

GROWTH SERIES



STARTING AND SCALING AN E-COMMERCE BUSINESS

WELCOME





Ian Hunt
Chief Customer Officer
RAKEZ





Mark Hamill
CEO
ARCET Global



ARCET GLOBAL



THIS EVENT IS ABOUT YOU!



AGENDA

10:00 Welcome Note by Ian Hunt, Chief Customer Officer, RAKEZ

10:05 Introduction by Mark Hamill, CEO of ARCET Global

10:10 Secrets to E-Commerce Success: Setting up with Amazon and Growth Strategy by Hiteash Miglani, Executive, Growwithamazon

10:30 How to Launch or Optimise your E-Commerce Strategy by Karl Escritt, CEO, LikeDigital

10:45 Q&A

11:00 Networking

11:30 End of Programme



ALL EVENTS ON COMPASS WEBSITE

[compass.rakez.com/
events](https://compass.rakez.com/events)



COMPASS COWORKING CENTRE

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UPCOMING EVENTS

VAS EVENT: GUIDANCE ON OBTAINING & RENEWING NOCS

October 29, 2024 11:00 am - 12:00 pm

Webinar

EVENT DETAILS >

WORKSHOP: TURBO TUESDAYS WITH MIKE

October 29, 2024 3:00 pm - 4:30 pm

Compass Coworking Centre

EVENT DETAILS >

GROWTH SERIES: STARTING & SCALING AN E-COMMERCE BUSINESS

October 30, 2024 9:30 am - 11:30 am

Compass Coworking Centre

EVENT DETAILS >

HSE SEMINAR: INDOOR AIR QUALITY

October 31, 2024 9:30 am - 12:30 pm

Compass Coworking Centre

EVENT DETAILS >

CELEBRATE DIWALI AT COMPASS!

October 31, 2024 10:30 am - 12:00 pm

Compass Coworking Centre

EVENT DETAILS >

KEY ACCOUNTS NETWORKING EVENT

November 7, 2024 10:00 am - 12:00 pm

Compass Coworking Centre

EVENT DETAILS >

NEXT EVENTS

26 NOVEMBER 2024

Event 9: How to raise funds
to accelerate the growth of
your business



GROWTH SERIES



STARTING AND SCALING AN E-COMMERCE BUSINESS

TODAY'S SPEAKERS



Hiteash Miglani
Executive
Growthamazon



Karl Escritt
CEO
LikeDigital





GROWWITHAMAZON
Your Ecommerce Catalyst

Setting Up & Scaling Amazon Business

amazon spn

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About GROW WITH AMAZON

An omni channel ecommerce consultancy agency, Grow with Amazon provides services to launch ecommerce businesses, increase in revenue and establish market dominance.

"From Onboarding to Business Growth, We've Got You Covered."



CERTIFICATE OF REGISTRATION

This is to certify that the Management System of

COTASK IT SOLUTIONS
Office 201-205, Oud Metha, Dubai, United Arab Emirates.

has been assessed and registered by Veritas System Quality Certificates as conforming to the requirements of

ISO 9001:2015
Quality Management System

The Quality Management System is applicable to:

Global E-Commerce Marketplace Store Growth & Management Experts, Specialists for Amazon Seller Support, Delivery Quality & Result Oriented.

IAF/EA-NACE Code: 33-62.02/63.12 & 35-69.20

Certificate No : VSQC099-42122206

Initial Certificate Date : 31-08-2022
Surveillance due date / Certificate expiry date: 30-08-2023
Re-certification due date: 30-08-2025

D. Williams
Authorised Signatory

Veritas System Quality Certificates Issuing LLC
P.O. Box: 122982, Al Karama, Dubai, United Arab Emirates.

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This certificate remains valid while the holder maintains the management system in accordance with the standard(s) above, which will be periodically audited by Veritas System Quality Certificates issuing LLC.
This certificate remains the property of Veritas System Quality Certificates issuing LLC and must be returned on request. In the issuance of this certificate, Veritas System Quality Certificates issuing LLC no liability to any party other than to the client, and then only in accordance with the agreed upon certification agreement. Validity of this certificate may be confirmed at www.veritasassurance.com, directly through QR code by using any device with correct information or email to admin@veritasassurance.com

E-commerce Market POTENTIAL

Monday 02 January 2023

BUSINESS

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UAE e-commerce market forecast to reach \$9.2bn by 2026

► The pandemic has accelerated the move to digital payments and online shopping



Steps to Start Selling Online in the UAE



Trade Licence - Acquire a new licence to start your ecommerce business in UAE



Open an Amazon account: Start with a popular e-commerce platform (e.g., Amazon.ae, Noon) or develop a localized website.



Product listings: Optimize for mobile, as over 90% of UAE residents shop on their smartphones.



Marketing & Visibility: Leverage digital marketing strategies tailored to the UAE market, such as Google Ads, social media, and influencer partnerships.

Getting Started on Amazon

Creating your Amazon seller account



**Visit Amazon
Seller Central**



**Choose
Individual/Professional
plan.**



**Enter business info,
verify ID.**



**Set up preferred
payment.**



Understanding seller central dashboard



**Access dashboard
post setup**



**View sales, orders,
inventory.**



**Explore tabs:
Inventory, Orders,
Reports.**



**Use tools: listing,
inventory
management &
shipping method**



How to flourish your Amazon business?



Make your listings retail-ready - Images, Title & Key Product features



Analyse who you are up against - Top competitors



Plan Inventory & Shipping Method - FBA/Merchant Fulfilled



Create brand awareness via ace SEO techniques- Push your product's position on SERP , Keywords



Optimize Sponsored Ads



Scenario Videos

Start Watching



Marketplace Selling: Beginner's Challenge



Seller Struggling to Manage Amazon Account

Service Catalogue



AMAZON SERVICES

Enhance conversions and maximize ROI with end-to-end Amazon store set-up & management services.

- Amazon Product Listing Optimization
- Amazon FBA (Prime)
- Amazon PPC
- Amazon Seller & Vendor Central Management
- Amazon Marketing Services
- Amazon Sponsored Ads
- Amazon Brand Store Design
- Lifestyle Product Photography Services
- A+ Content

Expert business onboarding on Amazon with fully-managed product listing optimization, order fulfillment, pricing and inventory control, competitor analysis, customer review management, and account health monitoring.



AMAZON CONSULTING

Lead the market with higher SERP and sell more by leveraging our Amazon vendor and seller central consulting services.

- Amazon Product Research
- Amazon Product Sourcing
- Product Competitor Analysis
- Amazon Review Management
- Amazon Buy Box Eligibility Analysis
- Competitor Pricing Research
- Sales Improvement Strategizing
- Brand Monitoring
- eCommerce Store Growth Management Services

Round-the-clock consulting for Amazon Seller Central, Amazon Vendor Central, and multi-domain brands and manufacturers, with complete support for advertising, merchandising, reporting, and marketplace strategizing.



MAJOR E-COMMERCE WEBSITE SERVICES

Have greater impact and presence by selling on all major platforms. We provide customized services for all major marketplaces

- Noon / C4 /UC Product Listing Optimization
- Noon FBN Express/ Noon Daily)
- Noon Seller Central Management
- Noon / C4 Marketing Services
- Sponsored Ads
- Noon Brand Store Design
- Lifestyle Product Photography Services
- Enhanced Content

Expert business onboarding on all major marketplaces. Experts in rules and regulations for all marketplaces. In person connects for provisioning of E-Stores



A few of Our Clients



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UAE | Saudi Arabia | Canada | Europe | Australia | USA | UK

**Book your Free
Consultation Now!**



Let us know if you have any questions,
we will be happy to assist you.

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Dubai, United Arab Emirates.**



Headquarters
in Dubai - UAE

Starting and Scaling an e-Commerce Business.

Karl. Escritt.

Keynote Speaker & Experience Strategist:



- CEO – Like Digital
- Creative Director – UX / Experience Design
- 20+ years in E-commerce
- Staying Human (*when technology is changing everything*)

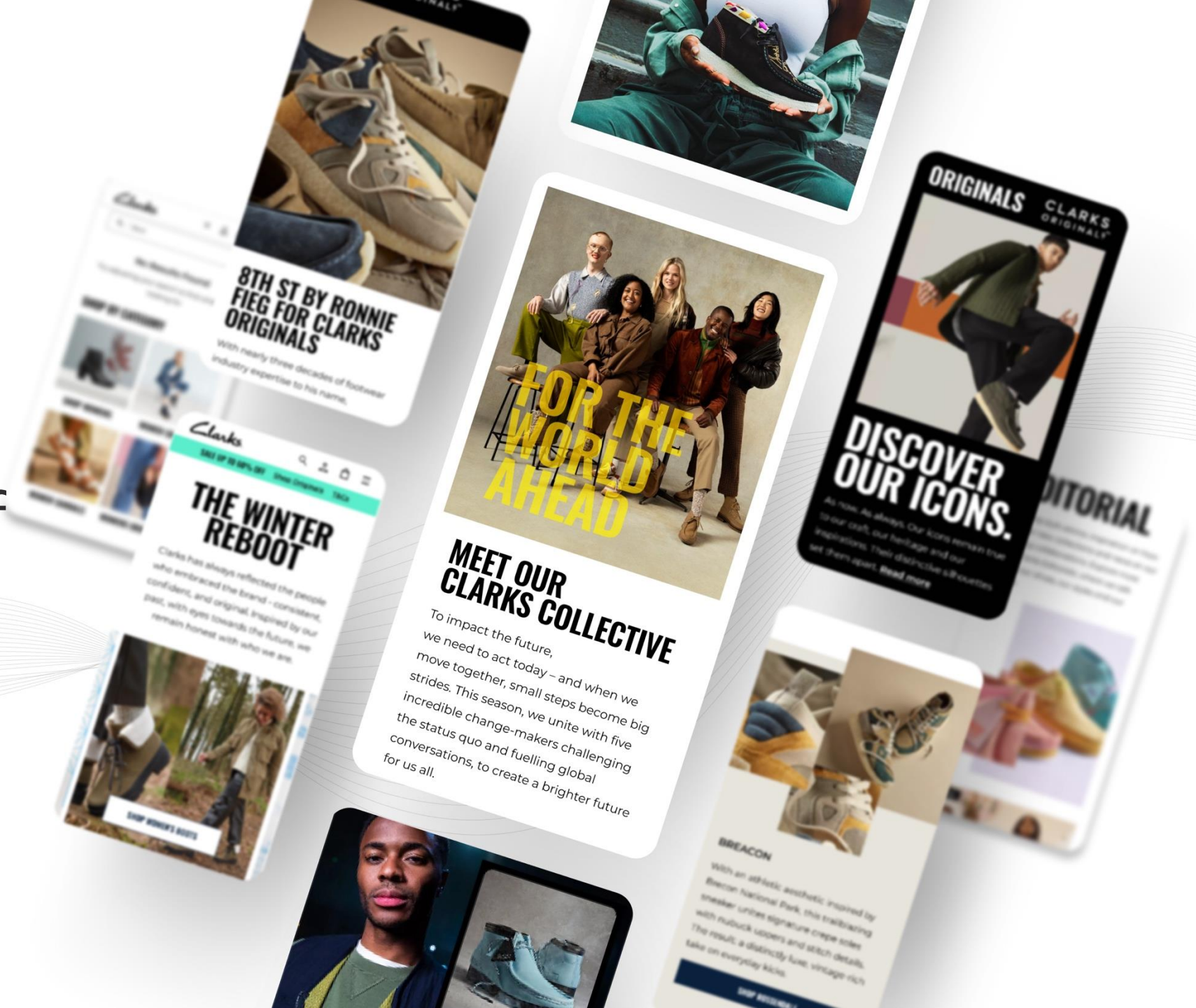
+971 585 517 903
karlescritt@gmail.com



We deliver digital experiences that move the dial for brands.

Globally, we provide an enterprise suite of digital services including strategy, design, UX, development, content marketing and digital growth to enterprise businesses.

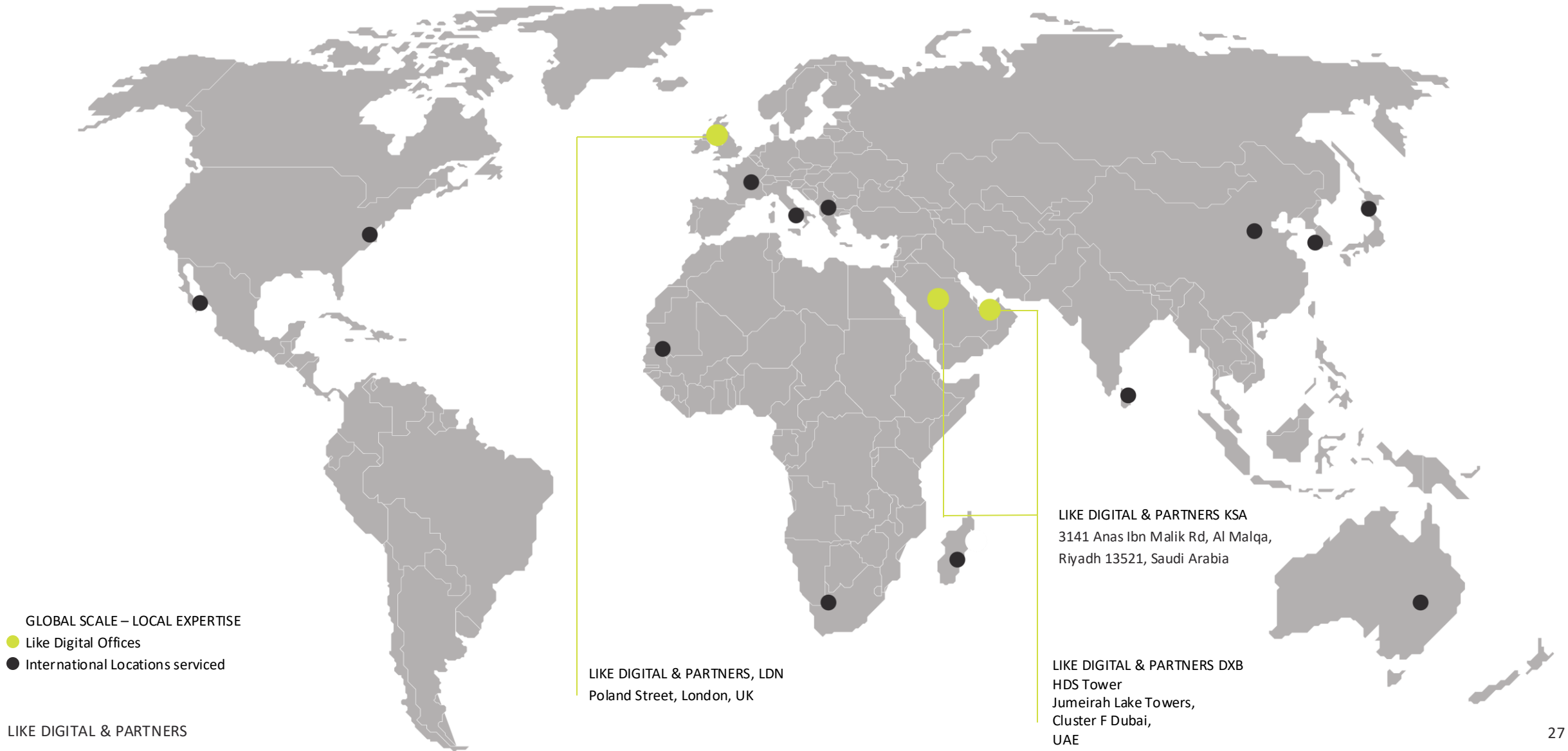
We create exceptional digital experiences for a world of 'always on' consumers.



Our Clients



Global Centres of Excellence



Starting and Scaling an e-Commerce Business.

Where to start?

Not with the Technology.



Starting and Scaling an e-Commerce Business.

Starting with the Experience.

Users are looking for exceptional experiences

85%

of customers say
the experience
they have are NOT
matching their
expectations

76%

of customers
expect companies
to understand their
needs and
expectations

67%

of customers are
willing to pay more
for a great
experience

However, we are still obsessed with
putting technology ahead of experience



Morton Heilig

As Humans we are extremely good at learning but are generally terrible at unlearning

To create outstanding digital / e-com experiences we must discover, and understand our users first.

How to Discover.



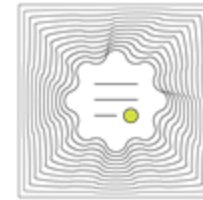
AUDIENCE



THE JOURNEY



WHERE ELSE DO
THEY SHOP

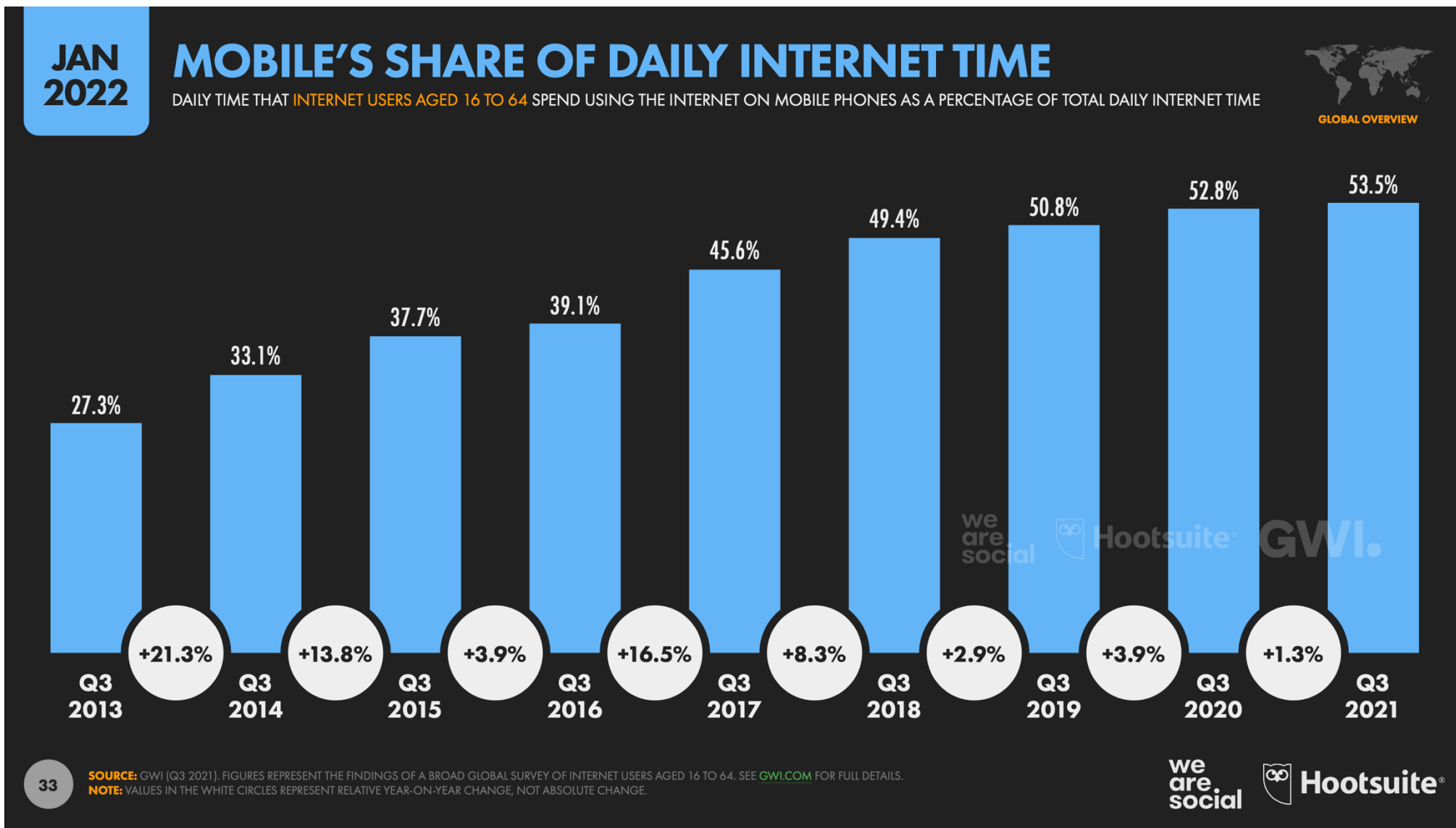


WHAT ARE THEY
REALLY DOING ON
SITE?



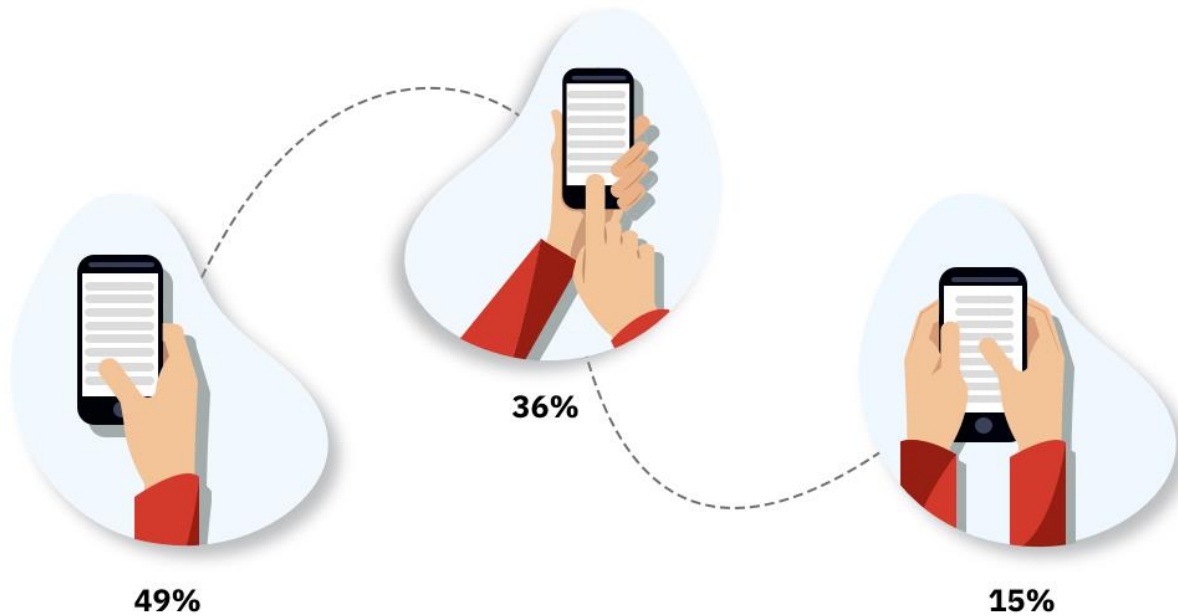
HOW CAN WE
HELP THEM?
(BUSINESS
OBJECTIVES)

Audience - Mobile Adoption

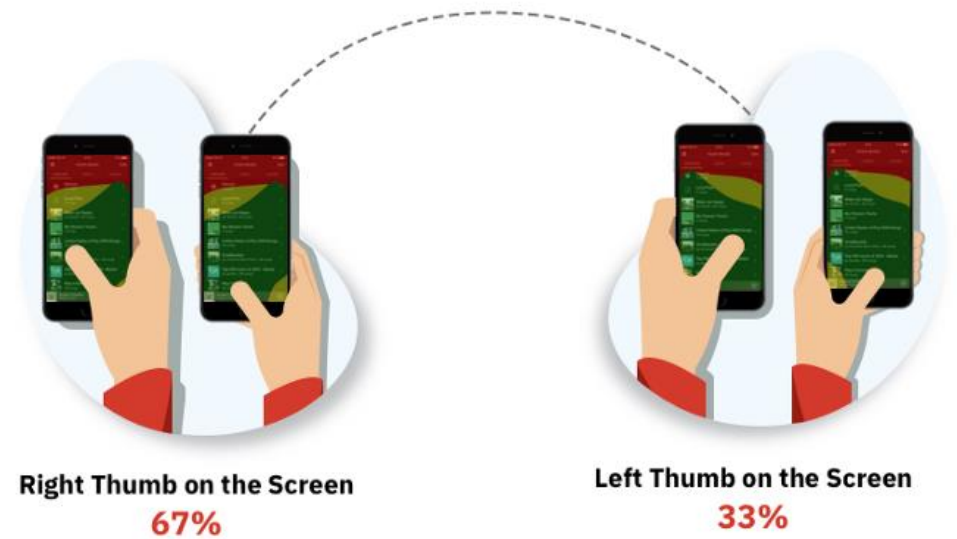


Audience - Mobile Adoption

How People Hold and Interact with Mobile Phones



Methods of Holding a Touchscreen Phone with One Hand



Audience - Mobile Adoption



Audience - Personas



ABOUT

Ryan is a project manager at Siemens, passionate about social justice and diversity. He strives to maintain a good work/life balance. He enjoys visiting the gym and attending fitness classes, sometimes with friends.

AGE 32 (Millennial)
OCCUPATION Project Manager
INCOME S\$6,500 / Monthly
STATUS In a Relationship
LOCATION Singapore, Singapore

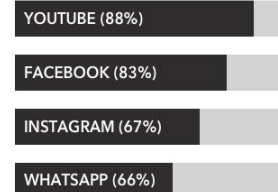
NEEDS

- Motivated by workout experiences that deliver on balance, routine and prevention.
- Willing to pay a premium for 'healthier products'.
- Expect excellent customer service.

FRUSTRATIONS

- Lack of transparency around health/wellness claims.
- Lack of integration between mental and physical health.
- Lack of different pricing models for available services.

SOCIAL MEDIA ACTIVITY




CURRENT STATUS

Optimistic Lonely Uneasy

CHARACTERISTICS

CONFIDENT ASSERTIVE CURIOUS
TECH SAVVY MULTI-TASKER




Turns the abstract
concept of "user"
into a person with
thoughts and
emotions

Helps you know
who you are
designing for

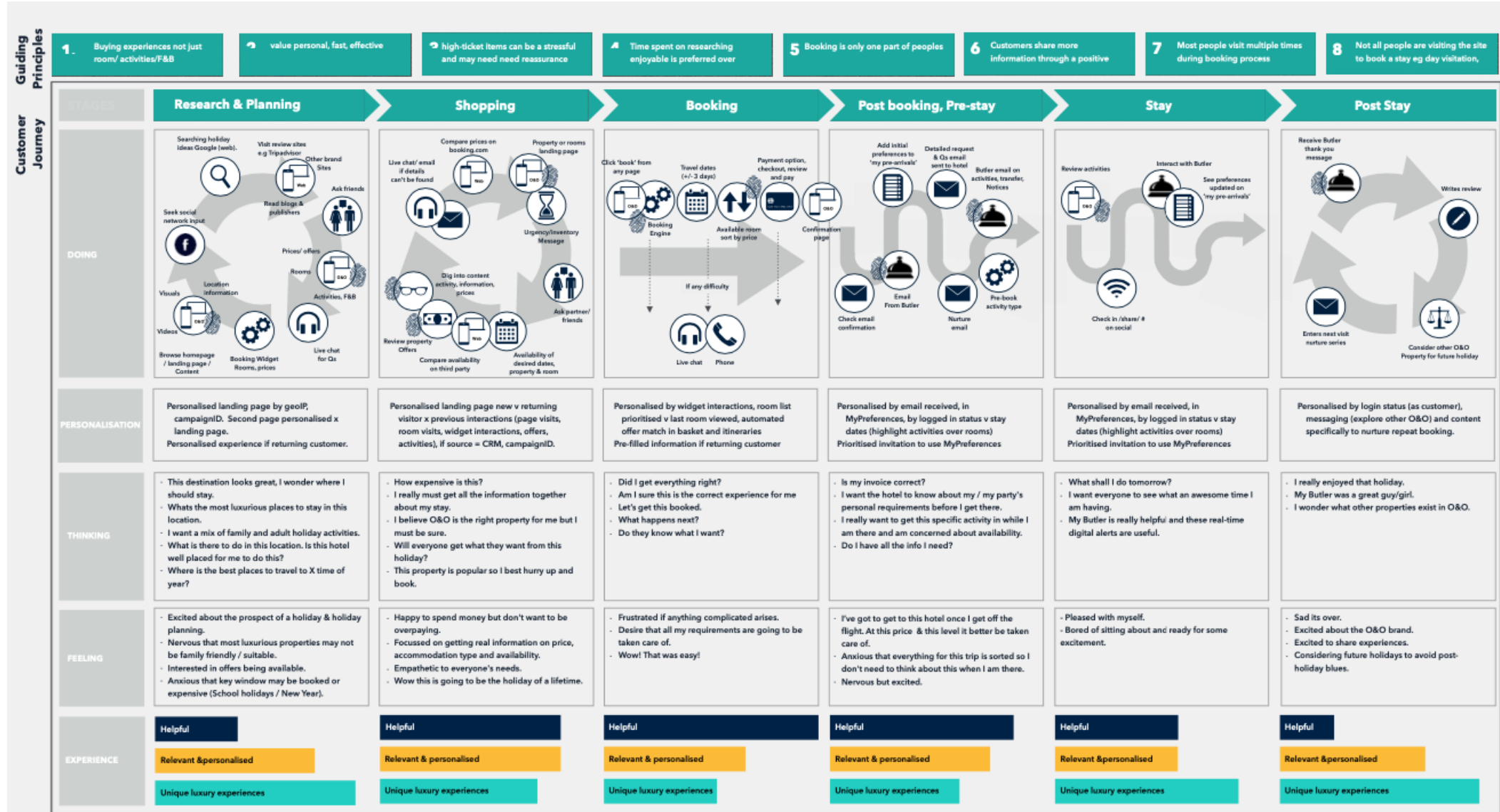
How a user persona works

Represents a
group of users
with similar
goals and
characteristics











Helps you get to
know users more
closely to create
better experiences



The Journey



The Journey

AQW day pass								
Stage	Awareness	Tickets type	Guest details	Date selection	Choose package	Booking summary/ enter your details	upsell	Payment & Confirmation
Activity	Searches AQW on google and lands On landing page User scrolls down the page to view tickets and read more about them	Scrolls down to find the AQW day pass CTA Buy ticket	Starts selecting number of guests / chooses no UAE resident / irrelevant ID message displayed	- Calendar availability selection / - no price indication	3 packages Day pass Super pass Day pass+ Dolphin with prices	Can not edit booking summary Stepper unclickable	Upsell is shown after user details – very brief description	Limited Payment options / no instalments
Feeling				 				 
		Upfront Cost factor influences decision						
Touchpoint	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile
Opportunity	Personalized experience show AQW ticket immediately	Show starting price for an informed decision	Remove irrelevant messaging	Show price per date / eg: weekday vs weekends		Allow edit	Convey clear benefits of USPs to justify the price	Introduce gift cards /pay at park instalments apple & google pay



Happy / content



Sad



Curious



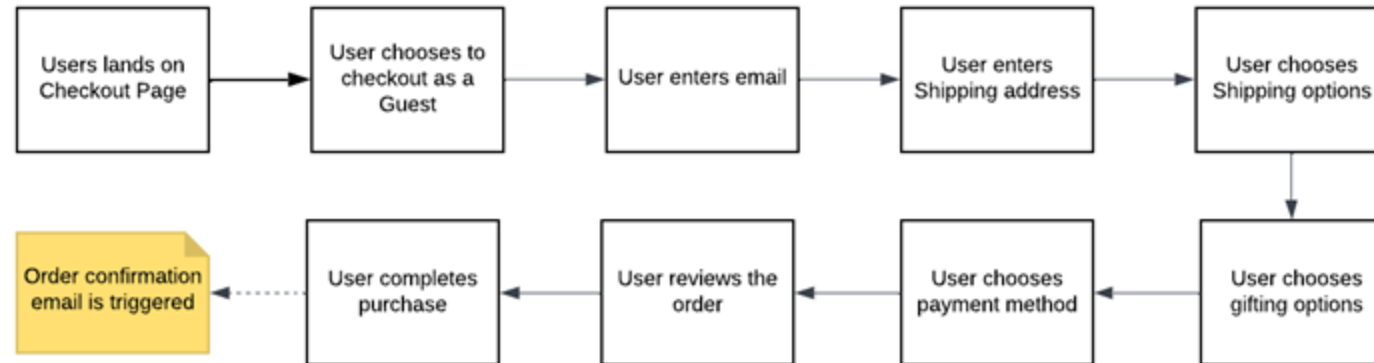
Confused / unsure



Angry / stuck

The Journey

Objective - Enable customers to checkout without Logging in yet validate their Mobile number



Logged in User Checkout

Objective - Validate all first time order mobile nos, yet make it easier to checkout for repeat purchases



Where else do they shop and what can you learn

1 Home page with navigation menu: HOME, TICKETS & MORE, HAUNTED HOUSES, THINGS TO DO, ABOUT. Event banner for Halloween Horror Nights.

2 Event details page: Halloween Horror Nights Single-Night Ticket. Price: From \$79.99. Includes 6 Months of Peacock. Warning: EVENT MAY BE TOO INTENSE FOR YOUNG CHILDREN AND IS NOT RECOMMENDED FOR CHILDREN UNDER THE AGE OF 13. NO COSTUMES OR COSTUME MASKS ALLOWED.

3 Warning message: WARNING: EVENT MAY BE TOO INTENSE FOR YOUNG CHILDREN AND IS NOT RECOMMENDED FOR CHILDREN UNDER THE AGE OF 13. NO COSTUMES OR COSTUME MASKS ALLOWED.

4 Ticket selection page: Halloween Horror Nights Single-Night Ticket. Price: \$99.99. Subtotal: \$99.99.



5 Shopping cart: Halloween Horror Nights Single-Night Ticket. Total: \$106.49. Delivery Method: Mobile Ticket (FREE), Print at Home (FREE), Will Call Kiosk (FREE).

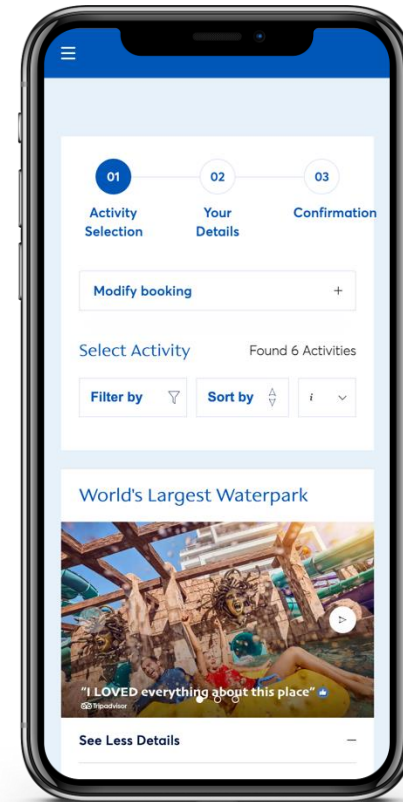
6 Checkout page: 1. Payment Summary. Card Information: VISA. Security Code field.

😊 STRENGTH

😞 WEAKNESS

What are your users doing on site?

PAGE GROUPS	② VIEWS	② SESSIONS	② VIEWS/SESSION	② BOUNCE	② EXIT	② LOAD TIME (LCP)	② CONVERSION
★ MWP - aquaventure - search-results	+ 48.5%	+ 37.5%	+ 8.03%	- 1.30%	- 18.9%	+ 28.9%	+ 75.3%
👤 Condition 	241,318	159,082	1.52	76.6%	32.8%	19.6s	8.15%
👤 Condition	162,454	115,689	1.40	77.6%	40.5%	15.2s	4.65%
★ MWP - dolphin - search-results	- 3.24%	- 1.81%	- 1.46%	- 0.86%	+ 14.7%	+ 41.7%	+ 10.3%
👤 Condition 	27,001	20,112	1.34	77.6%	38.3%	19.4s	4.16%
👤 Condition	27,906	20,483	1.36	78.2%	33.4%	13.7s	3.77%



Key Points

Page Speed is a known issue within the booking engine, but this also has an impact based on location.

On average, two key /search-results pages are 36% slower in the UAE than the ROW.

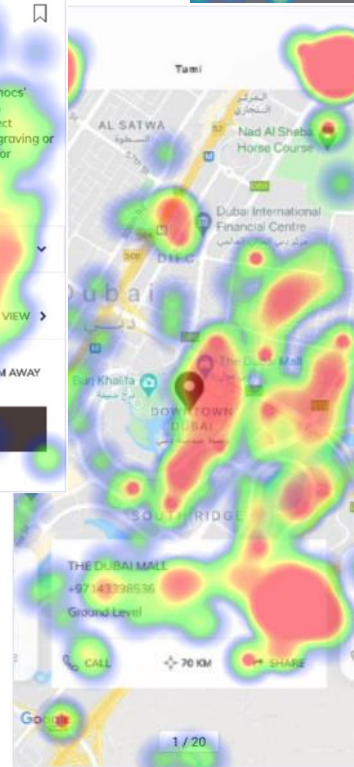
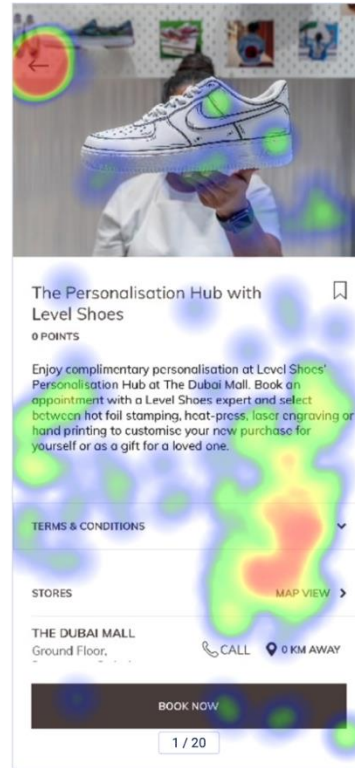
Even for ROW customers, these pages are averaging 14 seconds!

Considerations


Google considers LCP values of:


- less than 2.5s as **fast**.
- greater than 2.5s, but less than 4 s as **moderate**.
- greater than 4s as **slow**.

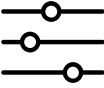
What are your users doing on site?





What are your users doing on site?


1  (VS)
Visibility of System
Status


2  (MS)
Match between
System & Real world

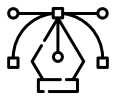
3  (UC)
User Control
& Freedom


4  (CS)
Consistency &
Standards

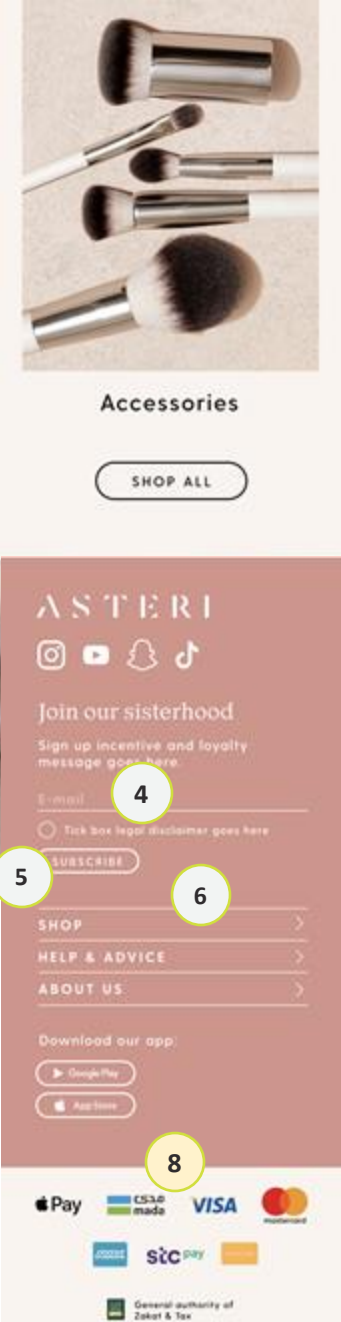
5  (EP)
Error Prevention

6  (RR)
Recognition rather
than Recall

7  (FE)
Flexibility &
Efficiency of use

8  (MD)
Aesthetic &
Minimalistic Design

9  (RD)
Recognize,
Diagnose &
Recover from errors



	DESCRIPTION
1	White text on the pink background could have readability issues (very low contrast ratio - 2.51:1) (VS) (CS) (MD) (FE)
2	Transparent Navigation on top of an image can lead to visibility issues when different images are used. (VS) (RR) (CS) (EP)
4	Contrast ratio for input field is too low (1.64:1) and will cause accessibility issues and/or fail error prevention (MD) (VS) (CS)
5	Subscribe button CTA is too small/close to other elements to be clearly and easily tapped (MD) (VS) (CS)
6	Spacing between different items listed in the footer can be increased to give clear separation between items and avoid cluttered look. (VS) (MD) (CS)

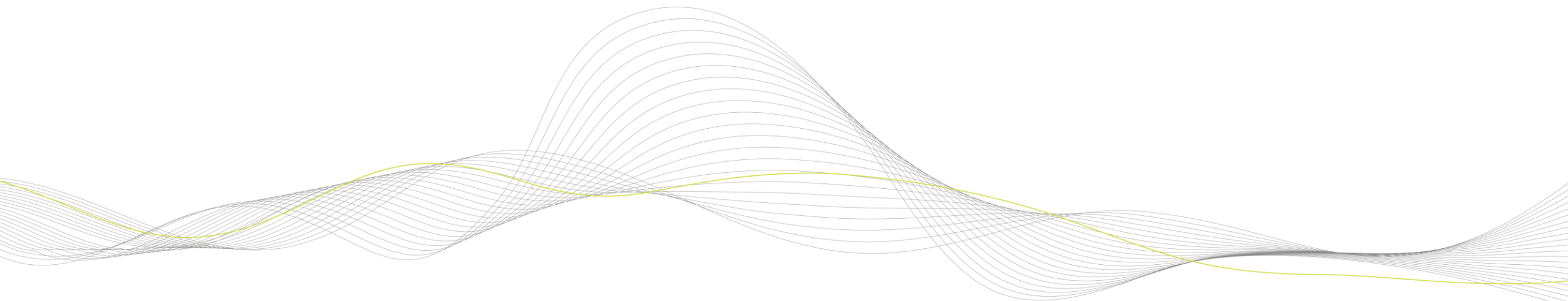


8 Note. Would a bottom navigation help the user to have a better experience and future-proof the site?

Business Requirements

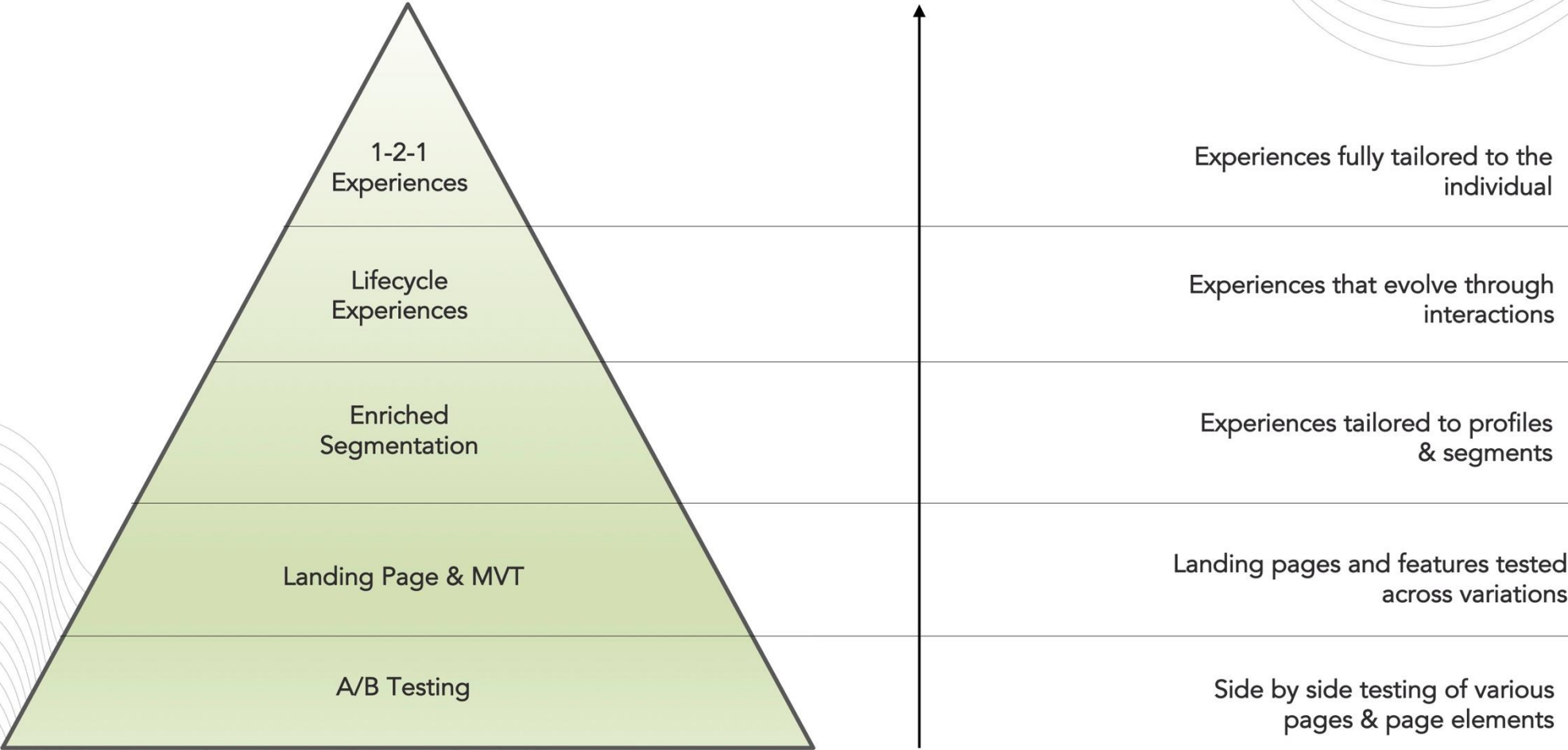
Sales Channels	Ability to function via Web front end (responsive across all devices)	OOTB	Must have for launch	Agreed	Stencil approach
	Ability to deliver multiple front end brand experiences with content	OOTB	Must have for launch	Agreed	
	Ability to deliver multiple storefronts from the same source	OOTB	Must have for launch	Agreed	Single BC instance with
	Ability to function via an agent enabled front end (e.g. Call centre)	OOTB	Must have for launch	Agreed	
Cross Device	Ability for customers to share baskets across channels for registered	OOTB	Must have for launch	Agreed	possible with MSF
	Merge baskets when anonymous user logs in	Customization	Post Launch	Agreed	
Product	Ability to define single SKU and multiple SKU products	OOTB	Must have for launch	Agreed	Yes for Parent SKU and variants.
	Ability to upload one product to multiple storefronts	OOTB	Must have for launch	Agreed	One product can be mapped to
	Ability to restrict the delivery options available for a product	OOTB	Must have for launch	Agreed	Specific delivery option can be
	Ability to display or link supplementary information for products	OOTB	Must have for launch	Agreed	Supplementary info can be
	Ability to manage rich product information for products	OOTB	Must have for launch	Agreed	In BC admin can manage
	Ability for merchandiser to search for products on different attributes	OOTB	Must have for launch	Agreed	Search attributes in the order of
	Ability to bundle products at variant level	Available using 3rd party plugin/app	Post Launch	Agreed	Can be set up as a promotion if
	Ability to bundle products as "frequently bought together"	Available using 3rd party plugin/app	Post Launch	Agreed	Can be shown as a Related
	Ability to auto-suggest "frequently bought together"	Available using 3rd party plugin/app	Post Launch	Agreed	https://www.bigcommerce.co.uk/
	Ability to delete and archive products	OOTB	Must have for launch	Agreed	Deleting yes, for archive the
Product Content	Ability to write and manage product copy	OOTB	Must have for launch	Agreed	
	Ability to link product images and video	OOTB	Must have for launch	Agreed	
	Ability to add 6 or more images to a product	OOTB	Must have for launch	Agreed	optimal size for your product
	Ability to enrich product information	OOTB	Must have for launch	Agreed	In BC admin can manage
	Ability to create new attributes and delete non-mandatory attributes	OOTB	Must have for launch	Agreed	Custom fields can be used for
	Ability to manage product attributes	OOTB	Must have for launch	Agreed	
	Ability to add custom attributes and display on the storefront	OOTB	Must have for launch	Agreed	Yes for predefined attributes,
	Ability to manage product attributes by storefront	OOTB	Must have for launch	Agreed	In BC admin can manage
	Ability to allow 3rd parties access to update product information	NA	Not applicable	Agreed	Product feed will be received
	Link image to product either through URL or by importing image files	OOTB	Must have for launch	Agreed	Can be done via Product API
Product Rules Setup	Ability to manage product cross-sell relationships	Available using 3rd party plugin/app	Post Launch	Agreed	BC OOTB offers related
	Ability to manage product up-sell relationships	Available using 3rd party plugin/app	Post Launch	Agreed	BC OOTB offers related
	Ability to setup product stock threshold limits (for online product	OOTB	Must have for launch	Agreed	
	Ability to manage product display status (in stock / out of stock)	Customization	Must have for launch	Agreed	Can be achieved by tracking
	Ability to link products with associated accessories	OOTB	Must have for launch	Agreed	Yes using related products
	Ability to define product launch dates	OOTB	Must have for launch	Agreed	Can be achieved using Preorder
	Ability to define product live and expiry dates	Customization	Post Launch	Agreed	Can be stored as a custom field
	Ability to activate and de-activate products	OOTB	Must have for launch	Agreed	Controlled by using product
Stock Visibility	Ability to import stock position from external applications	Direct integration with 3rd party	Must have for launch	Agreed	For GANT stock levels will be
	Ability to limit stock availability to a specific country / location	Customization	Must have for launch	Agreed	
	Ability to change product stock threshold levels based on stock	OOTB	Must have for launch	Agreed	Low stock levels can defined at
Availability	Ability to perform online day to day inventory management	OOTB	Must have for launch	Agreed	Handled as part of stock files
	Ability for merchandisers to gain a single view of stock available	Not possible	Not in scope	Agreed	For GANT, there will be multiple
Pricing	Ability to import prices from external sources	NA	Not applicable	Agreed	Possible with BC pricelist
	Ability to display prices in local currency	OOTB	Must have for launch	Agreed	Can be achieved using
	Ability to show Cash and loyalty points price alongside Cash price	Available using 3rd party plugin/app	Post Launch	Agreed	
	Ability for customers to transact in local currency	OOTB	Must have for launch	Agreed	
	Ability to manage promotional pricing and markdown	OOTB	Must have for launch	Agreed	Promotions and discounts

Wow users with Simplicity



Its now time Optimise.

How we optimise the online experience



Actionable Insights

Who and What?

Why

How can we respond?

What happened and to which audiences?

Do we want to promote or resolve?

Why did this happen?

What might happen with changes?

What can we learn from adjusted experience?

Data Analysis & Journey mapping



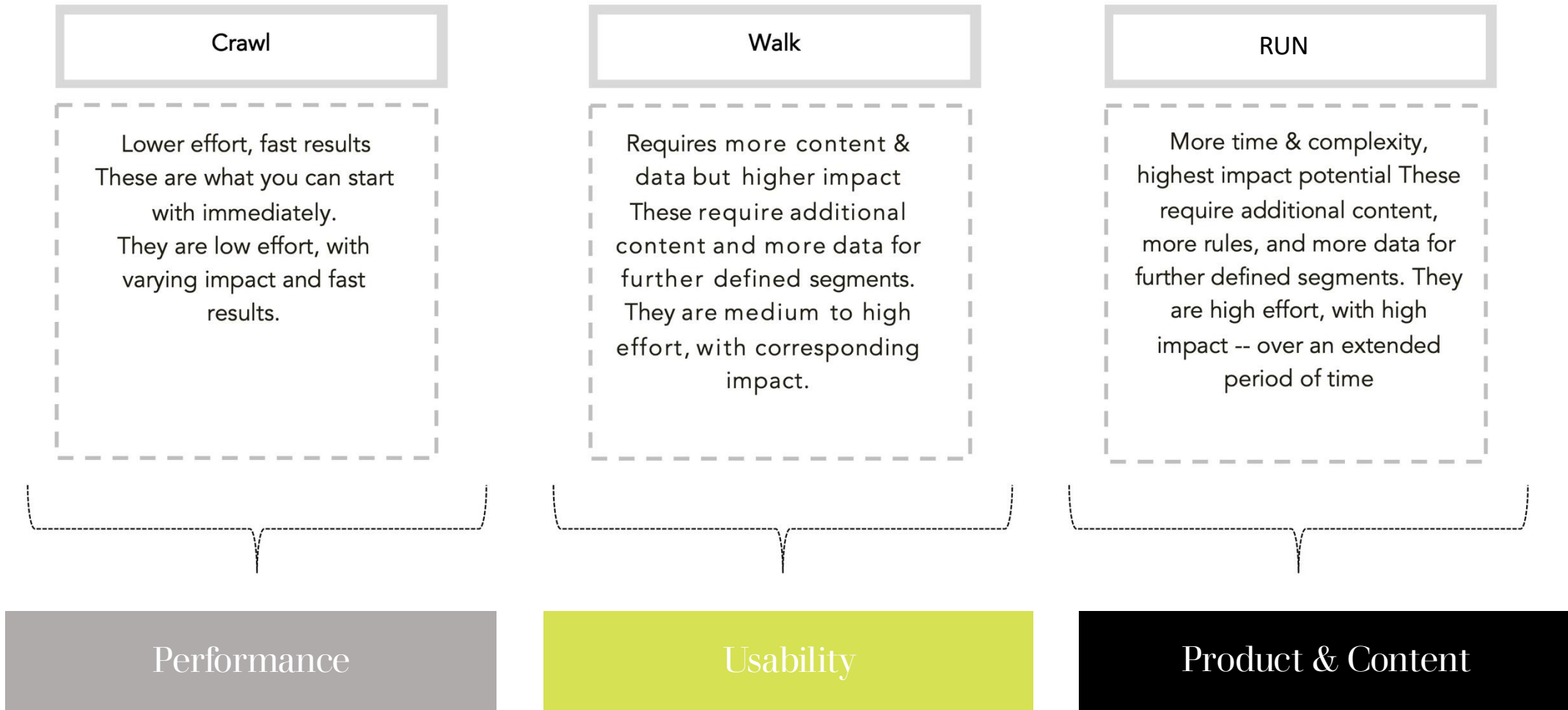
AB Testing & Personalisation



CMS with Personalisation baked in



Optimisation Methodology



The background features a dark grey color with a complex pattern of thin, wavy, light grey lines that create a sense of depth and movement. A single, thin, bright yellow line curves across the upper portion of the image, adding a focal point and contrast.

Thank you

Q&A



Survey



GROWTH SERIES



THANK YOU