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TEAWAY

Promoting Tea as the Engine of Growth
for the Black Sea Basin Area



Common borders. Common solutions.

Module: E-Commerce

Tbilisi, Georgia



ICS RPA

Joint Operational Programme “BLACK SEA BASIN 2014-2020”



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Commonly known as Electronic Marketing.

E commerce is business that takes place electronically, generally over the Internet.

It refers to the use of the Internet and the Web to transact business between and among organizations and individuals .

“It consist of buying and selling goods and services over an electronic systems Such as the internet and other computer networks.”





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Traditional Types of Electronic Commerce

1. Business-to-business (B2B)
2. Business-to-consumer (B2C)
3. Consumer- to -business (C2B)
4. Consumer-to-consumer (C2C)



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Business-to-business (B2B)

B2B stands for Business to Business.

It consists of largest form of Ecommerce.

Companies sell their online goods to other companies without being engaged in sales to consumers.



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Business-to-consumer(B2C)

It is the model taking businesses and consumers interaction. The basic concept of this model is to sell the product online to the consumers.

In a Business-to-Consumer E-commerce environment, companies sell their online goods to consumers who are the end users of their products or services





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Consumer- to -business (C2B)

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

In a Consumer-to-Business E-commerce environment, consumers usually post their products or services online on which companies can post their bids.

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





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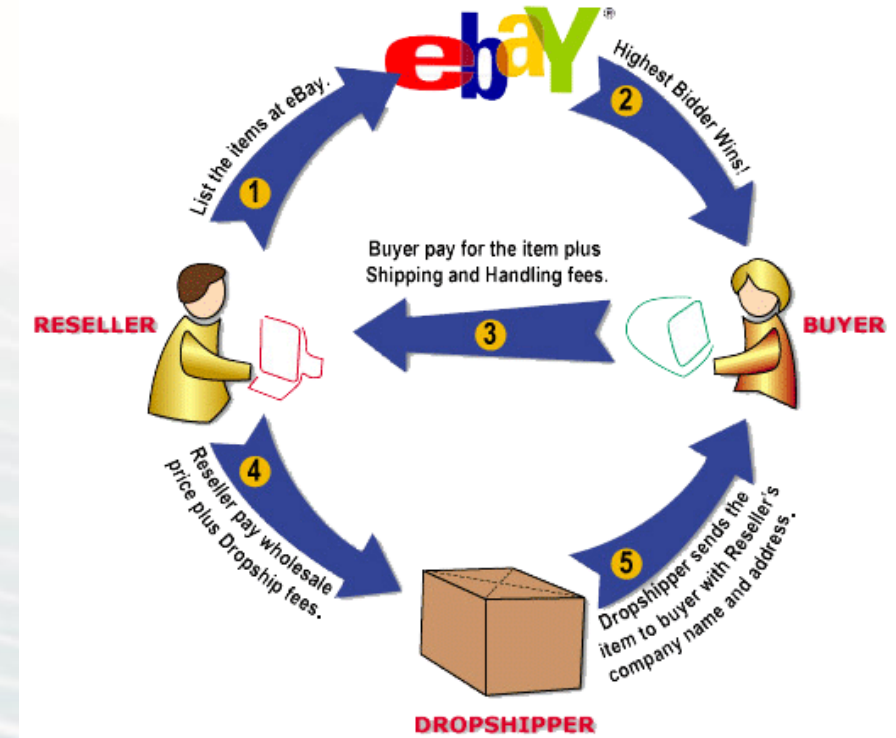


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Consumer-to-consumer (C2C)

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.





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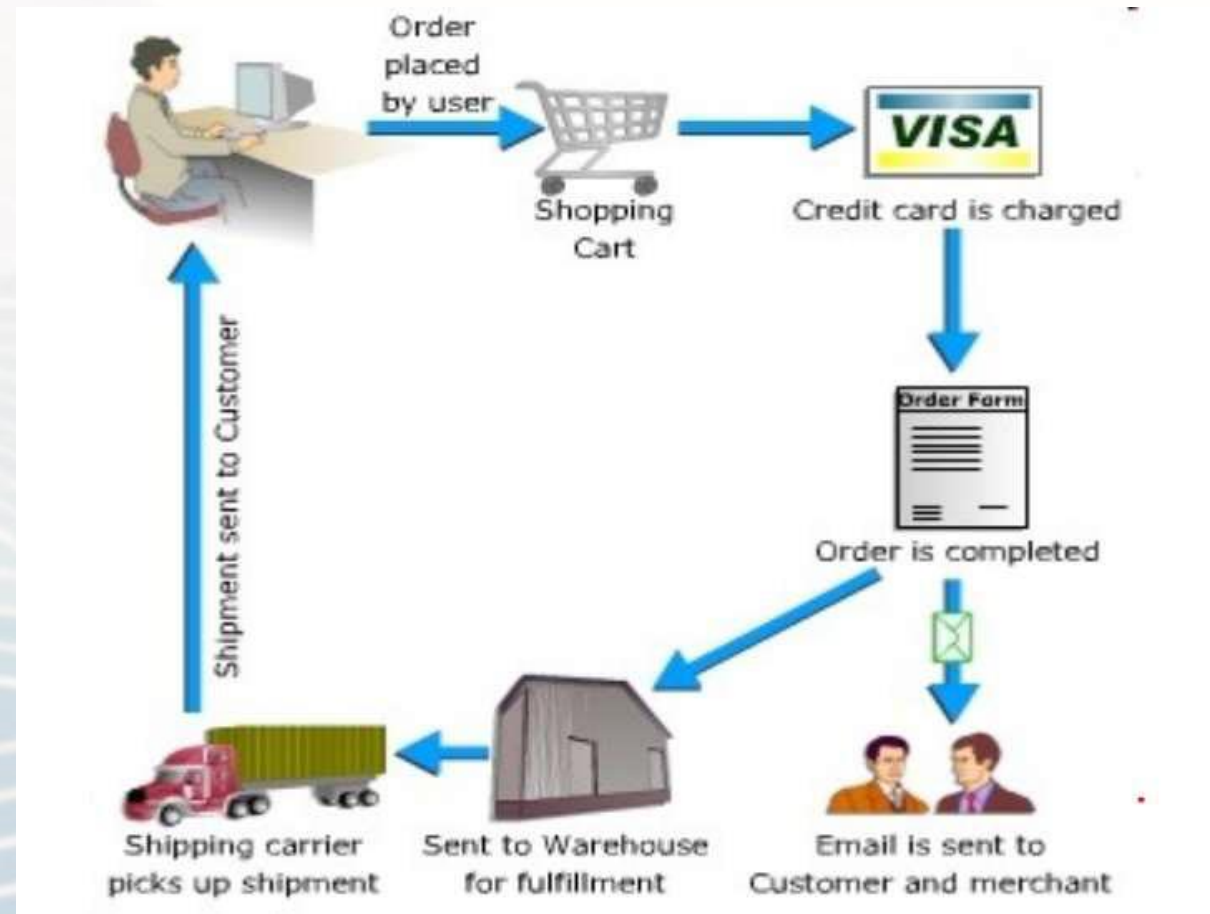
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The process of E-commerce





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Pros of E-commerce



Open 24/7



Automated and
Customized E-Mails



Procurement becomes
faster, transparent,
and cheaper

 the balance

Cons over Brick & Mortar



Unsatisfied Order



Security and
credit card fraud



Customers feel
empty-handed



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Advantages

- Faster buying/selling, easy to find products
- Buying/selling 24/7
- Low operational costs and better quality of services
- No need of physical company set-ups
- Easy to start and manage a business
- Customers can easily select products from different providers without moving around



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Disadvantages

- Any one, good or bad, can easily start a business
- And there are many bad sites which eat up customers' money
- There is no guarantee of product quality
- Mechanical failures can cause unpredictable effects on the total processes

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How to defining your ideal customer

When communicating, it is important to know your audience, when selling, it is important to know your customer.

Before you have customers, it is a good exercise to try to define your ideal customer. Different teas appeal to different kinds of people.

It is important that you identify the sector you wish to target with your business and focus strongly on it.

It may be tempting to try to be everything to everyone and sell many products that span more than one sector, however, it is important to realize that a customer that buys single-origin teas may not find flavoured teas interesting



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How to defining your ideal customer

Is your customer a connoisseur that is interested in the freshest tea possible? Is your ideal customer a connoisseur that will scoff at the sight of a single origin tea product page with no harvest date listed? Or is your ideal customer a dieter that enjoys sweet flavoured teas as an alternative to sugary snacks? Defining your ideal customer early in the game will help you:

- Define your product offering
- Know who to market to
- Define the feel of your brand (logo, packaging, labelling)



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How to develop your product line

Your product line can make or break your business. In the age of the internet, every product you release will be publicly scrutinized, so choose wisely.

More than ever, people are discussing products they like or dislike on Facebook and Twitter, some tea enthusiasts blog about their tea adventures and some leave tea reviews on public review sites

Quantity

Don't try to start your company on day one with a large number of teas, start small and add teas gradually.

Pricing It is not wise to even try to compete on pricing until you have created an established tea company. Remember, price isn't your only selling tool.



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How to write impactful product pages

Your product pages need to make your teas look amazing.

Take Amazing Photographs-people are going to look at your product photos before they read your product description.

Be Truthful When Describing a Product- Be as objective as possible, describe the look of the leaves, the colour and taste of the brewed tea, and describe the spent leaves.

Provide steeping instructions for each tea, tell the customer where it came from, when it was harvested, what variety and cultivar of the tea plant was used (if possible), and tell them stories about the farmer who grew the tea.

Don't make each product page a 1000 word essay. Keep it concise.

Keep the most important information in the beginning and check and doublecheck your copy for errors.



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Do not say things like “this tea is delightful”
or “this tea will really rock your socks” — this is meaningless, let the customers
decide if your tea is delightful or not.

Avoid using this words:

- Rare
- High quality
- Premium
- World-class
- Premiere
- Artisan
- Gourmet
- Signature
- Ceremonial

Instead, describe your product in a way that proves to the user that it is exceptional.



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E-COMMERSE PLATFORMS

You must make sure that your site is “findable.” What this means is that your site must be indexed by the major search engines: Google, Yahoo, and Bing, and when people search for keywords relevant to your business, hopefully you come up.

- Your web page must have the keywords you want people to find you for in the page copy, hopefully in a prominent position on the page
- High quality links pointing to your site is a sign of a “quality” site
- Search engines are beginning to use social media signals as a ranking tool



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E-COMMERSE PLATFORMS

Blogs

The number one rule with your blog is to build it into your domain. Write awesome content. Each post must have at least one big juicy photo. Write stuff that people will want to share.

Facebook

Your brand needs to have a Facebook page. Use it to post useful information about tea, and announcements about your shop. Share your page with your friends. Get people to engage. Ask questions, use the poll feature, hold contests, etc. When sharing articles on Facebook, make sure that a photograph is associated with the content piece, wall posts with photos garner higher rates of engagement.



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Instagram

is a great tool you can use to develop your brand. Share photos of the process of starting your business, create buzz by photographing teas you do not yet sell, post event photos and anything related to tea. This gives you more transparency and will help get people excited about your brand.

Email

the first type of email is anything you send personally to a customer. In these emails, be a real person. Don't try to act corporate or use business lingo. Your email signature should include a link to your website as well as a link to your profile on each of the aforementioned social networks. The other type of email you need to be using is mass mail, or email campaigns. Newsletters are an awesome way to periodically touch base with your customers. keeping the frequency of your emails to once a month.



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Summary and Conclusion

- The Internet has led to the birth and evolution of E-commerce. E-commerce has now become a key component of many organizations in the daily running of their business.
- As the Internet and in turn E-commerce has developed, and continues to evolve and grow, it is vital that any organization, in any particular industry, must base its strategic planning around such a rapidly growing medium.



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Thank you for your attention!

