




# E Commerce Projects

Every e-commerce business has its own requirements and needs to be configured individually. However, the average e-commerce process can be roughly divided into these 6 steps:

- **Accept orders**
- **Process data**
- **Provide the product to the customer**
- **Process payment and send invoice**
- **Ask for a review**
- **Customer Support**

These steps can all be automated and you can devote your time to other things - like your product development and marketing.

## 1. Accepting orders




Of course, in order for customers to order anything from you at all, you need a website with an online store. There are great tools that already do a lot of the work for you: The top dog Shopify offers you almost everything your business heart desires, depending on the pricing model - but there are also great (and cheaper) alternatives. If you already have a Wordpress site, WooCommerce is the most popular plugin and offers you some options to build your store the way you want. Another alternative for e-commerce platforms is Gumroad. They are great for digital products especially for creators. And the good news: all of them got a native Zapier integration. Also, as most customers prefer a mobile-friendly approach, you can use an app for orders. If your budget is not tight, you can hire iOS developers or Android ones for this.

## 2. Processing data

Once you receive an order, you should process the data in a structured way. That can happen in the e-commerce platforms themselves, but it can also make sense to store your customer data in an additional CRM like Hubspot.

With Zapier, you can build a Zap that stores your customer data from your ecommerce store in your CRM if there is no native connection.

- Logging the purchased product.



Next, you should log the product you ordered. This happens either directly in your e-commerce tool, or you tie in another payment processor like Stripe. In Stripe you can create your different products as well as the tax amount applicable to your country. Stripe is a good payment provider for SaaS solutions or subscriptions.

➤ **Sending a confirmation email.**

After the order data has been successfully processed, your customer should receive a confirmation email about the order received. This is also offered by many platforms, but you can of course also run the whole thing through your CRM / newsletter tool like Mailerlite, Active Campaign or Cleverreach. You can also easily connect them via Zapier.


### **3. Deploying the product to the customer**

If your product is a digital one like subscriptions, e-books or access to a tutorial, you can also send the product or the access data to the purchased account directly with the confirmation email. Then your customer can directly access the product. If you sell a physical product, of course, your logistics providers must also be informed here.

Services like ShipStation aim to take care of the whole dispatch process for you, and integration with Zapier.

### **4. Creating an invoice**

After you have processed the order data, you should create an invoice. Most e-commerce platforms or payment providers offer this service, but the invoices are



often insufficient, especially for the European market. Invoice templates are crucial for creating professional invoices. Here FastBill is a great alternative, with which you can also do the complete accounting. Invoices can be customized with everything you need - and can be sent automatically via Zapier. Other apps to check out include Freshbooks & InvoiceNinja. After these steps, your ordering process is usually complete. However, two points are still essential for any e-commerce process. Both are aimed at providing the best experience for your customers.


## 5. Asking for a review

Assuming you've looked after your customer post-sale, within a period of a few days you should send your customers an email to ask for a review of your product. On the one hand, this increases the engagement, on the other hand, it gives you insights into how your customers like the product and what you can possibly improve. And - good reviews polish up your store enormously ;)

You can send review emails via the common CRMs by including a link in it, which then in turn processes the review and saves it for example in a Google Sheet or Airtable, from where you can then again save good reviews as testimonial on your site. All automated of course ;)

Choosing the type of testimonial is where it gets a bit tricky. Rather than using a photo and some texts, you can explore alternative formats to make your testimonials more impactful. Consider using a video testimonial recording platform (that you can send to your customer as a link), as they have a unique ability to capture the genuine emotions and enthusiasm of satisfied customers, making them more compelling and engaging than static images or text.

However, video reviews can take a lot of time, and if your customer doesn't want to show their face, then this can be an issue. So, you can also get reviews from them in a simple way, getting 5-star reviews on the product. To create a good review for your product, you can take help from Paraphraser an online tool that can help you write



catchy and attention-grabbing product reviews. Just paste your simple review in the tool, and let the magic happens!

## 6. Providing customer support

Another important point in your customer journey is customer support. In e-commerce, a live chat that is integrated directly on your site is particularly suitable for this. There, customers can ask questions and you can help them directly. There are many great tools on the market, for example Userlike, Landbot.io or Intercom. If you have a small business, it makes sense to push new messages in your live chat directly to your messaging tool like Slack or Microsoft Teams via Zapier - so you can get all the messages right away and respond directly.

### E-Commerce Industry

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. The term was coined and first employed by Dr. Robert Jacobson, Principal Consultant to the California State Assembly's Utilities & Commerce Committee, in the title and text of California's Electronic Commerce Act, carried by the late Committee Chairwoman Gwen Moore (D-L.A.) and enacted in 1984. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry.


Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail.

Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business.



**E-commerce businesses may also employ some or all of the followings:**




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- ❖ Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chatbots, and voice assistants;
  - ❖ Providing or participating in online marketplaces, which process thirdparty business-to-consumer (B2C) or consumer-to-consumer (C2C) sales;
  - ❖ Business-to-business (B2B) buying and selling;
  - ❖ Gathering and using demographic data through web contacts and social media;
  - ❖ Business-to-business (B2B) electronic data interchange;
- 
- ❖ Marketing to prospective and established customers by e-mail or fax (for example, with newsletters);
  - ❖ Engaging in pretrial for launching new products and services;
  - ❖ Online financial exchanges for currency exchanges or trading purposes.

## **E-commerce offers consumers the following advantages:**

- ❖ **Convenience.** E-commerce can occur 24 hours a day, seven days a week.
- ❖ Increased selection. Many stores offer a wider array of products online than they carry in their brick-and-mortar counterparts. And many stores that solely exist online may offer consumers exclusive inventory that is unavailable elsewhere.

## **E-commerce carries the following disadvantages:**

- ❖ Limited customer service. If you are shopping online for a computer, you cannot simply ask an employee to demonstrate a particular model's features in person. And although some websites let you chat online with a staff member; this is not a typical practice.
- ❖ Lack of instant gratification. When you buy an item online, you must wait for it to be shipped to your home or office. However, retailers like Amazon make the



waiting game a little bit less painful by offering same-day delivery as a premium option for select products.

- ❖ Inability to touch products. Online images do not necessarily convey the whole story about an item, and so e-commerce purchases can be unsatisfying when the products received do not match consumer expectations. Case in point: an item of clothing may be made from shoddier fabric than its online image indicates.


The Indian e-commerce industry has been on an upward growth trajectory. The online retail market in India is estimated to be 25% of the total organized retail market and is expected to reach 37% by 2030. By 2034, it is predicted to surpass the United States to become the second largest e-commerce market globally.

A young demography, increasing internet and smartphone penetration, and relatively better economic performance are some key drivers of this sector. Each month, India adds approximately 10 million daily active internet users- the highest rate in the world; number of smartphones per 100 people has risen from 5.4 in 2014 to 26.2 in 2018. According to 2019 data, it was estimated that one in every three Indians shopped using a smartphone. In order to tap onto the large market, the e-commerce industry has also seen an increase in innovation across platforms, and ancillary segments such as logistics. The market has become conducive grounds for testing various business models such as inventory, social networks, aggregator, and e-commerce marketplace model, among many others.

Further, out of nearly 100,000 pin codes in India, online retailers deliver to 15,000 to 20,000 pin codes. The e-commerce trend is gaining major popularity even in the tier-2 and tier-3 cities as they now make up nearly

half of all shoppers and contribute three of every five orders for leading e-retail platforms. The average selling price (ASP) in tier-2 and smaller towns is only marginally lower than in tier-1/metro cities. Electronics and apparel make up nearly





70% of the e-commerce market, when evaluated against transaction value. Other upcoming categories are baby products, furnishing,

personal care, food and groceries. Four Traditional Types of Ecommerce Business Models,

If you're starting an ecommerce business, odds are you'll fall into at least one of these four general categories. Each has its benefits and challenges, and many companies operate in several of these categories simultaneously. Knowing what bucket your big idea fits in will help you think creatively about what your opportunities and threats might be.

## 1. B2C – Business to consumer.


B2C businesses sell to their end-user. The B2C model is the most common business model, so there are many unique approaches under this umbrella. Anything you buy in an online store as a consumer — think wardrobe, household supplies, entertainment — is done as part of a B2C transaction.

The decision-making process for a B2C purchase is much shorter than a business-to-business (B2B) purchase, especially for items that have a lower value. Think about it: it's much easier for you to decide on a new pair of tennis shoes than for your company to vet and purchase a new email service provider or food caterer. Because of this shorter sales cycle, B2C

businesses typically spend less marketing dollars to make a sale, but also have a lower average order value and less recurring orders than their B2B counterparts.

And B2C doesn't only include products, but services as well.

B2C innovators have leveraged technology like mobile apps, native advertising and remarketing to market directly to their customers and make their lives easier in the process. For example, using an app like Lawn Guru allows consumers to easily



connect with local lawn mowing services, garden and patio specialists, or snow removal experts. Additionally, home service businesses can use Housecall Pro's plumbing software app to track employee routes, text customers, and process credit card payments on the go, benefitting both the consumer and business alike.

## 2. B2B – Business to business.

In a B2B business model, a business sells its product or service to another business. Sometimes the buyer is the end user, but often the buyer resells to the consumer.

B2B transactions generally have a longer sales cycle, but higher order value and more recurring purchases.

Recent B2B innovators have made a place for themselves by replacing catalogs and order sheets with ecommerce storefronts and improved targeting in niche markets.

In 2020, close to half of B2B buyers are millennials — nearly double the amount from 2012. As younger generations enter the age of making business transactions, B2B selling in the online space is becoming more important.


## 3. C2B – Consumer to business.

C2B businesses allow individuals to sell goods and services to companies.

In this ecommerce model, a site might allow customers to post the work they want to be completed and have businesses bid for the opportunity. Affiliate marketing services would also be considered C2B.

E lance (now Upwork) was an early innovator in this model by helping businesses hire freelancers.

The C2B ecommerce model's competitive edge is in pricing for goods and services.



This approach gives consumers the power to name their price or have businesses directly compete to meet their needs.

Recent innovators have creatively used this model to connect companies to social media influencers to market their products.

#### 4. C2C – Consumer to consumer.

A C2C business — also called an online marketplace — connects consumers to exchange goods and services and typically make their money by charging transaction or listing fees.

Online businesses like Craigslist and eBay pioneered this model in the early days of the internet.

C2C businesses benefit from self-propelled growth by motivated buyers and sellers, but face a key challenge in quality control and technology maintenance.

##### Five Value Delivery Methods for Ecommerce Innovation

If your business model is the car, then your value delivery method is the engine.

This is the fun part — where you find your edge. How will you compete and create an ecommerce business worth sharing?

Here are a few of the popular approaches taken by industry-leaders and market disruptors.



## 1. D2C – Direct to consumer.


By cutting out the middleman, a new generation of consumer brands have built loyal followings with rapid growth.

Online retailers like Warby Parker and Casper set the standard for vertical disruption, but brands like Glossier are showing us how D2C can continue to be an area for innovation and growth. Recent innovators have creatively used this model to connect companies to social media influencers to market their products.

## 2. White label and private label.

To “white label” is to apply your name and brand to a generic product purchased from a distributor. In private labeling, a retailer hires a manufacturer to create a unique product for them to sell exclusively. With private labeling and white labeling, you can stay lean on your investments in design and production and look for an edge in technology and marketing.

## 3. Wholesaling.



In a wholesaling approach, a retailer offers its product in bulk at a discount. Wholesaling is traditionally a B2B practice, but many retailers have offered it to budget conscious consumers in a B2C context.

#### **4. Dropshipping.**

One of the fastest growing methods of ecommerce is dropshipping.

Typically, dropshippers market and sell items fulfilled by a third party supplier, like AliExpress or Printful. Dropshippers act as a middle man by connecting buyers to manufacturers. Easy-to-use tools allow BigCommerce users to integrate inventory from suppliers around the world for their storefronts.

#### **5. Subscription service.**

As early as the 1600s, publishing companies in England used a subscription model to deliver books monthly to their loyal customers. With ecommerce, businesses are going beyond periodicals and fruit of the month clubs.

Today, virtually every industry has seen the arrival of subscription services to bring convenience and savings to customers.



# INDIAN E COMMERCE INDUSTRY



## GROWING DEMAND

- \*India's social commerce has the potential to expand to US\$ 16-20 billion in FY25, growing at a CAGR of 55-60%.
- \*Driven by beauty and personal care (BPC), India's live commerce market is expected to reach a gross merchandise value (GMV) of US\$ 4-5 billion by 2025.
- \*India has gained 125 million online shoppers in the past three years, with another 80 million expected to join by 2025.



## ATTRACTIVE OPPORTUNITIES

- \*In 2022, the Indian ecommerce market is predicted to increase by 21.5%, reaching US \$ 74.8 billion.
- \*India's e-commerce market is expected to reach US\$ 350 billion by 2030.



## POLICY SUPPORT

- \*100% FDI is allowed in B2B e-commerce.
- \*100% FDI under the automatic route is permitted in the marketplace model of E-commerce.



## INCREASING INVESTMENTS

- \*The recent rise in digital literacy has led to an influx of investment in E-commerce firms, levelling the market for new players to set up their base, while churning out innovative patterns to disrupt old functioning.

## Introduction

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. As of September 2020, the number of internet connections in India significantly increased to 776.45 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless.





## Market Size

The Indian online grocery market is estimated to reach US\$ 18.2 billion in 2024 from US \$1.9 billion in 2019, expanding at a CAGR of 57%. India's e-commerce orders volume increased by 36% in the last quarter of 2020, with the personal care, beauty and wellness (PCB&W) segment being the largest beneficiary.


Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31% to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

In India, smartphone shipments reached 150 million units and 5G smartphone shipments crossed 4 million in 2020, driven by high consumer demand post-lockdown. In festive season CY20, the Indian e-commerce GMV was recorded at US\$ 8.3 billion, a significant jump of 66% over the previous festive season.

Similarly, the Indian ecommerce market recorded ~88 million users in festive season CY20, a significant jump of 87% over the previous festive season. Investments/Developments


## Some of the major developments in the Indian e-commerce sector are as follows:

- ❖ In February 2021, Flipkart partnered with Maharashtra State Khadi & Village Industries Board and Maharashtra Small Scale Industries Development Corporation



to bring local artisans and small and medium businesses into the ecommerce ecosystem.

- ❖ In February 2021, Zomato entered into an agreement with the Ministry of Housing and Urban Affairs (MoHUA) to introduce 300 street food vendors on its portal.
- ❖ In February 2021, Flipkart Wholesale, the digital B2B marketplace of Flipkart Group will offer grocery on its app with an aim to provide kiranas and small retailers one-stop access to a wide selection of products.
- ❖ In February 2021, Udaan, a B2B e-commerce firm, announced to expand its warehouse capacity (by 5x) to 50 million sq. ft. across several states in the next 7-8 years.
- ❖ In January 2021, Flipkart introduced SuperCoin Pay to strengthen its SuperCoin rewards programme by allowing customers to pay through SuperCoins at >5,000 retail outlets across the country.
- ❖ In January 2021, The Khadi and Village Industries Commission (KVIC) unveiled eKhadiIndia.com, an e-commerce portal, which will comprise >50,000 products, ranging from apparel to home decor.
- ❖ In January 2021, the B2B e-commerce platform, Udaan raised US\$ 280 million (~Rs. 2,048 crore) in additional financing from new investors—Octahedron Capital and Moonstone Capital. Prior to this, in October 2019, the company raised US\$ 585 million (~Rs. 4,280 crore) from Tencent, Altimeter, Footpath Ventures, Hillhouse, GGV Capital and Citi Ventures. It is likely to deploy the latest fund towards continued market creation of B2B e-commerce in India and digitise more small businesses across the country.
- ❖ Flipkart partnered with PayTM for its annual Big Billion Days Sale event in October 2020, offering customers the convenience of making payments directly through the latter's application with the bonus of receiving PayTM cashbacks over and above Flipkart discounts.
- ❖ Infineum Avenues signed a contract with Oman's second-largest bank, the Bank of Muscat, to process the bank's online card transactions of various payment networks




through its digital payment solution—cc Avenue Payment Gateway Service in November 2020.

- ❖ In November 2020, Amazon India announced collaboration with Hindustan Petroleum Corporation Limited. Under this partnership, customers will be able to book and pay for their LPG cylinders until the delivery.
- ❖ In November 2020, Reliance Retail Ventures Ltd. (RRVL), a subsidiary of Reliance Industries (RIL), acquired a minority stake of Urban Ladder Home Decor Solutions Pvt. Ltd. for Rs. 182.12 crore (US\$ 24.67 million).
- ❖ In November 2020, Flipkart acquired Scapic, an Augmented Reality (AR) firm, to boost user experience.
- ❖ In November 2020, Amazon India has opened 'Made in India' toy store, in line with the government's 'Atmanirbhar Bharat' vision. The store will allow thousands of manufacturers and vendors to sell toys driven by the Indian culture, folk tales and toys that promote creative thinking and are locally crafted & manufactured.

#### Government initiatives

Since 2014, the Government of India has announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote Ecommerce in India are as follows:

- ❖ As of February 15, 2020, the Government eMarketplace (GeM), listed 1,071,747 sellers and service providers across over 13,899 product and 176 service categories. For the financial year 2020-21, government procurement from micro and small enterprises was worth Rs. 23,424 crore (US\$ 3.2 billion).
- ❖ In a bid to systematise the onboarding process of retailers on e-commerce platforms, the Department for Promotion of Industry and Internal Trade (DPIIT) is reportedly planning to utilise the Open Network for Digital Commerce (ONDC) to set protocols



for cataloguing, vendor discovery and price discovery. The department aims to provide equal opportunities to all marketplace players to make optimum use of the e-commerce ecosystem in the larger interest of the country and its citizen.

- ❖ National Retail Policy: The government had identified five areas in its proposed national retail policy—ease of doing business, rationalisation of the licence process, digitisation of retail, focus on reforms and an open network for digital commerce—stating that offline retail and e-commerce need to be administered in an integral manner.
- ❖ The Consumer Protection (e-commerce) Rules 2020 notified by the Consumer Affairs Ministry in July directed e-commerce companies to display the country of origin alongside the product listings. In addition, the companies will also have to reveal parameters that go behind determining product listings on their platforms.
- ❖ Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.
- ❖ Under the Digital India movement, Government launched various initiatives like Umang, Start-up India Portal, Bharat Interface for Money (BHIM) etc. to boost digitization.
- ❖ In October 2020, Minister of Commerce and Industry, Mr. Piyush Goyal invited start-ups to register at public procurement portal, GeM, and offer goods and services to government organisations and PSUs.
- ❖ In October 2020, amending the equalisation levy rules of 2016, the government mandated foreign companies operating e-commerce platforms in India to have permanent account numbers (PAN). It imposed a 2% tax in the FY21 budget on the sale of goods or delivery of services through a non-resident ecommerce operator.
- ❖ In order to increase the participation of foreign players in E-commerce, Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100% (in B2B models).
- ❖ Heavy investment made by the Government in rolling out fiber network for 5G will help boost E-commerce in India.



## Road Ahead

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favorable cascading effect on other industries as well. Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term. Rise in smartphone usage is expected to rise 84% to reach 859 million by 2022.


E-retail market is expected to continue its strong growth - it registered a CAGR of over 35% to reach Rs. 1.8 trillion (US\$ 25.75 billion) in FY20. Over the next five years, the Indian e-retail industry is projected to exceed ~300-350 million shoppers, propelling the online Gross Merchandise Value (GMV) to US\$ 100-120 billion by 2025.

According to Bain & Company report, India's social commerce gross merchandise value (GMV) stood at ~US\$ 2 billion in 2020. By 2025, it is

expected to reach US\$ 20 billion, with a potentially monumental jump to US\$ 70 billion by 2030, owing to high mobile usage.

## SUGGESTIONS

✓ Close existing digital divides among individuals, for example by expanding affordable and quality broadband to rural and underserved areas, enhancing financial inclusion, and fostering trust and the acquisition of skills to participate in e-commerce.

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- ✓ Foster e-commerce participation by the most vulnerable, for example by introducing community-based delivery programmes for elderly and reserved delivery slots. Ensure that vulnerable consumers are protected from unfair business practices and unsafe products.
  - ✓ Support the creation of innovative e-commerce business models, ensuring that regulatory frameworks remain flexible enough to accommodate combinations of online and offline business functions. Reduce regulatory uncertainty and promote transparency through information sharing.
  - ✓ Ensure that SMEs can participate in e-commerce, for example by providing policy, regulatory or financial incentives for sales diversification and establishing a level playing for SMEs relying on the services of online platforms.
  - ✓ Reduce bottlenecks in the enabling environment for e-commerce, including areas such as connectivity, trade, logistics and postal services.

## CONCLUSION

E-Commerce industry is that force which cannot be ignored by any element of the economy. Coronavirus pandemic proved that one of the major tools that can help consumers during crisis is e-commerce. In order to maintain social distancing and self-quarantine the consumers have become more reliable on the e-commerce industry.

In the questionnaire the respondents were asked to rate their experience of online shopping before covid19 and also during covid19. The graph 6 shows the ratings of consumers according to their experience before covid19. According to which 35.8% rated 4 whereas 3% rated 1 and 3.9% as 5.





## **We will Expand the capacity of our e-commerce business and maximize sales volume through multichannel retailing.**

- **Multichannel Capabilities**

Captures incoming orders from various channels, processes them through defined protocols, and fulfils them through the supply chain to ensure accurate delivery.

- **Robust Inventory Management**

Automate syncing of live available inventory across all different locations, allowing to view and process the details of the entire inventory on a single platform.

- **Improved Logistics Cost**

Reduce man-hours for processing high-volume orders across multiple channels, enabling efficient bulk order handling and boosting sales.

- **Sales Order Visibility**

Centralized dashboard to provide sellers with full visibility of every order from various sales channels, including own app/website and marketplaces.

Thank you

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