

# eCommerce: The Weapon of Choice

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Brand Experience.  
Delivered Together.

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# Brand Growth



## More Sales from Existing Customers

- Loyalty
- Category Expansion



## New Customers

- Within existing markets (digital growth, store expansion, channels)
- New international market entry

# Global Brands into Australasia

TOPSHOP

GAP

ZARA

H&M

DAISO  
JAPAN

ASOS

Mr Price

lululemon  
athletica

UNIQLO





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# Australasian Brands Going International

What is your unique brand experience?



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# Five Pillars of Internationalisation

**01**

Planning &  
Staging

**02**

Physical Stores  
Yes / No?

**03**

Globalisation

**04**

Execution

**05**

Technology

# Pillar #1: Planning & Staging

- Use the BRAND as the starting point
- Your success in the home market will drive internationalisation
- Bring something NEW to the market
- Identify consumer behaviours and expectations in the new market
- Timing is critical

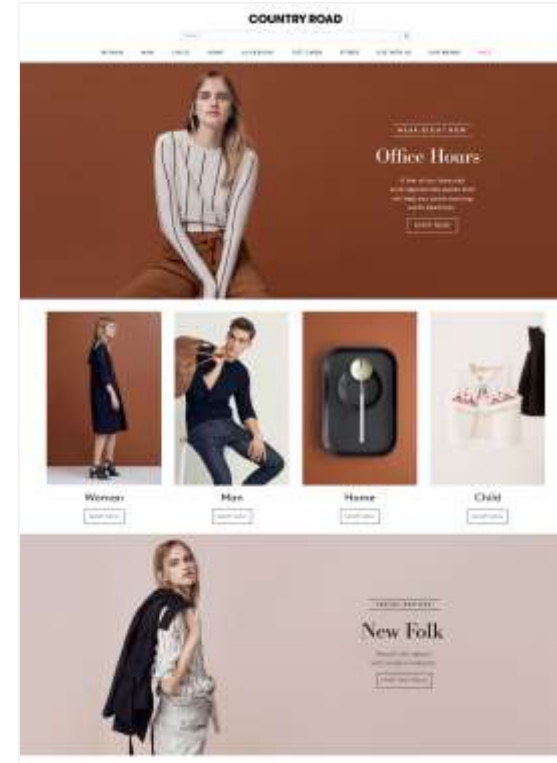


# Pillar #2: Physical Stores - Yes, No, Later?

## The Flagship Store

Most visited, most sales, biggest impact on customers

- 50-80% of customers visit digital store before their physical store purchase
- Brand Market Entry Options
  - Digital First
    - Marketplaces – maybe
    - Digital Store – definitely
  - Physical Later or No
    - Wholesale - maybe
    - Concessions – maybe
    - Own stores - maybe

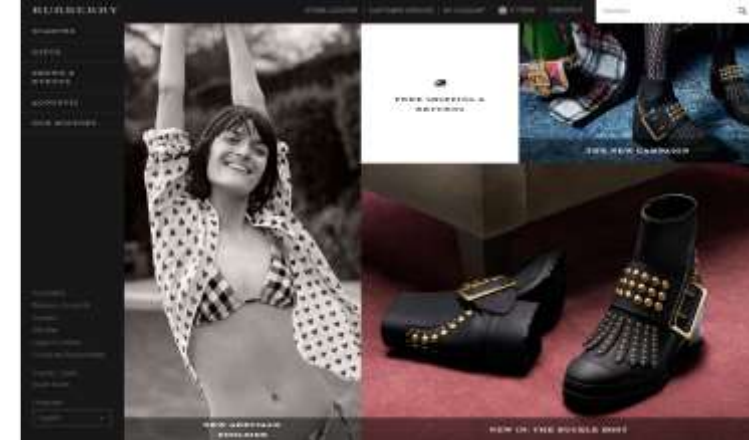




# Pillar #3: Globalisation

Design for your local markets - digitally and physically

- Understand the local culture
- Consider geographic location
- Speak the same language
- Cater to the local market's shopping habits and device preferences





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# Pillar #4: Strategic Execution

You cannot and need not do this alone...

Local partnerships



Marketing (Agency)



Customer service support



Last mile fulfilment



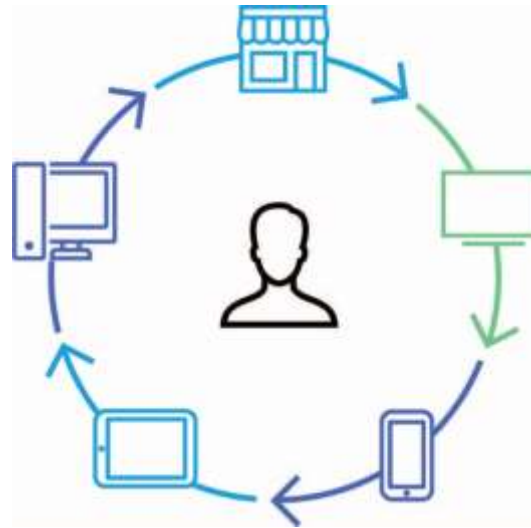
Currency and payment solutions



# Pillar #5: Technology

## Choose the right partner

- Flexibility handling multi-market requirements
- Ease of use and speed to market
- Scalability across all new markets



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# Summary

- Digital strategy aligned with overall business strategy
- Choose partner/s with proven ability to deliver, with vast experience in Retail, Digital, and eCommerce.
- Choose technology that will provide the flexibility, configurability, and speed-to-market that you need.

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VINOMOFO

Building and growing a sustainable business model

COTTON:ON

Setting up a business for international success

**SPEEDMASTER**<sup>TM</sup>  
EST. 1979

Survival tips on building an international brand

STYLERUNNER

Employee engagement and motivation