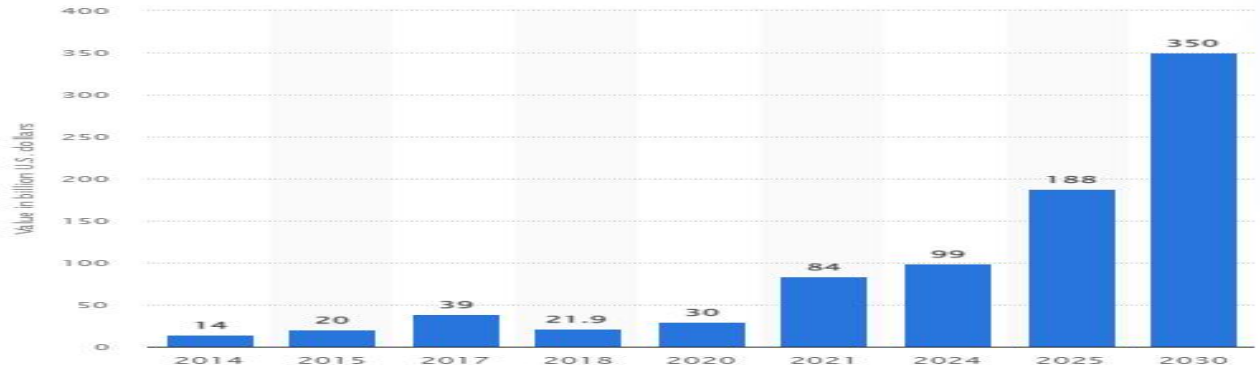
INVESTMENTS

04

GOVERNMENT INITIATIVES

05

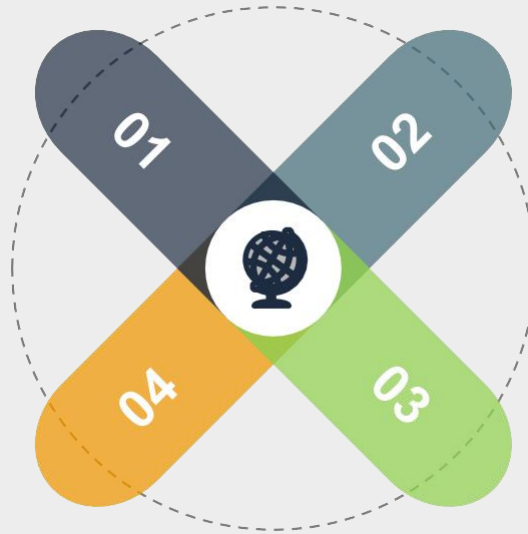
E-COMMERCE CHALLENGE IN INDIA



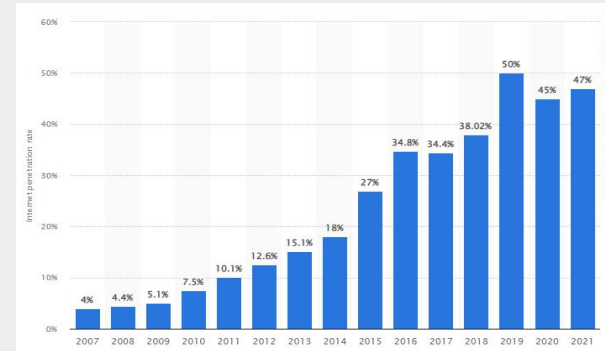
E-COMMERCE CHALLENGE IN INDIA

Cash on delivery is the preferred payment mode

Digital Illiteracy and Consumer Psyche



Infrastructural Problems



Absence of Cyber Laws

THANKS!

Do you have any
questions?