

## EMPOWERING WOMEN IN eCOMMERCE

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3<sup>rd</sup> Aug 2016



*Commercial transactions conducted electronically on the Internet.*

Categories of eCommerce  
B2B, B2C, C2B and C2C.

# eCommerce Masterclass

## Empowering Women in e-Commerce

- Opportunities posed by eCommerce
- How women can take advantage of ecommerce
  - *What are the effective steps for women to participate in this growing industry*
  - *Is running a business from home entirely possible?*
- Q&A

- eCommerce has blossomed into a multi-billion dollar industry.
- Women account for around 58% of all online purchases, and over 80% of all consumer purchases.
- This has given rise to eCommerce businesses run entirely by women and sometimes exclusively for women.
- *In UK, women have outgrown their male counterparts in ecommerce and are surpassing other European countries.*

- By 2019, e-commerce sales will grow to \$3.5 trillion.
- More than 1 billion online customers worldwide
- E-commerce sales in Asia in 2015 - \$835 billion. It is one driver of Asia's economic boom.
- Researchers say much of that growth will come from consumers in rural areas making online purchases from mobile phones.

# Benefits & Opportunities of e-Commerce

## e-commerce to the consumer

- Quick, easy and convenient
- Product comparisons
- Lower prices

## *e-commerce to the merchant*

- Reduced costs
- Shorter time frames
- Wider client base / reach



Source –mywifequiteherjob.com

# Using e - business –Auto Village

Auto Village • No job is to... X Auto Village Women's Car X

www.autovillage.co.ke/carclinic/get-attendants

Apps cPanel Login Skills Development | E Tushiyah : Our Produc Other bookmarks

## Attendants - AV Women's Car Clinic

### Statistics

- How, When and Where to change a tyre: 13
- How and when to check/add fluids if necessary: 15
- Car dashboard lights and their meaning: 19
- Under the bonnet: 34

#	Name	Email	Car	Phone	Most Pressing Topic	Topics for consideration	Agent
1	Milestones	milestones@autovillage.co.ke	Toyota Harrier	0720846359	Under the bonnet		
2	SERAH NDONGA	serahndonga@gmail.com	NISSAN BLUE BAND SYLIPIY	0720429496	Under the bonnet	SERVICING A CAR	
3	Nelly	milestones@autovillage.co.ke	Toyota Axio	0720846359	Under the bonnet		
4	Irene Owuor	irene.owuor@gmail.com	Nissan Primera	0719-723960	Under the bonnet	Tyre changing, car tracking system, signs that the car is "ailing" and about to stall/go off	
5	mary	avinfo@autovillage.co.ke	nissan	0722710310	Lights on the dashboard		
6	Desma Nungo	desma.nungo@nowadvocates.co.ke	Prado & BMW	0719121781//0789936362	How, When and Where to change a tyre	Basic maintenance	
7	Ayaan Haybe	ayan@nayaa-africa.com	Toyota	0730300125//0722300125	Lights on the dashboard	Oil Limits Changing Tyre Checking radiator	
8	Safanah Ally	umuswahaba1@gmail.com	Harrier	0728279689	Under the bonnet	Car in general.	
9	Diana Sang	sang.diana@yahoo.com	Nissan Tiida	0700655844	Under the bonnet	Regular car maintenance - washing (which detergent, hard/soft water)	

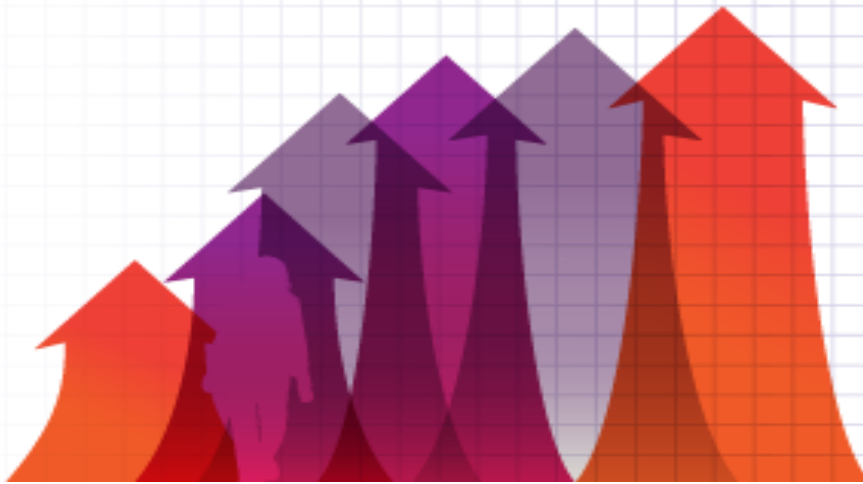
2:43 PM 15/07/2016

# Empowering women in e-Commerce

## Vital Success Strategies

*What are the effective steps for women to participate in this industry?*

*Is running a business from home entirely possible?*



Economic Prosperity:  
**Positioning Women**  
for Success



# 1. The Mindset

- Inside / Out
- The Attitude
- The purpose
- The Passion



## 2. The Product or Service



- What do you intend to sell?
- Who will you be selling to?
- How will you be selling?
- How are you sourcing the product?
- How will you distribute? – logistics & shipping
- What sets you apart from other sellers of similar products -Niche

### 3. The Business Plan – Your Roadmap



- Need to write your ideas, questions and concerns on paper. WHY?
- Test / confirm your knowledge & assumptions.
- Resources needed / viability. Legalities

# 4. Promotion

Promoting your site, brand & business

- Value Proposition – Competitive Edge
- Have a strategy for driving targeted traffic to your site.
- How will you entice repeat customers?
- Build a Presence on Social Media Platforms
- Customer experiences & satisfaction.



# Challenges of e - Commerce

- Fraud
- Payment platforms
- Consumers demand amazing mobile experiences.
- Distribution / Shipping logistics
- Product returns & refunds



# Can women work exclusively from home ?



Separating personal and official ventures

Focus & Discipline

Distractions – having to say NO

- ✓ Saying No Doesn't Mean You're a Bad Person
- ✓ How to say NO positively
- ✓ Offering alternatives



# 12<sup>TH</sup> WIEF

WORLD ISLAMIC ECONOMIC FORUM

JAKARTA, INDONESIA | 2-4 AUGUST 2016

Ecommerce can be a very rewarding  
venture. We need to be aware success is  
not always instant

THANK YOU

