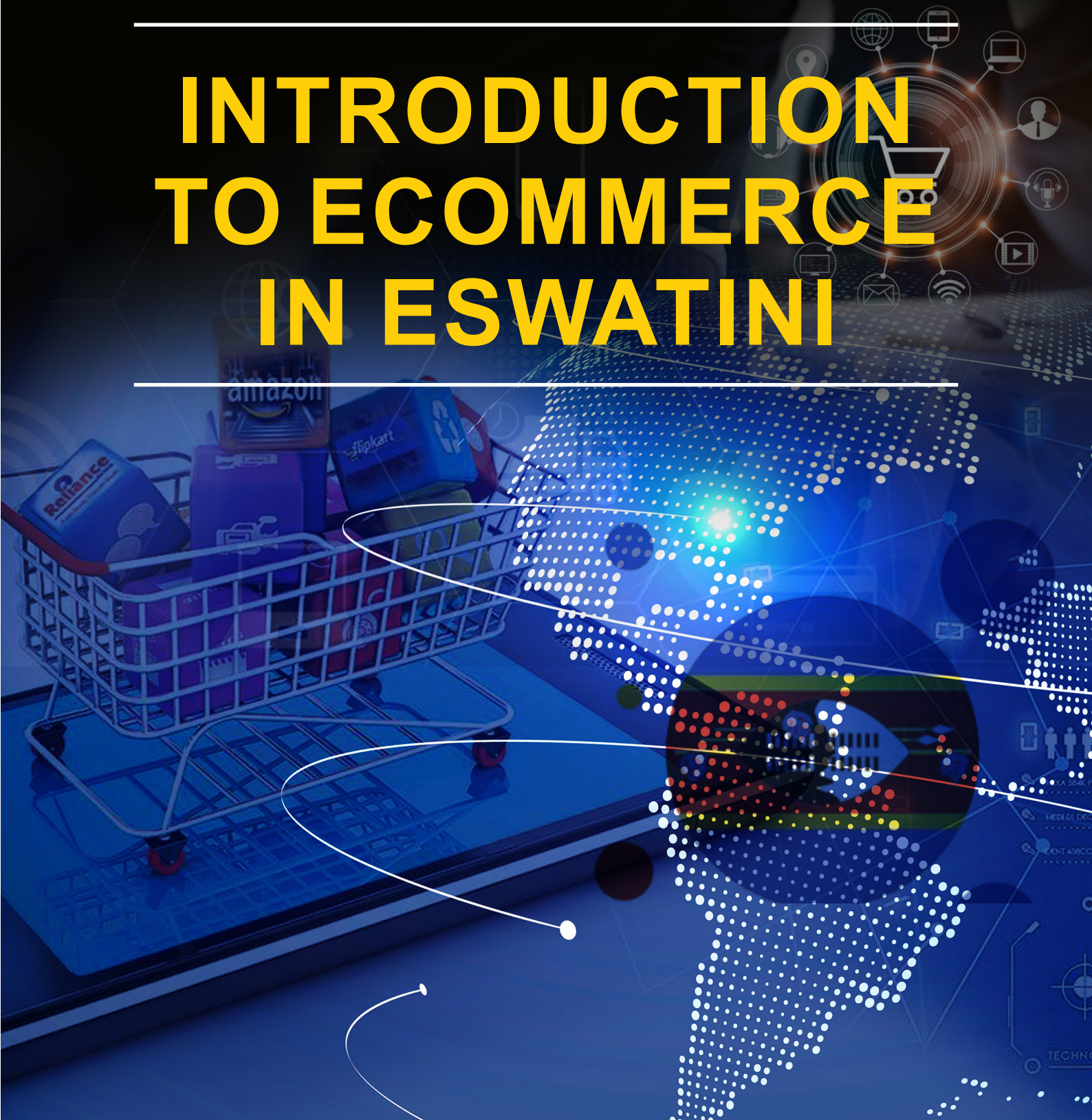


Khanyisa

INTRODUCTION TO ECOMMERCE IN ESWATINI

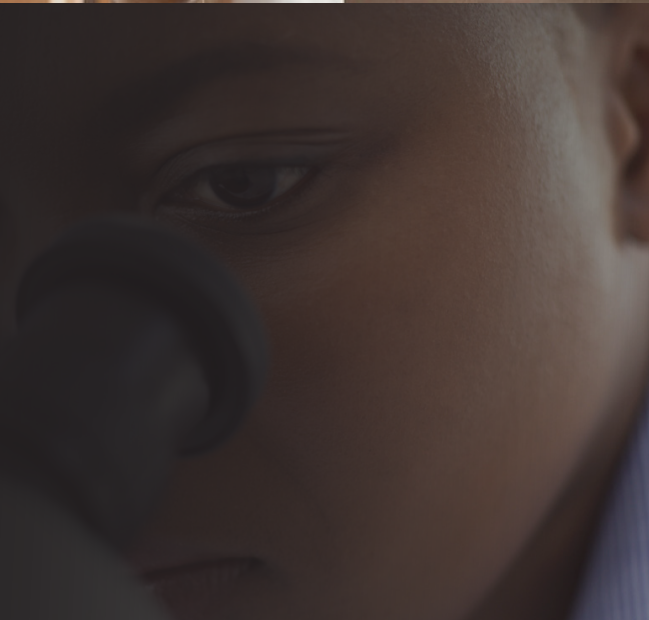


The GOAL

Provide the building
blocks of E-Commerce
in Eswatini

EXPERTISE
INSIGHT
EXPERIENCE

**See the
opportunity**

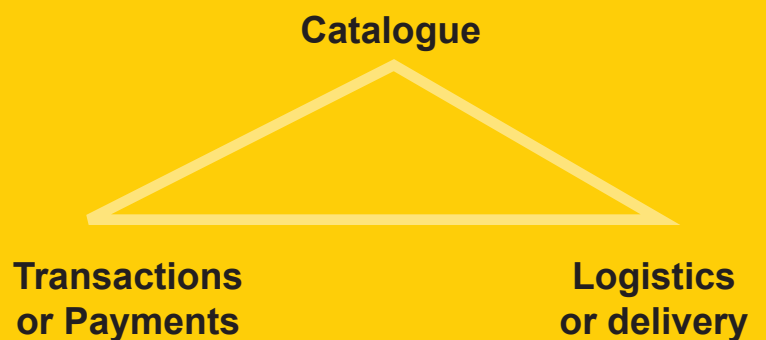




What is E-Commerce?

E-Commerce is the activity of **buying** or **selling** of products and services online or over the internet

It is made up of **3 core components**





It is an **INVISIBLE** opportunity



JUST because you
don't **SEE** it,
does not mean it
is not there

KEY QUESTIONS



WHAT IS THE
BEST LOCATION
TO PLACE A
RETAIL BUSINESS

& WHY

WHAT IS THE
BEST PLACE
TO MARKET A
BUSINESS

& WHY

**270,000 ONLINE BUYERS
FROM ESWATINI**

**E216,000 000 Money generated online
from Eswatini buyers**

E43,200 000

Generated by Local sellers

**52,920 buyers
E42,336 000**

**1,080 buyers
E864 000**

KEY INSIGHTS

INTERNET USERS: 500,000

ONLINE BUYERS: 54% Buyers

ARPU: E800

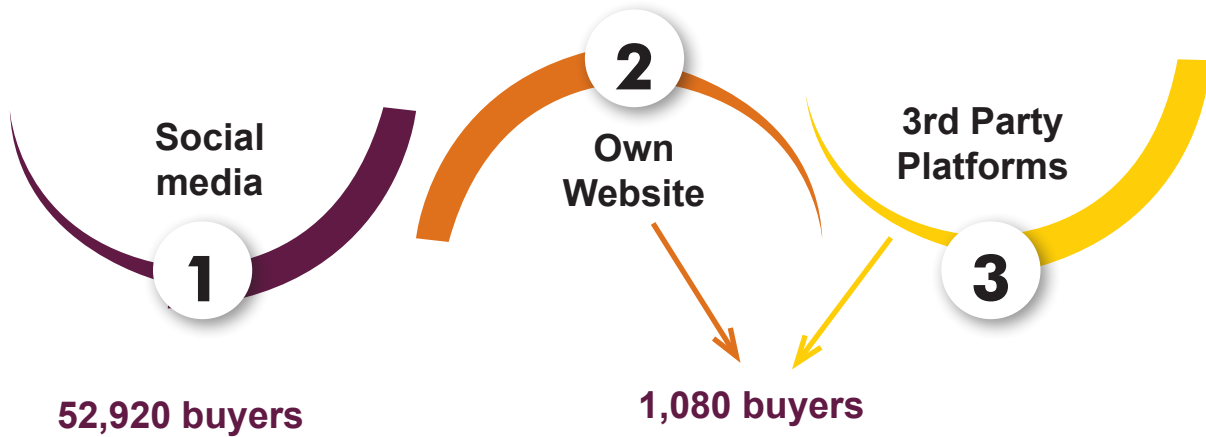
MARKET SHARE:

80% global & 20% locally.

Locally 98% on social media & 2% other.

**E-COMMERCE
IS THE NEXT
BIG WAVE
IN ESWATINI**

3 WAYS TO SELL ONLINE



KEY COMPONENTS OF ECOMMERCE

CATALOGUE

INVENTORY

PLATFORM

MARKETING

ORDER MANAGEMENT

PAYMENTS

OPTIONS

SOLUTIONS

SECURITY

DISPUTES

DELIVERY

CONFIRMATION

OPTIONS

TIME

MODE

CATALOGUE

INVENTORY

SUPPLIERS

- Relationship
- Reliability

PURCHASING

- Cash / Credit
- Delivery time
- Passing of ownership
- Storage (hot/cold/ delicate)
- Coding / Tags

PLATFORM

OWN WEBSITE

- Domain management
- Web Hosting
- Web design
- Web management

MARKETPLACE

- Custom page (e.g. group, page etc.)
- Product listing
- Payment & delivery facilitation

SOCIAL MEDIA

- Use Facebook, Instagram or WhatsApp in Eswatini for maximum value

MARKETING

SEO

- SERPS
- GMB

EMAIL

- Newsletter
- Notifications & updates

MOBILE

- SMS

PPC

- Boosts eg FB, IG, LinkedIn
- Google Ads

CONTENT MARKETING

- Social media
- Blogging
- Guest posting
- Article marketing

ORDER MNGT

VERIFICATION

- Auto confirm
- Call confirmation

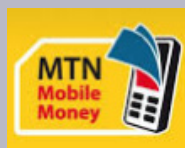
PICK & PACK

- Pick or order
- Boxing
- Accuracy
- Pic vs real

DISPATCH



PAYMENTS



Standard Bank



OPTIONS

COD

The most recommended in order to build trust

Partial

For commitment. Use this one once you've build some level of trust or repeat customers

UPFRONT

The best but the hardest to do in a new market

SOLUTIONS

CARD

People can enter their cards of the site and pay upfront.

EFT

Auto send an invoice after buyer clicks the order button & they use the order # as reference and have them send you the proof of payment

MOBILE WALLET

- MoMo
- eWallet
- Instant Money

SECURITY

CUSTOMER SIDE

- Card payments are the risky ones
- Provide assurance to customer

SELLER SIDE

- Scam e.g. eWallet.

DISPUTES

ACCURACY

REFUNDS

- Return policy

DAMAGES

DELIVERY

CONFIRMATION

EMAIL

Most affordable but risky e.g. was email seen, late reply, bounced email etc.

IM

Most preferred, can verify reach, instant response, cheaper, less intrusive.

CALL

Quick, inspires confidence, resolve other queries.

OPTIONS

PICK UP

- In-store
- Warehouse

DROP-OFF

- Town
- Designated location

DIRECT

- Home
- Meet-up
- Office

TIME

FIXED

- E.g. town drop off.
- Less costly but not convenient

VARIABLE

- Based on orders to deliver
- Shared delivery cost

CUSTOM

Usually costly but very convenient

MODE

OUTSOURCE

- Couriers e.g. Phutfumani, DHLT etc.
- Other e.g. OTE Eswatini

PUBLIC TRANSPORT

- Board with item
- Send off item alone

IN-HOUSE

- Vehicle size e.g. car or scooter.



FAQ

1. WHAT ARE THE STEPS TO START ONLINE

- Step 1: Create a business identity e.g. logo & color scheme
- Step 2: Start a Facebook page / Instagram page
- Step 3: Sell your items / business on Facebook groups
- Step 4: Register your business on marketplaces
- Step 5: Create your own website

2. HOW DO I INCREASE MY FOLLOWERS

- Invite friends using invite buttons
- Inbox influencers to sample your products
- Tag target market (friends)
- Create stories
- Post often (content calendar)
- Engagement (replies & inboxes)

3. HOW DO I DEAL WITH DETRACTORS

- Do not delete but respond
- Remove irrelevant e.g. spam

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Please also visit <https://www.khanyisa.online/> for more information