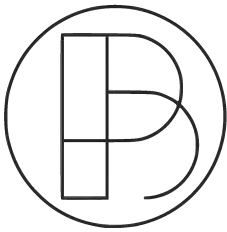




TAKE YOUR BUSINESS BEYOND AMERICAS & EUROPE

e-Commerce Beyond Boundaries

All brands, no matter your size, can now launch an international selling channel



BRANDS
QUOTIENT

Enabling Cross-Border e-Commerce

A Village Groupe Venture

Cross-border e-commerce is the online selling of goods to consumers in different countries. Today, consumers around the world can shop your website, price compare on marketplaces, schedule to test your product in-store or over a video conference line, and connect via social media, all within the same day.

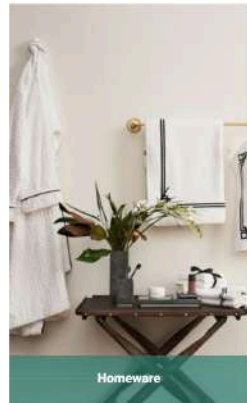
It is easier than ever to access global markets due to social media's wider reach and the visibility is easy but Brands should make sure they have a foundation in place so that going global is scalable for the long term.

As part of your global go-to-market strategy, it's important you hire experienced team members but these team members do not need to be in-house. You may start by either outsourcing to random people you can find on sites like UpWork and Fiverr or work with a professional company like us. We understand cross border and have the best experts on-board having hands-on experience of working with brands in Americas, Asia, Europe and Middle East.

PEOPLE | PRODUCT | TECHNOLOGY

EXPAND YOUR HORIZONS

TOP CATEGORIES



The COVID-19 pandemic has forever changed online shopping behaviours, accelerating an expansion towards new firms, customers and types of products, likely involving a long-term shift of e-commerce transactions from luxury goods and services to everyday necessities.

ONLINE PURCHASES RISE BUT CONSUMER SPENDING FALLS

COVID-19 HAS MADE CROSS-BORDER E-COMMERCE A CRUCIAL CHANNEL FOR BRANDS

If there has been one bright spot amid the retail gloom of the past few months, it's cross-border e-commerce. The world watched in shock as companies that were heavily dependent on brick-and-mortar stores suffered during lockdowns. However, brands that have been able to tap the right international markets during the pandemic have seen unprecedented growth in their cross-border sales. Even as retail stores across the world begin to reopen, it's important to heed the lessons from this crisis. The numbers have been impressive. Apparel sales by U.S. brands selling online to consumers in international markets grew a staggering 121 percent year-over-year. Footwear sales growth was even higher during the period, at 122 percent year-over-year.

Cross-border e-commerce provides brands not only with significant growth opportunities, but also with greater flexibility and economic security. Gaining access to new audiences in different geographies expands a brand's potential customer base and mitigates risk, as economic, political and health factors, not to mention seasons and trends, differ by region. The key is identifying which markets represent the highest potential, quickly shifting inventory to them, and developing close, long-term relationships with customers in those regions.

A cross-border e-commerce strategy is the insurance policy all brands need to build in flexibility, security and future growth, no matter what risks the retail industry may face in the future.

MACRO VIEW (GCC)

Population: 53 million
(50% under 24 years old and 39% females)

Smartphone Penetration : 100%

Social Media Penetration : 70%

- * *The GCC is the worlds fastest growing e-commerce market. Set to reach \$48 Billion by 2022.*
- * *99% of UAE population is on social media and 65% of time spent online is on social media platforms.*

Online Challenges & Solutions

- *Awareness: 50% of consumers are aware of e-commerce platforms.*
- *Challenges: Limited product offering, weak promotions, Poor customer service, concerns around product quality and authenticity, returns handling, custom duties, data protection worries.*
- *Payment Mode: 64% consumers prefer cash-on-delivery (COD).*

Solutions: Strong local marketing and regional intelligence, social media as multiplier, local customer service team, cash-on-delivery and returns management.

MACRO VIEW (INDIA)

Population: 1.38 Billion

Currently, 34.5% of the population of India is urban.

(50% of its population below the age of 25 and more than 65% below the age of 35.

The number of smartphone users in India is estimated to reach over 760 million by 2021.

In 2020, over 50% of India's population is accessing social networks. It was estimated that by 2025, this penetration of social networks would be 67% of the country's population.

Online Challenges & Solutions

- *India's e-commerce revenue is expected to cross US\$ 120 billion in 2020, growing at an annual rate of 51%, the highest in the world.*
- *The number of internet users in India is expected to increase from 687.62 million as of September 2019 to 829 million by 2021.*
- *Challenges: Limited product offerings, weak promotions, returns handling (Indians often return upto 30% of products they buy online), postal addresses are not consistent, 70% of customers still prefer cash-on-delivery.*

Solutions: Strong local marketing and regional intelligence, social media as multiplier, local customer service team, cash-on-delivery management and returns management.

MACRO VIEW (AUSTRALIA)

Population: 25 million

Currently, 85.7% of the population of Australia is urban.

In 2019, around 19.28% of Australia's population was upto 14 years old and 64.8% was between 15 - 64 (median age 37 years).

Smartphone Penetration : 91%

Social Media Penetration : 71%

Australia's business to consumer e-commerce market is worth \$33.1 billion having grown at a double-digit rate over the last few years.

Online Challenges & Solutions

- *Demanding Online Customers: Satisfying online customers is the biggest challenge in Australia as customers are very evolved and demanding. Buyer friendly return policy, free shipping, 24/7 customer support is needed to encourage repeat purchases.*
- *Shipping & Tracking Products: This is the most critical factor for a large sized country like Australia. Delays often cause a customer service disaster and negative brand image.*
- *Australian customers don't always want the same things as US customers, thus merchandising and marketing efforts must be aligned for better conversions.*

Brands Quotient - Your Cross Border e-Commerce Partner

In the past, a consumer who clicked on a link to a foreign brand was too often met with a confusing, unfamiliar shopping experience that failed to generate trust or result in conversion.

Brands Quotient can provide unique insight into the retail and cultural dynamics of different geographies to help brands identify and quickly enter the markets where demand for their products is already high. A strategic partner as like us can also help identify which international markets are generating the highest sales for a particular brand, where their sales are growing the fastest, which markets the brand should target that it hadn't previously considered, and where it should focus its promotional efforts.

Selling cross-border can also help brands diversify risk and manage inventory. Brands can leverage analytics to identify and open new direct-to-consumer channels for their excess inventory, so they can quickly move the right products to the right markets. As seasonal goods or particular fashion trends lose relevance in one region, for example, cross-border analytics can help brands quickly shift that merchandise to regions where the goods are more likely to sell.

WE HELP YOU SELL CROSS-BORDER EFFECTIVELY

Inquiries: Info@BrandsQuotient.com