



CREATIVE ALE FOR SDGS

Accelerating Growth of MSMEs in the Philippines



CREATIVE AGE FOR SDGS

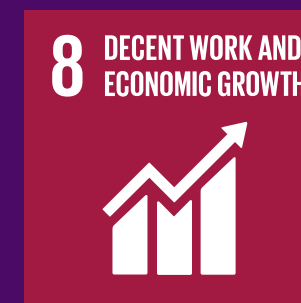
Accelerating Growth of MSMEs in the Philippines



E-COMMERCE 101 FOR CREATIVES

MODULE 5

by Micah Diaz & Walter Villa



04 JULY 2024

1 INTRODUCTION TO ECOMMERCE

- Ecommerce refers to when individuals or companies buy and sell goods or services online.
- Ecommerce can be carried out on a smartphone app or online store, on a social media platform, or through an online marketplace. You can participate in ecommerce anywhere you can establish an internet connection.
- Common examples of ecommerce include online shopping, electronic payments, online auctions, and internet banking.
- The goal of ecommerce for the seller is to drive online sales using digital marketing strategies.

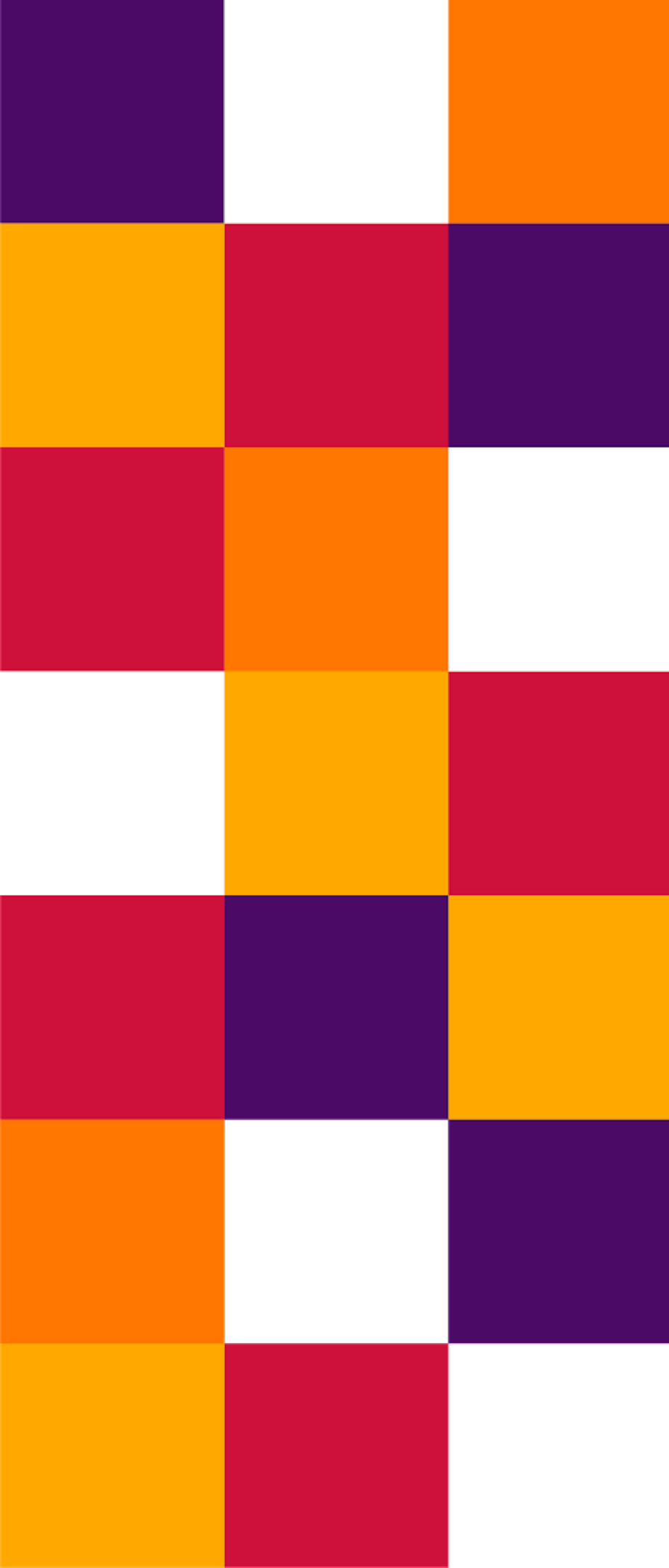


HISTORY OF ECOMMERCE

- What counts as the first ecommerce transaction is up for debate, with some activity observed as early as the **1970s**. But the first legal transaction that occurred entirely online was conducted in **1994**, when one friend sold a CD to another, 300 miles away. From there, ecommerce exploded, with Amazon and eBay launching just a year later, and PayPal following in **1998**.

- Since then, technology moved fast to meet the demands of this new type of shopper. Ecommerce platforms like Shopify democratized the industry, allowing a small business to sell directly to consumers anywhere in the world. Social commerce, mobile wallets, and AI tools round out the ecommerce we know **today**.

IMPORTANCE OF ECOMMERCE



1 CONVENIENCE FOR CONSUMERS

- 24/7 ACCESSIBILITY:

- E-commerce platforms are **accessible around the clock**, allowing consumers to shop at any time and from anywhere.

- **Wide Selection:** Consumers have access to a vast range of products and services from multiple vendors, often with the ability to compare prices and features easily.

- **Time-Saving:** Online shopping eliminates the need to travel to physical stores, saving time and effort.

2. BUSINESS GROWTH AND OPPORTUNITIES MARKET REACH

- E-commerce enables businesses to reach a global audience , overcoming geographical limitations.

- Lower Operational Costs: Online stores can reduce the costs associated with physical retail spaces, such as rent, utilities, and staff.

- Data -Driven Decisions: E-commerce platforms provide valuable data on consumer behavior and preferences, helping businesses tailor their strategies and offerings.

3 ECONOMIC ■ IMPACT

- **Job Creation:** The growth of e-commerce has led to new jobs in areas such as logistics, customer service, and digital marketing.

- **Innovation and Competition:** E-commerce fosters innovation as businesses strive to improve their online presence and customer experience. Increased competition often leads to better products and services for consumers.

4 ENHANCED CUSTOMER • EXPERIENCE

- **Personalization:** E-commerce platforms often use algorithms to recommend products based on individual browsing and purchasing history, creating a personalized shopping experience.

- **User Reviews and Ratings:** Consumers can read reviews and ratings from other buyers, aiding in informed decision-making.

5 SOCIAL AND ENVIRONMENTAL

▪ BENEFITS

- **Reduced Carbon Footprint:** Online shopping can reduce the need for physical stores and commuting, potentially lowering carbon emissions.

- **Empowerment of Small Businesses:** E-commerce provides small and niche businesses with the opportunity to reach wider audiences without the need for significant investment in physical infrastructure.

6 • ADAPTABILITY AND RESILIENCE

- **Pandemic Response:** The COVID-19 pandemic highlighted the importance of e-commerce as businesses and consumers relied on online platforms for essential goods and services during lockdowns.

- **Scalability:** E-commerce businesses can scale more easily than traditional retail operations, adapting quickly to changes in demand.

7 TECHNOLOGICAL ADVANCEMENTS

- **Integration with Emerging Technologies:** E-commerce benefits from advancements in technology such as artificial intelligence, machine learning, augmented reality, and blockchain, enhancing security, user experience, and operational efficiency.

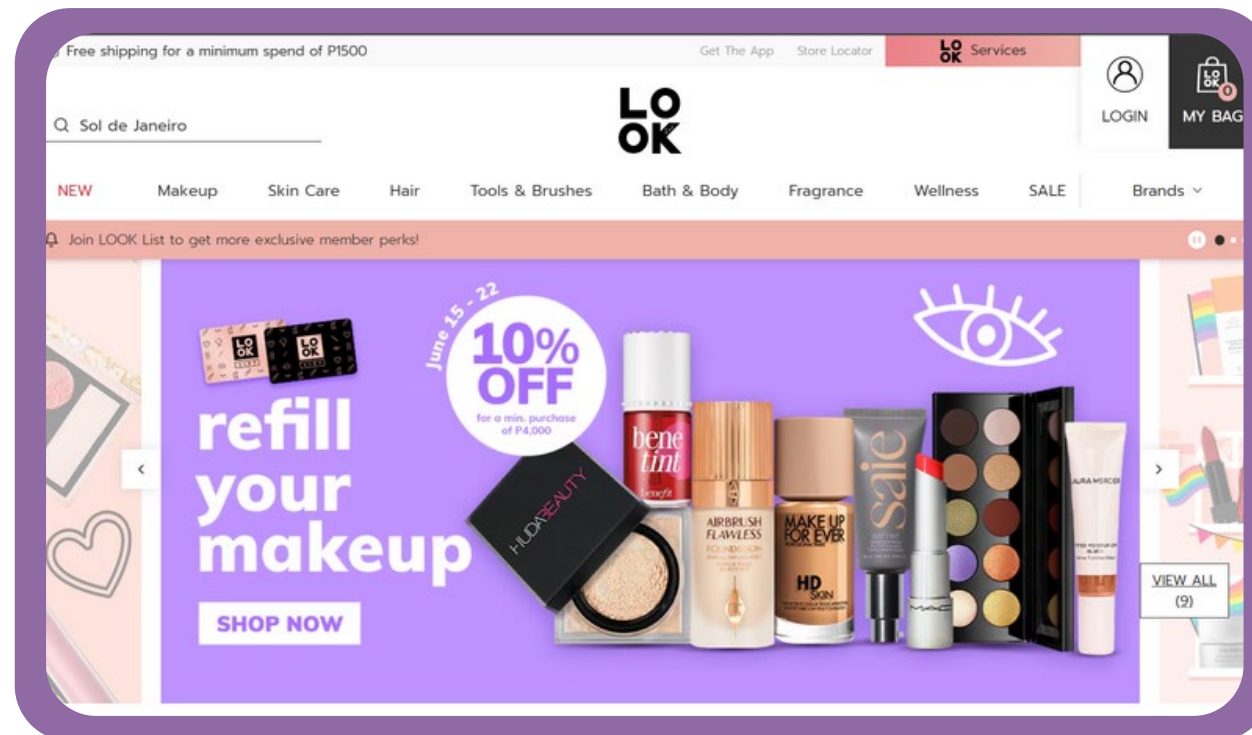
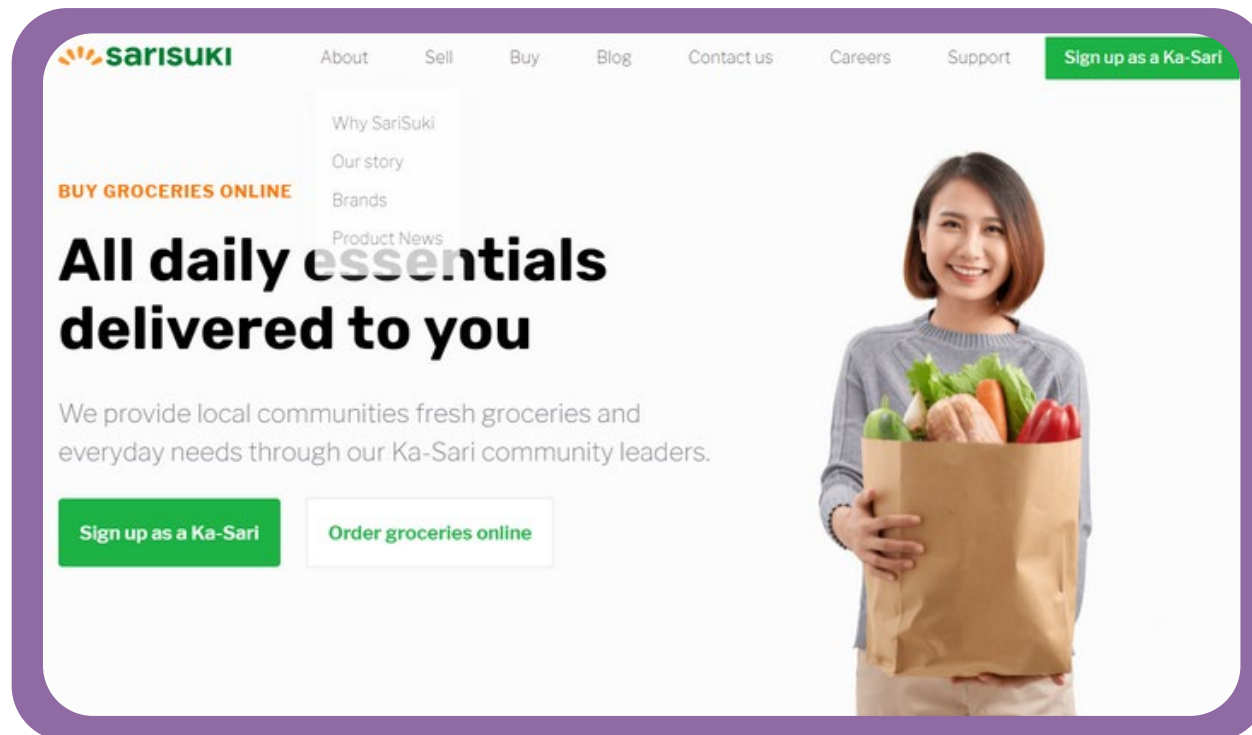
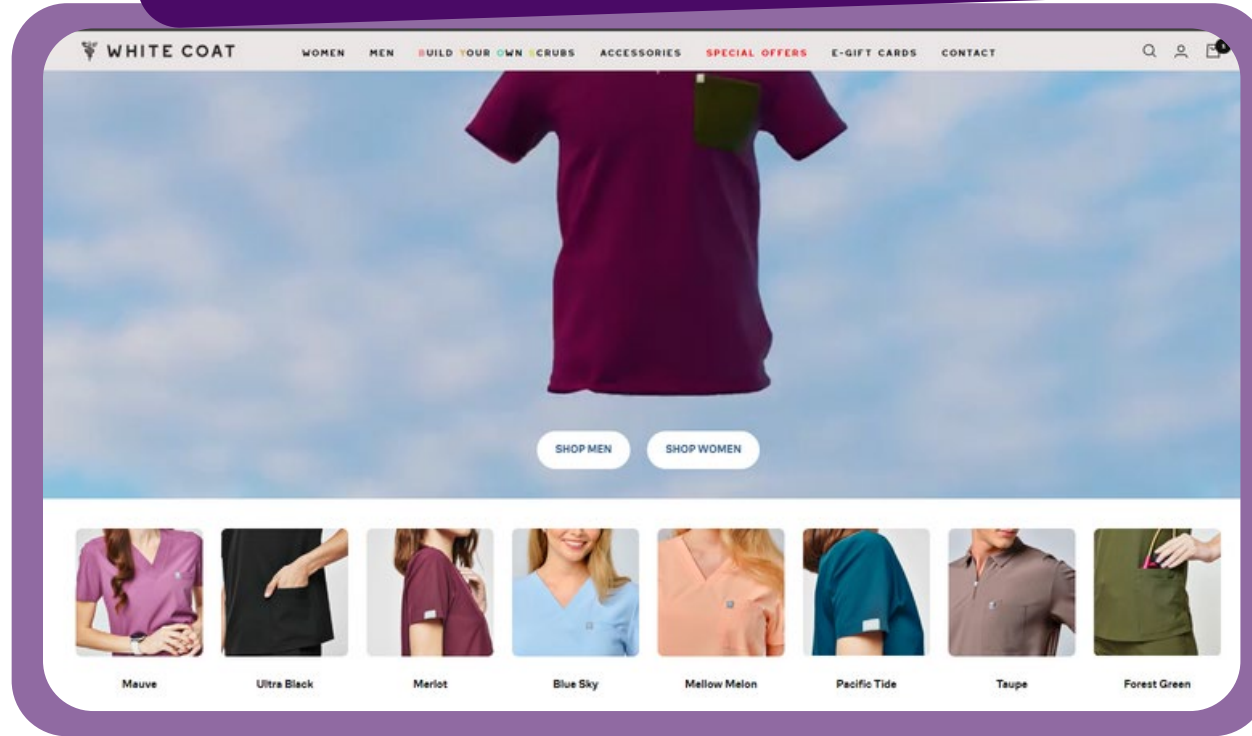
IN SUMMARY



Ecommerce plays a crucial role in the contemporary economic landscape by offering unparalleled convenience and choice for consumers, significant growth opportunities for businesses, and positive social and environmental impacts. Its ability to adapt to changing circumstances and integrate with new technologies ensures that e-commerce will continue to be a vital component of global commerce.



EXAMPLES OF LOCAL SMEs USING ECOMMERCE



LEARNING

OUTCOME 1

Describe the current e-commerce landscape and ecosystem in the Philippines.

1. Knowledge and Capacity to set up Ecommerce

2. SMEs geared towards Ecommerce rather than Social Media and Physical Store

3. Government Requirements for Ecommerce Set Up

4. Most used application/ server for Ecommerce

5. Most common manpower in setting up Ecommerce

1. Website

Developer

2. Graphic Artists

3. UI/ UX Designer

4. Data Analyst



2. E-COMMERCE PLATFORMS OVERVIEW

1 >>

SHOPIFY VS WORDPRESS

Aspect	Shopify	WordPress
CUSTOMIZATION LANGUAGE	Liquid language for unique features	PHP for extensive customization (coding required)
THEME VARIETY	<ul style="list-style-type: none"> - Over 70 curated themes - Premium themes starting at \$140 	<ul style="list-style-type: none"> - Over 1,000 e-commerce and numerous other themes - Potential compatibility issues with third-party themes
MOBILE RESPONSIVENESS	All themes are mobile-responsive	Varies depending on theme choice
ADVANCED CUSTOMIZATION	Hydrogen framework for more profound control	Proficiency in coding unlocks infinite possibilities
PROS	<ul style="list-style-type: none"> - Streamlined and user-friendly approach - Quality assurance for curated themes 	<ul style="list-style-type: none"> - Vast theme variety, including third-party options - Endless customization potential with coding
CONS	<ul style="list-style-type: none"> - Limited customization compared to coding - Limited free theme options 	<ul style="list-style-type: none"> - Potential for theme compatibility issues - Learning curve and coding proficiency required
CONCLUSION	Secure and curated design options	Extensive theme variety and endless customization

2. E-COMMERCE PLATFORMS OVERVIEW

2 >>

Comparison	Online Marketplace	Own Website
Setup and Maintenance Effort	<ul style="list-style-type: none"> Setting up is generally straightforward and requires less technical know-how. Maintenance updates, and security are managed by the platform. Customization options for storefronts are limited to the options provided by the platform. 	<ul style="list-style-type: none"> Higher initial effort required in designing and developing a website. Regular updates and upgrades are needed such as speed and SEO optimization. Flexibility to customize every aspect of the store to align with brand identity.
Costs Consideration	<ul style="list-style-type: none"> Commission and listing fees Payment Processing Fees Promotional and advertising costs on platform 	<ul style="list-style-type: none"> Platform and hosting fees Transaction fees for payment gateways Digital marketing costs across various platforms Investment in, Softwares, SEO, CRM
Customer Reach and Marketing	<ul style="list-style-type: none"> These platforms have a large existing customer base. They also offer various in-house tools for promotions and visibility 	<ul style="list-style-type: none"> Marketing efforts and costs are entirely on you. Building customer traffic requires significant marketing and SEO efforts.
Control and Branding	<ul style="list-style-type: none"> Limited control over branding and customer experience. The platform's policies and competition may influence pricing strategies. Customers leave review on the platform directly 	<ul style="list-style-type: none"> Offers complete control over branding, customer experience, and pricing strategies. Possibility to integrate different review platforms such as Google My Business and Trustpilot

3 THE RIGHT PLATFORM FOR YOUR BUSINESS

1. BUSINESS NEEDS AND GOALS

- **Scale and Growth:** Consider your current business size and your growth projections. Some platforms are better suited for small businesses, while others cater to enterprises with high-volume sales.
- **Product Range:** Ensure the platform can handle the variety and number of products you intend to sell.
- **Target Audience:** Think about the geographical markets you aim to reach and whether the platform supports multiple currencies and languages.

2.

BUDGET

- **Initial Costs:** Evaluate the setup costs, including platform fees, domain registration, and design.
- **Ongoing Costs:** Consider monthly subscription fees, transaction fees, and any additional costs for plugins or extensions.
- **Scalability Costs:** Assess how costs might increase as your business grows and you need more features or higher capacity.

3 THE RIGHT PLATFORM FOR YOUR BUSINESS

3. EASE OF USE

- **User-Friendly Interface:** Choose a platform with an intuitive interface for both you and your customers.
- **Customization:** Ensure the platform allows easy customization of your store's appearance and functionality without requiring extensive technical skills.
- **Admin Tools:** Look for comprehensive admin tools for managing inventory, orders, and customer data efficiently.

4. TECHNICAL FEATURES

- **SEO Capabilities:** The platform should offer strong SEO features to help your store rank well in search engine results.
- **Mobile Responsiveness:** Ensure the platform provides a mobile-friendly design, as a significant portion of e-commerce traffic comes from mobile devices.
- **Performance:** The platform should load quickly and handle high traffic volumes without issues.

3 THE RIGHT PLATFORM FOR YOUR BUSINESS

5.

SECURITY

- **SSL Certificates:** The platform should support SSL certificates to encrypt data and ensure secure transactions.
- **PCI Compliance:** Ensure the platform complies with PCI DSS (Payment Card Industry Data Security Standard) to protect credit card information.
- **Regular Updates:** The platform should regularly update its software to patch vulnerabilities and enhance security.

6. PAYMENT AND SHIPPING OPTIONS

- **Payment Gateways:** Check the availability of various payment gateways and whether they integrate smoothly with the platform.
- **Shipping Integration:** Look for platforms that offer integration with multiple shipping carriers and support for real-time shipping rates and tracking.

3 THE RIGHT PLATFORM FOR YOUR BUSINESS

7. CUSTOMER SUPPORT

- **Support Channels:** Evaluate the availability and responsiveness of customer support through channels like chat, email, and phone.
- **Community and Resources:** Consider platforms with active user communities, forums, and extensive documentation or tutorials.

8. CUSTOMIZATION AND EXTENSIBILITY

- **Plugins and Extensions:** Ensure the platform supports a wide range of plugins or extensions to enhance functionality.
- **APIs:** For more advanced customization, check if the platform offers robust APIs for integration with other systems and services.

9. POPULAR ECOMMERCE PLATFORMS

- **Shopify:** Known for its ease of use, scalability, and excellent customer support. Suitable for businesses of all sizes.
- **WooCommerce:** A WordPress plugin that offers high customization and flexibility. Best for users familiar with WordPress.
- **Magento:** Highly customizable and powerful, ideal for larger businesses with technical resources.
- **BigCommerce:** Offers robust features and scalability, suitable for growing businesses.
- **Squarespace:** Provides beautiful design templates and is suitable for small to medium -sized businesses focused on aesthetics.
- **Wix eCommerce:** User-friendly with strong design capabilities, suitable for small businesses.

LEARNING

OUTCOME

Access the following Software to headstart your ecommerce journey and defend why that particular app would suite your business.

 **WOO** **COMMERCE**

 **shopify**

 **Lazada**



WORDPRESS



Magento[™]
Open Source eCommerce



Shopee



shopifyplus

Search CTRL K

- Home
- Orders 194
- Products
- Customers
- Content
- Analytics
- Marketing
- Discounts

Sales channels

- Online Store
 - Themes**
 - Blog posts
 - Pages
 - Navigation
 - Preferences
- Point of Sale

Apps

Popular free themes

Made with core features you can easily customize—no coding needed.

Dawn
by Shopify

Add

Spotlight
by Shopify

Add

Refresh
by Shopify

Add

Sense
by Shopify

Add

Craft
by Shopify

Add

Explore more themes

Browse over 80 free and paid professionally designed themes.

[Visit Theme Store](#)



White Coat Tumbler LANDING PAGE Draft

Default Home page

Home page

- Header group
 - Announcement bar
 - Header
 - Custom HTML
 - Custom HTML
 - Add section
- Overlay group
 - Popup
 - Privacy banner
 - Add section
- Cart drawer
- Template
 - Slideshow
 - Image
 - Image
 - Image
 - Image
 - Image
 - Image
 - Add Image (5/5)
 - Multi-column
 - Column

INTRODUCING: THE TUMBLER! Your new sidekick from us 🍷 Grab yours now in 3 chic colors! Hurry, before they vanish!

WHITE COAT

WOMEN MEN BUILD YOUR OWN SCRUBS ACCESSORIES SPECIAL OFFERS

E-GIFT CARDS

YOU CAN NEVER GO WRONG WITH THE CLASSICS

You know you want them

SHOP MEN SHOP WOMEN

Ultra Black Merlot Blue Sky Mellow Melon Pacific Tide Taupe Forest Green Mauve

Files

All +

<input type="checkbox"/>	File name
<input type="checkbox"/>	BYOS (mobilel) MP4
<input type="checkbox"/>	BYOS (horizontal) MP4
<input type="checkbox"/>	download GIF
<input type="checkbox"/>	BYOShorizontal-ezgif.com- GIF
<input type="checkbox"/>	mobile-mauverestock PNG
<input type="checkbox"/>	desktop-mauverestock PNG
<input type="checkbox"/>	MAUVE-Women JPG

Apps Search

Installed apps (7)

- Smile.io
- Retail Barcode Labels
- Bundles
- Klaviyo: Email Marketing & SMS
- Email
- EZ Exporter - Data Exports
- Globo Product Option
- App and sales channel settings

Upload file

Size	References	Link
29.31 MB	—	
35.33 MB	—	
18.08 MB	2 themes	
10.93 MB	—	
10.68 MB	2 themes	
8.07 MB	1 theme	
174.33 KB	1 product	



- Home
- Orders 194
- Products
- Customers
- Content
- Analytics
- Marketing
- Discounts
- es channels >
- Online Store
 - Themes
 - Blog posts
 - Pages
 - Navigation**
 - Preferences
- Point of Sale >
- os >
- Settings

Navigation

View URL redirects

Menus

Menus, or link lists, help your customers navigate around your online store.

You can also [create nested menus](#) to display drop-down menus, and group products or pages together.

Menus Add menu	
Title ↕	Menu items
Customer Care	Gift Cards, FAQs, Contact Us, Returns & Exchange Policy, Terms of Service (+ 1 other)
Main menu	WOMEN, MEN, BUILD YOUR OWN SCRUBS, Accessories, Special Offers (+ 1 other)
Main Menu V2	WOMEN, MEN, BUILD YOUR OWN SCRUBS, Accessories, Special Offers (+ 2 others)
Test Only (Not Live)	Women, Men, New Arrival, Promotions, Our Publicity

Collection and search filters

Allow your customers to filter collections and search results by product availability, price, color, and more.

The current theme doesn't support filters. [Learn more.](#)

Filters

Filter settings are now available in the Shopify Search & Discovery app. Make changes to these settings in the app.

Shopify Search & Discovery [Open](#)
Customize your storefront search and discovery experience



- Home
- Orders 194
- Products**
- Collections
- Inventory
- Purchase orders
- Transfers
- Gift cards
- Catalogs
- Customers
- Content
- Analytics
- Marketing
- Discounts
- Sales channels >
- Online Store
- Point of Sale

Products

Export Import More actions Add prod

Products by sell-through rate 15.8% ↗ 16%

Products by days of inventory remaining 121 0 days 158 1-30 days 186 31-90 days 487 91+ days

ABC product analysis PHP33M A-grade PHP13.2M B-grade PHP22M C-grade

All	Active	Draft	Archived	Men	Women	Movetech	MoveTech® LE	MoveTech® Matrix	MoveTech® Plus	+	
<input type="checkbox"/>	Product	Status	Inventory	Sales channels	B2B catalogs	Category	Type	Vendor			
<input type="checkbox"/>	2-Pocket MT Teams Scrub Top Men / Cobalt Blue	Active	0 in stock for 6 variants	1	1	Clothing	Scrub Top	White Coat Manila			
<input type="checkbox"/>	2-Pocket MT Teams Scrub Top Men / Forest Green	Active	0 in stock for 6 variants	1	1	Clothing	Scrub Top	White Coat Manila			
<input type="checkbox"/>	2-Pocket MT Teams Scrub Top Men / Garnet	Active	0 in stock for 6 variants	1	1	Clothing	Scrub Top	White Coat Manila			
<input type="checkbox"/>	2-Pocket MT Teams Scrub Top Men / Graphite	Active	0 in stock for 6 variants	1	1	Clothing	Scrub Top	White Coat Manila			
<input type="checkbox"/>	2-Pocket MT Teams Scrub Top Men / Mauve	Active	0 in stock for 6 variants	1	1	Clothing	Scrub Top	White Coat Manila			



shopifyplus

Search

- Home
- Orders 194
- Products
- Collections**
- Inventory
- Purchase orders
- Transfers
- Gift cards
- Catalogs
- Customers
- Content
- Analytics
- Marketing
- Discounts
- Sales channels >
 - Online Store
 - Point of Sale
- Apps >

Collections

All +

<input type="checkbox"/>	Title	Products
<input type="checkbox"/>	BUILD YOUR OWN SCRUBS Excluded from 4 sales channels	205
<input type="checkbox"/>	All Excluded from 4 sales channels	880
<input type="checkbox"/>	Collection all for Inkybay Excluded from all sales channels	893
<input type="checkbox"/>	Mauve Excluded from 4 sales channels	24
<input type="checkbox"/>	Discount Eligible Excluded from 4 sales channels	888
<input type="checkbox"/>	MoveTech® Excluded from all sales channels	632
<input type="checkbox"/>	All Products Excluded from 2 sales channels	856
<input type="checkbox"/>	Scrub Pants Excluded from all sales channels	325
<input type="checkbox"/>	Women Excluded from all sales channels	369

- Home
- Orders 198
- Products
 - Collections
 - Inventory
 - Purchase orders
 - Transfers**
 - Gift cards
 - Catalogs
- Customers
- Content
- Analytics
- Marketing
- Discounts
- Sales channels >
 - Online Store

Transfers

<input type="checkbox"/>	Transfer	Origin	Destination	Status	Received	Estimated arrival
<input type="checkbox"/>	#T0122 STR_6212024_STORE_REPLENISHME...	Makati WH	Retail Store	Pending	0 of 191	Jun 21, 2024
<input type="checkbox"/>	#T0121	Retail Store	Back Office Warehouse	Received	3 of 3	Jun 13, 2024
<input type="checkbox"/>	#T0120	Makati WH	Retail Store	Received	27 of 27	
<input type="checkbox"/>	#T0119 STR_06102024_PAPERPAGREP	Back Office Warehouse	Retail Store	Received	210 of 210	Jun 10, 2024
<input type="checkbox"/>	#T0118 STR_6102024_STOREREP	Makati WH	Retail Store	Received	259 of 259	Jun 10, 2024
<input type="checkbox"/>	#T0117 STR_PAPERBAG_RETAIL	Back Office Warehouse	Retail Store	Received	150 of 150	Jun 6, 2024
<input type="checkbox"/>	#T0116 Team Order RMC surgery	Retail Store	Makati WH	Pending	0 of 1	Jun 6, 2024



- Home
- Orders 198
- Products
- Customers
- Content
- Analytics**
- Reports
- Live View
- Marketing
- Discounts
- Sales channels
- Online Store
- Point of Sale
- Apps

Analytics

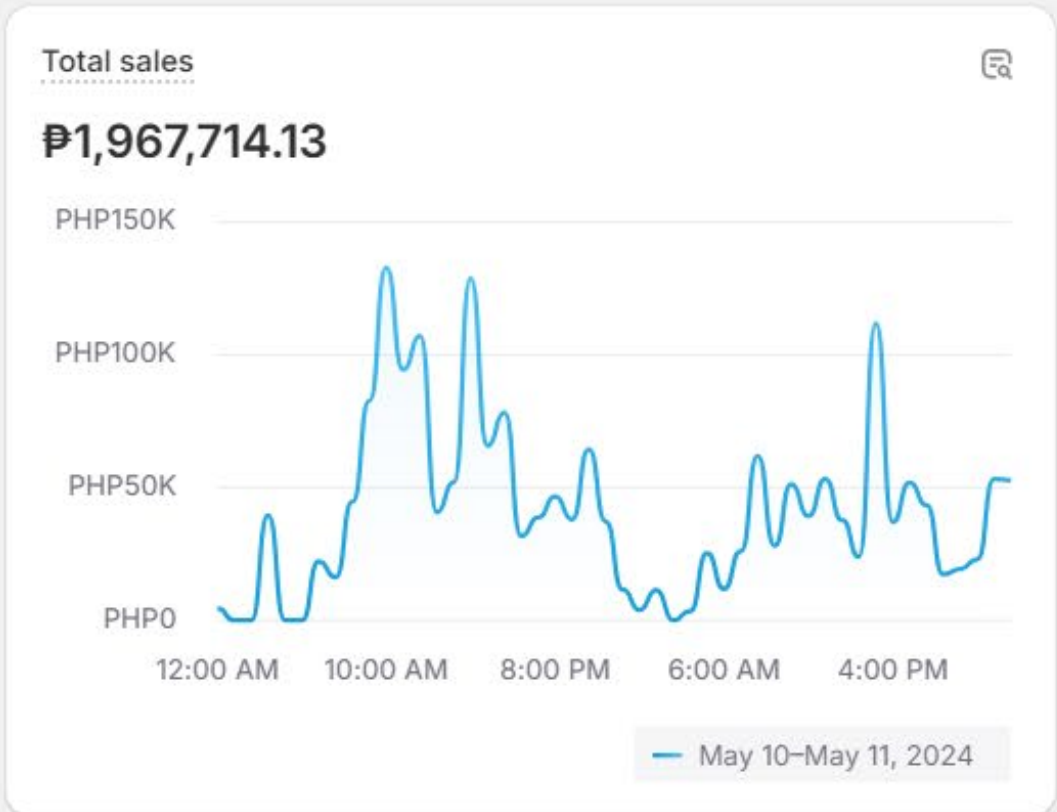
Fullscreen

May 10-May 11, 2024 No comparison

Auto-refresh Customize

All Stores MANILA EMBROIDER... PHP ₱1.97M Total sales Total orders 330

White Coat





Online store conversion rate

3.4%

Added to cart
1,146 sessions

13.10%

Reached checkout
578 sessions

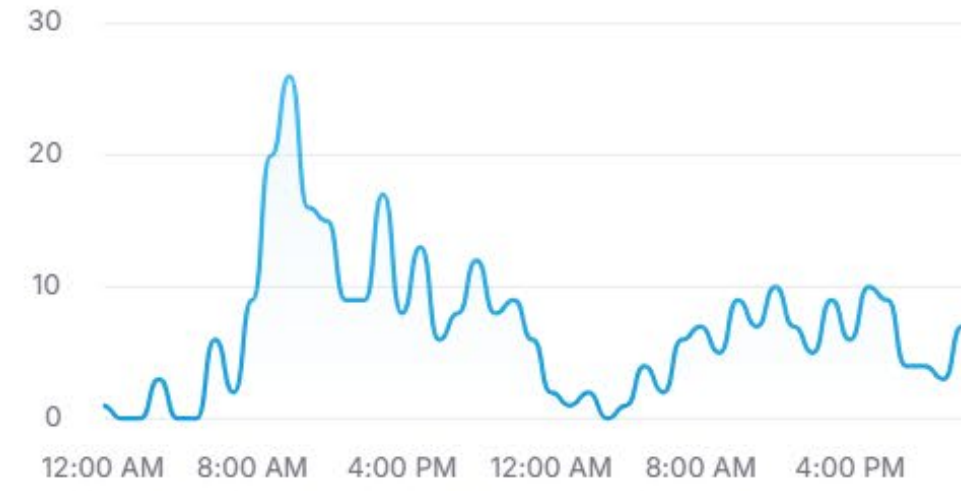
6.61%

Sessions converted
297 sessions

3.40%

Total orders

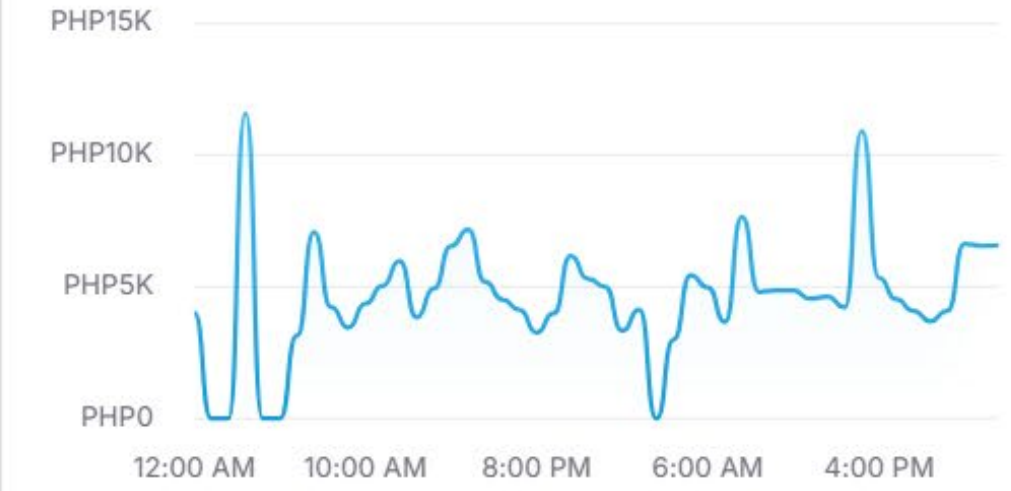
330



May 10-May 11, 2024

Average order value

₱5,107.31



May 10-May 11, 2024

Top selling products

Front Embroidery



Jogger MoveTech® Scrub Pants - Women / Blue Sky



4-Pocket MoveTech® Scrub Top - Women / Blue Sky



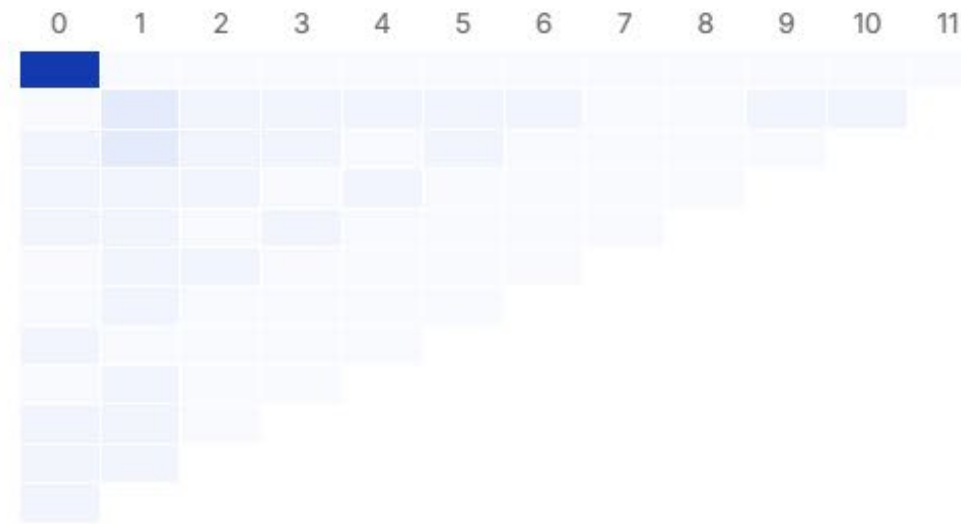
5-Pocket MoveTech® Scrub Top - Women / Blue Sky



Tapered MoveTech® Scrub Pants - Women / Blue Sky



Customer cohort analysis

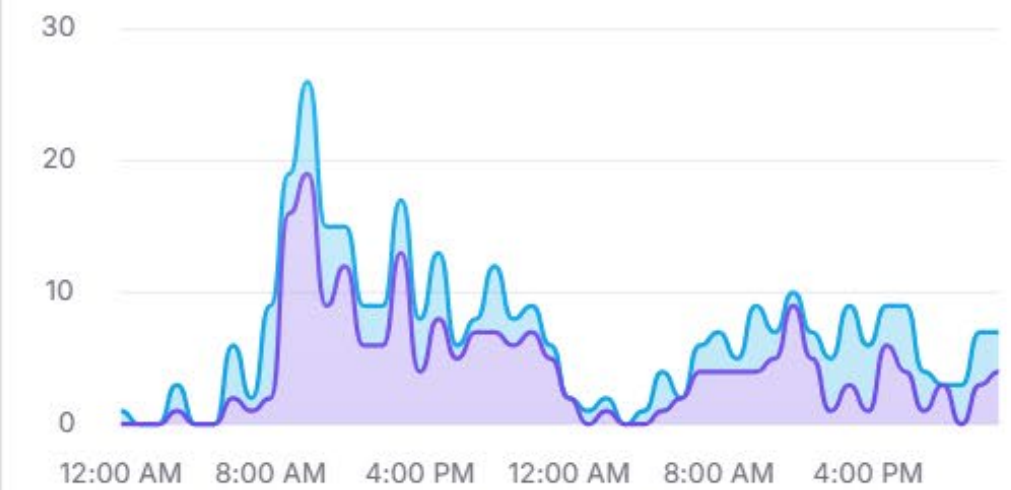


Last 12 months

May 2023 - April 2024

Returning customer rate

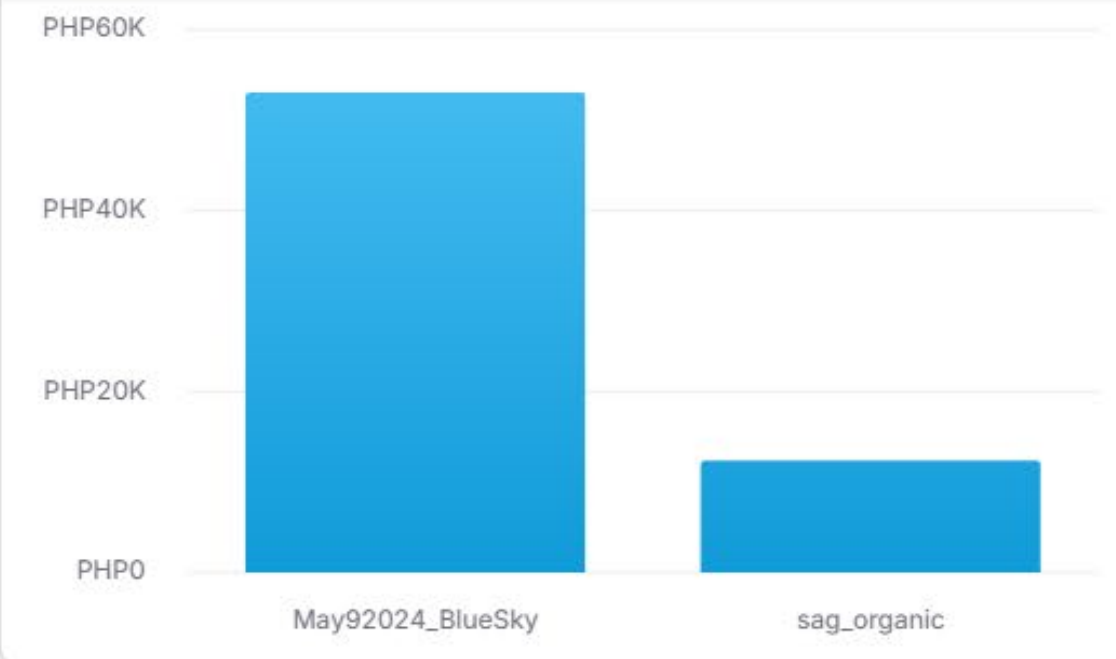
61.8%



First time Returning



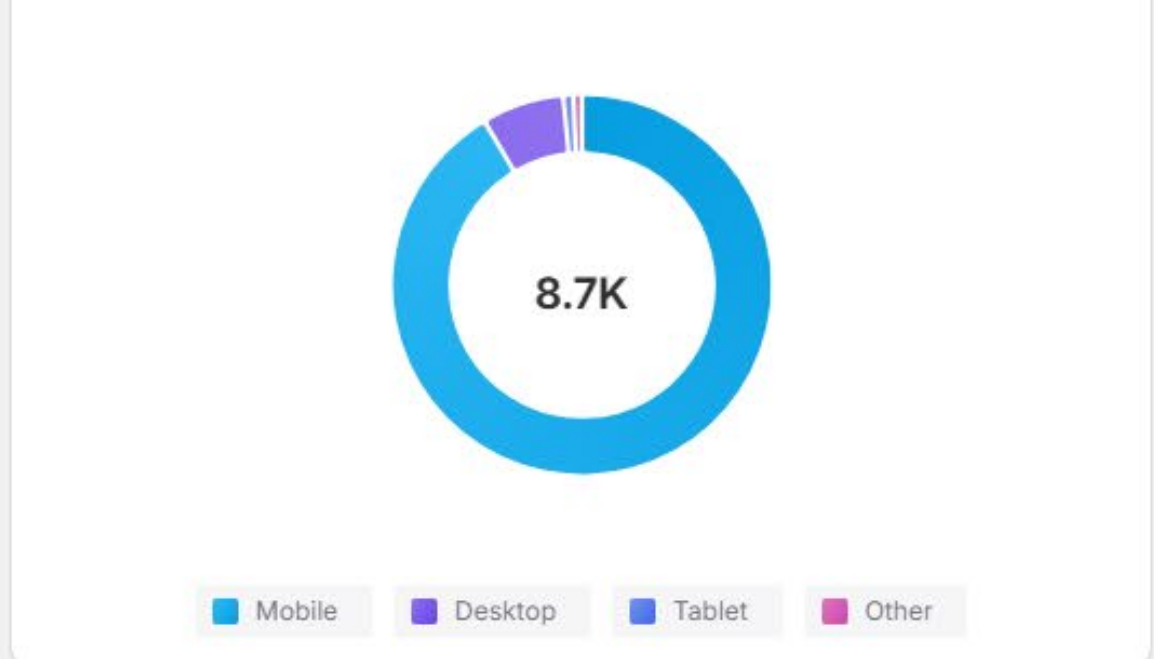
Sales attributed to marketing



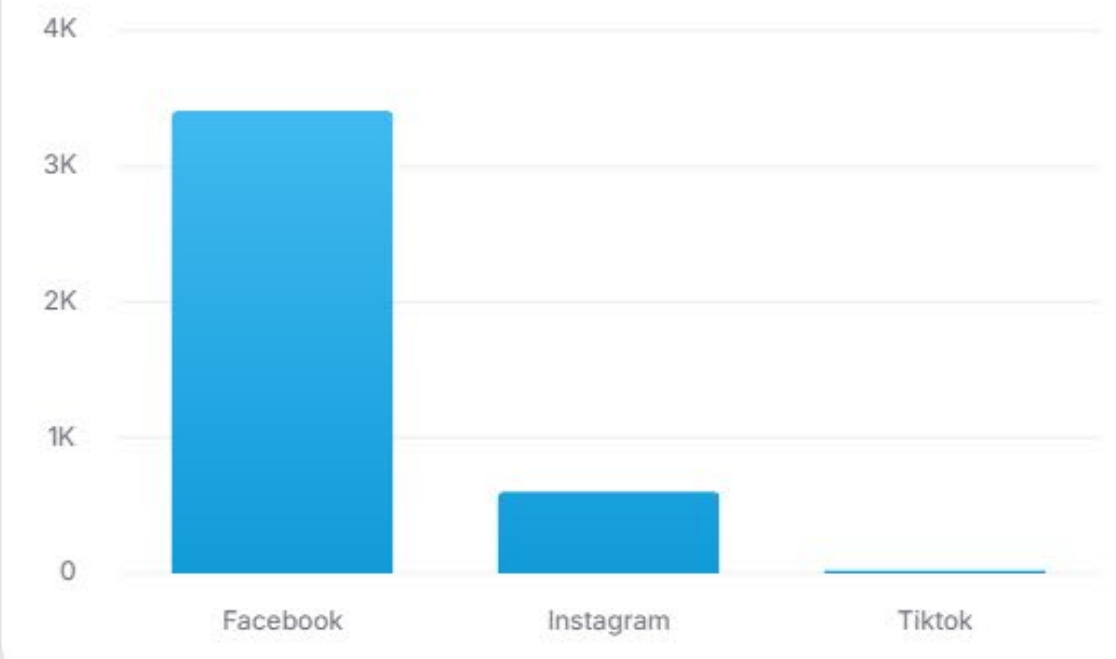
Sessions by location



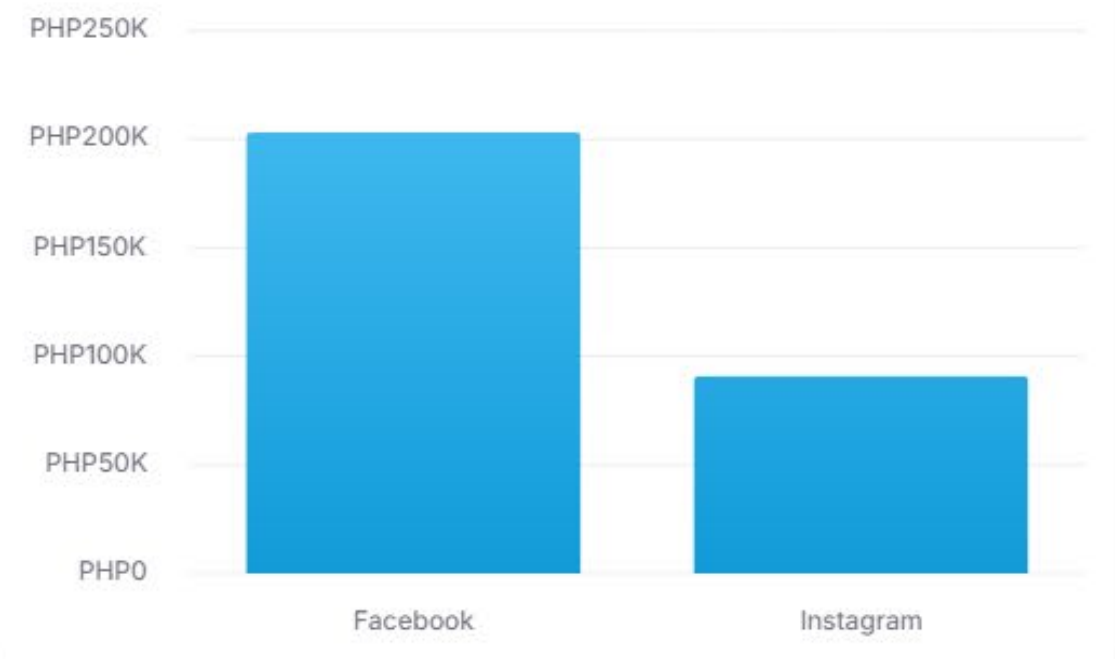
Sessions by device type



Sessions by social source



Sales by social source

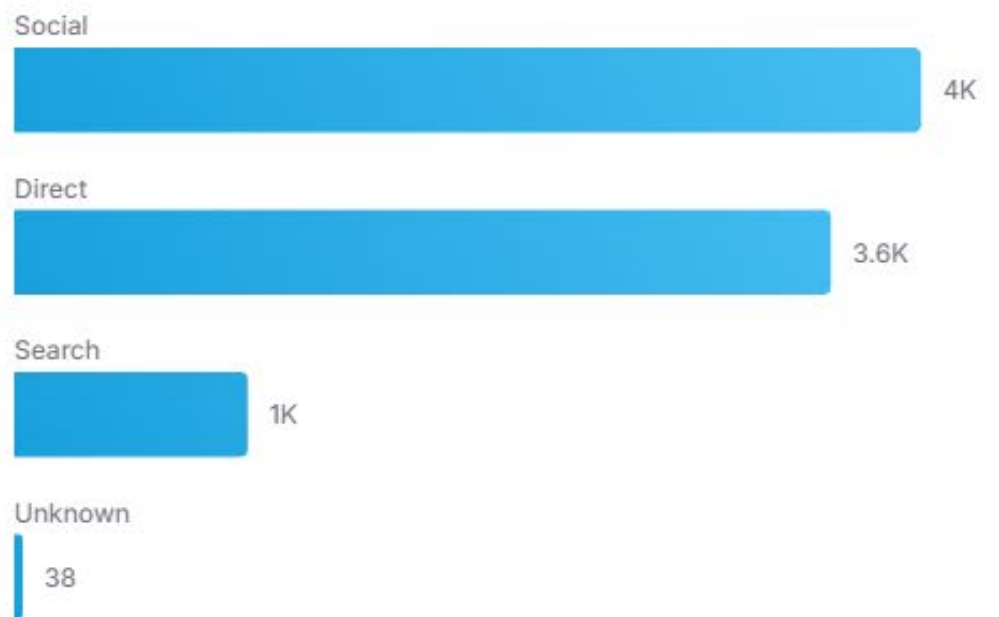


Top referrers by sessions

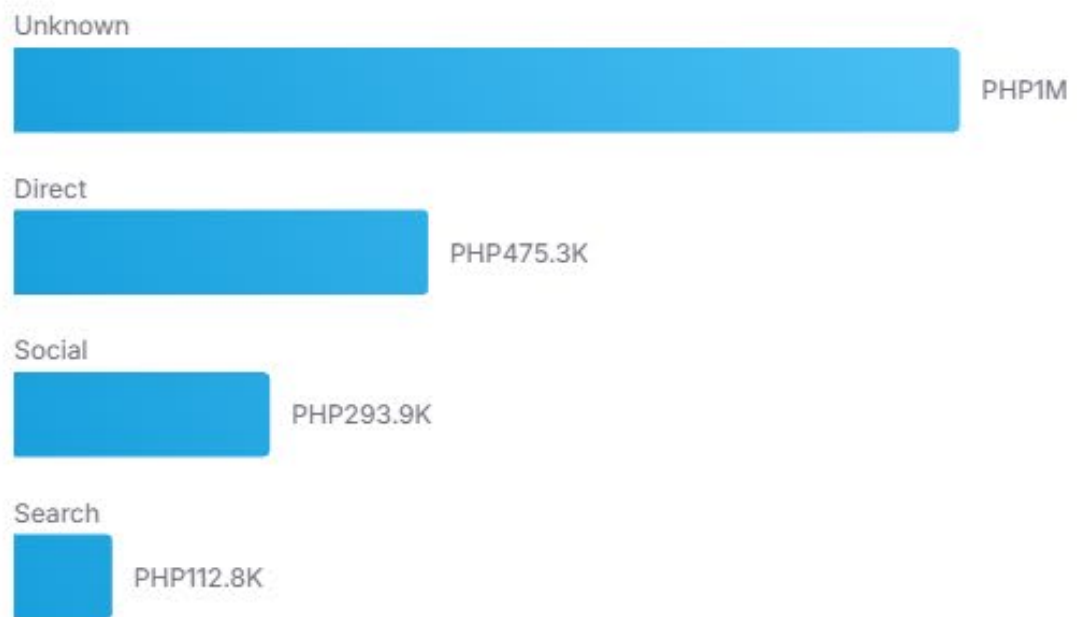
Referrer	Sessions
shopify.com	12
checkout.xendit.co	7
loox.io	6
ph.search.yahoo.com	5
www.linkedin.com	2



Sessions by traffic source



Sales by traffic source



Top landing pages by sessions

Landing Page	Sessions
Frontpage (shopwhitecoat.com)	5,794
/collections/scrub-suits	681
/collections/core-collection	431
/collections/blue-sky	182
/collections/special-offers	61

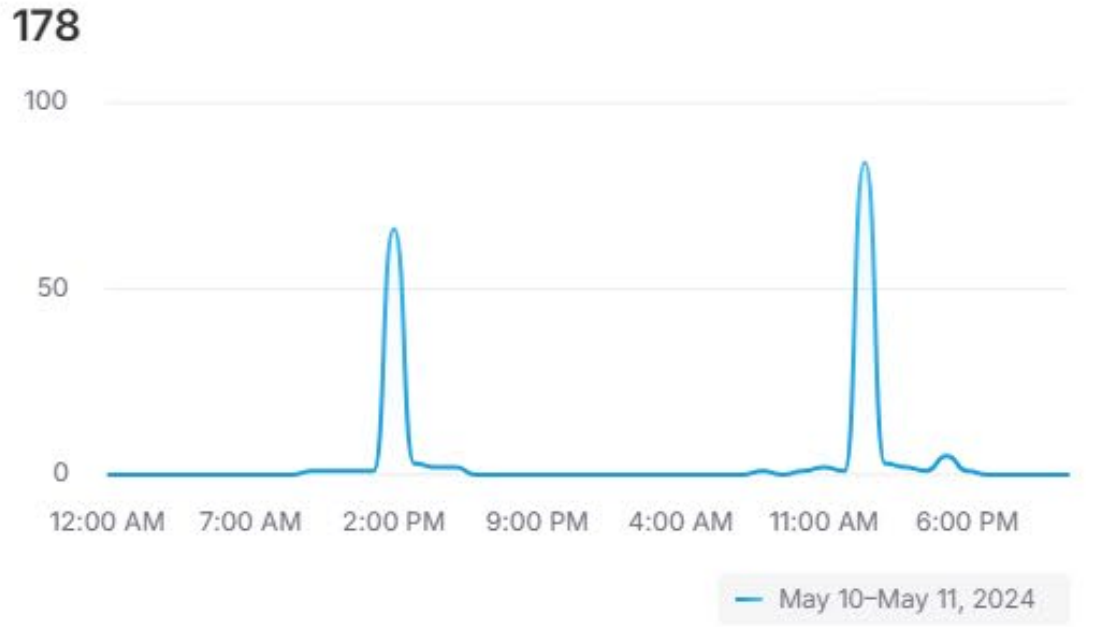
Retail sales by staff at register

Staff	Sales (PHP)
Yvhonne Claire Sigue	118,710.00
John Arinquin	41,280.00

Retail sales by POS location

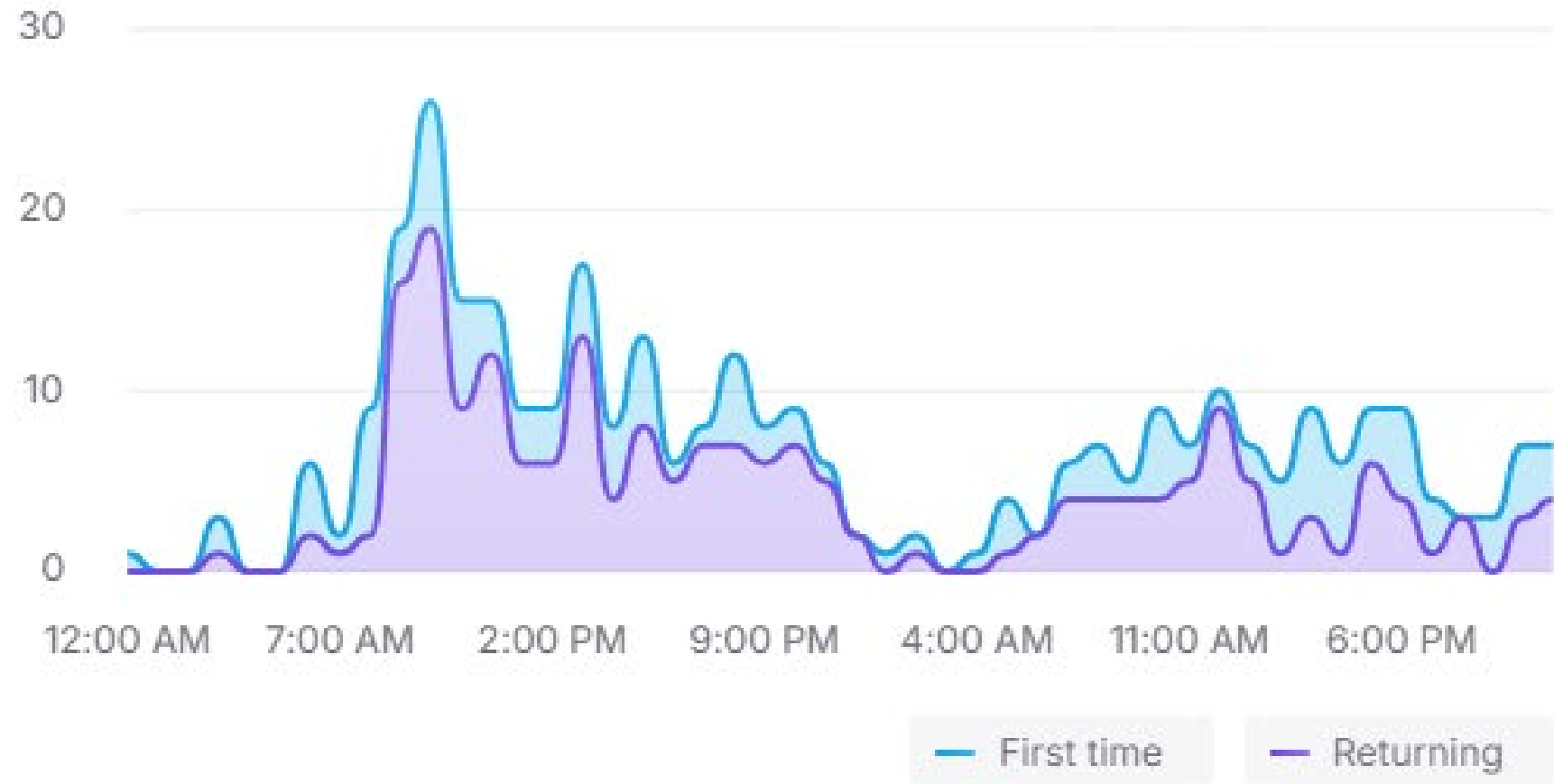
POS Location	Sales (PHP)
Retail Store	159,990.00

Fulfilled orders over time



Customers over time (first time vs returning)

320



Products by sell-through rate

2.6%

Straight Cut MoveTech® Scrub Pants - Men / Blue ...	100.00%
Zip-Up Polo MoveTech® Scrub Top - Men / Blue S...	100.00%
Straight Cut MoveTech® Scrub Pants - Men / Blue ...	100.00%
Jogger MoveTech® Scrub Pants - Men / Blue Sky S	100.00%
Zip-Up Polo MoveTech® Scrub Top - Men / Blue S...	100.00%

settings

- General
- Payments**
- Checkout
- Shipping
- Taxes
- Notifications
- Gift cards
- Files
- Sales channels
- Account

Settings / Payments

Alternative payments Accept alternative payment methods from services that take customers out of your store's checkout to pay.

Select additional payment method ▾

Manual payments Provide customers with instructions to pay outside of your online store. Choose from cash on delivery (COD), money order, bank deposit, or create a custom solution.

Activate custom payment ▾

- Activate custom payment
- Create custom payment method**
- Suggested payment methods**
- Bank Deposit
- Cash on Delivery (COD)
- Money Order

Using: Method Name

Payment authorization

Learn more about [authorizing and capturing payments](#).

- Home
- Orders
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps
- SALES CHANNELS +
- Online Store 👁

← Payments

Payment providers

Accept [payments](#) on your store using providers like Shopify Payments, third-party services, or other payment methods.

Your store accepts payments with: Shopify Payments.

shopify payments

[Manage](#)

i You need to provide more information to start receiving payouts. [Complete Shopify Payments setup](#)

Credit card rate

As low as 2.4% + US\$0.30

Transaction fee

0%

Accepted payments

[View payouts](#)[Complete account setup](#)

PayPal

Express Checkout

A button that enables customers to use PayPal directly from your checkout. Learn more about [PayPal Express Checkout](#).





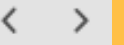
← The Tumbler Active

Duplicate

View

Share ▾

More actions ▾



Title

The Tumbler

Description

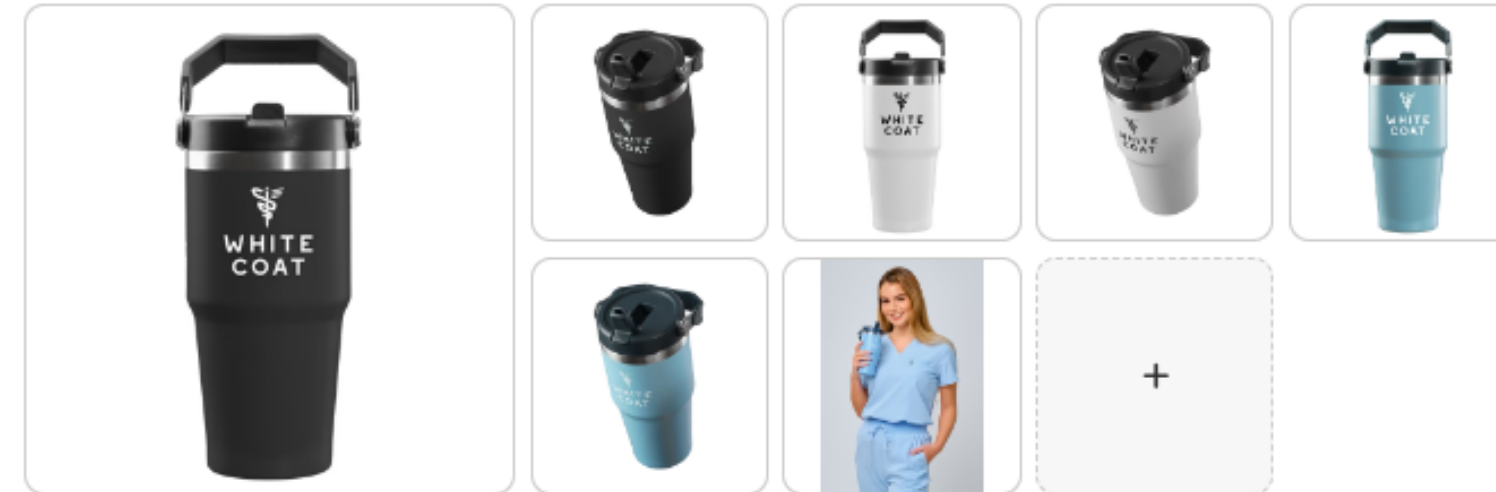
Paragraph **B** *I* U A ▾ | ▾ | |

Introducing The Tumbler, your new sidekick from White Coat.

Stay refreshed, stay focused, and sip with style.

With a 20oz capacity and stainless-steel construction, it keeps your drinks chilled for up to 12 hours – ideal for powering through double shifts. The easy rotating handle means no-fuss hydration, and it fits snugly in most cup holders.

Media



Category

Apparel & Accessories

1 metafield

Determines tax rates and adds metafields to improve search, filters, and cross-channel sales

Status

Active

Publishing

Sales channels

- Online Store
- Google & YouTube
- TikTok and Point of Sale
- Facebook & Instagram

B2B catalogs

- test

Insights

Last 90 days

Sold 3 units to 3 customers for ₱3,081.25 in net sales.

[View details](#)

Product organization ⓘ

Product type

Accessories

Vendor

White Coat Manila



Category metafields

Apparel & Accessories

+ Color

Product metafields

Product description...	<input type="text"/>
Product description tab	<input type="text"/>
Product description title tab	<input type="text"/>
Tab 1 content	<input type="text" value="</p> Dishwasher Safe"/>
Size Guide	<input type="text"/>
Fit	<input type="text"/>
Color	<input type="text"/>
swatches	<input type="text"/>
Hide Product	<input type="text"/>
Gender	<input type="text"/>
Fabric	<input type="text"/>
Tab 2 content	<input type="text"/>
Tab 3 content	<input type="text" value=" Capacity: 20 oz Insulation: 12 hours"/>
Tab 3 title	<input type="text" value="Features"/>
Tab 2 title	<input type="text"/>
Tab 1 title	<input type="text" value="Properties and Care"/>

[View all](#)



PRODUCT INFORMATION SHEET

PRODUCT TITLE:

PRODUCT DESCRIPTION:

CAPTION:

POCKET FEATURE:

STRUCTURE FEATURE:

PRODUCT MEDIA:

PRODUCT COVER

DETAILED SHOOT

FULL BODY

COST:

PRICING:

TAXES: (Y/N) ____

ORIGINAL (COMPARE)

DISCOUNTED (BASE)

SIZES:

XS

S

M

L

XL

2XL

3XL

SKU:

GENDER:

Men

Women

CHANNEL:

Online:

(Sched: _____)

Social Media

Point of Sale

PRODUCT PHOTO:



SHOPIFY FIELDS

PRODUCT TITLE:

Description:

EDITED & APPROVED

White Coat Phone Strap

Save More Lives with the White Coat Phone Strap!

Why You'll Love It:

Stress-Free, Hands-Free Delight: The ultimate way to carry your phone anywhere, anytime. No more fumbling in pockets or bags!

Adjustable Magic: Need more length? No problem! Extends up to 150cm to fit your style and comfort.

Multitask Like a Pro: Perfect for busy bees, healthcare heroes, and anyone who loves their hands free for more important things.

Secure and Snazzy: Your phone stays put, stylishly hanging out with you wherever you go.

Upgrade to the White Coat Phone Strap – because your hands deserve a break, and your phone deserves the VIP treatment!

Product Metafields:

Tab 3 Content (Feature)

Rope is made from Nylon

Adjustable two-layer strap

Hands-free

Perfect for wearing outdoors.

Compatible with Smart Phone

Tab 1 Content (Properties and Care)

Handwash

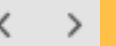
Avoid using bleaching agents.



← Zip-Up Polo MoveTech® Scrub Top - Women / Mellow Melon Active

Duplicate

More actions ▾



Title

Zip-Up Polo MoveTech® Scrub Top - Women / Mellow Melon

Description

🔍 ▾ | Paragraph ▾ | **B** *I* U A ▾ | ≡ ▾ | 🔗 📷 🎥 | ⋮ | </>

New Scrubs. New Technology. A new level of comfort and style.

- Modern Spread Collar
- Zip-Up Placket
- Welt Chest Pocket
- 2 Hidden Side Pockets
- Cap Sleeves
- Limited Edition

Media



Category

2 metafields

Clothing ▾

Determines tax rates and adds metafields to improve search, filters, and cross-channel sales

Status

Active ▾

Publishing

Sales channels

- Online Store
- Google & YouTube
- TikTok and Point of Sale
- Facebook & Instagram

B2B catalogs

- test

Insights

Last 90 days

Sold 74 units to 70 customers for ₱111,082.84 in net sales.

[View details](#)

Product organization ⓘ

Product type

Scrub Top

Vendor

White Coat Manila



White Coat (variant)







Variants Add variant

Size

XS S M L XL 2XL

[+ Add another option](#)

🔍 All locations ▾

<input type="checkbox"/>	Variant	Price	Available
<input type="checkbox"/>	 XS 101230681	₱ 1,695.00	4
<input type="checkbox"/>	 S 101230682	₱ 1,695.00	35
<input type="checkbox"/>	 M 101230683	₱ 1,695.00	42
<input type="checkbox"/>	 L 101230684	₱ 1,695.00	40
<input type="checkbox"/>	 XL 101230685	₱ 1,695.00	15
<input type="checkbox"/>	 2XL 101230686	₱ 1,695.00	11

Total inventory across all locations: 147 available

Collections

Women Scrub Tops All Products

MoveTech® Limited Edition

Discount Eligible Mellow Melon

Collection all for Inkybay All

Tags

Women x Relaxed Fit x mt_scrubtop_f x

MoveTech® Limited Edition x

all_embroidery_options x __label:Limited x

Theme template

Default product



Category metafields

Clothing in Apparel & Accessories

+ Color

+ Fabric

Product metafields

Product description...

Product description tab

Product description title tab

Tab 1 content

<p class="content_sub-header">Fabric:</p> Mo...

Size Guide

Scrub Top ...Size Guide

Fit

Relaxed

Color

Mellow Melon

swatches

Zip-up Pol...r Swatches

Hide Product

Gender

Women

Fabric

MoveTech® Limited Edition

Tab 2 content

<p>Relaxed Fit</p>

Tab 3 content

<p>Featuring MoveTech®'s 5 Revolutionary Fabric Proper...

Tab 3 title

Features

Tab 2 title

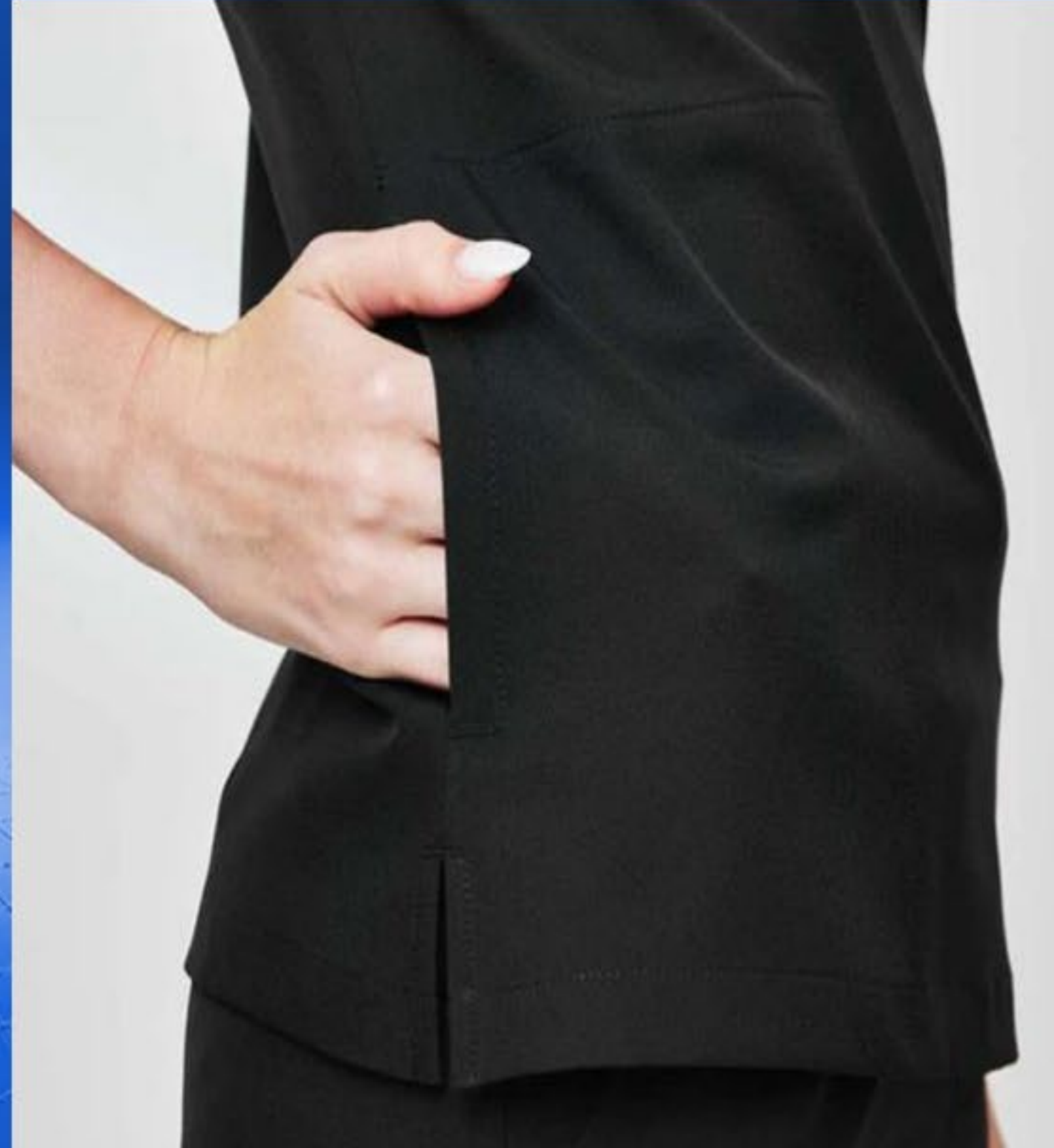
Fit

Tab 1 title

Fabric and Care

[View all](#)

PRODUCT PHOTOS



PRODUCT PHOTOS



PRODUCT PHOTOS



A dark gray and black checkerboard background, likely representing a transparent or semi-transparent area in a design tool.

5_3cf1855b-ff97-48ba-b253-89b661440561
1200 × 1700px
Write a brief description of the file for people with visual impairment or slow bandwidth connections.
[Add alt text](#)



PRODUCT PHOTOS



tumbler

1200 × 1700px

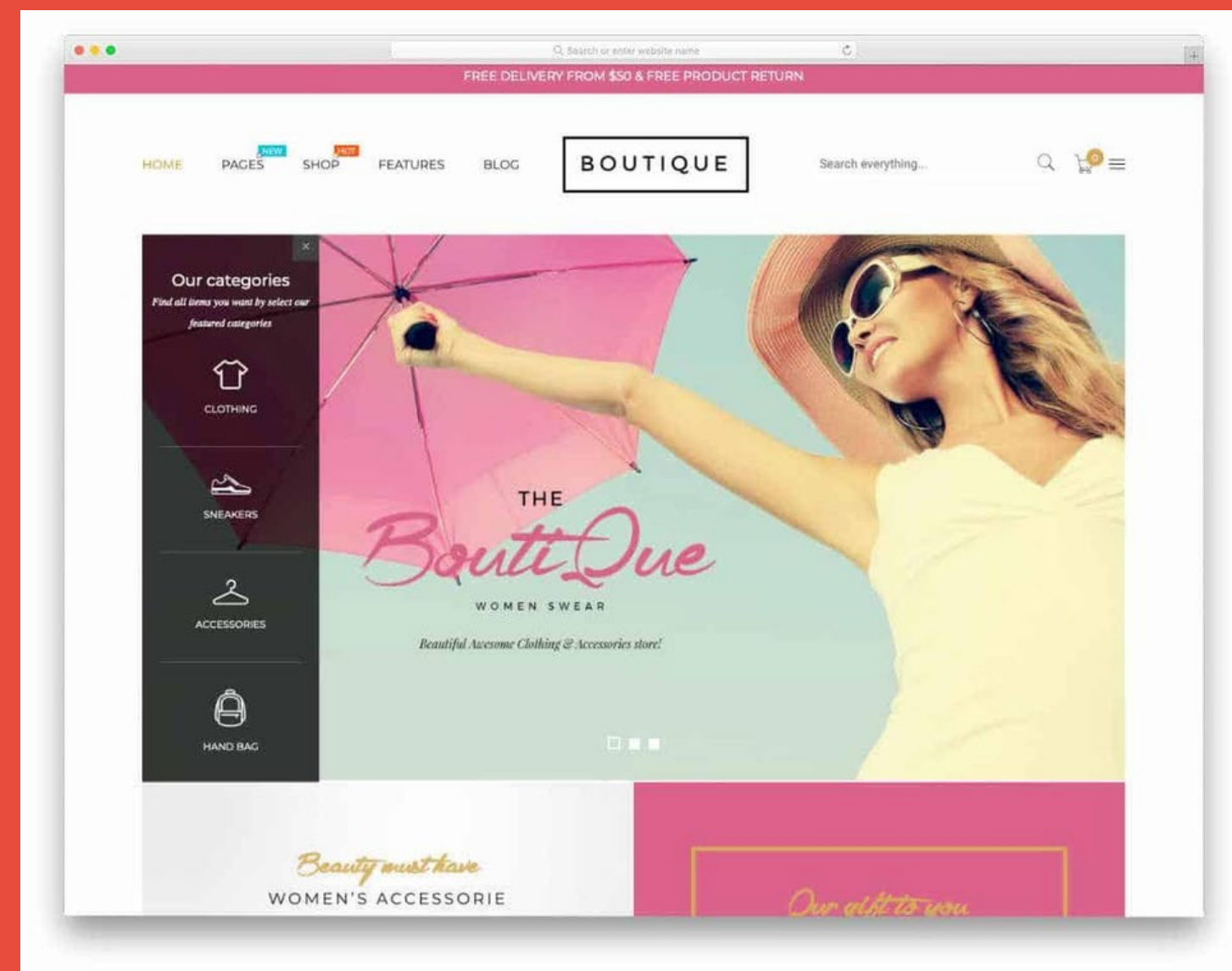
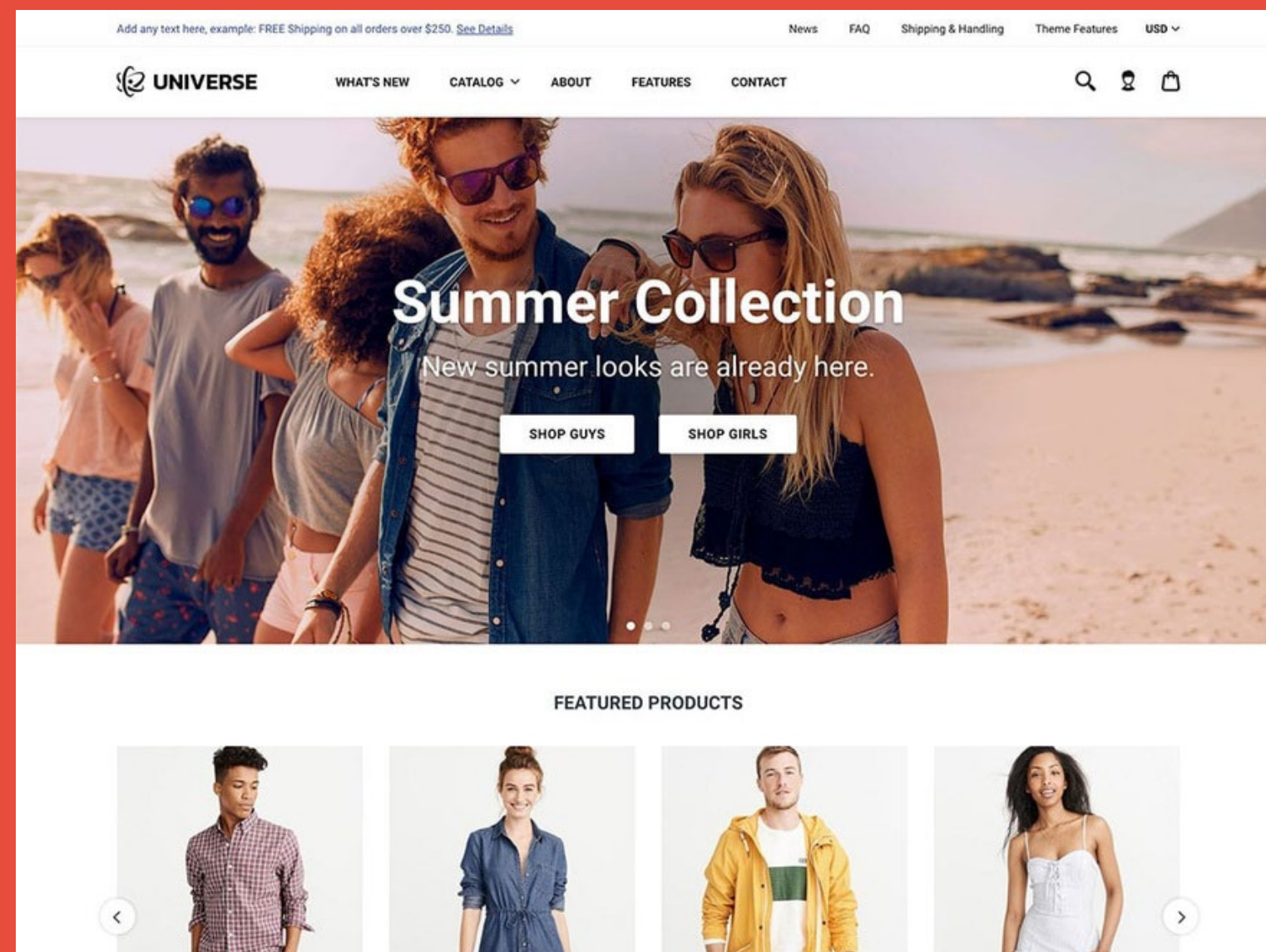
Write a brief description of the file for people with visual impairment or low-bandwidth connections.

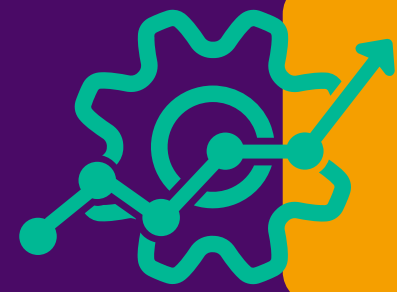
[Add alt text](#)

LEARNING

OUTCOME

Plan your website's interface/ navigation ³



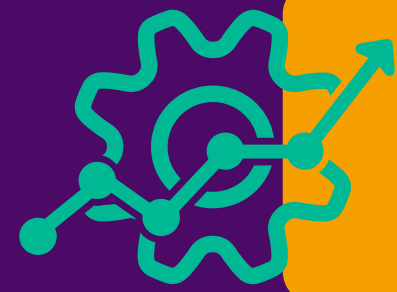


OPTIMIZING ASSETS

Optimizing asset sizes is crucial for enhancing user experience and ensuring faster load times, which can positively impact conversions and SEO. Here are some specific guidelines for optimizing asset sizes

Images

- **Format:** Use JPEG for photographs, PNG for images with transparency, and consider WebP for better compression.
- **Compression Tools:** Use tools like TinyPNG, ImageOptim, or Shopify's built-in image compression.
- **Size:** Keep images under 200 KB where possible, and aim for a maximum of 500 KB for larger images. Ensure product images are optimized for both web and mobile.
- **Responsive Images:** Use Shopify's responsive image feature by adding multiple image sizes to your theme for different screen resolutions.



OPTIMIZING ASSETS

Videos

- **Format:** Use formats like MP4 with H.264 codec or WebM for better compression.
- **Size:** Keep videos as small as possible without sacrificing quality. Ideally, videos should be under 1-2 MB for short clips and compressed effectively for longer videos.

Scripts and Stylesheets

- **Minification:** Minify JavaScript and CSS files to reduce size.
- **Compression:** Enable gzip or Brotli compression on your server.
- **Size:** Try to keep combined CSS under 50 KB and combined JavaScript under 100 KB. Use code splitting to load only necessary scripts for each page.



PRICING STRATEGIES

In eCommerce, effective pricing strategies are crucial for attracting customers and maximizing profits. Here are key strategies:

- **Competitive Pricing:** Setting prices based on competitors to stay relevant.
- **Cost-Plus Pricing:** Adding a markup to the cost of goods to ensure covering costs.
- **Dynamic Pricing:** Adjusting prices in real-time based on demand and competition.
- **Psychological Pricing:** Using prices that appeal psychologically, like \$9.99 instead of \$10.
- **Discount Pricing:** Offering sales and promotions to attract price-sensitive customers.
- **Premium Pricing:** Setting higher prices to reflect exclusivity or high quality.
- **Bundle Pricing:** Selling products together at a lower combined price.
- **Anchor Pricing:** Displaying original prices next to discounts to highlight savings.
- **Freemium Pricing:** Offering basic services for free, charging for premium features.
- **Geographic Pricing:** Setting different prices based on location.
- **Value-Based Pricing:** Pricing based on the perceived value to the customer.



PRICING STRATEGIES

Best Practices

- **A/B Testing:** Test different strategies to find the best fit.
- **Customer Feedback:** Understand customer perceptions of your pricing.
- **Analytics:** Track performance and adjust strategies based on data.
- **Flexibility:** Be ready to adapt prices based on market and customer behavior.

These strategies help eCommerce businesses optimize pricing to drive sales and improve profitability.

LEARNING OUTCOME 3.

With corresponding price point based on your chosen Pricing Strategy

PRODUCT INFORMATION SHEET			
PRODUCT TITLE:	White Coat Flow Mat		
PRODUCT DESCRIPTION:			
	CAPTION:		
	POCKET FEATURE:		
	STRUCTURE FEATURE:		
PRODUCT MEDIA:			
	PRODUCT COVER	<input type="checkbox"/>	
	DETAILED SHOOT	<input checked="" type="checkbox"/>	
	FULL BODY	<input checked="" type="checkbox"/>	
COST:	1,300.00		
PRICING:	2,690.00	TAXES: (Y/N) ___	
MARGIN:	51.67%		
	ORIGINAL (COMPARE)		
	DISCOUNTED (BASE)		
SIZES:	SKU:	GENDER:	
		<input checked="" type="checkbox"/>	Men
		<input checked="" type="checkbox"/>	Women
		CHANNEL:	
		<input checked="" type="checkbox"/>	Online:
		(Sched: _____)	
		<input type="checkbox"/>	Social Media
		<input type="checkbox"/>	Point of Sale

Option 1:	EDITED & APPROVED	<input checked="" type="checkbox"/>
Ready to flow into relaxation? Introducing The White Coat Flow Mat - your ultimate companion for finding your Zen amidst the chaos.		
Unwind with ease with our non-slip, extra thick, natural rubber-lined mat. It's more than just a mat - it's your ticket to a seamless flow between poses and peace of mind.		
Comes with a strap too so you can take it anywhere!		
Essential Features:		
Material: Top layer - 100% Polyurethane, Bottom layer - 100% Natural rubber-lined.		
Eco-friendly: Made with sustainable materials.		
Non-slip: PU top layer ensures stability during your workouts.		
Cushioned: Natural rubber base provides comfort and support at all times.		
Moisture-wicking: Keeps you dry and focused.		
Anti-microbial: Helps prevent mold and mildew on the mat.		
Non-toxic: Safe for you and the environment.		
Size: 183 W x 61 H x 0.6 D cm		
Care Instructions:		
Quick Clean: Wipe with a wet cloth and mild soap.		
Avoid: Spraying cleaning solutions directly onto the mat.		
Protection: To preserve the mat's appearance, roll the mat with the graphics facing out.		

5 SEO

1. KEYWORD RESEARCH

- Find Relevant Keywords: Use tools like Google Keyword Planner to discover what your customers are searching for.
- Use Specific Phrases: Focus on long-tail keywords like “best waterproof running shoes.”
- Check Competitors: See what keywords your competitors rank for.

2. ON-PAGE SEO

- Title Tags: Include main keywords in your page titles.
- Meta Descriptions: Write short, compelling summaries with keywords.
- Headings: Use H1, H2, and H3 tags with keywords to structure your content.
- Product Descriptions: Write unique, detailed descriptions with keywords.
- URLs: Keep URLs short and include keywords.

3. TECHNICAL SEO

- Fast Load Times: Optimize your site for speed.
- Mobile-Friendly: Ensure your site looks good and works well on mobile devices.
- Secure Site: Use HTTPS for security.
- XML Sitemap: Submit a sitemap to help search engines index your site.
- Robots.txt: Ensure this file allows search engines to crawl important pages.

5 SEO

4. CONTENT MARKETING

- **Blogging:** Write helpful articles related to your products.
- **Guides:** Create detailed how-to guides.
- **Customer Reviews:** Encourage customers to leave reviews.

5. LINK BUILDING

- **Get Backlinks:** Earn links from reputable websites.
- **Guest Blogging:** Write articles for other sites to get links back.
- **Influencers:** Work with influencers to get mentions and links.

6. USER EXPERIENCE (UX)

- **Easy Navigation:** Make your site easy to navigate.
- **Internal Links:** Link to related products within your site.
- **Product Reviews:** Allow and display customer reviews.

5 SEO

7. LOCAL SEO

- **Google My Business:** Set up a profile if you have a physical store.
- **Local Keywords:** Use keywords specific to your location.
- **Local Listings:** Ensure your business info is accurate on local directories.

8. ANALYTICS AND MONITORING

- **Track Performance:** Use Google Analytics to see how your site is doing.
- **Fix Issues:** Use Google Search Console to identify and fix problems.
- **SEO Tools:** Monitor your rankings and backlinks with tools like SEMrush or Ahrefs.

BEST PRACTICES

- **Regular Check-ups:** Conduct regular SEO audits to find and fix issues.
- **Stay Informed:** Keep up with SEO trends and updates.
- **Continuous Improvement:** Regularly update and optimize your content.

SEMRUSH

The screenshot shows the SEMRUSH interface for a keyword overview. The top navigation bar includes 'Features', 'Pricing', 'Resources', 'Company', 'App Center', and 'Extra tools'. The left sidebar lists various tools under categories like 'Projects', 'SEO', 'Competitive Research', 'Keyword Research', and 'Link Building'. The main content area is titled 'Keyword Overview: COSMETICS' and is set for the Philippines, Desktop, Jun 21, 2024, and USD. It features a search bar with 'COSMETICS' and a 'Search' button. Below the search bar, there are tabs for 'Overview' and 'Bulk Analysis'. A purple banner promotes AI analysis for Personal Keyword Difficulty. Below this, there are input fields for 'AI-powered' analysis and 'Select location'. The main data is presented in three columns: Volume (9.9K), Global Volume (285.5K), and Intent (Informational). The Volume section includes a 'Keyword Difficulty' of 73% (Hard) and a note about the need for high-authority domains. The Global Volume section shows a bar chart for various countries: IN (49.5K), US (27.1K), VN (18.1K), CL (9.9K), PH (9.9K), PK (9.9K), and Other (161.1K). The Intent section shows a bar chart for 'Informational' intent. The Trend section shows a bar chart for the keyword's performance over time.

SEMRUSH Features Pricing Resources Company App Center **new** Extra tools

Projects

Projects > Keyword Overview Keyword Research

Keyword Overview: COSMETICS

Philippines Desktop Jun 21, 2024 USD

Overview Bulk Analysis

Try out AI analysis for Personal Keyword Difficulty and a potential position on SERP.

AI-powered

Metric	Value
Volume	9.9K
Keyword Difficulty	73% (Hard)
Global Volume	285.5K
Intent	Informational

Country	Volume
IN	49.5K
US	27.1K
VN	18.1K
CL	9.9K
PH	9.9K
PK	9.9K
Other	161.1K

This keyword will demand 83 high-authority referring domains and well-optimized content to start ranking for it.

Trend

SEMRUSH

SEO

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Strategy Builder new

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

Projects > Keyword Overview > Keyword Magic Tool

Keyword Research course User manual

Keyword Magic Tool: COSMETICS

Database: Philippines Currency: PHP

All Questions All Keywords **Broad Match** Phrase Match Exact Match Related Languages beta

Try out AI analysis for Personal Keyword Difficulty and a potential position on SERP.

AI-powered Enter domain for personalized data

Volume KD % Intent CPC (PHP) Include keywords Exclude keywords Advanced filters

By number **By volume**

All keywords: 42,508 Total volume: 385,490 Average KD: 28% [+ Add to keyword list](#) [Update metrics](#) 7/10

Keyword	Intent	Volume	KD %	CPC (PHP)	SERP Features
<input type="checkbox"/> blk cosmetics	N	14,800	29	2.93	🔍 🔗 ⭐ 📧 🎥 +2
<input type="checkbox"/> cosmetics	I	9,900	73	22.82	🔍 📧 📧 🗨️ 📄 📄 📄
<input type="checkbox"/> blk cosmetics owner	I	6,600	37	0.00	🔍 🏆 🔗 ⭐ 📧 +3
<input type="checkbox"/> bys cosmetics	N	4,400	51	2.93	🔍 🔗 ⭐ 📧 🎥 +2
<input type="checkbox"/> cosmetic products	I	4,400	59	15.80	🔍 ⭐ 📧 📧 🎥 +2
<input type="checkbox"/> cosmetic product notification	N	3,600	43	13.46	🔍 🔗 📧 🎥 🗨️ 📄
<input type="checkbox"/> mac cosmetics	I T	3,600	71	112.35	🔍 🔗 ⭐ 📧 🎥 +3
<input type="checkbox"/> vice cosmetics	I	3,600	33	3.51	🔍 ⭐ 📧 🎥 🗨️ 📄

SEMRUSH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Strategy Builder new

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

Local >

Advertising >

All Questions All Keywords Broad Match Phrase Match **Exact Match** Related Languages beta v

Try out AI analysis for Personal Keyword Difficulty and a potential position on SERP.

AI-powered Enter domain for personalized data

Volume v KD % v Intent v CPC (PHP) v Include keywords v Exclude keywords v Advanced filters v

By number By volume

All keywords	25,894
> philippines	1,657
> vice	1,411
> use	891
> mac	764
> review	701
> blk	619
> products	566
> benefits	544
> kylie	535
> price	513

All keywords: **25,894** Total volume: **267,620** Average KD: **28%** + Add to keyword list Update metrics 7/10

<input type="checkbox"/> Keyword	Intent	Volume	KD %	CPC (PHP)	SERP Features
<input type="checkbox"/> holy land cosmetics super lotion >>	I	70	0	0.00	
<input type="checkbox"/> beauty way cosmetics >>	I	70	1	0.00	
<input type="checkbox"/> belita cosmetics >>	I	90	1	0.00	
<input type="checkbox"/> bh cosmetics lavender luxe >>	I	70	1	0.00	
<input type="checkbox"/> gd cosmetics >>	I T	70	1	0.00	+2
<input type="checkbox"/> alpha cosmetics >>	I	90	3	0.00	
<input type="checkbox"/> best private label cosmetics >>	I	70	4	0.00	+3
<input type="checkbox"/> blueberry cosmetics >>	I	70	4	0.00	
<input type="checkbox"/> grace cosmetics aloe vera juice >>	I	90	4	0.00	+2
<input type="checkbox"/> household cosmetics >>	I	70	4	0.00	+2

LEARNING OUTCOME 4.

Do a Keyword Planning and Corresponding Page Title and Product Description that is applicable for your businesses.

STEP 2: KEYWORD PLANNING		
KEYWORD	VOLUME	COMPETITION
courier service	8,100	25
courier service Philippines	1,300	20
express delivery	720	22
express delivery near me	10	9
international shipping	390	28
international shipping services	10	26
international shipping rates	210	26
package tracker	6,600	20
Philippine package tracker	30	14
Philippine parcel tracker	590	14
standard delivery	27,100	27
standard express delivery	390	15
balikbayan box	2,900	21
balikbayan boxes	3,600	35
balikbayan box sizes	1,000	16
balikbayan box price	260	16
shipping payment	10	19
cheapest international shipping from Philippines	390	21
padala	720	32
padala rates	260	21
padala package	50	23

CONTENT TYPE	CURRENT URL	CURRENT PAGE TITLE	LENGTH	CURRENT PAGE DESCRIPTION	LENGTH
Home Page	https://www.LBCexpress.com/courier-service/	LBC Express A Courier Service You Can Count On	48	LBC Express is the Philippines' no. 1 courier service .	54
Internal Page	https://www.LBCexpress.com/services/international-shipping/	International Shipping Made Easy With LBC	41	Experience safe and convenient international shipping with LBC Express.	71
Internal Page	https://www.LBCexpress.com/services/balikbayan-box/	LBC Balikbayan Box Delivering a box full of joy!	50	Bring home happiness in a box with LBC Express' Balikbayan box .	63
Internal Page	https://www.LBCexpress.com/services/standard-delivery/	LBC Standard Delivery Send your love straight to their doorstep!	66	LBC Express' standard delivery guarantees proper handling and shipment.	71
Internal Page	https://www.LBCexpress.com/package-tracker/	LBC Package Tracker Keep track. LBC's got your back!	54	Monitor your package with LBC Express' package tracker .	55

SEMRUSH

www.semrush.com ▾

Semrush - Online Marketing Can Be Easy ✓

Semrush is a comprehensive toolkit for digital marketing professionals and agencies. It offers features for keyword research, backlink analysis, content optimization, competitor research,...

Backlink Audit ✓

Conduct comprehensive backlink audit and get actionable...

Application ✓

Semrush Rank; Winners & Losers; USA, 800 Boylston Street,...

Billing and Account Mana... ✓

Billing and Account Management - Semrush - Online Marketing...

SEO Toolkit ✓

Get millions of keyword suggestions using different match...

On Page SEO Checker ✓

On Page SEO Checker - Semrush - Online Marketing Can Be Easy

Features ✓

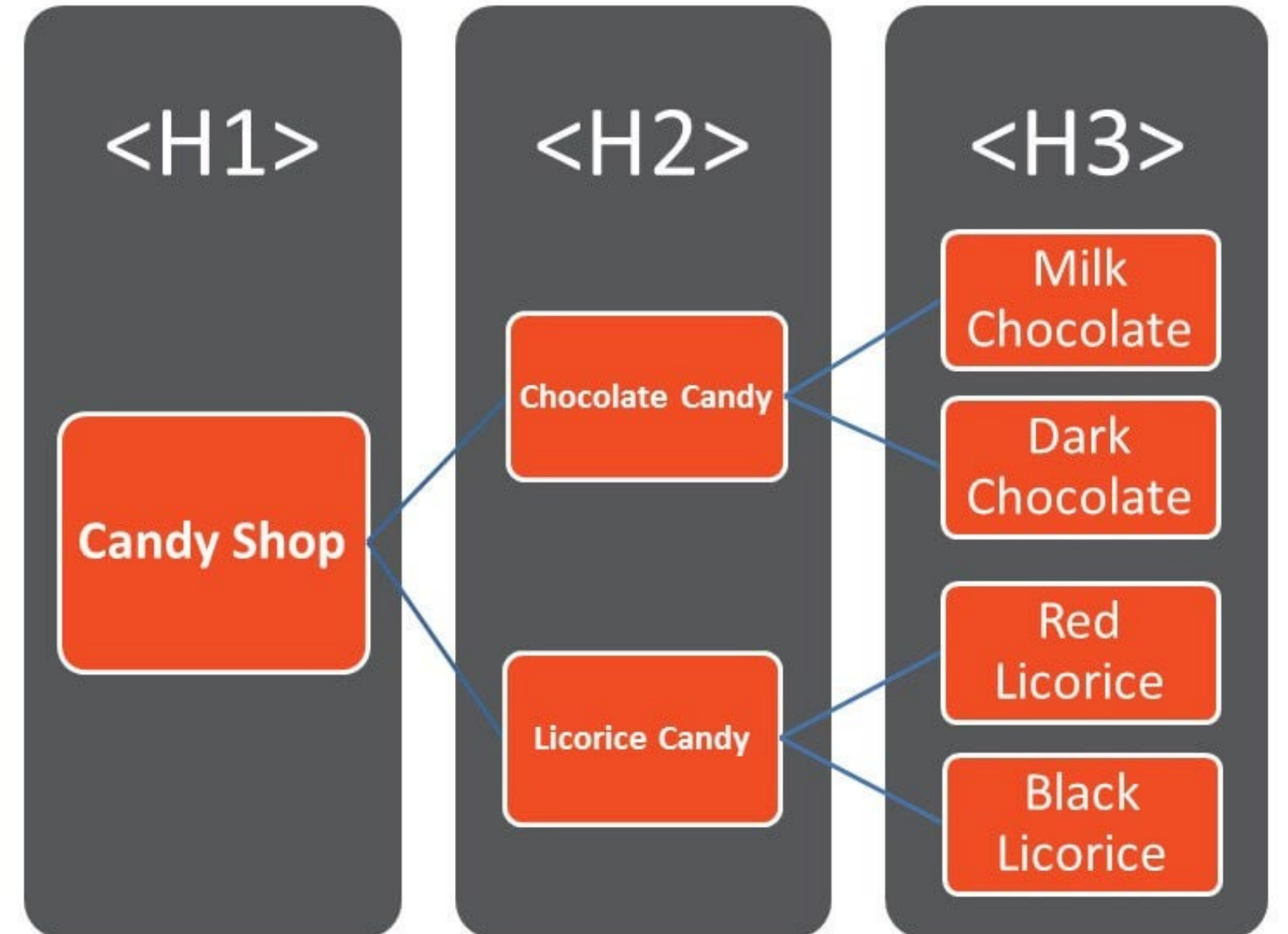
Semrush Features. Start solving your marketing challenges...

Pricing ✓

If you're a freelancer, blogger, or in-house marketer with a...

Market Explorer ✓

Market Explorer - Semrush - Online Marketing Can Be Easy



6. MANAGING INVENTORY AND ORDERS

1. Just-In-Time (JIT) Inventory

- Concept: Order and receive inventory only when needed to reduce storage costs and waste.

2. ABC Analysis

- Concept: Classify inventory based on value and prioritize management efforts accordingly.

3. FIFO (First-In, First-Out)

- Concept: Sell oldest inventory first to minimize obsolescence and ensure freshness.

4. Safety Stock

- Concept: Keep extra inventory as a buffer against unexpected demand spikes or delays.

6. MANAGING INVENTORY AND ORDERS

5. Reorder Point Formula

- **Concept:** Calculate when to reorder inventory based on sales rate, lead time, and safety stock.

6. Drop shipping

- **Concept:** Fulfill orders directly from suppliers to reduce inventory costs and expand product offerings.

7. Consignment Inventory

- **Concept:** Sell goods where the supplier retains ownership until they are sold, minimizing risk.

8. Perpetual Inventory Management

- **Concept:** Continuously track inventory levels in real-time with automated systems for accuracy.

6. MANAGING INVENTORY AND ORDERS

Streamlining order processing and fulfillment is crucial for e-commerce businesses to enhance efficiency, reduce errors, and improve customer satisfaction. Here are simplified steps to achieve this:

1. Automate Order Processing

- **Use E-commerce Platforms:** Utilize platforms like Shopify, WooCommerce, or Magento that automate order management.
- **Order Notifications:** Set up automated notifications for new orders to streamline processing.

2. Centralize Order Management

- **Single Dashboard:** Use a centralized dashboard to view and manage all orders.
- **Integration:** Integrate your e-commerce platform with inventory and shipping management systems for seamless updates.

3. Optimize Inventory Management

- **Real-Time Updates:** Implement systems that provide real-time inventory updates to prevent overselling.
- **Stock Alerts:** Set up alerts for low stock levels to reorder efficiently.

6. MANAGING INVENTORY AND ORDERS

4. Efficient Pick, Pack, and Ship

- **Pick Strategies:** Use batch picking or zone picking to speed up fulfillment.
- **Packaging:** Standardize packaging processes to minimize errors and reduce packing time.
- **Shipping Labels:** Automate printing of shipping labels to streamline fulfillment.

5. Use Fulfillment Services

- **Outsourcing:** Consider using third-party fulfillment services like Fulfillment by Amazon (FBA) or ShipBob for faster and more efficient order processing.
- **Dropshipping:** Partner with suppliers who can directly ship products to customers to reduce handling time.

6. Customer Communication

- **Order Status Updates:** Automatically notify customers about order confirmation, shipment tracking, and delivery updates.
- **Customer Service Integration:** Integrate customer service platforms to handle inquiries related to order status efficiently.

6. MANAGING INVENTORY AND ORDERS

7. Analytics and Optimization

- **Performance Metrics:** Track key metrics such as order processing time, fulfillment accuracy, and customer satisfaction.
- **Continuous Improvement:** Use data analytics to identify bottlenecks and optimize processes regularly.

Best Practices

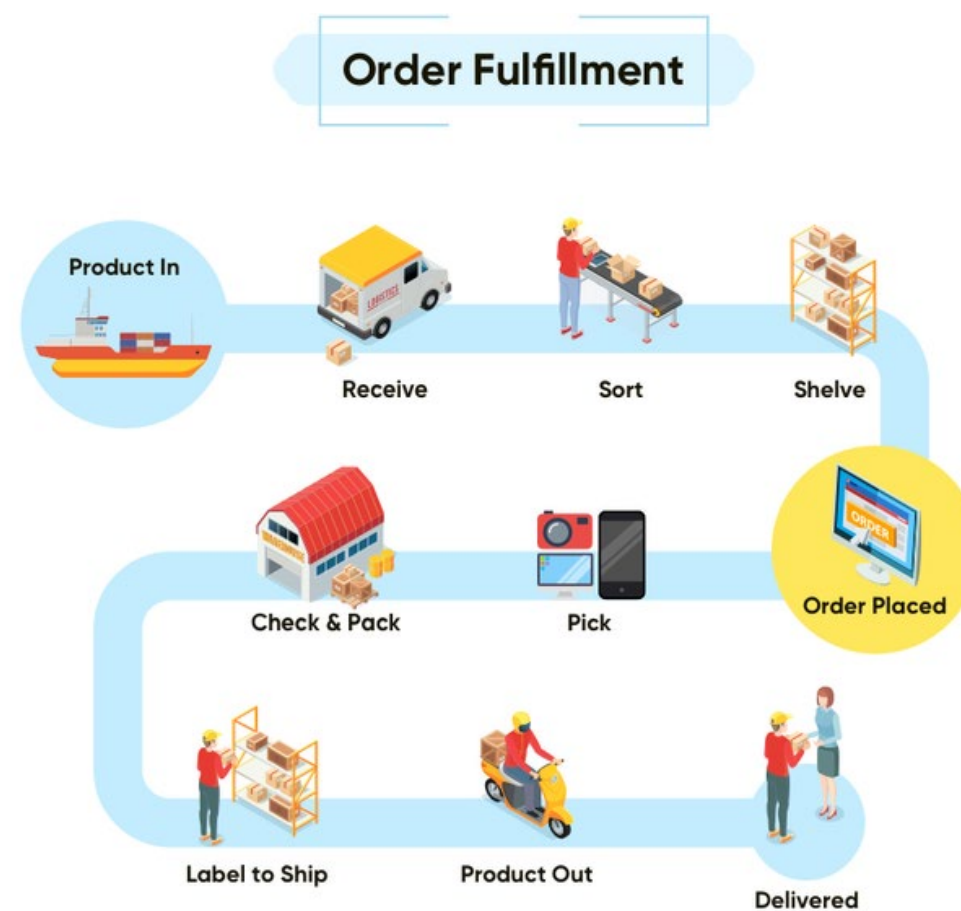
- **Streamlined Returns Process:** Simplify the returns process to maintain customer satisfaction.
- **Training and Documentation:** Ensure staff are well-trained on order processing procedures and have access to updated documentation.
- **Feedback Loop:** Gather feedback from customers and staff to continuously improve fulfillment processes.

LEARNING

OUTCOME 5

Simulate the end-to-end order workflow process, from order placement to fulfillment and delivery.

6 Stages of the Order Fulfillment Process



CUSTOMER SERVICE



- **Support Channels**
 - Availability: Offer support through email, live chat, phone, and social media.
 - Integration: Use tools that connect with your e-commerce platform for smooth communication.
- **Response Time**
 - Promptness: Aim to reply to customer queries within 24 hours.
 - Automation: Use chatbots or automated responses for quick answers to common questions.
- **Self-Help Options**
 - FAQs: Create a clear FAQ section to address common issues.
 - Guides: Provide easy-to-follow guides for using products or resolving problems.
- **Personalized Service**
 - Customer Data: Use customer information to personalize interactions.
 - Follow-up: Check back with customers after resolving issues to ensure satisfaction.
- **Feedback Collection**
 - Surveys: Gather feedback through surveys to improve service quality.
 - Reviews: Encourage customers to leave reviews to build trust.

CUSTOMER SERVICE



RETURNS AND REFUNDS

- **Clear Policies**
 - Transparency: Clearly state return and refund policies on your website.
 - Easy Access: Make policies easily accessible from product pages and during checkout.
- **Simple Process**
 - Online Portal: Provide an online platform for customers to start returns and track progress.
 - Prepaid Labels: Include prepaid shipping labels to simplify return shipping.
- **Efficient Processing**
 - Timely Handling: Process returns promptly upon receipt to issue refunds or replacements quickly.
 - Communication: Keep customers informed at each step of the return process.
- **Quality Checks**
 - Inspection: Check returned items promptly to decide on resale or refurbishment.
 - Restocking: Re-stock items swiftly to maintain accurate inventory.
- **Supportive Assistance**
 - Help: Assist customers during the return process to address concerns and ensure smooth returns.
 - Flexibility: Handle exceptions to policies with empathy to maintain customer satisfaction.

CUSTOMER SERVICE



BEST PRACTICES

- **CONTINUOUS IMPROVEMENT** : USE METRICS TO IDENTIFY AREAS FOR SERVICE AND PROCESSENHANCEMENTS.
- **TRAINING** : EDUCATE CUSTOMER SERVICE TEAMS ON PRODUCTS AND HANDLING CUSTOMER ISSUES EFFECTIVELY.
- **INTEGRATION** : INTEGRATE SERVICE AND RETURNS PROCESSES WITH YOUR INVENTORY AND ORDER MANAGEMENT SYSTEMS FOR SEAMLESS OPERATIONS .

BY FOLLOWING THESE SIMPLIFIED STEPS AND BEST PRACTICES, E-COMMERCE BUSINESSES CAN ENHANCE CUSTOMER SATISFACTION, TRUST, AND OPERATIONAL EFFICIENT

SESSION

FUNDAMENTALS¹ AND SETUP Q&A



- What is the difference in using Marketplaces or your own website?
- Name 2 pricing strategies that will be relevant for your business?
- Provide 2 examples of Ecommerce Customer support that you've experience and would like to implement for your business as well?



CREATIVE AGE FOR SDGS
Accelerating Growth of MSMEs in the Philippines

SESSION 2: Marketing and Growth

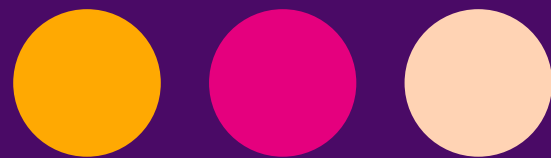
MODULE 5





DIGITAL MARKETING

STRATEGIES



2 CONTENT MARKETING

- Blogging: Creating valuable content to attract and engage your audience.
- Video Content: Using platforms like YouTube or TikTok to share engaging video content.
- Infographics: Designing informative graphics to convey complex information easily.
- eBooks and Whitepapers: Providing in depth knowledge on specific topics to generate leads.

3 SOCIAL MEDIA MARKETING

- Platform Selection: Choosing the right social media platforms (e.g., Facebook, Instagram, LinkedIn) based on your audience.
- Content Strategy: Planning and scheduling posts to engage your followers.
- Social Media Advertising: Using paid ads to reach a broader or more targeted audience.

4 EMAIL MARKETING

- List Building: Collecting email addresses through sign-ups and lead magnets.
- Segmentation: Dividing your email list into segments based on interests or behaviors.
- Automation: Setting up automated email sequences for nurturing leads and onboarding new customers.

5. PAY-PER-CLICK (PPC) ADVERTISING

- Google Ads: Bidding on keywords to display ads on Google's search results.
- Social Media Ads: Running targeted ads on social media platforms.
- Display Advertising: Placing banner ads on relevant websites.

6 AFFILIATE MARKETING

- Affiliate Partnerships: Collaborating with influencers or other businesses to promote your products.
- Commission Structures: Offering incentives to affiliates for driving sales or leads.

7 INFLUENCER MARKETING

- Identifying Influencers: Finding individuals with significant followings who align with your brand.
- Campaign Planning: Structuring agreements and campaigns to leverage influencers' reach.

8 CONVERSION RATE OPTIMIZATION (CRO)

- A/B Testing: Testing different versions of web pages or ads to see which performs better.
- User Experience (UX) Design: Enhancing the usability of your website to improve conversions.

9 ANALYTICS AND DATA - DRIVEN MARKETING

- Tracking and Measurement: Using tools like Google Analytics to monitor campaign performance.
- Data Analysis: Interpreting data to make informed marketing decisions.

10 MOBILE -MARKETING

- App Marketing: Promoting your mobile app to increase downloads and engagement.
- SMS Marketing: Sending promotional messages directly to customers' mobile phones.

11 LOCAL -SEO

- Google My Business: Optimizing your business profile for local searches.
- Local Listings: Ensuring your business is listed accurately on local directories.

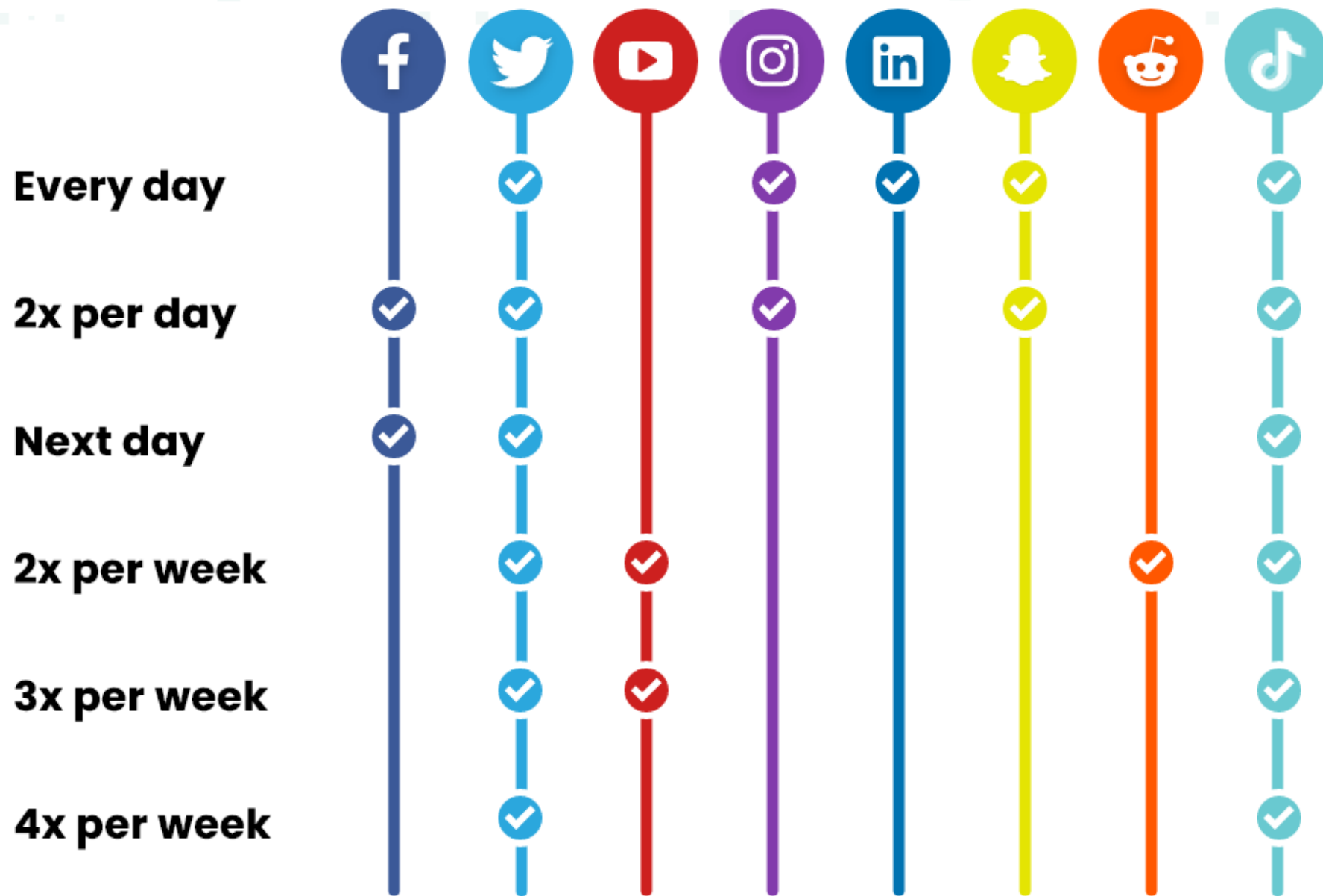
BEST PRACTICES

- **Understand Your Audience:** Conduct market research to know who your audience is and what they need.
- **Create Quality Content:** Focus on producing valuable, relevant, and consistent content.
- **Engage on Social Media:** Interact with your audience and respond to their queries promptly.
- **Optimize for Mobile:** Ensure your website and content are mobile-friendly.
- **Measure and Adjust:** Regularly analyze your marketing efforts and adjust strategies as needed.
- **Stay Updated:** Keep up with the latest trends and updates in digital marketing to stay ahead.

CONCLUSION

Implementing a combination of these digital marketing strategies can help you build a robust online presence, attract and retain customers, and ultimately drive business growth.

When to share & what Social Media platform



We only suggest sharing content that is relevant and valuable to your audience.



f Facebook
I like donuts

Twitter
I'm eating a
tasty #donut

YouTube
I'm watching
donut videos

Snapchat
Short video
with my donut

TikTok
I dance & sing
with my donut

Instagram
Here's a photo
of my donut








Pinterest
Boards of my
favorite donuts

LinkedIn
My skills include
donut eating

Reddit
Discuss our
love for donuts













Who is your audience? How can you reach them? What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

							
DEMOGRAPHICS	2.7 Billion users Ages 25-34	353 Million users Ages 30-49 68% Male	442 Million users Ages 30-49 78% Female	2.3 Billion users All ages	740 Million users Ages 46-55	1.2 Billion users Ages 25-34	689 Million users Ages 18-24
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbook-ing"	"How To", Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships, Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

APRIL 2024

Scheduling Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
	1	2	3	4	5	6				
7	8	9	10	 Taube Announcement	 Taube Restock Launch	 Taube UGC				
14	 Mellow Melon Teaser 1	15	16	 Pacific Tide Restock Teaser	 Pacific Tide Restock Countdown	 Pacific Tide Restock Launch	17	18	19	20
21	 Pacific Tide Restock UGC	22	23	 Mellow Melon Teaser 2	24	25	 Mellow Melon Launch	 Mellow Melon Reels	26	27
 Mellow Melon Other options	28	29	30	 Mellow Melon Other options	May 1					

POST #	01	DATE TIME	JANUARY 03, 2024 07:00 PM	MEDIA TYPE /SIZE	REEL 1920x1080
--------	----	-----------	------------------------------	------------------	-------------------

DETAILS:

CONTENT UGC: Scrub Community

LINKS https://drive.google.com/file/d/1ZcnuSjUxnD71lQilNq62bBXjiE0yCl2K/view?usp=drive_link

COPYWRITING:

CAPTION A huge shout out to all of you awesome people who joined the #MoveTechRevolution this past 2023! Here's to an adventure-filled 2024 with limitless MoveTech® scrubs that celebrate you. 🎉 🥳
#WhiteCoatManila #MoveTechRevolution #scrubsthatcelebrateyou

COMMENTS:

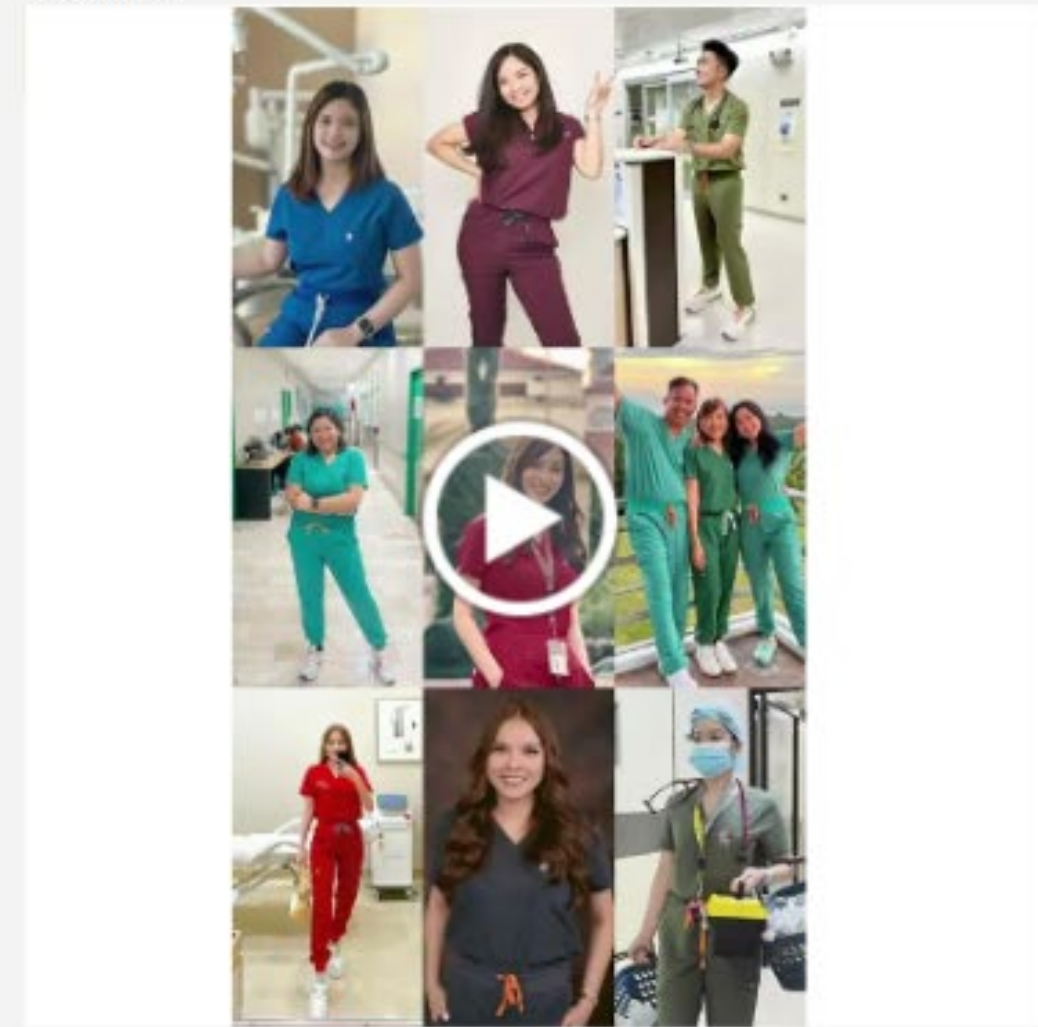
FEEDBACK FROM 1ST PASS: 12/27/23 2nd Pass Approval

Add outro
- blur last slide then
add #scrubsthatcelebrateyou
with WCM logo

SCHEDULED INTERNAL ■ QUALITY CHECKED

(To be filled out by Zoom Lab Internal Team : ■ -Pending Status, ■ - Success Status, ■ - Needs Attention)

CREATIVES:



CREATIVE DIRECTION Collage of UGC photos from 2023 compiled into a Reel **DIRECTION APPROVAL**
yes

POST #	13	DATE TIME	JANUARY 26, 2024 10:00 AM	MEDIA TYPE /SIZE	FEED 1080x1080
--------	----	-----------	------------------------------	------------------	-------------------

DETAILS:

CONTENT LAUNCH: Poppy Restock

LINKS

COPYWRITING:

CAPTION POPPY'S BACK IN STOCK 🟡
 Grab yours before it runs out at www.shopwhitecoat.com
 #WhiteCoatManila #MoveTechRevolution

COMMENTS:

FEEDBACK FROM 1ST PASS: 12/27/23	2nd Pass Approval
Replace model with updated model for Poppy	

SCHEDULED INTERNAL		QUALITY CHECKED	
--------------------	--	-----------------	--

(To be filled out by Zoom Lab Internal Team : 🟡 - Pending Status, 🟢 - Success Status, 🟠 - Needs Attention)

CREATIVES:



CREATIVE DIRECTION	Feedback: Too similar layout to pacific tide	DIRECTION APPROVAL:
---------------------------	--	----------------------------

LEARNING OUTCOME 6



CREATE CONTENT CALENDAR FOR 1 MONTH

FEBRUARY 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
	National Cancer Awareness month Philippine Heart month Oral Health Month				(1) FREE CURAPROX PROMO	
	4	5	6	7	8	9
	(2) UGC: Color: Orchid Crush WORLD CANCER DAY	(3) SLOW-MOVING PRODUCT FEATURE Color: COBALT BLUE Style: 4 Pocket Straight Men & 5-Pocket Women *AD		(4) TEASER Orchid Crush STORY (1) TEASER Orchid Crush	(2) COUNTDOWN Orchid Crush	(5) RESTOCK LAUNCH Orchid Crush STORY (3) RESTOCK LAUNCH Orchid Crush
						10
						CHINESE NEW YEAR
	11	12	13	14	15	16
	(6) VALENTINE'S Highlight shades of PINK/RED (Orchid Crush, Garnet, Marlot, Mauve)			(7) VALENTINE'S TEASER Mauve STORY (4) TEASER Mauve	(5) COUNTDOWN Mauve	(8) RESTOCK LAUNCH Mauve STORY (6) RESTOCK LAUNCH Mauve
						17
	18	19	20	21	22	23
		(9) SLOW-MOVING PRODUCT FEATURE Style: Pro+ Male & Female *AD		(10) Made to Measure: Specific Customizations *TBD	(7) COUNTDOWN Yoga Mat	(11) PRODUCT LAUNCH Yoga Mat STORY (8) PRODUCT LAUNCH Yoga Mat
						24
	25	26	27	28	29	MARCH 1
	(12) UGC: Color: Taffy	(13) SLOW-MOVING PRODUCT FEATURE Color: GRAPHITE Style: 4 Pocket Men & 5-Pocket Women *AD		(14) TEASER Taffy STORY (9) TEASER Taffy	(10) COUNTDOWN Taffy	(15) RESTOCK LAUNCH Taffy STORY (11) RESTOCK LAUNCH Taffy

DETAILS:

CONTENT

SLOW-MOVING PRODUCT FEATURE

Color: COBALT BLUE
Style: 4 Pocket Straight Men & 5-Pocket Women

LINKS

https://drive.google.com/file/d/13wvQclUW1ebrjb0awY9ESZpCp1rqvle/view?usp=drive_link

COPYWRITING:

CAPTION

Squeezing duties and hobbies into your tight schedule is no easy task. Unless, of course, you're wearing MoveTech® scrubs 🙌

Get scrubs that move with you in Cobalt Blue at www.shopwhitecoat.com

#WhiteCoatManila
#MoveTechRevolution

COMMENTS:

SUBMITTED ON: 01/24/24

APPROVED

APPROVAL:



MEDIA TYPE / SIZE

feed

DATE TIME

FEBRUARY 05, 2024
07:00 PM

POST #

03



SCHEDULED INTERNAL

QUALITY CHECKED

(To be filled out by Zoom Lab Internal Team : - Pending Status, - Success Status, - Needs Attention)

5

KEYS TO BUILDING A COMMUNITY MANAGEMENT STRATEGY

1

ACQUISITION

Have a ready strategy in place to reach your community along the buyer's journey.

2

SOCIAL CUSTOMER CARE

Pay attention to your customers and happily solve their problems across all channels

3

CRISIS MANAGEMENT FOR SOCIAL

Don't let issues get out of your control. Train your team to handle social crises instantly.

4

RETENTION

Maintain customer interest in your brand even when they're not shopping or purchasing.

5

ADVOCACY

Identify your super fans and ambassadors, then encourage them to spread the word

BEST PRACTICES

Here are steps to improve your customer acquisition efforts in your community management strategy



BE READY

Be ready with a social media community management strategy as campaigns unfold, and label your customer queries to reflect each business funnel stage.

CUSTOMIZE

Customize queries and expertise levels based on customer journey stages and leverage community feedback for campaigns and content.

VALIDATE

While performance metrics paint the efficiency picture, you can also validate your marketing effectiveness through community engagement.



EMAIL



marketing

Email marketing remains one of the most effective channels for nurturing leads, engaging customers, and driving sales.

10

STRATEGIES TO ENHANCE YOUR

EMAIL MARKETING EFFORT



1

BUILD AND GROW

YOUR EMAIL LIST

- **Lead Magnets:** Offer valuable resources like eBooks, checklists, or exclusive content in exchange for email sign-ups.
- **Opt-In Forms:** Use pop-ups, slide-ins, and inline forms on your website to capture email addresses.
- **Social Media Promotion:** Encourage your social media followers to join your email list.

2

SEGMENTATION

- **Demographic Segmentation:** Group subscribers based on age, gender, location, etc.
- **Behavioral Segmentation:** Segment based on past purchase behavior, email engagement, and browsing history.
- **Interest-Based Segmentation:** Use preferences and interests to tailor email content.

3

PERSONALIZATION

- **Dynamic Content:** Customize email content based on subscriber data.
- **Personalized Subject Lines:** Include the recipient's name or other personalized information in the subject line.
- **Behavioral Triggers:** Send emails triggered by specific actions, such as cart abandonment or past purchases.

4

AUTOMATION

- **Welcome Series:** Automatically send a series of onboarding emails to new subscribers.
- **Drip Campaigns:** Create automated sequences for nurturing leads over time.
- **Re-Engagement Campaigns:** Set up automated emails to win back inactive subscribers.

5

CONTENT

STRATEGY

- **Value-Driven Content:** Focus on providing valuable and relevant content to your subscribers.
- **Mix Content Types:** Use a variety of content, such as newsletters, product updates, educational content, and promotional offers.
- **Storytelling:** Engage subscribers with compelling stories about your brand or products.

6

DESIGN AND

LAYOUT

- **Mobile Optimization:** Ensure your emails are mobile-friendly.
- **Clear Call-to-Action (CTA):** Make your CTAs stand out and guide recipients on what to do next.
- **Visuals:** Use high-quality images and videos to enhance your email content.

7

TESTING AND OPTIMIZATION

- A/B Testing: Test different subject lines, email content, images, and CTAs to see what works best.
- Performance Metrics: Track open rates, click-through rates, conversion rates, and unsubscribe rates.
- Continuous Improvement: Use insights from testing to continually refine your email marketing strategy.

8

COMPLIANCE

- GDPR and CAN-SPAM: Ensure your emails comply with legal requirements, including providing clear opt-in mechanisms and an easy way to unsubscribe.
- Double Opt-In: Use a double opt-in process to confirm subscribers want to receive your emails.

9 ENGAGEMENT AND INTERACTION

- **Surveys and Feedback:** Use email surveys to gather feedback and improve your offerings.
- **Interactive Elements:** Incorporate interactive elements like polls, quizzes, or countdown timers.
- **Social Proof:** Include customer reviews, testimonials, and case studies to build trust.

10 SEASONAL AND EVENT-BASED CAMPAIGNS

- **Holiday Promotions:** Plan email campaigns around major holidays and events.
- **Product Launches:** Use email to build anticipation and announce new products.
- **Event Invitations:** Send invitations and reminders for webinars, conferences, and other events.

BEST PRACTICES FOR EMAIL MARKETING

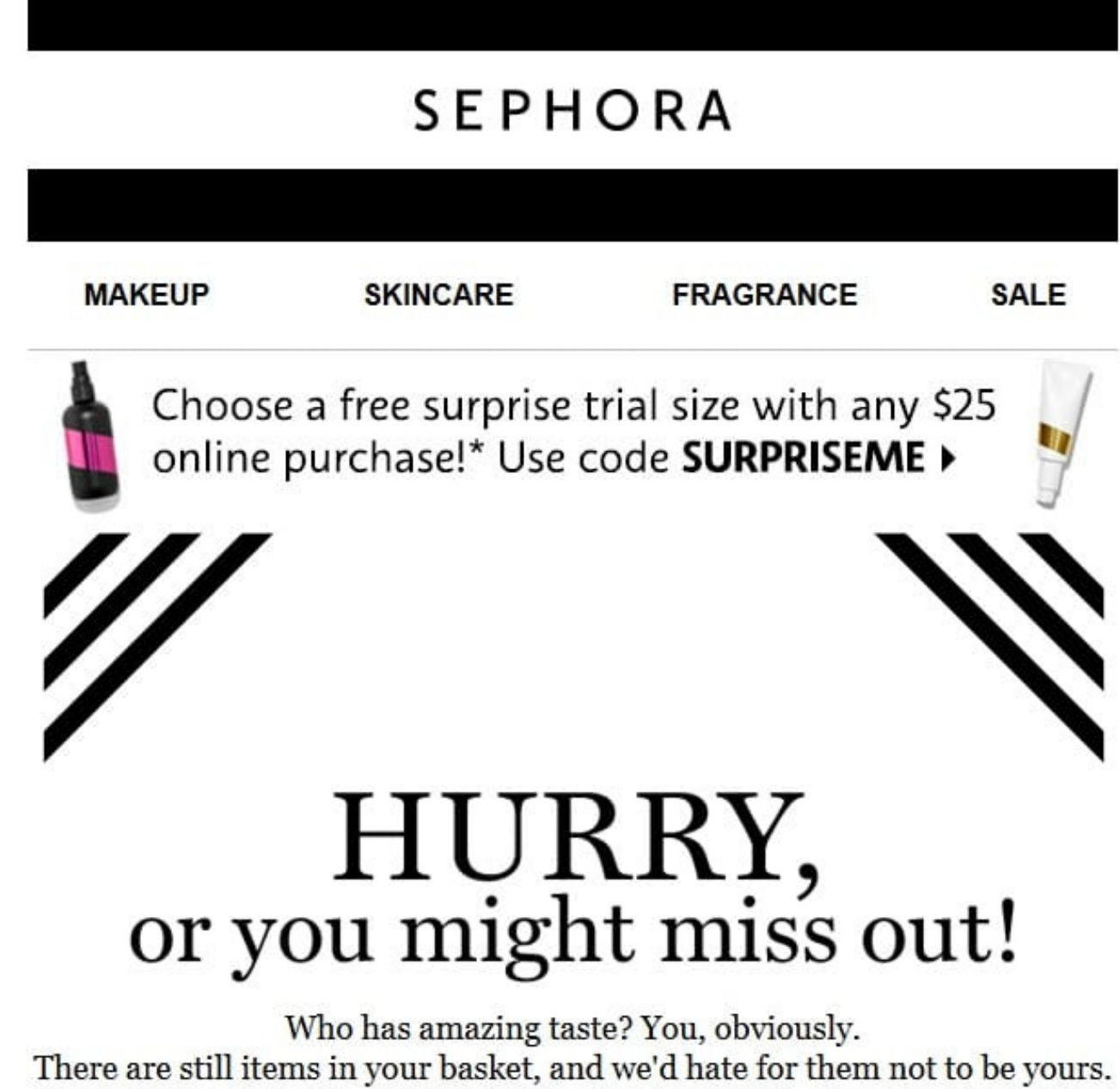
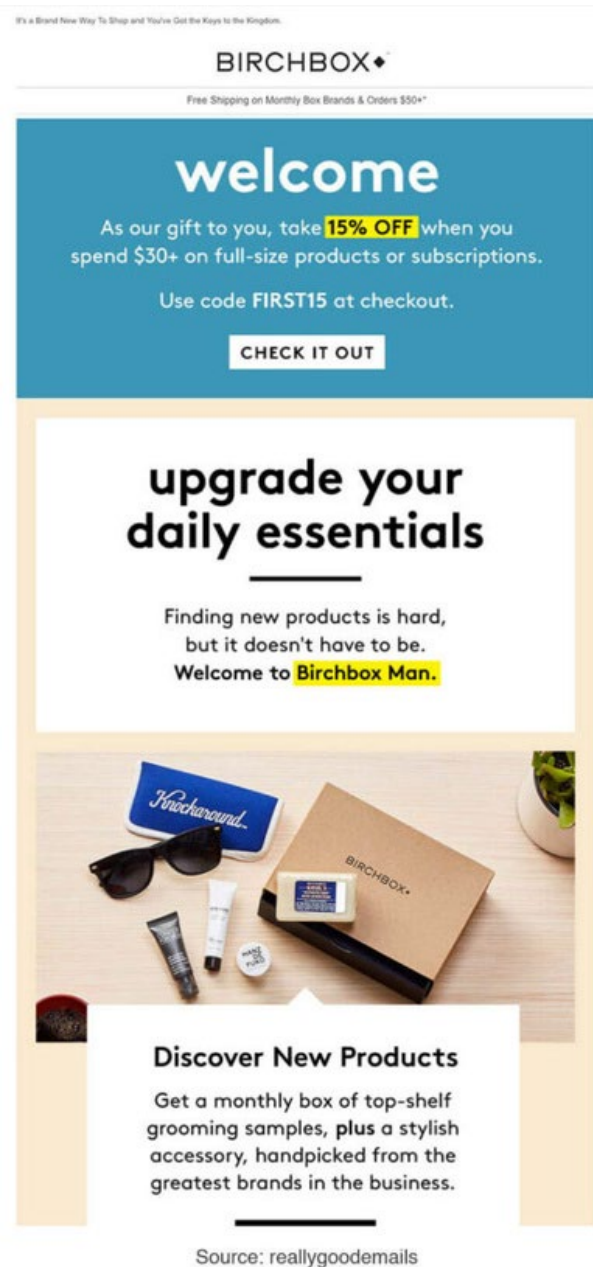
- **Maintain List Hygiene:** Regularly clean your email list to remove inactive subscribers.
- **Be Consistent:** Maintain a consistent sending schedule so subscribers know when to expect your emails.
- **Clear Subject Lines:** Write concise and compelling subject lines to improve open rates.
- **Monitor Deliverability:** Use tools to ensure your emails are reaching recipients' inboxes, not spam folders.
- **Track Competitors:** Keep an eye on competitors' email strategies to identify opportunities and threats.

LEARNING OUTCOME 7

CREATE AN EMAIL MARKETING TEMPLATE FOR

NEW CUSTOMERS/ SIGN UP TO NEWSLETTER

SHOPPING CONFIRMATION AND SHIPPING DETAILS





PAID

advertising



Paid advertising is essential for eCommerce businesses to reach more customers and boost sales.

KEYS OF PAID ADVERTISING

1. Search Ads: Appear on search engines like Google.
2. Social Media Ads: Run on platforms like Facebook, Instagram, Twitter, and Pinterest.
3. Display Ads: Banner ads on various websites.
4. Shopping Ads: Show product listings directly on search engines.
5. Retargeting Ads: Target people who have visited your site before.

MAJOR PLATFORMS

- Google Ads: Search, display, and shopping ads.
- Facebook Ads: Ads on Facebook and Instagram.
- Amazon Advertising: Promotes products on Amazon.
- Pinterest Ads: Visual product ads.
- Twitter Ads: Engages a broad audience.

STEPS TO SET UP A GAIN

- **Define Goals:** Know what you want to achieve (e.g., traffic, sales).
- **Set Budget:** Decide how much to spend.
- **Target Audience:** Choose who sees your ads based on demographics, interests, etc.
- **Create Ads:** Design attractive ads with compelling images and text.
- **Optimize Landing Pages:** Ensure the pages users land on after clicking your ad are user-friendly and encourage purchases.

BIDDING STRATEGIES

- **CPC (Cost-Per-Click):** Pay per a d click.
- **CPM (Cost-Per-Thousand Impressions):** Pay for every 1,000 times your ad is shown.
- **CPA (Cost-Per-Acquisition):** Pay when a specific action (like a sale) occurs.
- **ROAS (Return on Ad Spend):** Focus on revenue generated from your ads.

MEASURING SUCCESS

- **CTR (Click-Through Rate):** Percentage of people who click your ad.
- **Conversion Rate:** Percentage of clicks that result in a purchase.
- **CPA (Cost-Per-Acquisition):** Cost to acquire a customer.
- **ROAS (Return on Ad Spend):** Revenue earned per dollar spent on ads.

BEST PRACTICES

- **Use High-Quality Creatives:** Invest in good images and videos.
- **Have Clear CTAs:** Tell users exactly what you want them to do (e.g., "Buy Now").
- **Plan Seasonal Campaigns:** Advertise during key shopping periods like holidays.
- **Leverage Reviews:** Include customer reviews in your ads for credibility.
- **Optimize for Mobile:** Ensure ads and landing pages look good on mobile devices.

CONCLUSION

PAID ADVERTISING HELPS YOU REACH MORE CUSTOMERS AND INCREASE SALES. BY CHOOSING THE RIGHT PLATFORMS, SETTING CLEAR GOALS, TARGETING EFFECTIVELY, CREATING GOOD ADS, AND MEASURING PERFORMANCE, YOU CAN MAKE YOUR ECOMMERCE BUSINESS MORE SUCCESSFUL.

SEARCH ADS SAMPLE

Google where to print pictures

All Shopping Maps Images Books More Tools

About 696,000,000 results (0.84 seconds)

Ad · <https://www.snapfish.com/picture/prints>

Save 50% On Photo Prints - Shipped Directly To Your Door

Share Your Most Loved **Photos**. Lowest Prices for **Prints** & Free Shipping on Orders \$29+. **Print** Your High Quality **Photo Prints** Today. Choose Your Size,...

90% Off 4x6 Prints · 65% Off Photo Books · Free Shipping Over \$29 · Gifts For Pet Owners

SOCIAL MEDIA ADS

trainline Sponsored

Rainbow stripes 🌈
Good vibes 😊
Cheap travel to Brighton for Pride

Book Now

36 likes
trainline 🇬🇧 Spread the love for less in Brighton for #PrideJubilee!

MADE.COM Sponsored · G

Our Instagram-famous accent chairs are on SALE now, for 48 hours only.

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Home / Resources / 7 Most Frequent HR Mistakes and How to Avoid Them

Policies and procedures | Shares 0

7 Most Frequent HR Mistakes and How to Avoid Them

What if you could anticipate – and avoid – your next HR debacle?

Outdated policies and inadequate documentation can cause even the strongest companies to stumble when it comes to HR issues. When was the last time you updated your employee handbook? Are you sure it covers everything it should? Do you have a policy in place for handling employee complaints? Slip-ups in hiring, firing,

Download your free e-book

First name

Last name

Email

Role

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SHOPPING ADS

Google buy jordan sneakers

All Shopping Images News Videos More Search tools

About 7,490,000 results (0.58 seconds)

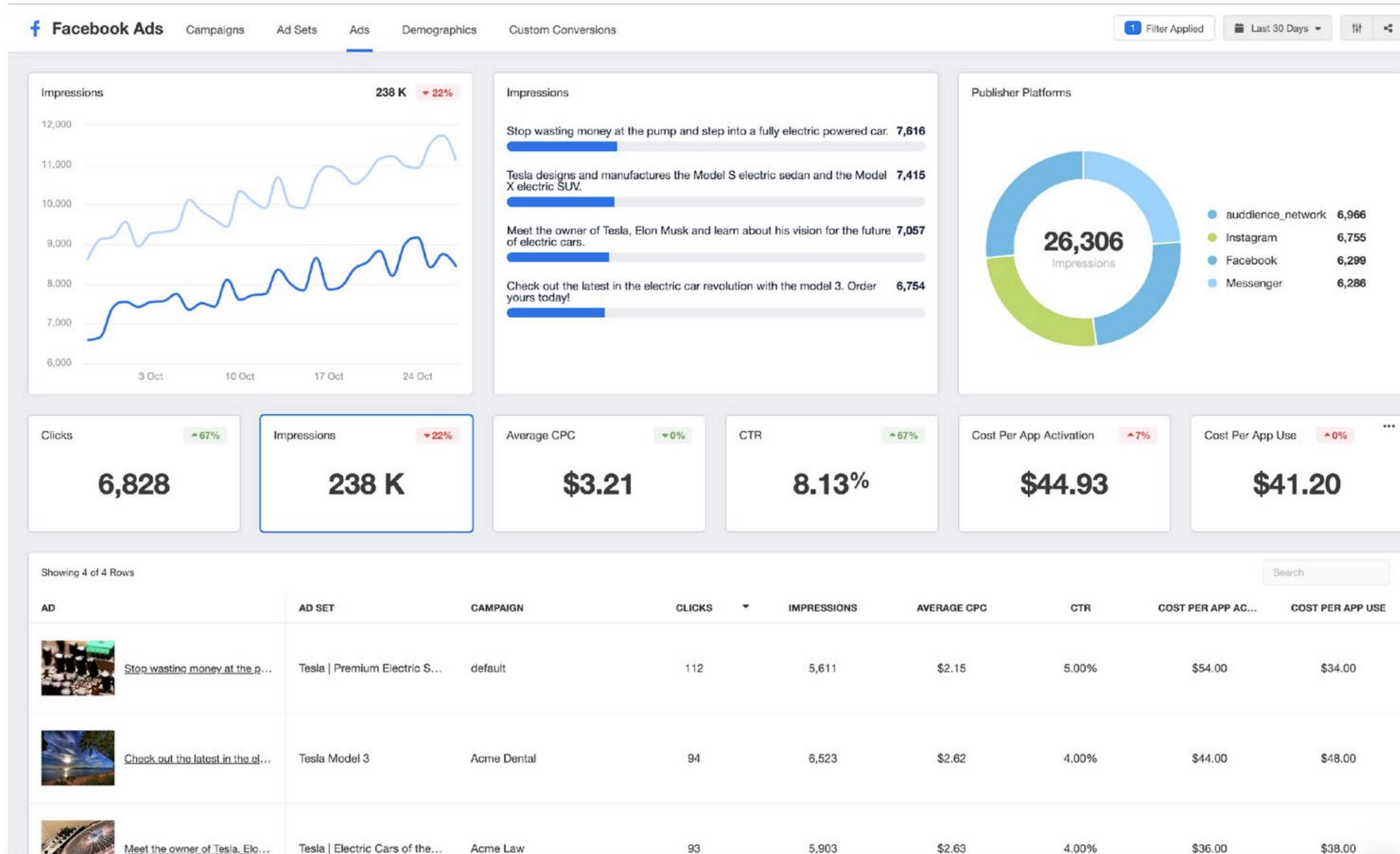
Shop for buy jordan sneakers on Google Sponsored

Jordan IV Retro White £154.99 Foot Locker UK	Nike Air Jordan VII Retro BG ... £89.00 End.com	Nike Air Jordan Eclipse ... £90.00 ASOS.com	Air Jordan 1 Mid Black 6 (25) £90.00 Nike.com	Jordan Eclipse, Wolf Grey/ ... £76.87 Kickz.co.uk

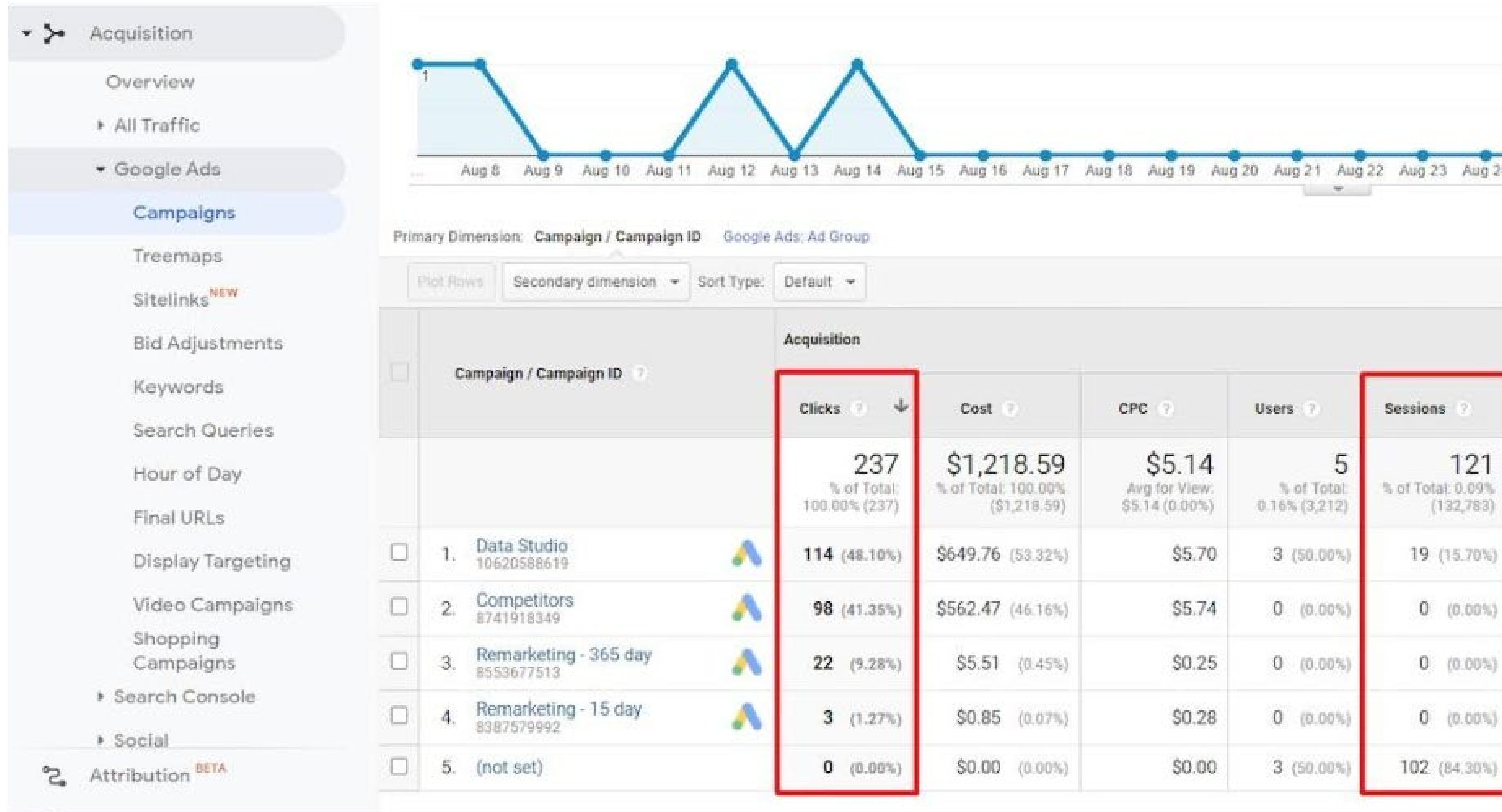
Shop Authentic Air Jordan Shoes - Jordan Brand ...
www.sneakerhead.com/nike-air-jordan-p1.html
... Air Jordan Shoes. Sneakerhead.com has the latest Air Jordan Shoes, including Brand Jordan Team Shoes, Air Jordan Retro Shoes, Jumpman & others.
Retro Jordan - Air Jordan Lifestyle - Air Jordan Sport - Air Jordan Son Of Mars Low

Jordans - Air Jordans | Flight Club
www.flightclub.com/air-jordans
Since 1985, the sneakers carrying Michael Jordan's name and world-renowned

SOCIAL MEDIA ADS PERFORMANCE



GOOGLE ANALYTICS CAMPAIGN PERFORMANCE





WHITE COAT

MONTH	SALES 2023	% CONTRI	TARGET 2024	2024 ACTUAL	% GRW	% ACH
Jan-24	11,810,770	7%	18,835,896	18,122,017.92	35%	96%
Feb-24	12,930,350	8%	20,621,410	10,525,994.31	-23%	51%
Mar-24	13,574,605	8%	21,648,872	12,039,495.52	-13%	56%
Apr-24	15,834,665	9%	25,253,231	14,321,750.09	-11%	57%
May-24	18,382,495	11%	29,316,528	17,192,493.06	-7%	59%
Running YTD	72,532,885		115,675,938	72,201,750.90	0%	62%

MAY VOLUME PERFORMANCE

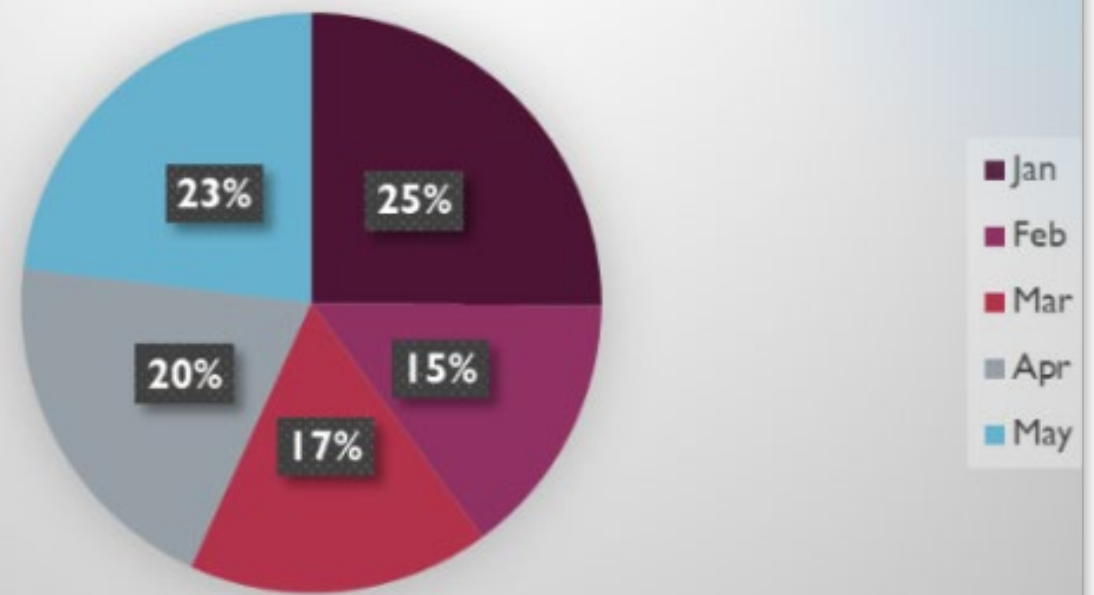


BLUE SKY

MERLOT
RESTOCK

ULTRA
BLACK

MONTHLY SALES CONTRIBUTION





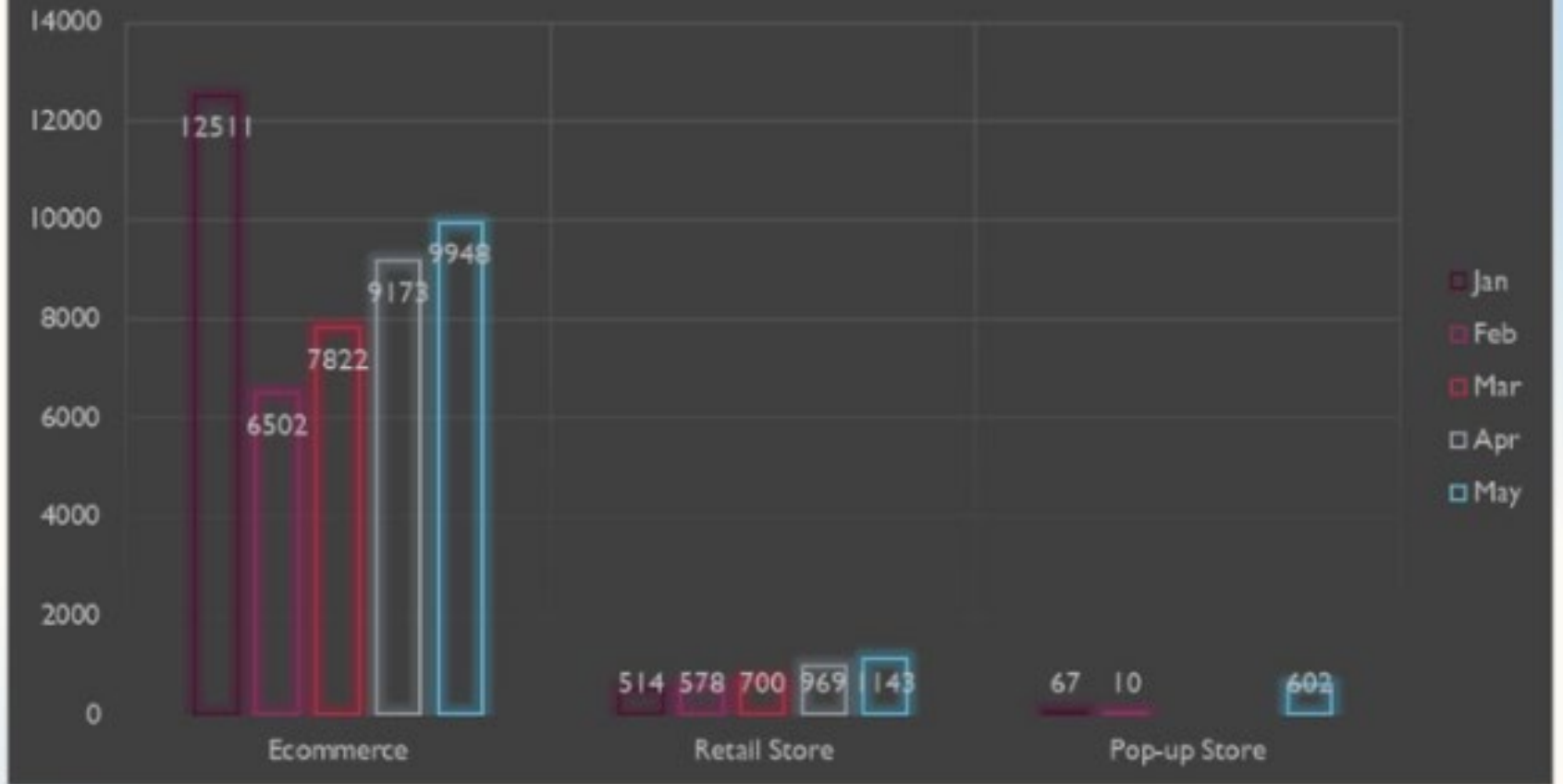
PEAK HOURS



Peak Hours

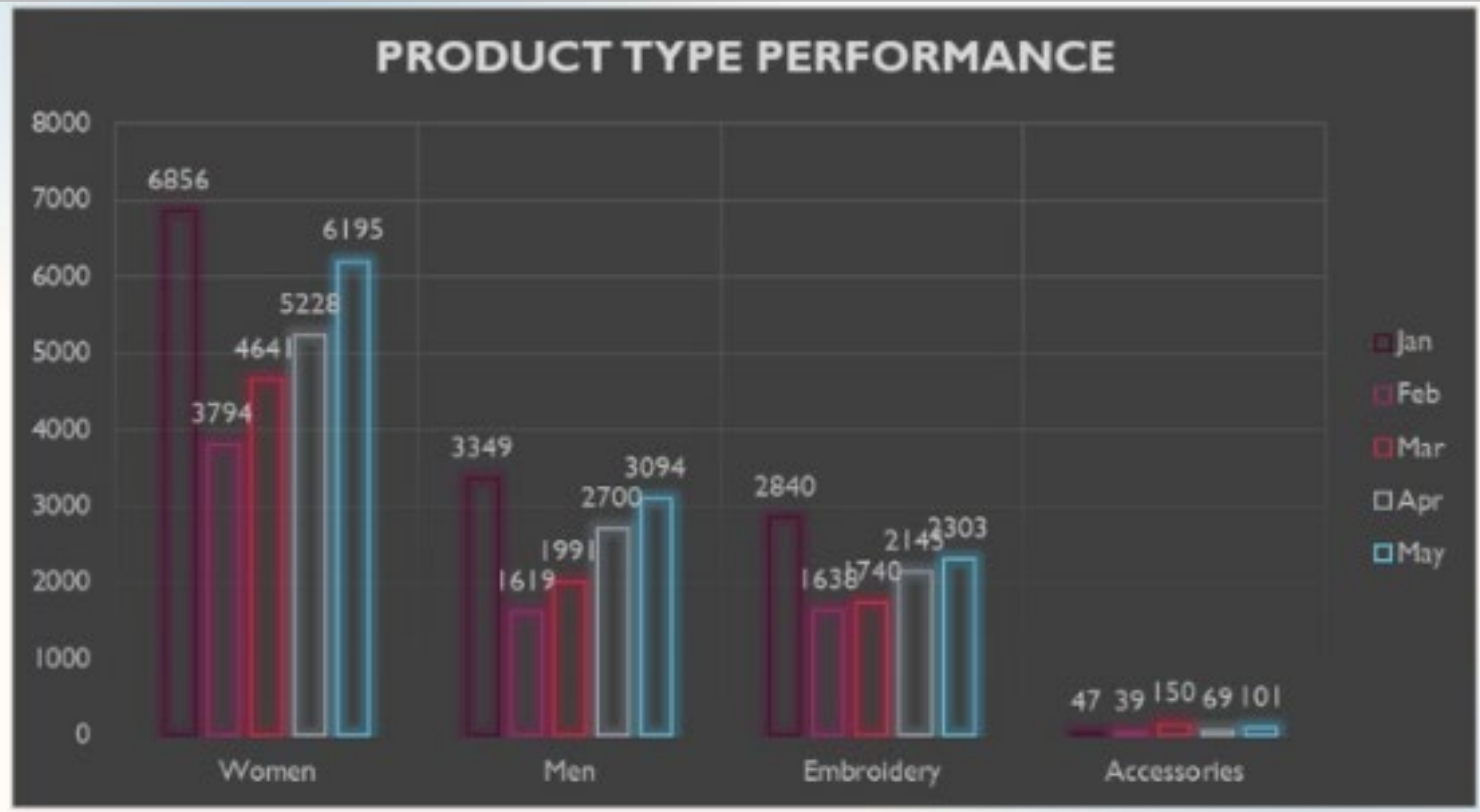
- 10-11 AM (Consistent Running YTD)
- 1-2 PM (New Behavior for the month of May)

CHANNEL PERFORMANCE

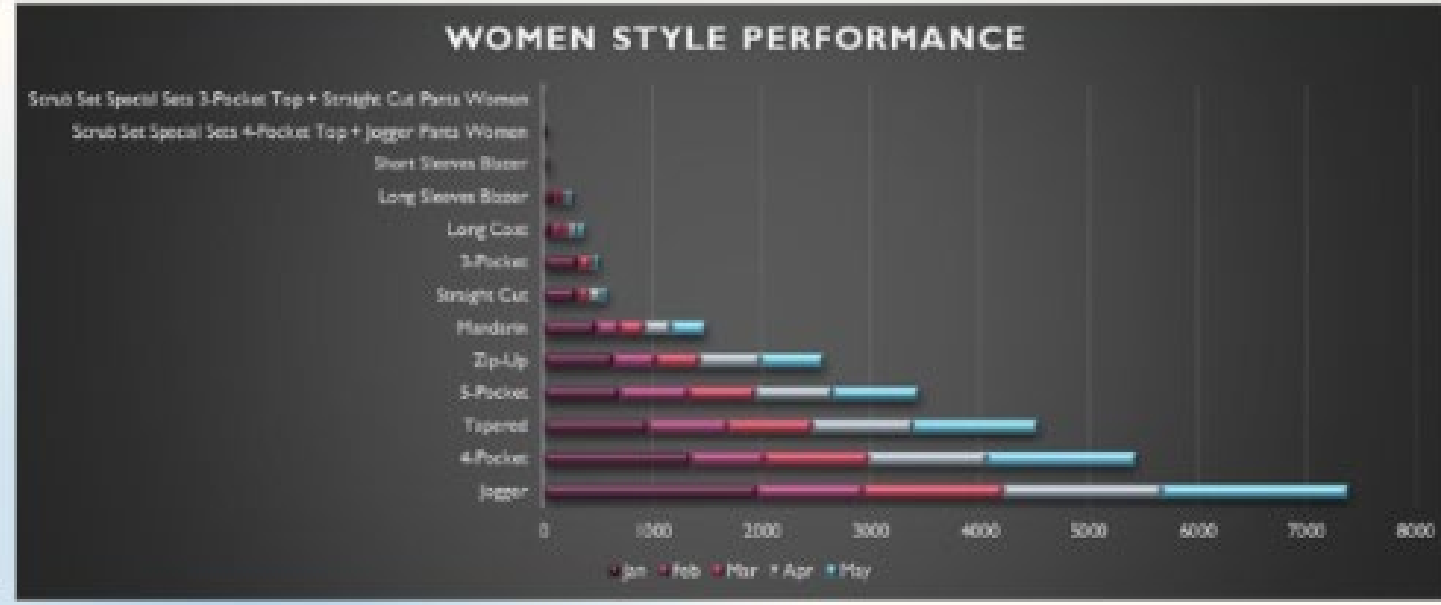


Ecommerce and Retail: Steady Growth from Feb to May 2024

Pop Up: Significant growth for the month of May (PCP and PDA Conventions)



- There is significant growth across all product type for the month of May
- March still had the biggest performance since this is when both the Flow Mat and Scrub Cap were launched.

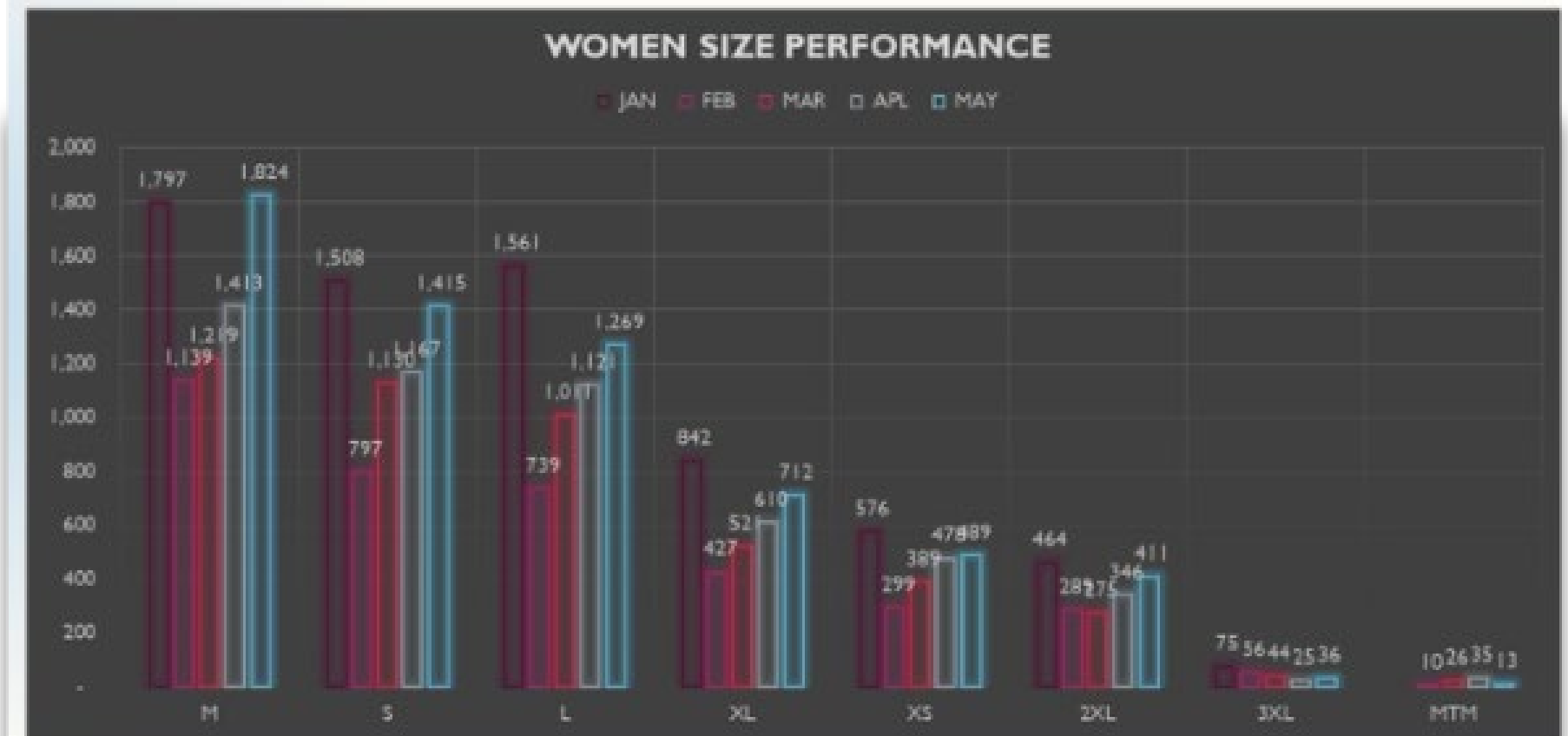


Women Top Styles YTD (Jan-May 2024):

- Tops
- 4P: **20%** Contribution
 - Zip up: **13%** Contribution
 - 5P: **10%** Contribution
- Bottoms
- Jogger: **28%** contribution

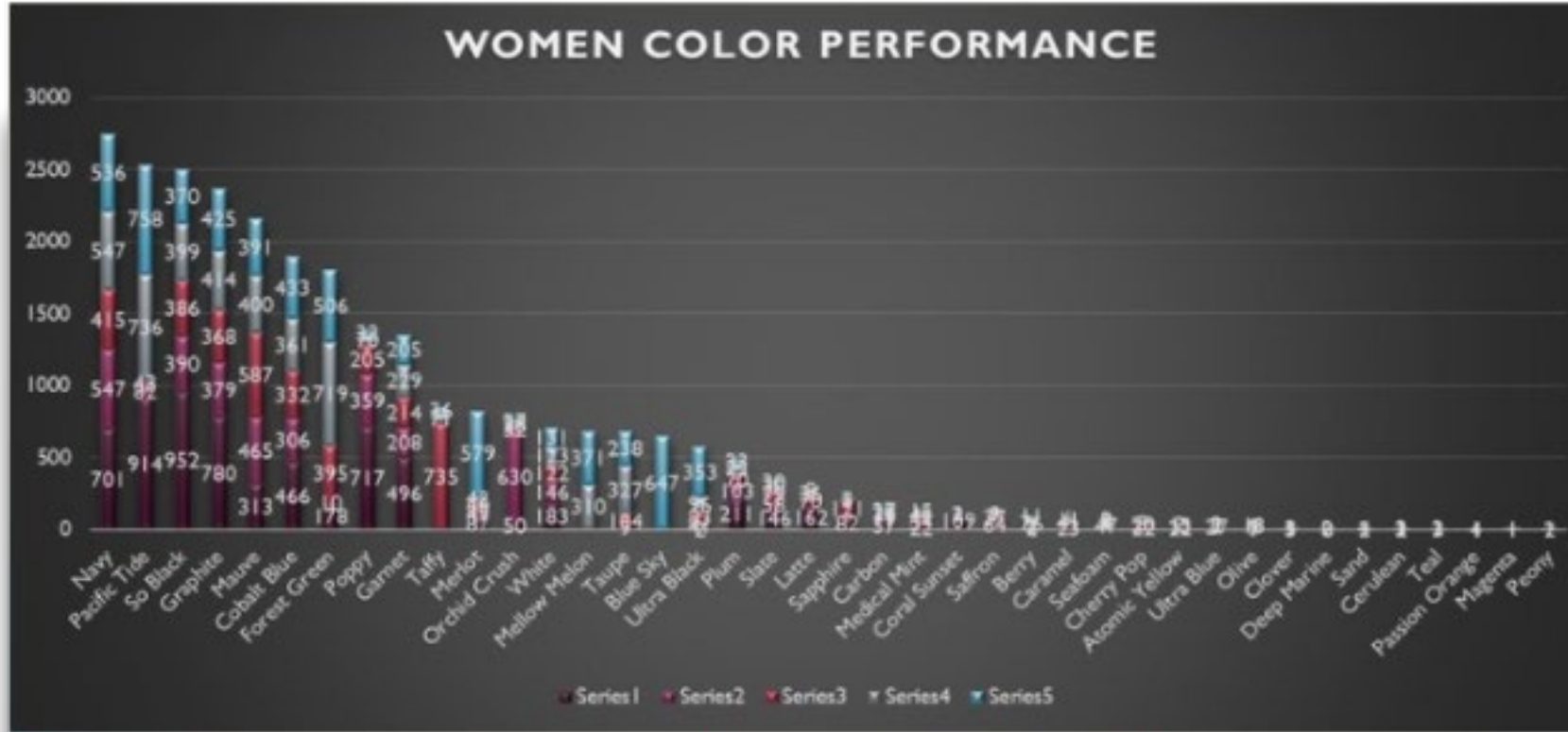


- There is gradual increase for both new and repeat Customers
Significant Growth can be noticed from *April to May* due to the new Colorway (*Blue Sky*)
- Unidentified customers came from Retail Store



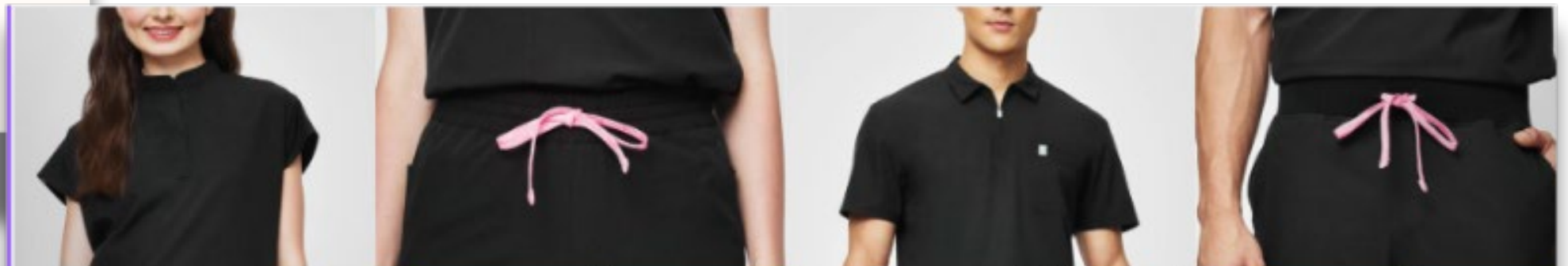
Women Size Performance YTD (Jan-May 2024):

- Medium: **28% Contribution**
- Small: **23% Contribution**
- Large: **21% Contribution**



Women Seasonal Colorway that made the Top 10

- Poppy (Restock)
- Garnet (Restock)
- Orchid Crush (Restock)
- Mellow Melon (New Colorway)

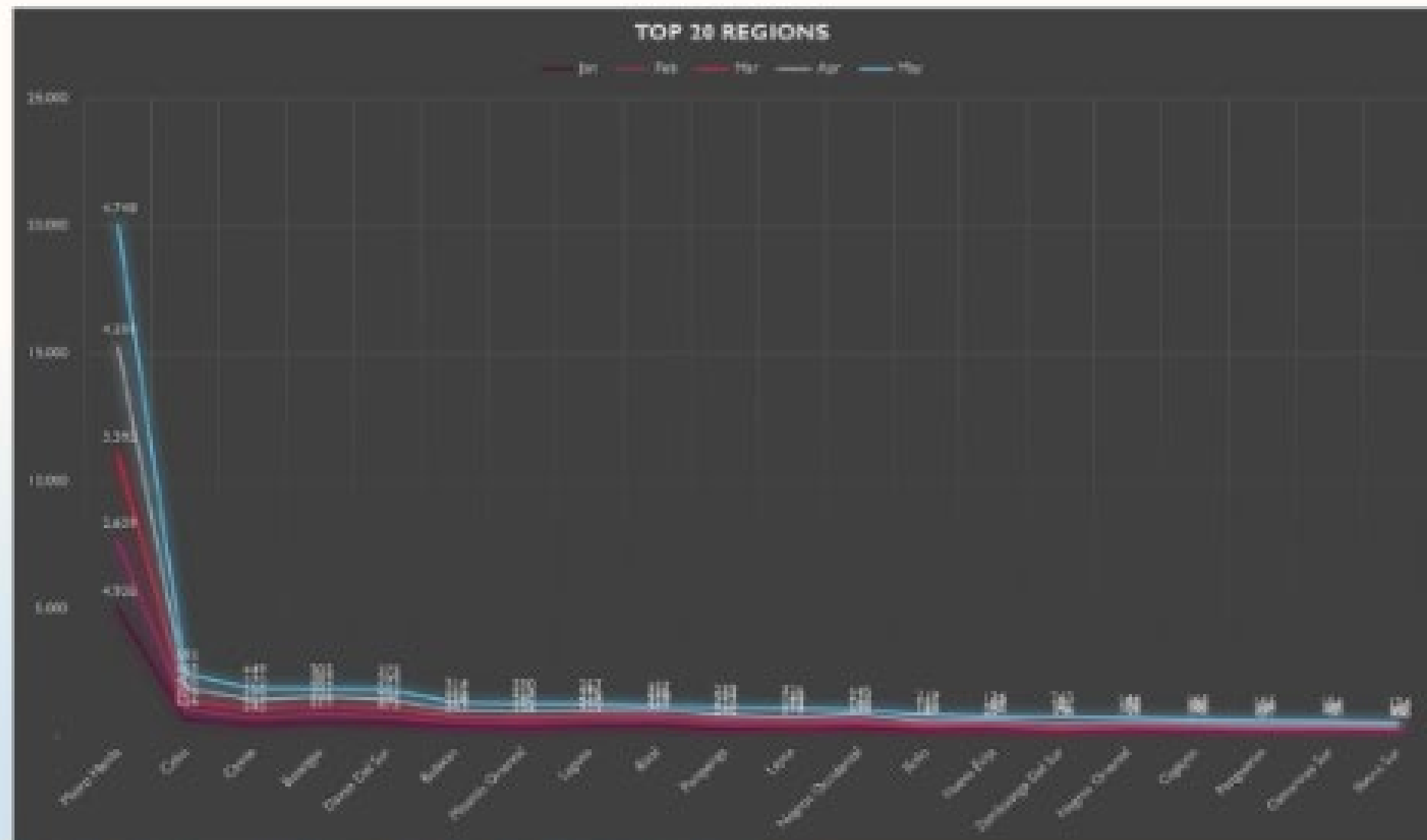


MOS	DATE	COLOR	GENDER	STYLE	STR						% contri	1 WEEK							STR							
					XS	S	M	L	XL	2XL		TTL	XS	S	M	L	XL	2XL	TTL	XS	S	M	L	XL	2XL	TTL
MAY	5/24/2024	ULTRA BLACK	WOMEN	3P	75%	100%	100%	67%	38%	33%	69%	17%	4	3	13	11	3	3	37	100%	100%	87%	92%	38%	33%	73%
				4P	21%	23%	11%	9%	11%	14%	27%	10	23	24	12	8	3	80	26%	31%	19%	12%	22%	12%	20%	
				MAN	100%	19%	16%	7%	33%	0%	15%	4%	1	5	4	4	1	15	100%	31%	21%	27%	33%	0%	25%	
				JOG	36%	24%	37%	32%	31%	35%	32%	30%	14	14	42	18	21	8	117	64%	22%	63%	34%	81%	44%	47%
				STR	0%	80%	91%	67%	0%	100%	83%	12%	15	11	3	1	30	0%	100%	100%	100%	0%	100%	100%		
			TOTAL	31%	29%	28%	21%	22%	24%	26%	78%	20	60	94	48	33	15	279	45%	35%	30%	27%	45%	25%	35%	
			MEN	3P	0%	0%	30%	8%	25%	0%	18%	11%	0	0	4	3	4	1	12	0%	40%	23%	50%	100%	35%	
				4P	0%	3%	5%	1%	5%	0%	3%	14%	0	2	8	1	2	13	0%	6%	9%	1%	5%	0%	5%	
				ZIP	4%	9%	15%	15%	0%	10%	34%	34%	3	9	11	6	1	30	11%	14%	28%	15%	13%	16%		
				JOG	0%	23%	13%	31%	0%	17%	30%	30%	4	11	8	6	29	33%	37%	18%	46%	0%	29%			
STR	0%	100%		0%	38%	0%	50%	11%	11%	1	1	2	6	10	100%	100%	100%	75%	0%	83%						
TOTAL	0%	4%	11%	8%	16%	0%	10%	22%	0	10	33	25	24	2	94	0%	13%	17%	14%	22%	14%	17%				
GRAND TTL	31%	21%	20%	15%	18%	19%	19%	100%	29	70	127	73	57	17	373	45%	28%	29%	20%	32%	23%	27%				

3 Days (19% STR)
1 Week (27% STR)



TOP REGIONS



The leading regions are Metro Manila, contributing **40%**, followed by Cebu with **5%**, and Cavite with **4%**.

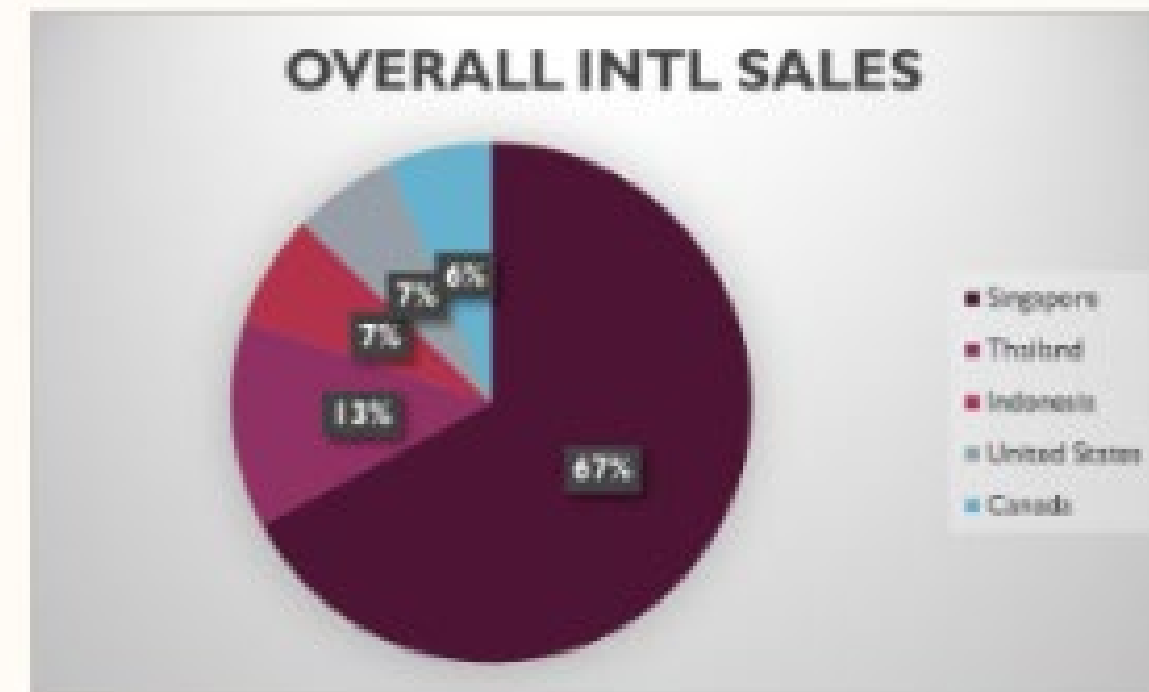
Rank	Region	Total	% Contri
1	Metro Manila	19,969	40%
2	Cebu	2,422	5%
3	Cavite	1,848	4%
4	Batangas	1,843	4%
5	Davao Del Sur	1,808	4%
6	Bulacan	1,299	3%
7	Misamis Oriental	1,255	2%
8	Laguna	1,250	2%
9	Rizal	1,174	2%
10	Pampanga	1,070	2%
11	Leyte	1,045	2%
12	Negros Occidental	973	2%
13	Iloilo	802	2%
14	Nueva Ecija	759	2%
15	Zamboanga Del Sur	745	1%
16	Negros Oriental	686	1%
17	Cagayan	648	1%
18	Pangasinan	604	1%
19	Camarines Sur	582	1%
20	Ilocos Sur	529	1%



INTERNATIONAL SALES

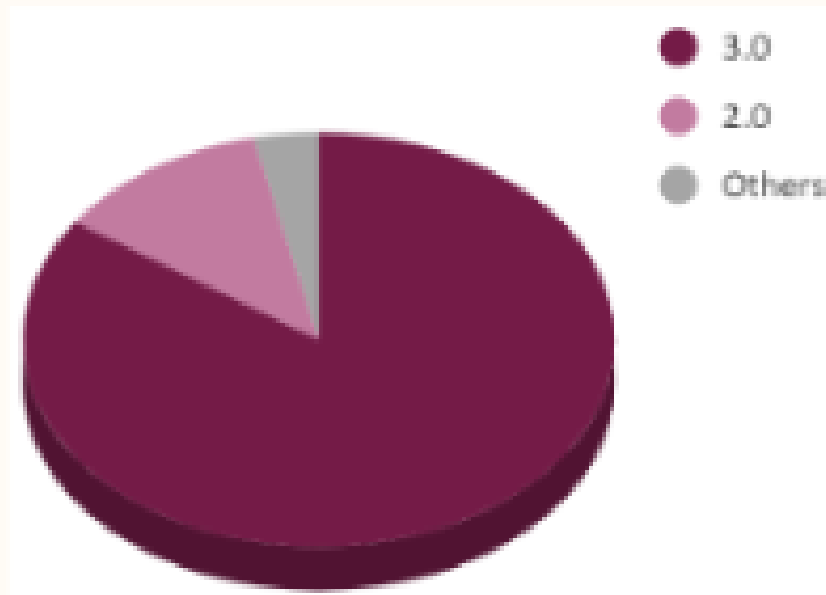


Singapore made a huge growth for the month of May

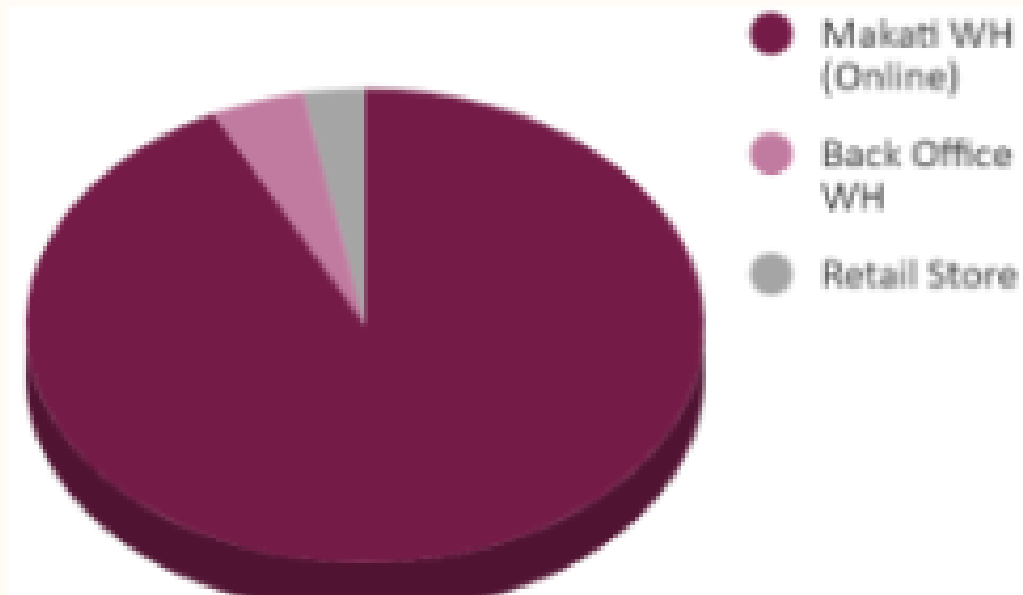


	Jan	Feb	Mar	Apr	May
Singapore	15	15	8	12	85
Esther Low					30
Women					30
Jon Yau					12
Men					12
Shicla De Leon					10
Men					7
Women					3
Matin Mattar		9			
Men		9			
Christine Ng					7
Men					7

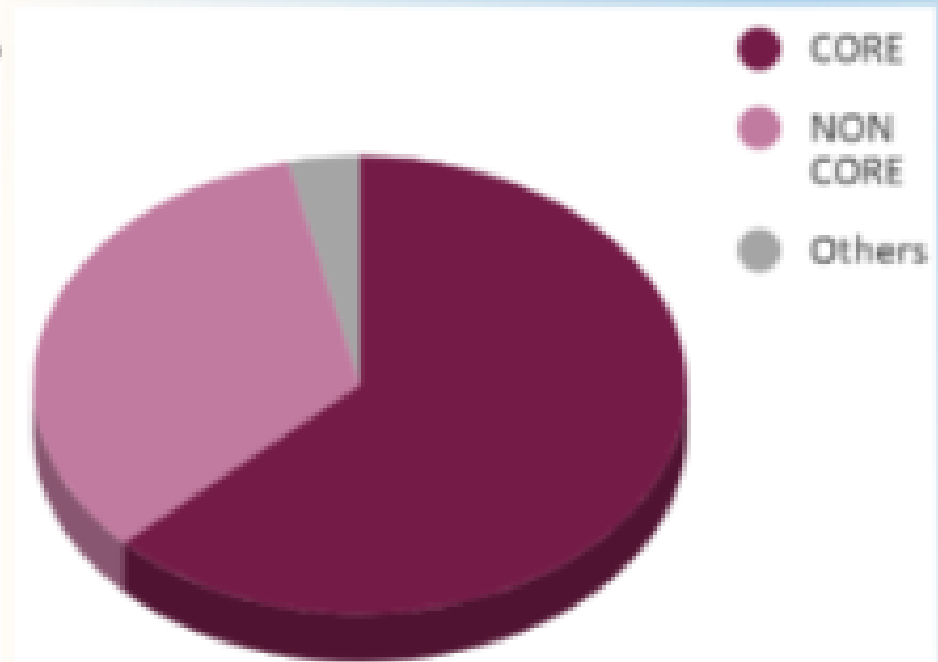
TOTAL CONTRIBUTIONS



Version	On hand	CONT
3.0	34,692	84.61%
2.0	4,855	11.84%
Others	1,456	3.55%
TOTAL	41,003	100.00%



LOCATION	On hand	CONT
Makati WH (Online)	37,970	92.60%
Back Office WH	1,818	4.43%
Retail Store	1,215	2.96%
TOTAL	41,003	100.00%



Version	On hand	CONT
CORE	25,767	62.84%
NON CORE	13,780	33.61%
Others	1,456	3.55%
TOTAL	41,003	100.00%

We have optimal inventory of our best-selling colors in-store and online, with only **12% of stock consisting of older versions**. This ensures we can meet customer demand with our most popular and current products.

ANALYZE WEBSITE SALES

Week on Week

Month on Month

Year on Year

- Customer Type
- Volume and Value Performance
- SKU (Color/ Style/ Service Type) Performance
- Geographic Volume Performance
- Average Transaction Value

SCALING ECOMMERCE BUSINESS

Scaling an e-commerce business involves expanding operations, reaching more customers, and increasing revenue. Here's a simplified guide:



1

OPTIMIZE YOUR

WEBSITE

- **Enhance User Experience:** Make your site easy to navigate, fast, and mobile-friendly.
- **Simplify Checkout:** Reduce steps to checkout to lower cart abandonment.
- **Use Quality Images and Descriptions:** Help customers make informed decisions with detailed visuals and descriptions.

2

EXPAND PRODUCT

OFFERINGS

- **Introduce New Products:** Add complementary items to your range.
- **Create Bundles:** Offer product bundles to increase the average order value.
- **Personalize Recommendations:** Suggest products based on customer behavior.

3

BOOST MARKETING EFFORTS

- **Paid Advertising:** Use Google Ads, Facebook Ads, and Instagram Ads to reach more people.
- **Content Marketing:** Produce blogs, videos, and infographics to engage customers.
- **Email Marketing:** Send personalized offers and updates to your segmented email list.

4

EXPAND SALES CHANNELS

- **Sell on Marketplaces:** Use Amazon, eBay, and Etsy to reach new customers.
- **Utilize Social Media:** Sell directly on Facebook Shop and Instagram Shopping.
- **Develop a Mobile App:** Offer a seamless shopping experience via an app.

5

IMPROVE

CUSTOMER SERVICE

- **Multiple Contact Options:** Provide support through chat, email, and phone.
- **Use Chatbots:** Offer 24/7 support for common queries.
- **Collect Feedback:** Act on customer feedback to improve.

6

AUTOMATE AND

OUTSOURCE

- **Automate Tasks:** Use tools for inventory management, order processing, and email marketing.
- **Outsource:** Delegate logistics and customer service to focus on growth.

7

ENHANCE LOGISTICS

AND INVENTORY MANAGEMENT

- **Inventory Software:** Track stock levels and forecast demand.
- **Partner with Fulfillment Centers:** Ensure efficient order fulfillment.
- **Optimize Shipping:** Offer various shipping options, including fast delivery.

8

ANALYZE AND

OPTIMIZE PERFORMANCE

- **Monitor Metrics:** Track conversion rates, customer acquisition cost, and ROI.
- **A/B Testing:** Test different elements of your website and ads.
- **Use Analytics Tools:** Gain insights into customer behavior with tools like Google Analytics.

9 ENHANCE CUSTOMER RETENTION

- **Loyalty Programs:** Reward repeat customers.
- **Regular Communication:** Send updates, newsletters, and personalized offers.
- **Excellent After-Sales Service:** Provide great service to encourage repeat business.

10 EXPAND INTERNATIONALLY

- **Research Markets:** Identify new regions to target.
- **Localized Marketing:** Tailor your marketing to different cultures.
- **Offer International Shipping:** Efficiently handle global logistics.

CONCLUSION

TO SCALE YOUR E-COMMERCE BUSINESS, IMPROVE YOUR WEBSITE, EXPAND YOUR PRODUCT RANGE, BOOST MARKETING, ENHANCE CUSTOMER SERVICE, AND LEVERAGE AUTOMATION. THESE STEPS WILL HELP YOU GROW AND ACHIEVE LONG-TERM SUCCESS.

FUNDAMENTALS AND

SETUP Q&A



1. What type of paid advertising do you think would be relevant for your business?
2. Would you invest on Email Marketing? If yes, why?
3. What Social media platforms would choose for your business and why?