

How to develop an international e-commerce strategy and set up distribution channels

Background and goal

Our client, a leading global company in the field of consumer goods, and active in over 20 countries, asked ANXO MANAGEMENT CONSULTING how it could make better use of the internet.

New perspectives for customers and online sales are on the increase. The importance of using online tools for companies in order to adapt to this changing market cannot be underestimated. We assisted our client in developing an international e-commerce strategy for the highly competitive core markets USA, England, Germany, the Netherlands and Australia. To increase customer loyalty and sales figures, the client's online presence was extended by a distribution channel in addition to the existing information and communication tools.

Realisation

As an expert in online business, first, we benchmarked the client's sector and revealed best practices. Thereafter norm strategies were generated and a refined branch-specific strategy was established.

We accompanied our client during the implementation of the strategy and assisted in choosing appropriate service contractors such as software, advertising and system integration. Support and advice for the client with our specific know-how in its B2B working field played an important role during the cooperation. As a result project- and change management together with enhancement of e-commerce strategy could be achieved. Later the project team established an online retail outlet for the US market. On the basis of the acquired experiences a rollout to the remaining core markets is pioneered.

Outcome

The client was able to understand its strengths and weaknesses by gaining an objective and comprehensive view of its web-performance and through benchmarking against one of its competitors. This was important in order to find effective guidelines, and to further develop and enact an e-commerce strategy that corresponds to the corporate strategy.



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