

TRADE AND GROW BEYOND BORDERS

Welcome to e-Commerce

04 September 2025



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YOUR CERTIFICATION

Want to be certified for this session?
Stay on board for the duration of the session!



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WHO AM I?

Sarita Ramdawor
Sarita.ramdawor@dhl.com

- First Choice Manager, SSA
- Based in Mauritius

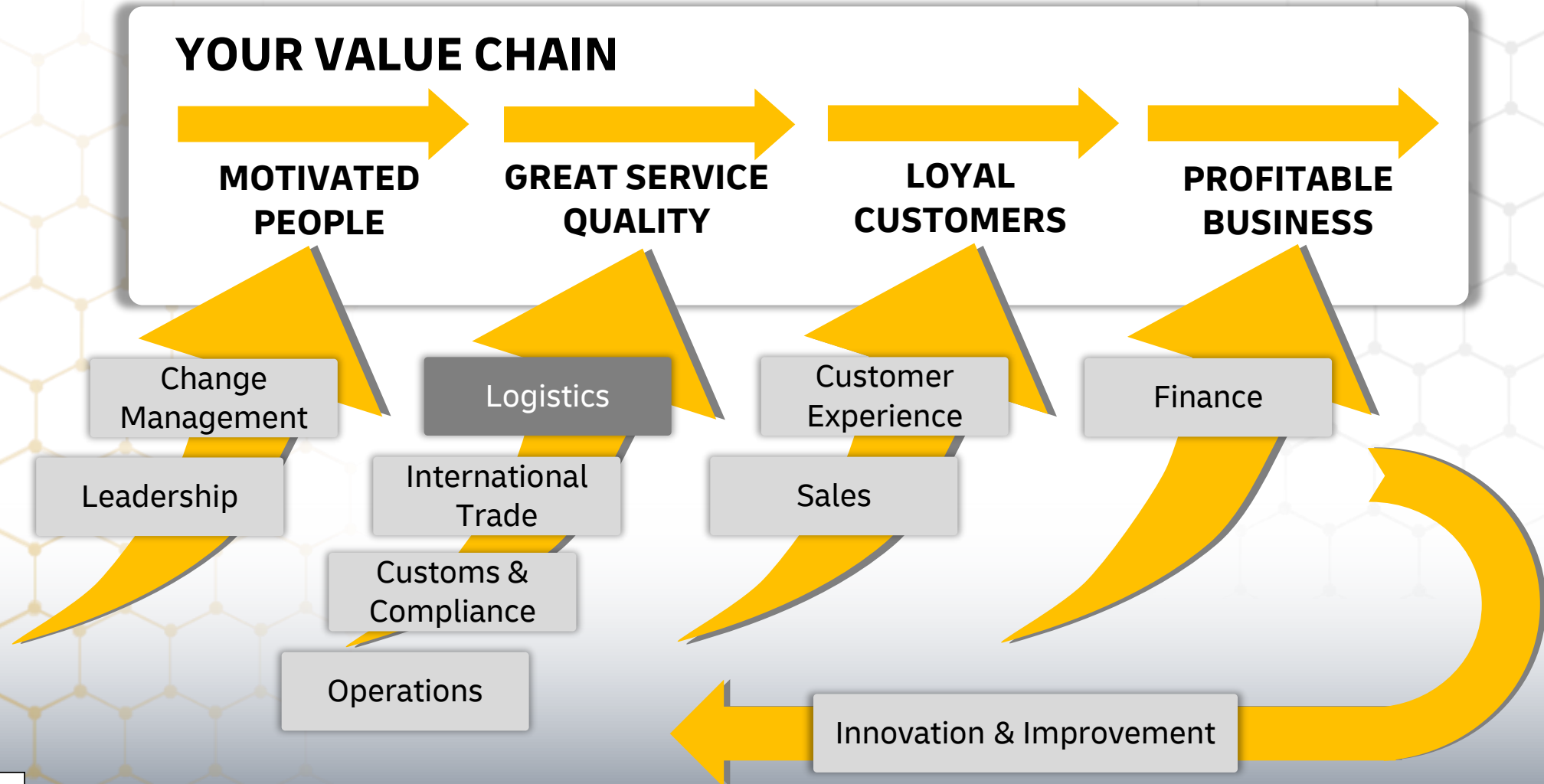


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WHERE ARE WE NOW?

What does it take to grow my business internationally?



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THE MODULES OF THE “TRADE AND GROW BEYOND BORDERS” TRAINING



Your Value Chain → **Motivated People** → **Great Service Quality** → **Loyal Customers** → **Profitable Business**

WARM UP ACTIVITY



SHOES



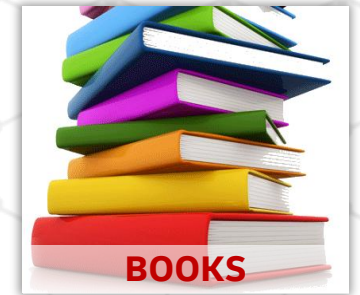
ELECTRONICS



FASHION



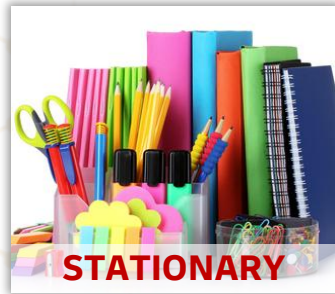
TOYS



BOOKS



POWER TOOLS



STATIONARY



JEWELRY



BEAUTY



HEALTH



GROCERIES



CHILD CARE



HOLIDAYS



PET PRODUCTS



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TODAY'S AGENDA

Introduction

SESSION

*E-commerce
in a nutshell*

Closure



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OBJECTIVES

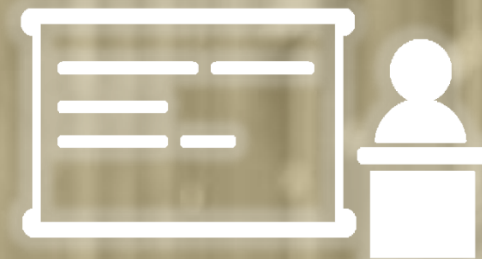
By the end of this module, you will be able to

- Describe the e-commerce landscape in your country and globally
- Assess how e-commerce can be used to scale up your business



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SESSION 2

E-COMMERCE IN A NUTSHELL



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FILM

HOW E-COMMERCE CREATES OPPORTUNITIES FOR SMES



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A QUICK QUESTION...

What is your key take-away from the film?



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E-COMMERCE ON THE RISE

- Number of digital buyers keeps climbing every year.
- In 2020:
 - >2 billion people purchased goods or services online.
 - E-retail sales surpassed 4.2 trillion U.S. dollars worldwide.
- In the year of the pandemic, global retail e-commerce sales grew with more than 25 percent, with Argentina reporting the highest percentage growth.

The e-commerce rocket

2015-2020

3x

Market growth

USD **300**BN



USD **900**BN

Cross border growth

2x
faster

than domestic

71%

Of **retailers**
expect the cross-border revenue to
grow

US, UK and China
account for

60%
of all cross-border e-commerce supply, but only 30% of demand



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E-COMMERCE TYPES

Who consumes value	
Business (Organization)	Customer (Individual)
Who creates value	
Business (Organization)	B2B
Customer (Individual)	C2B
	B2C
	C2C



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E-COMMERCE TYPES - EXAMPLES

		Who consumes value	
		Business (Organization)	Customer (Individual)
Who creates value	Business (Organization)	Producer of clothing selling stock to a wholesaler B2B	Amazon selling a book to a consumer B2C
	Customer (Individual)	An individual selling handcraft items to a distributor C2B	An individual selling a pair of shoes to an individual via an online marketplace C2C



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A QUICK QUESTION - E-COMMERCE TYPES

Which e-commerce type would you consider most suitable for your business?



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E-COMMERCE TYPES - WHICH ONE IS FOR YOU?

		Who consumes value		
		Business (Organization)	Customer (Individual)	
Who creates value	Business (Organization)	Producer of clothing selling stock to a wholesaler B2B	B2C	Amazon selling a book to a consumer
	Customer (Individual)	An individual selling handcraft items to a Distributor C2B	C2C	An individual selling a pair of shoes to an individual via an online market place



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E-COMMERCE VALUE CHAIN

The e-commerce ecosystem players adding value to your customers

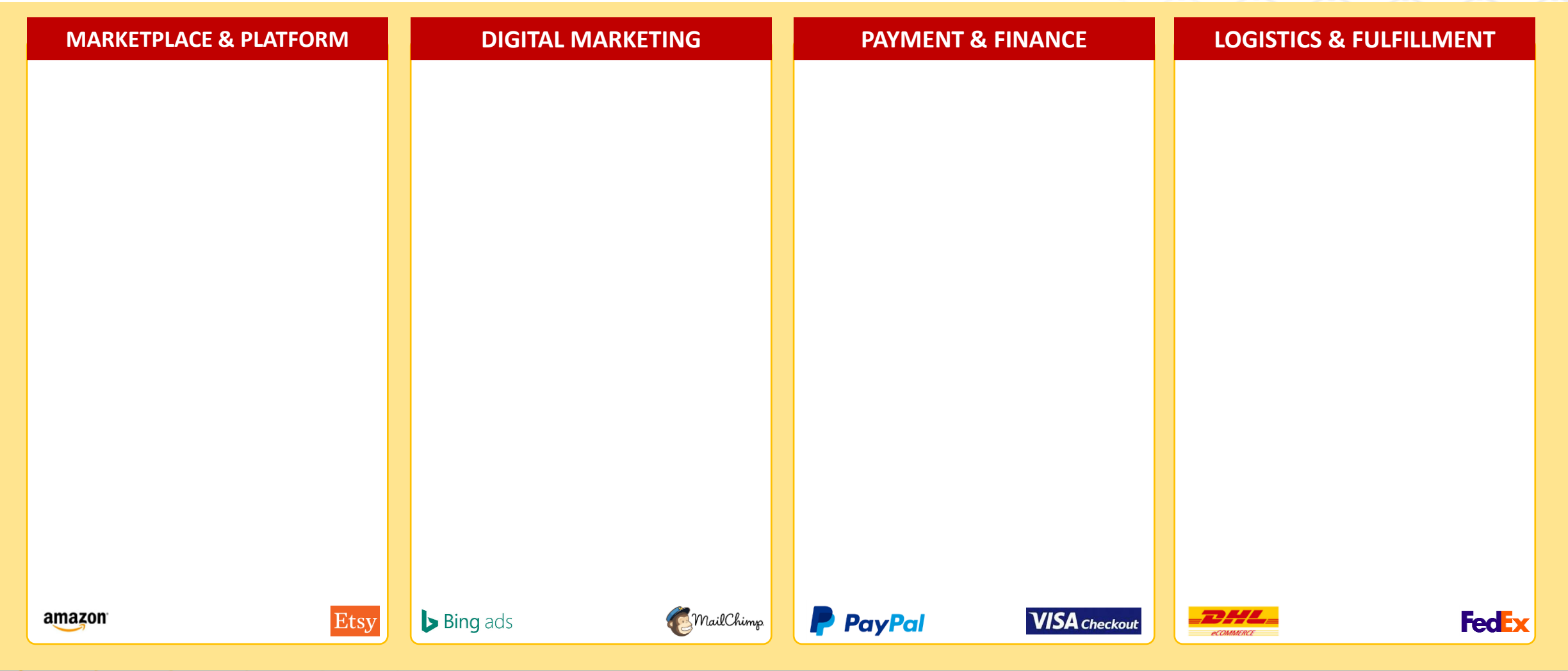


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E-COMMERCE LANDSCAPE - CATEGORIES

E-commerce players can be directly or indirectly involved in domestic and cross border e-commerce



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ACTIVITY

E-COMMERCE LANDSCAPE

LOCAL PLAYERS



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ACTIVITY - E-COMMERCE LANDSCAPE LOCAL PLAYERS



In groups



Find the e-commerce players for your country:

- *Use your and your team's knowledge to identify local players for the area assigned to you*



NOTE: Decide who will be the 'group leader' for debrief



10 minutes for discussion



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E-COMMERCE LANDSCAPE - LOCAL PLAYERS

E-commerce players that are directly or indirectly involved in domestic and cross border e-commerce

MARKETPLACE & PLATFORM

amazon

Etsy

DIGITAL MARKETING

Bing ads

MailChimp

PAYMENT & FINANCE

PayPal

VISA Checkout

LOGISTICS & FULFILLMENT

DHL e-commerce

FedEx

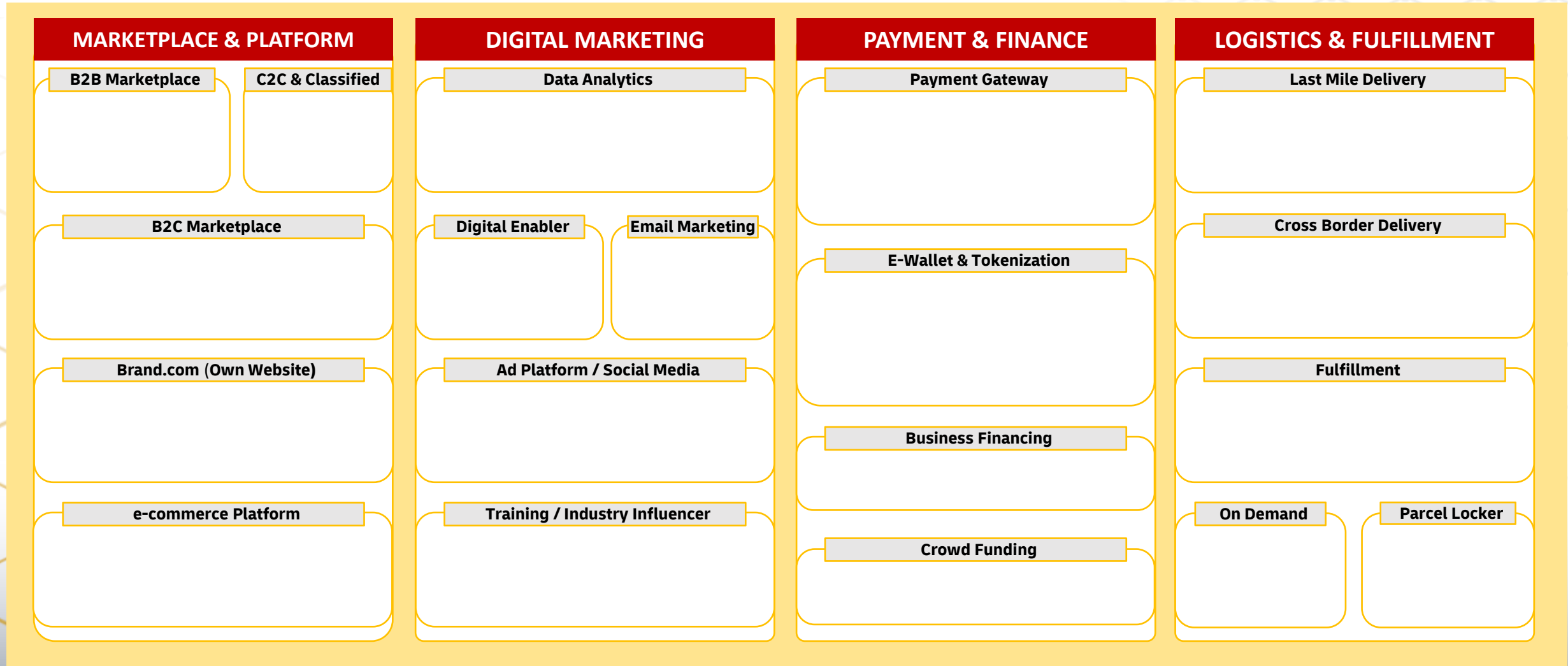


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E-COMMERCE LANDSCAPE - SUB-CATEGORIES

E-commerce players that are directly or indirectly involved in domestic and cross border e-commerce



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E-COMMERCE LANDSCAPE - GLOBAL EXAMPLE

E-commerce players that are directly or indirectly involved in domestic and cross border e-commerce



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E-COMMERCE DIGITAL CHANNELS



Own Website



Social Stores



E-Marketplaces



Omni-Channel



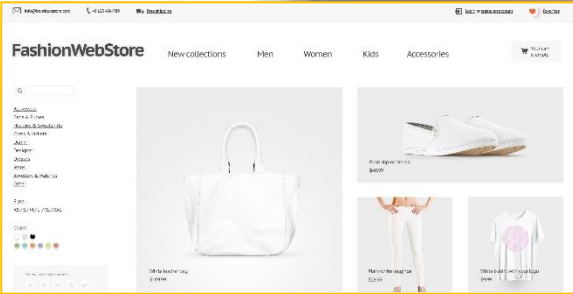


E-COMMERCE DIGITAL CHANNELS

The diagram illustrates four e-commerce digital channels, each with a representative image and a description:

- Own Website:** Selling on your own website with online basket and checkout. The image shows a screenshot of a website named "FashionWebStore" with various product listings.
- Social Stores:** Selling online through social network stores e.g. Facebook, Pinterest. The image shows a tablet displaying various social media icons.
- E-Marketplaces:** Selling online by listing on e-marketplaces e.g. Amazon, AliExpress, eBay etc. The image shows a laptop displaying various product listings from different categories.
- Omni-Channel:** Multichannel approach to enhance customers shopping experience whether it is online, by telephone or in-store. The image shows a central person surrounded by various icons representing different channels (laptop, smartphone, tablet, etc.).

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Own Website

Selling on your own website with online basket and checkout



Social Stores

Selling online through social network stores
e.g. Facebook, Pinterest



E-Marketplaces

Selling online by listing
on e-marketplaces
e.g. Amazon, AliExpress,
eBay etc.



Omni-Channel

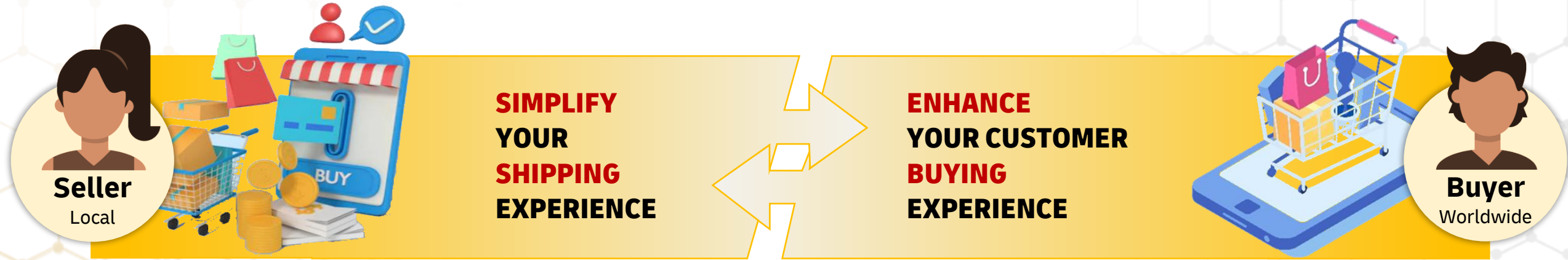
Multichannel approach to enhance customers shopping experience whether it is online, by telephone or in-store



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ROLE OF LOGISTICS IN CROSS BORDER E-COMMERCE



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CLOSURE



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ACTIVITY – REFLECTION QUESTIONS

- What are you taking away from today's sessions?
- What are your next steps to put what you have learnt today into practice?



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THE MODULES OF THE “TRADE AND GROW BEYOND BORDERS” TRAINING



Your Value Chain → **Motivated People** → **Great Service Quality** → **Loyal Customers** → **Profitable Business**

MORE QUESTIONS TO THINK ABOUT

- What is a holistic e-commerce strategy for me?
- What does my e-commerce value chain look like? In which parts of my value chain am I performing well? In which parts do I want to deliver more value to my customers?
- Who are my e-commerce landscape players / enablers that are relevant for me?
- Which digital channels are most relevant for my target customers?



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ANY QUESTIONS?



If you have any questions or need support in the future,
feel free to reach out to us at: GoTrade@dhl.com



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THANK YOU



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