



Trade and Business Opportunities

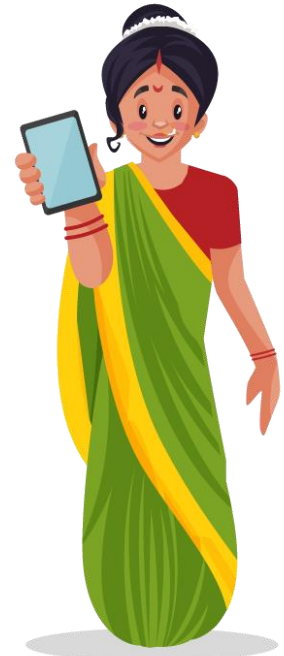
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Lesson Plan

This module introduces the participant to the concepts of Digital Marketing, Ecommerce and Global Value Chains. Knowledge of these concepts and the ability to use it for their business's advantage will help the participant to explore untapped trade and business opportunities.

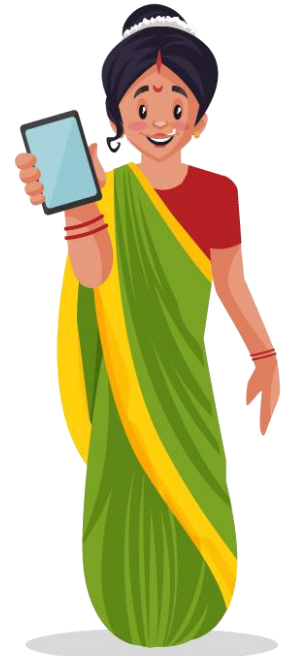


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Objectives/Expectations

- To introduce the concepts of Digital Marketing, Ecommerce and Global Value Chains.
- To help the participants understand the above-mentioned concepts, their uses and benefits for business and encourage the participant to use it for their business's advantage by exploring untapped trade and business opportunities.



Material Required

- Soft copy and hard copy of Module – Trade and Business opportunities and Self-Assessment Sheet.
- Blank A4 Size Sheets
- Projector
- Laptop
- Whiteboard
- Duster
- Writing Pen (for Whiteboard)



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Digital Marketing

01



What is Marketing?

“According to the American Marketing Association, “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. In simpler words, Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers' attention to the product or service available”. – **American Marketing Association.**



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Types of Marketing

Influencer Marketing

- Influencer marketing looks at individuals who have influence over potential buyers and focusses the marketing activities around these individuals to drive a brand message.
- In influencer marketing, rather than marketing directly to a large group of consumers, a brand compensates influencers which can include celebrities, content creators, customer advocates, and employees.



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Types of Marketing

Relationship Marketing

- Relationship marketing refers to strategies and tactics for segmenting consumers to build loyalty. It leverages the database marketing, behavioral advertising and analytics to target consumers precisely and create loyalty programs.
- Example – Debit or Credit Card loyalty programmes.

Viral Marketing

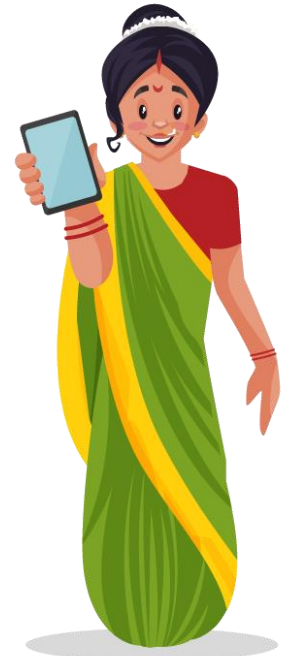
- Viral marketing is a marketing phenomenon that facilitates and encourages people to pass along a marketing message.
- Nicknamed “viral” because the number of people exposed to a message mimics the process of passing a virus or disease from one person to another.



Types of Marketing

Green Marketing

- Green marketing refers to the development and marketing of products that are presumed to be environmentally safe (i.e., designed to minimize negative effects on the physical environment or to improve its quality).
- This term may also be used to describe efforts to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.



Types of Marketing

Keyword Marketing

- Keyword marketing involves placing a marketing message in front of users based on the specific keywords and phrases they are using to search.
- A key advantage of this method is that it gives marketers the ability to reach the right people with the right message at the right time. For many marketers, keyword marketing results in the placement of an ad when certain keywords are entered.



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Types of Marketing

Outbound Marketing

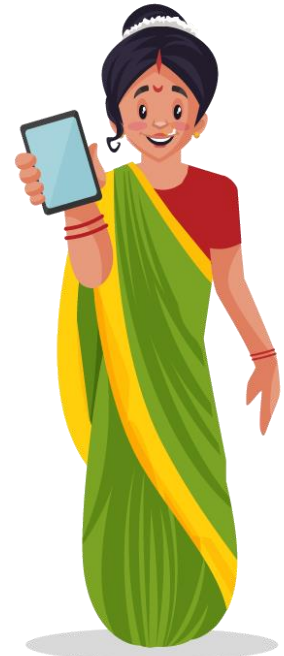
- In outbound marketing, the marketer initiates contact with the customer through methods such as TV, radio and digital display advertising. It is often used to influence consumer awareness and preference for a brand.



Types of Marketing

Inbound Marketing

- Inbound marketing is marketing in which customers initiate contact with the marketer in response to various methods used to gain their attention. These methods include email marketing, event marketing, content marketing and web design.
- One purpose of inbound marketing, which includes content marketing, is to establish the business as a source for valuable information and solutions to problems, thereby fostering customer trust and loyalty.



Types of Marketing

Search Engine Optimization

- Search engine optimization (SEO) is the process of developing a marketing/technical plan to improve visibility within one or more search engines.
- On the marketing side, SEO refers to the process of targeting specific keywords where the site should “win” in searches.

Content Marketing

- Content marketing is a technique of creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience—with the objective of driving profitable customer action.





Digital Marketing

02





- Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers. It is known as marketing with customer feedback.
- It targets a specific segment of the customer base and is interactive.
- It includes search result ads, email ads, promoted tweets, Instagram ads, YouTube ads.



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Types of Digital Marketing

Website Marketing

- It is used to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.



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Types of Digital Marketing

Pay-Per-Click (PPC) Advertising

- It enables marketers to reach Internet users on several digital platforms through paid ads.
- The ads are placed on the following platforms - Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show their ads to people searching for terms related to the products or services.
- It segments users based on their demographic characteristics (such as by age or gender), or even target their interests or location.



Types of Digital Marketing

Content Marketing

- It is used to reach potential customers using content like blogs, ebooks, online courses, infographics, podcasts, and webinars.
- It is usually published on a website and then promoted through social media, email marketing, SEO, or even PPC campaigns.

Email Marketing

- It is the medium to get in touch with your potential customers or the people interested in your brand via an email. The list of email is created through other forms of marketing.



Types of Digital Marketing

Social Media Marketing

- It is the process of creating tailored content for each social media platform to drive engagement and promote one's business. Social media marketing is all about connecting with your audience or customers and helping them understand your brand better.

Affiliate Marketing

- Influencers promote other people's products and get a commission every time a sale is made, or a lead is introduced.



Types of Digital Marketing

Video Marketing

- Video marketing means using videos for promoting and telling people about your product or service. It helps increase engagement on your digital and social channels, educates your audience, and allows you to reach them with a new medium.

SMS Marketing

- Many sources like NGOs, companies also use SMS or text messages to send information about their latest promotions or giving opportunities to willing customers.



Uses of Digital Marketing for Business

- Increase in Customer Loyalty with Frequent Communications
- Engages the Customer at Every Buying Stage
- Targets the Right Audience
- Generates a Consistent Lead Pipeline
- Optimizes and Obtains Better Conversion Rates
- Accurately Measures All Results
- Gain Brand Credibility
- Cost effective
- Provides a Level Playing field



Challenges of Digital Marketing for Business

- Dependability on technology
- Security, privacy issues
- Maintenance costs due to a constantly evolving environment
- Higher transparency of pricing and increased price competition
- Worldwide competition through globalisation





E-Commerce

03



What is E-Commerce?

Electronic commerce or e-commerce is a business model that lets firms and individuals buy and sell things over the internet. It can be conducted over computers, tablets, or smartphones. Examples of Products and Services available through Ecommerce - includes books, music, plane tickets, and financial services such as stock investing and online banking



Types of E-Commerce?

E-commerce operates in all four of the following major market segments:

Business to Business(B2B)

Business-to-business (B2B), also called B-to-B, is a form of transaction between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. It is conducted between companies, rather than between a company and individual consumer.



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Types of E-Commerce?

Business to Consumer (B2C)

It refers to the process of selling products and services directly between a business and consumers who are the end-users of its products or services.

This segment also includes the Direct to Consumer (D2C) selling – a recent phenomenon where eCommerce platforms are being used by Brand owners/ producers especially the small and micro enterprises to sell directly to consumer without going to marketing and distribution channels.



Types of E-Commerce?

Consumer to Consumer (C2C)

It is a business model that enables customers to trade with each other, frequently in an online environment. C2C businesses are a type of business model that emerged with e-commerce technology and the sharing economy.

Consumer to Business (C2B)

The C2B is the recent E-commerce business model for the individual customers to recommend for selling products and provide services to companies.



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Advantages of E-Commerce

Faster Buying Process:

Customers spend less time shopping and browse more products and can locate products not found in their local stores.

Store and Product listing:

Sellers can add many images, a description, product category, price, shipping fee and delivery date. In just one step you can tell the customer many things about the item. Creating your listing shows the buyers what you have.



Advantages of E-Commerce

Cost Reduction:

An ecommerce store is affordable and requires less investment when compared with a physical store. It offers a good opportunity for individual and small scale sellers who want to earn an income but don't have the required start-up capital.

Affordable Marketing and Advertising:

Ecommerce marketplaces are visual channels – and sellers can really show off their product. Many ecommerce marketplaces offer customer insight tools that can be used to analyse customers, it shows all orders – pending, unshipped, sent, cancelled, returns.



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Advantages of E-Commerce

Flexibility for Customers:

Product and services are available 24x7 and customers are always present on an ecommerce marketplace. The result is that seller can offer their products any place, any time.

Sellers can leverage this customer flexibility to build their revenue. They can sell on an online marketplace confidently knowing that there are plenty of buyers.



Advantages of E-Commerce

Comparison between Product and Price:

In ecommerce, sellers can compare the products using tools or on their own. This gives them a good idea of product alternatives available, the standard rates, if a product need is unfulfilled.



Advantages of E-Commerce

Overcomes Reach Limitations:

- A seller with a physical store may only be able to reach a certain number of buyers. They can deliver to the customers' homes but there can be distance limitations. Several e-commerce marketplaces have their own logistics and delivery system.
- Sellers that need to expand their reach to find new customers can benefit from this. This applies to online-only sellers and those with a physical store.
- Online-only sellers can save on the logistics costs and be rest assured of customers. Sellers with a physical store begin selling their goods to local buyers.



Advantages of E-Commerce

Faster Response to Customer and Market Demand:

- Ecommerce marketplaces offer you a streamlined logistics or delivery system. What this means is that the buyers order gets delivered efficiently. Product returns management is one more plus point that can be handled quickly – you either refund the payments or give a replacement.
- Merchants can create deals, promotions quickly too. This attracts customers and increase chances of creating more sales. Ecommerce sellers may plan and apply coupons when they like – even customise such offers for their own store.



Advantages of E-Commerce

Multiple Payment Modes:

- Ecommerce marketplaces permit multiple payment modes that include UPI, cash on delivery, card on delivery, net banking, EMIs on credit or debit card and pay-later credit facility.



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E Commerce Platforms

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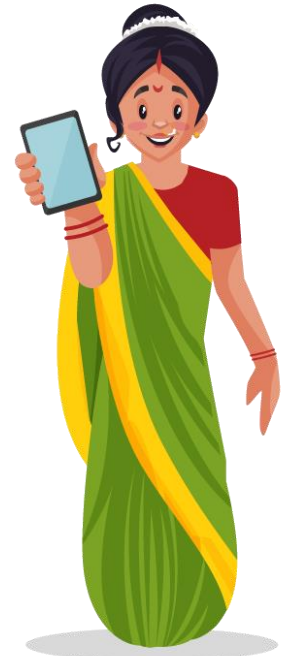
Private Sector (Select Major Ecommerce Platforms)

Flipkart

- Launched in October 2007, It is India's leading ecommerce market place with over 80 million products across 80+ categories

Amazon

- Amazon.com (Amazon.in), online retailer, manufacturer of electronic book readers, and Web services provider that became the iconic example of electronic commerce. Its headquarters are in Seattle, Washington.



Private Sector (Select Major Ecommerce Platforms)

Snapdeal

- In February 2010, Kunal Bahl along with Rohit Bansal, started Snapdeal.com.
- India's largest online marketplace, with the widest assortment of 60 million plus products across 800 categories from regional, national and international brands and retailers.



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Private Sector (Select Major Ecommerce Platforms)

India Mart

- India's largest online B2B marketplace, connecting buyers with suppliers. With 60% market share of the online B2B Classified space in India, the channel focuses on providing a platform to Small & Medium Enterprises (SMEs), Large Enterprises as well as individuals. Founded in 1999, the company's mission is 'to make doing business easy'.



Government

- **GeM**

It is a short form of one stop Government e-Market Place it is a dynamic, self-sustaining, and user-friendly portal for making procurement by Government officers.

- **Central Public Procurement Portal**

The eProcurement System of India enables the Tenderers to download the Tender Schedule free of cost and then submit the bids online through this portal. The portal provides single point access to the information on procurements made across various Ministries and the line Departments.



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Government

Salient features

- Platform for publication of tender and bid award details by Central and State Government Ministries, Departments and Organizations, PSUs and PSBs
- Free Access to tender documents for all
- Facility to publish NIT through on-line form
- Facility to publish tender documents, to add corrigendum with document
- Facility to publish bid award details along with contract document
- In public domain, no registration required for access/viewing by public



Government

Salient features

- Email / SMS alerts at various milestones.
- Toll Free Help Line facility for all.
- Categorised according to types of tenders, product categories, types of Organisations and Organisation name.
- Archived tenders are available in public domain
- Search facility available using parameters like keywords, location, value, organization name, organization type, tender type, and product categories



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Precautions while using Ecommerce Platforms

Modus operandi – Frauds using Online selling platforms

- Fraudsters pretend to be buyers on online selling platform & show interest in the product.
- Instead of paying money to you, they use “request money” option through UPI app and insist to approve the request to pull money which enables the to pull money from your bank account.

Precautions

- Always remember, to receive money there is no need to enter your PIN / password anywhere.
- If UPI or any other app asks you to enter your PIN to complete transaction, it means you will end up sending money instead of receiving it.



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**Global Value
Chains**

05



What is a Value Chain?

- A value chain is a step-by-step business model for transforming a product or service from idea to reality.
- The following activities (design, production, marketing, distribution and support to the final consumer, etc) are divided among many firms and workers across geographic spaces to bring a product from its conception to its end use.
- Value chains facilitate a business in delivering most value for least cost leading to an increase in a business's efficiency.
- Value chain creates a competitive advantage for a company by increasing its efficiency and productivity.



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Transactional Corporation

- It is an enterprise (irrespective of its country of origin and ownership, including private, public or mixed) which comprises companies or entities located in two or more countries that are linked, by ownership or other factors , such that one or more of them may be able to exercise significant influence over the activities of the others and, in particular, to share knowledge, resources and responsibilities with them.
- Example of a Global Value Chain:

A smart phone assembled in China might include graphic design elements from the United States, computer code from France, silicone chips from Singapore, and precious metals from Bolivia. Throughout this process, all countries involved retain some value and benefit from the export of the final product.

Importance of Global Value Chains

- Countries can participate in Global Value Chains by engaging in either backward or forward linkages.
- Global Value Chain exports contributes to raising a country's per capita GDP. Both forward and backward participation by SME's have a positive impact on per capita income growth.
- Labor productivity rises with greater participation and contribution to Global Value Chains exports and its components.



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Importance of Global Value Chains

- Participating in Global Value Chains allows firms to benefit from specialization in that part of the value chain where they are most productive.
- They gain access to improved technology, cheaper inputs, and global markets (to exploit economies of scale).
- Increase in Global Value Chain exports is also associated with a significant growth in investment. Driven by transfer of capital from the lead firm to their subsidiaries located in different countries to get integrated into the value chains.



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Opportunities from Global Value Chains

- Trading in tasks and intermediate activities has paved the way for small firms to participate directly or indirectly into the international supply chains.
- Through Global Value Chains, MSME's can now act as suppliers of parts and components to lead firms.
- The buyer–supplier relationships with lead firms allow SMEs to further specialize in a specific set of activities.
- Access to large regional and global markets through new sectors for the supply of new products and services to these lead firms.
- Interaction with lead firms allows for greater flow of information between the lead firms and MSME's, which in turn leads to improvement in the management practices of MSME's along with improvement in their technology and skill levels.





Key Takeaways

06



Key Takeaways

- Digital Marketing helps a business to serve its customers better as businesses are able to target the right audience, ensures speedy and effective customer feedback in a manner that is cost effective.
- Ecommerce helps business reduce costs since it is affordable, offers better customer service and expands the reach of the business.
- Global Value Chains offers the following opportunities for MSME – They can become part of the supply chain of leading firms, get access to global markets, get transfer of investment from lead firm and a significant improvement in skill and technology.





Thank You!!!

