

Global Distributors Collective



Online sales: lessons learned

29 May 2020

www.globaldistributorscollective.org

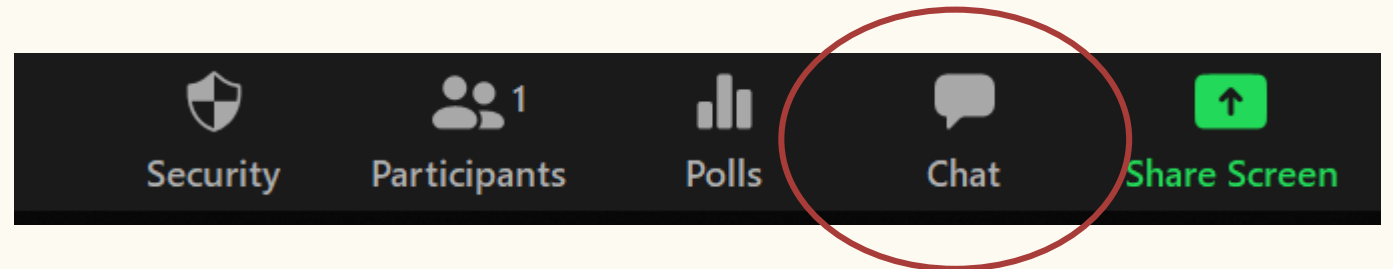
Practical
ACTION



HYSTRA
hybrid strategies consulting



1. Objectives and scene-setting
2. Different online sales models: how to choose?
3. Discussion with panelists
4. Open Q&A
5. Next steps and close



Why this topic and why now?

- Today LMDs primarily use sales agents/retail outlets/partners to distribute beneficial products
- Online sales an increasingly attractive option for LMDs, accelerated by covid19 crisis
- E-commerce has its own challenges but also offers clear benefits for LMDs as well as end-consumers: choice, affordability, data

Our panellists



Nthabi Mosia
Easy Solar



Arnaud Blanchet
ShopIt



Jackie Stenson
Essmart



Ajaita Shah
Frontier Markets



Eloi Le Rudulier
Jumia

Structuring questions for last mile distributors

#1 Should I develop an e-commerce offer?

Do I have a strong business/impact rationale beyond COVID response?

- Reach new market segments?
- Reduce acquisition and operations costs?
- Enable cross-subsidies to lower income users?
- Other?

#2 How can I do so cost-efficiently?

Should I run **customer acquisition** offline or online (or both)?

- Is my target audience tech-savvy?
- Does my product require demonstration?

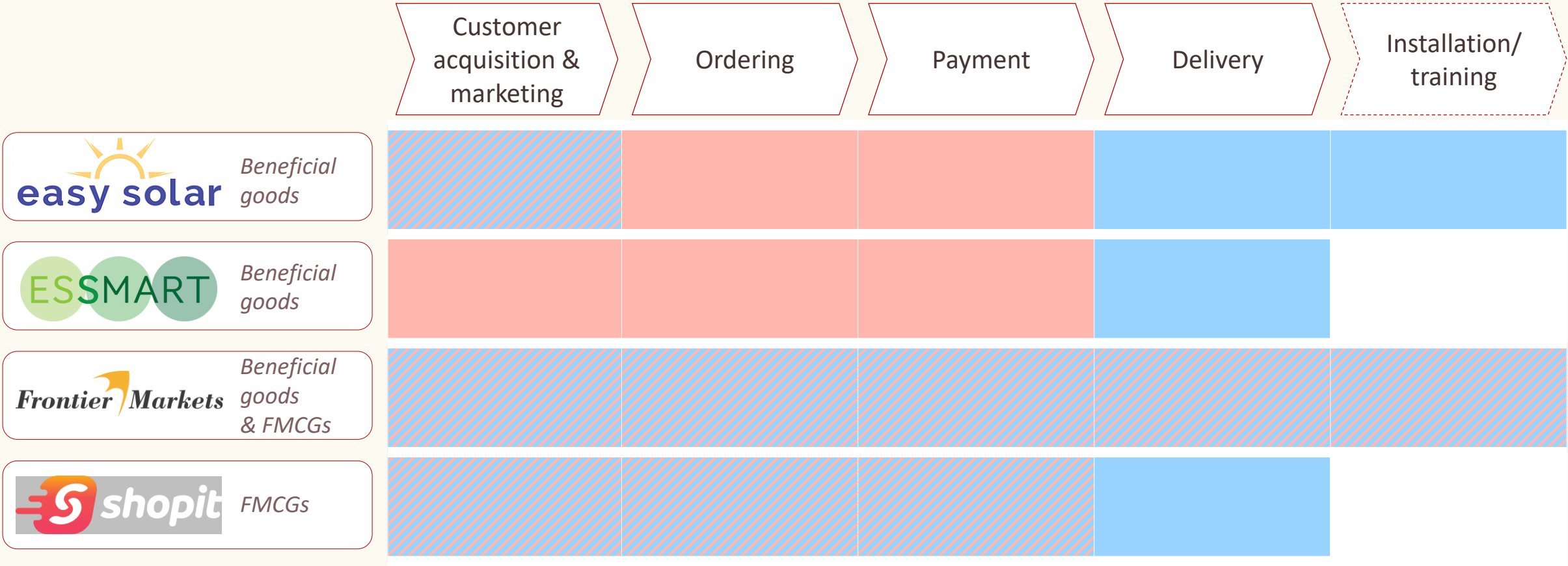
Should I build my **own platform** or leverage an existing one?

- Does the opportunity justify the investment?
- Can I leverage internal tools and capabilities?

Should I operate **payment and logistics in-house** or outsource?

- Does my product require installation?
- Does my product require credit?

Depending on their value proposition, assets, and priorities, distributors can develop very different online sales models



Online
Offline

+ can be delivered in-house or outsourced to providers such as



Target Customers

New Customers
(Diaspora / Recipients of Remittances)

Existing
Easy Solar Customers



Payment Method

Debit/
Credit Card

Paypal*

Bank
Transfer

Cash
Deposit

Mobile
Money*



Sending to

Sierra Leone

Liberia



Country to Send From

Top Diaspora (US,
UK, Germany)

Sierra Leone

World Wide



Marketing

Top Diaspora (US,
UK, Germany)

Sierra Leone

Worldwide

shop.easysolar.org

easy solar
E-SOLAR

HOW IT WORKS

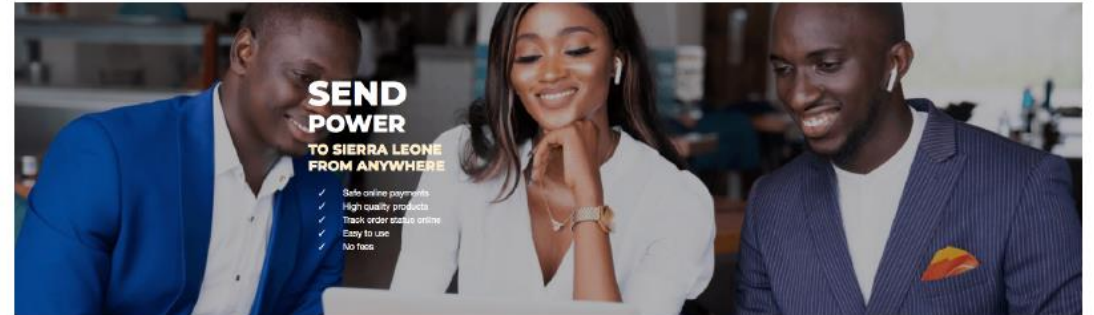
PRODUCTS

ABOUT US

DASHBOARD

LOG OUT

MyNthabiang



easy solar
E-SOLAR

HOW IT WORKS

PRODUCTS

ABOUT US

LOGIN

SIGN UP

Back to products



COAL STOVE

By Burn

Price: \$ 44.00

In Stock

Buy Now

Cook easy, cook fast and cook clean with the new Easy Solar Coal Stove. The easy to use settings controls heat and keeps your kitchen clean, while the high temperature insulation keeps the fire hot for fast and smoke free cooking. The pot uses less 90% less charcoal, is 90% faster to light and cooks 90% faster than traditional pots. It also burns significantly less smoke.

Rating & Power

4.4

Warranty

2 years

In the Box

1 Easy Solar Coal Stove

Account

Basic Information

First Name: Nthabiang
Last Name: Mosis
Email address: nthabi@easysolar.org

Update Information

Payment Method

**** * 2486 Exp 7/2020

Change Card

Security Settings

Change Password

Change Password

Orders

Order Number	Package Name	Delivery Status	Order Date	ETA Delivery Date
#1	PICO	Not yet Shipped	Mon, 05 Apr 2020	No ETA
#2	PICO	Delivered	Mon, 05 Apr 2020	Sat, 09 May 2020



Order from a rural shop today so that they can feed their family tomorrow.

Each product comes from a small shop in rural South India that is struggling to make ends meet amidst the COVID-19 nation-wide lockdown. Your purchase puts money directly in the pockets of those who need your money the most.



Support rural shops through Essmart

Shop here to help small retailers during the lockdown and through the recovery period. Every purchased product directly benefits rural shops:

1. Margin and profit sharing: each product here represents a product in a shop that is unable to be sold due to the lockdown -- YOU help it move and put rupees in shopkeepers' pockets!
2. Flexible credit: each sale helps us extend credit periods to shops experiencing low footfalls during these months, so there is more focus on recovery and less stress about repayment. No one likes bills!

Choosing Essmart stores over Amazon supports local economies across South India with ethical policies, not of transnational e-commerce without profit-sharing policies.

BUY PRODUCTS & SAVE LIVELIHOODS



TATA Screw Driver Set (8 Blades)
Rs. 264.00



TATA Pruning Cutter Secateur
Rs. 335.00

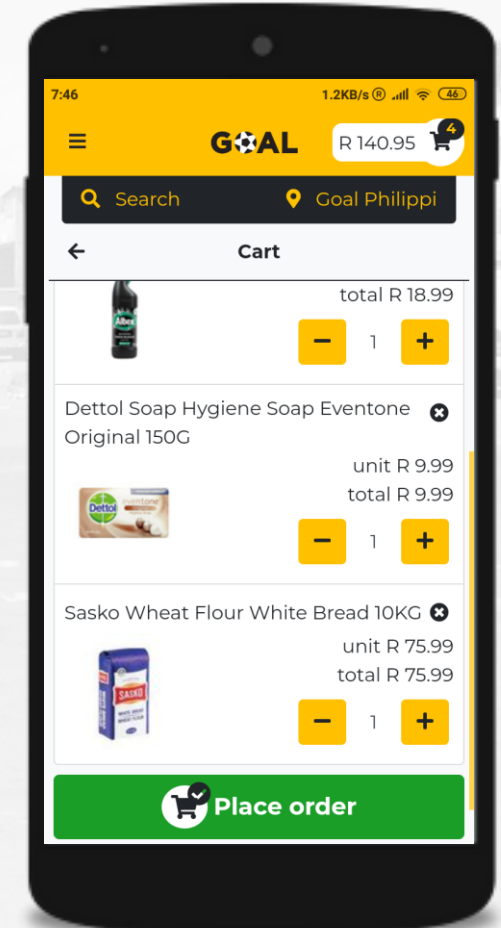
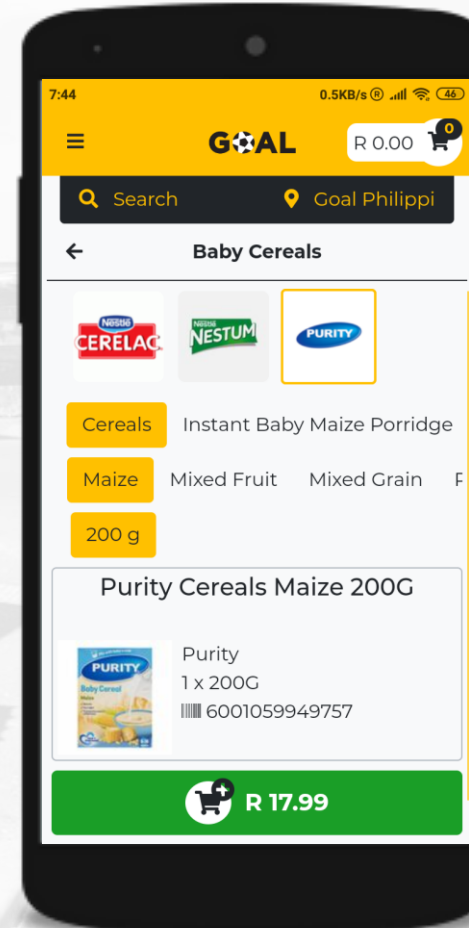
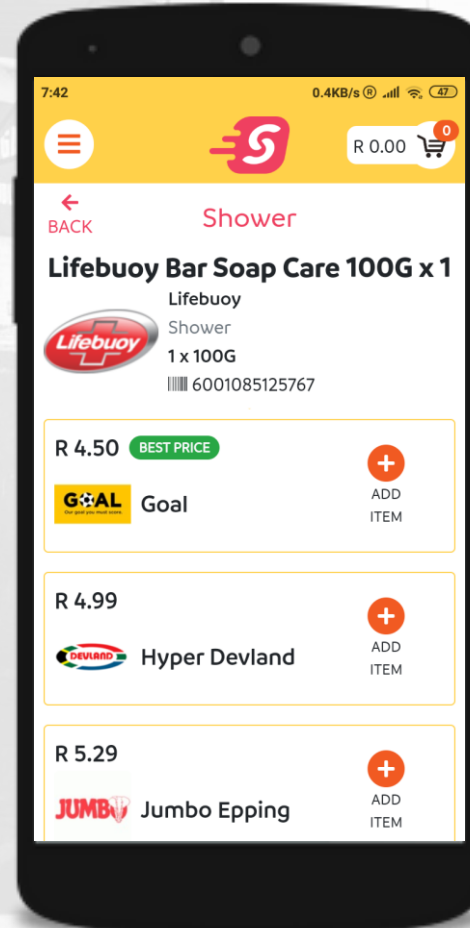
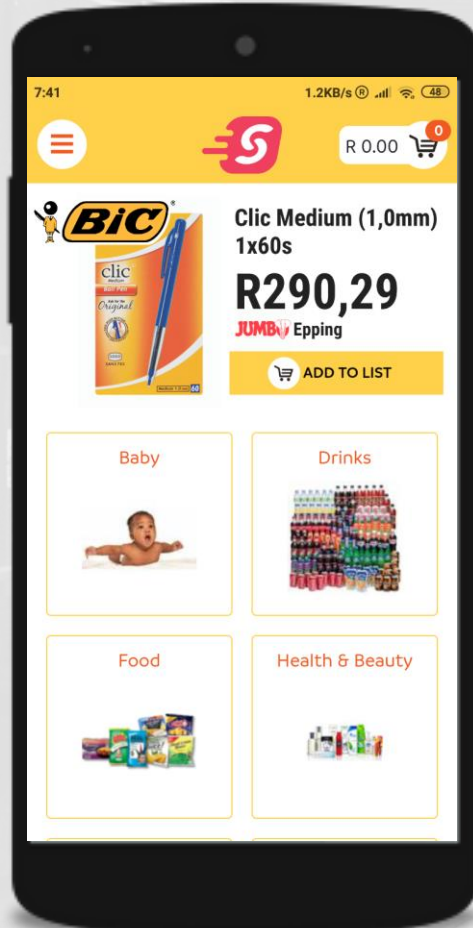


SunKing Pro 200
Rs. 1,499.00

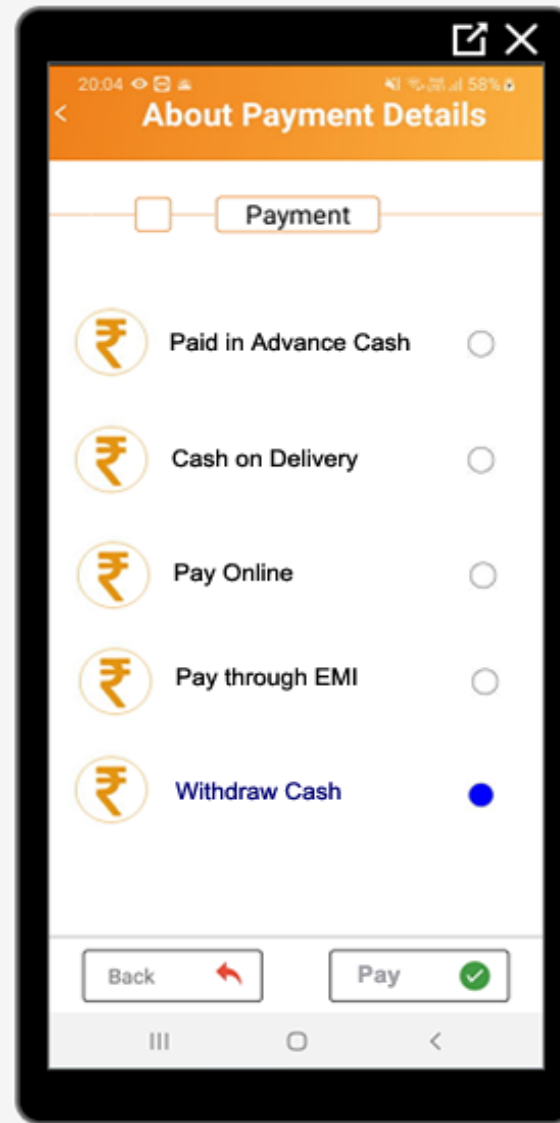
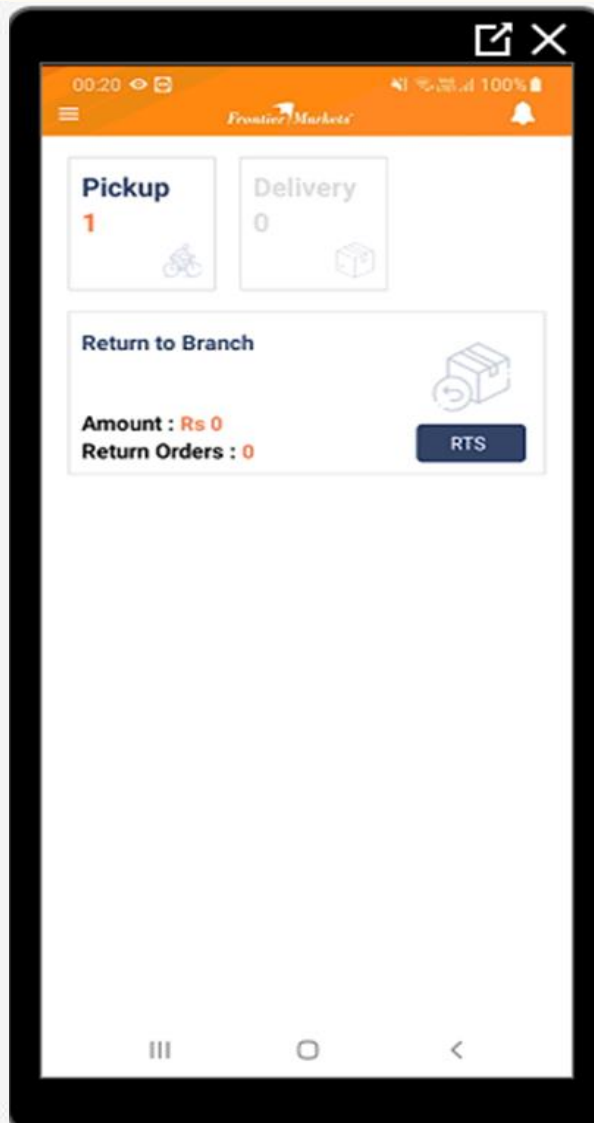
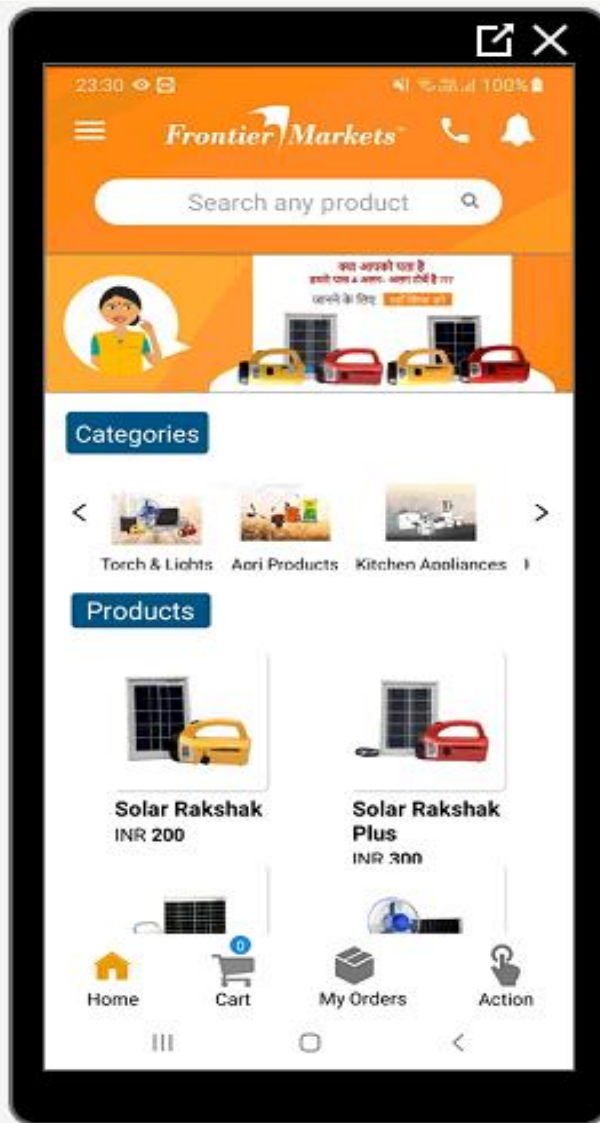


BOSCH TrueMixx Pro 1000 W Black
Rs. 7,999.00

shopit Connecting the informal economy



Frontier Markets™



Leveraging Jumia to sell online: two options

The case of Jumia Ivory Coast



(1) Opening a shop on Jumia

(2) Using Jumia 3PL

E-commerce

Jumia Mall



Social Networks



*Payment**

Prepayment / Cash on Delivery



Prepayment



*Logistics***

Dropshipping / Jumia Express



Dropshipping



* Cash on delivery payments are conditioned to the area of delivery

**Jumia does not serve every location in Ivory Coast, but has a strong presence with over 80 cities covered - to get more information go to www.jumia.ci

Q1: Customer acquisition

How do you acquire customers?

Are the consumer segments you're reaching via online sales different from the ones you were previously reaching?

What have you learned in adapting your customer acquisition strategy?

Q2: Value chain partnerships

What components of the value chain have you decided to outsource vs manage in-house, and why?

If you were to do it again, would you do it differently?

What partnership options do LMDs have along the value chain?

Q3: Lessons learned

What is the main unexpected challenge you have faced?

What single recommendation would you make to LMDs contemplating the e-commerce opportunity?

Open Q&A

What next?



- Summary document and recording
- Check out our COVID-19 resources hub:

www.globaldistributorscollective.org/covid-19-resources

Global Distributors Collective



Thank you

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ACTION**



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