

e-Commerce Strategy Development: Roadmap to Success

Next steps

e-Commerce for NSW businesses

Collins Rex

Director, Global Trade Professionals Alliance (GTPA)





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Every business' circumstances is different. Please consider your own circumstances and obtain professional advice before making any business, legal or personal decisions.

*** THIS WEBINAR IS BEING RECORDED ***

Welcome - Investment NSW

Cameron Prowse

Director Export and Export Programs, Investment NSW

Cameron joined the Trade team in Investment NSW in January 2021. Coming from the private sector, Cameron has diverse experience in international business development and management and has worked with some of Australia's leading exporters.

Cameron has over 25 years experience in exporting and has lived and worked overseas. He has led international M&A activities, worked with and been on Boards, and has negotiated international distribution, licensing and manufacturing agreements across Australia, Asia, the Americas and the UK and Europe. He has also worked with businesses across the e-commerce, digitized technology and advanced manufacturing sectors.



What is Investment NSW

Investment NSW is a newly formed central agency, driving all trade and investment attraction activities within the NSW Government, which will maximise economic benefits and jobs growth.



About the organisers



is an organisation that cultivates international standards within international trade. The aim is to create a trade environment that is both inclusive and trusted by all.

The GTPA has partnered with **Investment NSW** to deliver the comprehensive program, ***e-Commerce Strategy Development: Roadmap to Success***.



Our presenter

Collins Rex, Director, *GTPA*

Collins sits on the international advisory board of the Netherlands-based eCommerce Foundation, and she is a member of the World Customs Organisation's Working Group on eCommerce.

She has for some 20 years been involved in the Australian ICT industry, through associations with Australian technology firms and various ICT industry clusters (several of which she initiated and managed).

She is the Chief Judge of the AIIA's iAwards, and also as an international judge at APICTA, the Asia Pacific ICT Alliance Awards.



Agenda

- 01 Your e-Commerce strategy document
- 02 Safe.Shop
- 03 Next steps
- 04 Questions

E-Commerce strategy

Contact details

- Company Name
- Company Address
- Postal Address (if different)
- Contact Name
- Position
- Telephone Number
- Email Address
- URL
- Other Offices (Domestic or International)

History

- How long has the company been in operation?
- Who established the company?
- Why was the company established?
- How many people does the company currently employ? (Full time equivalent)
- Who does the company recognise as its main competitors?

Products & services

- Describe the company's main product or service lines
- How many production facilities does the company have?
- Where are the company's production facilities located?
- Would any adjustments be needed for the product or service to be sold in overseas markets? (For example packaging, perishability, etc.)
- How much of the company's production/service potential is currently utilised? (%)
- What are the primary features and benefits of the company's products or services?
- What is the relevance of the company's products or service to the chosen overseas market?

Current sales & marketing strategy

- To which countries/regions does the company currently export (via traditional export channels)?
- Into which countries/regions does the company currently sell via e-Commerce?
- Does the company sell primarily B2C or B2B?
- How does the company currently position its products/services in these countries/ regions?
- What is the company's digital marketing strategy?
- Does the company manage its own logistics, or work through a 3PL/4PL?
- What e-Commerce platform does the company use?
- What payment gateway does the company use?

Analysis

- Which capabilities has the company identified as its main strengths?
- What are the company's main areas for improvement?
- What are the main elements that the company has identified as threats in the near future? (For example: competing technologies, changed market conditions, new entrants to the industry)

Complete a SWOT

Market entry checklist

- What is the company's proposed market entry method? Directly (via its own website), or through an e-Commerce marketplace?
- What has the company identified as its primary overseas e-Commerce markets?
- What market analysis has been done on the chosen overseas market/s?
- Which online sales opportunities have the company identified in the chosen overseas market/s?
- Does the company anticipate any legal or Intellectual Property (IP) issues?
- What is the anticipated cost for the company to enter the chosen market/s?
- What competitor analysis has been done in the chosen market/s?

Risk management plan

- Business risk
- Information risk
- Transaction risk
- Operational risk
- Unauthorised access & security risk
- Technology risk

International growth projection

- What are the company's projected sales over the first three years of e-Commerce engagement in the overseas market, per market (volume, product, price)?
- What is the company's projected financial performance in over the first three years of engagement in the overseas market (Profit and Loss over three years)?
- What is the company's projected profit margin in the first three years of engagement in the overseas market?
- List the company's risk assumptions – describe any reservations or 'yellow flags' the company may have about operating in the new market.

Safe.Shop



What is Safe-Shop?

- **Safe.Shop** was launched as global e-Commerce trust mark to facilitate global digital trade
- 20 countries together defined the Global e-Commerce Code as a universal set of rules for online selling to consumers; this forms the basis of Safe.Shop
- The GTPA has partnered with the eCommerce Foundation to deliver the Safe.Shop certification in Australia



Next steps



Questions?



Connect with us



Website: global.nsw.gov.au/exporter-support/overview



Export / TradeStart Advisers: contactus@global.nsw.gov.au



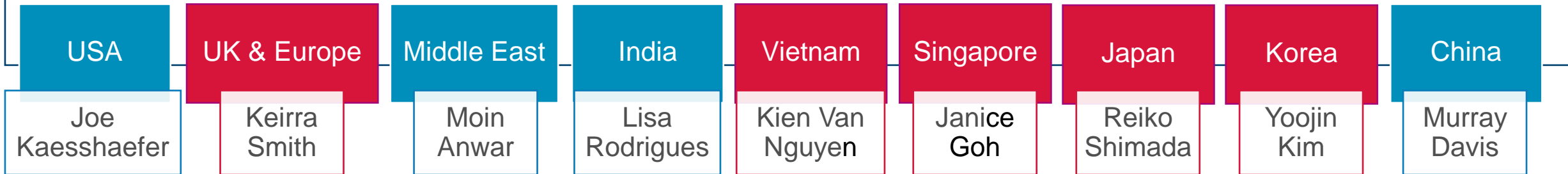
NSW Trade Commissioners in-market: contactus@global.nsw.gov.au



Register for this workshops series: gtpalliance.com/nsw-ecommerce-roadmap-to-success

International support from 9 locations, increasing soon

NSW Trade Commissioners located in key international markets



Key: NSW Government Office

Austrade Office

Future additions:

- Canada
- Chile
- Europe (separate from UK)
- Indonesia
- Malaysia



To connect with a Trade Commissioner, email contactus@global.nsw.gov.au