

THE E-COMMERCE INDUSTRY

HOW BIG IS THE MARKET SHARE?

1

SOUTH AFRICA

Online = 1.4% of the R1 trillion retail market

This was about \$1bn in 2018

Online shoppers are 55% of all web users

BEFORE COVID, annual growth for 2020 estimated at 50%

INTERNATIONAL

Asia online = \$831 billion

China comprises \$740bn in annual online sales

North America online = \$667 billion

The US comprises \$561bn in annual online sales

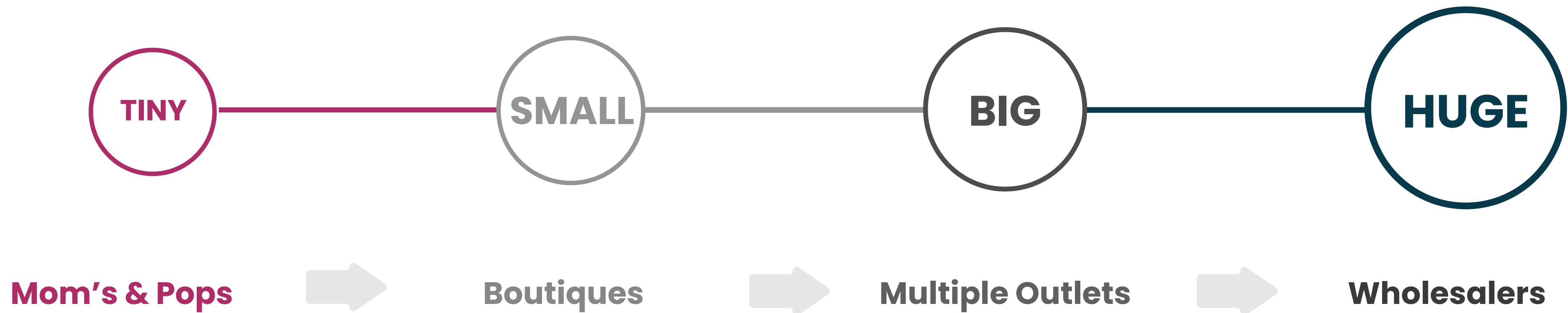
Europe online = \$346 billion

The UK comprises \$93bn in annual online sales

WHO CAN GET ONLINE?

2

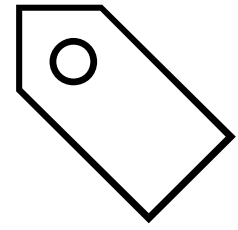
THIS TINY E-COMMERCE INDUSTRY IS HUGE – IT IS **ABOUNDING WITH OPPORTUNITY**



But every customer, business, and client is different.
There is no one-size-fits-all mode.
But there are some **UNIVERSAL TRUTHS!**

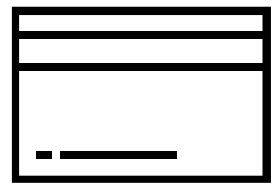
UNIVERSAL TRUTHS

TO GETTING ONLINE FOR EVERY ONLINE STORE



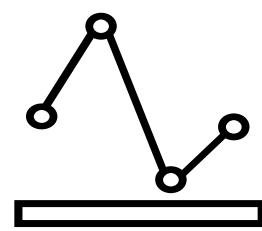
1. START WITH YOUR PRODUCT

Know your product, Love your product, live your product.
BELIEVE IN YOUR PRODUCT



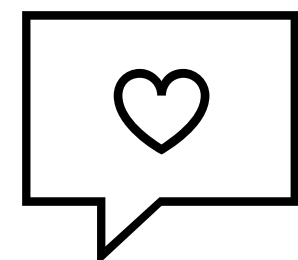
2. CHOOSE THE RIGHT PLATFORM

There are many. Magento, Big Commerce, Woo-Commerce, etc..
IF IT'S E-COMMERCE, I CHOOSE SHOPIFY



3. BUILD TO SCALE

Your e-commerce site is a virtual business. It too must pay for itself.
BUILD IT TO GROW IT

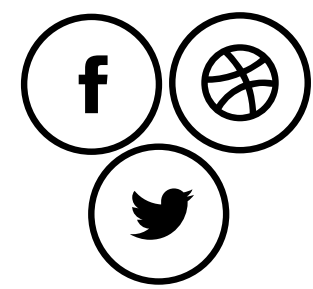


4. LISTEN TO YOUR CUSTOMER

You may think you know them, but in e-commerce, you have to listen
IF THEY ARE NOT SHOPPING YOU ARE NOT LISTENING

UNIVERSAL TRUTHS ...

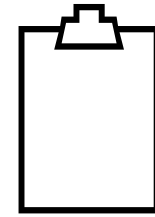
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5. MARKET, MARKET, MARKET

If you don't market, no-one will find you.

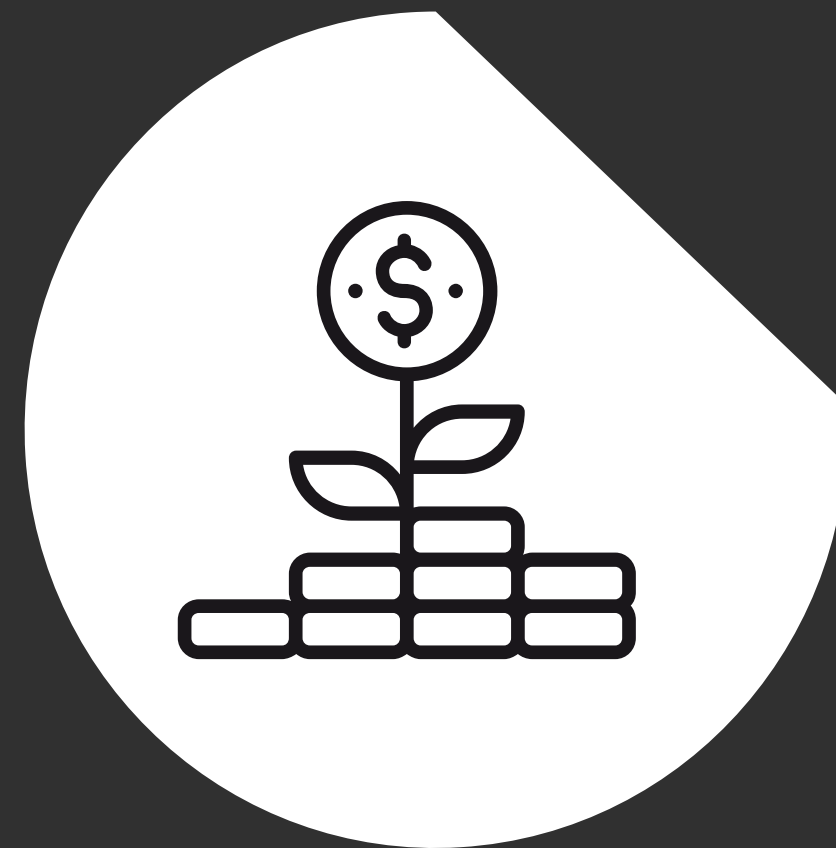
HELP PEOPLE FIND YOU



6. START WITH GOOD HABITS

Set your system up well from the beginning.

"BUY CHEAP AND YOU WILL BUY TWICE"



LOVE, NOURISH, GROW

YOUR VIRTUAL BUSINESS

The TIME IS NOW for e-commerce
in South Africa



Melissa Rowlston

Melissa is a journalist by training and loves technology.

Melissa designs and develops custom-made websites and e-commerce stores.

Melissa's specialty is Shopify. She is South Africa's first female Shopify expert and the recipient of the Shopify Unite 2018 Award.

She has been a finalist in the Best e-commerce entrepreneur of the year and is well known in the industry for her presentation on Shopify and e-commerce in general.

As a former journalist, Melissa has truly found her niche with the move to technology-based media, and adapted her publishing, design and content generation skills to fit the online market.

Before opening her own web development company, Melissa owned an e-commerce website of her own and intimately understands the daily running of an online business.

Prior to that, she helped set up The Daily Maverick, an online news website. A revolutionary project in 2009, which she believes ignited her passion for the future of online in South Africa.

Melissa loves keeping up with technology trends and has strong marketing and social media skills.



WWW.MAVERICKMARKETING.CO.ZA - MAVERICK@MAVERICKMARKETING.CO.ZA