



FREE WEBINAR

Get Going With E-Commerce

Tips to Succeed, Pitfalls to Avoid

Thursday, May 28th, 2020 | 11:30 am AST



SAVE YOUR SEAT

For all businesses, the journey ahead is delicate, but you CAN navigate it successfully



Introductions: A Powerhouse Panel

Chike Farrell (Your Host)

University of Toronto Bcomm, MIT Sloan School of Management MBA

Ernst & Young, Microsoft

Co-Founder, Advertising Agency Caribbean Ideas Synapse (<http://getsynapse.agency>)

VP Marketing, SkyKick (Seattle)

Creator: UpTick Podcast (<http://uptickpodcast.com>)



Kathryn Nurse (Immortelle Beauty)

Biology, George Washington University.

Cosmetic Chemist

Founder Immortelle Beauty: Luxury Personal
Beauty & Body Products, Home Fragrances
and more <http://immortellett.com>



Alex Siu Chong (Excellent Stores)

Chartered Accountant

University of Toronto, Canada

Retail Leader as accountant and operator

CEO Excellent Stores

(<https://myexcellentstores.com/>)



Denyse Ramnarine (Republic Bank)

Over 20 years of experience at Republic Bank

Executive in charge of Electronic Channels &
Payments

Varied experience spanning communications,
IT and Channels

University of the West Indies & University of
Edinburgh



Caroline Taylor (Media & Editorial Projects)

Film, TV & Performing Arts

Williams College, University of London

Media & Editorial Projects: (Writer, Editor,
Managing Editor, Discover Tnt)



TODAY



Ecommerce Pillars & Key Questions

Acquiring Customers

- How will I get customers to my store?
- Who am I targeting? What segments, what countries?

Customer Experience

- Where will I sell digitally?
- What solution do I use to build an online store?
- Should I build my own store or join a platform?

Payments

- How do my customers pay generally? Credit card, debit, cash, other?
- How do I enable payments?

Online / Site Merchandising

- How will I showcase my products & services online?
- How does site merchandising change by channel?

Logistics & Service Delivery

- What ecommerce logistics do I need?
- What does this mean for customer service? Training?
- How will I do delivery?

A framework for what's next



What's Happening

- | | | | |
|--|--|--|---|
| <ul style="list-style-type: none"> • Thrust into remote work, self-quarantine • Key workers lead the fight | <ul style="list-style-type: none"> • Initial job shocks / impacts, • Reduction in disposable income • A hunt for solutions • | <ul style="list-style-type: none"> • More shocks & knock-on impact • A hunt for solutions. • Test.& Learn | <ul style="list-style-type: none"> • New norms take root across multiple parts of life • More sophisticated solutions |
|--|--|--|---|

How people feel

- | | | | |
|--|--|---|---|
| <ul style="list-style-type: none"> • Initial Orientation • Fear, Anxiety & Uncertainty | <ul style="list-style-type: none"> • Cabin Fever • Coping Mechanisms needed • A desire to help / contribute • Acknowledge heroes | <ul style="list-style-type: none"> • Expanded Acceptance • Coping Mechanisms • A desire to beat the virus • **Planning & Innovation | <ul style="list-style-type: none"> • Count the cost • Acknowledge heroes • Look ahead to a new beginning • Some changes have “stuck” and are accepted |
|--|--|---|---|

Implications for Business, Sales & Marketing

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| <ul style="list-style-type: none"> • Sales bump for select brands, first shockwaves for others • Be part of the conversation don't be insensitive | <ul style="list-style-type: none"> • Anticipating customer needs • Service & Sales Model Experimentation | <ul style="list-style-type: none"> • Experiment rapidly • Adapt or get left behind • Tailored marketing & messaging | <ul style="list-style-type: none"> • Fully implement new tactics and embrace innovation |
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Ecommerce Key Pillars

Acquiring
Customers

Customer
Experience

Payments

Online / Site
Merchandising

Logistics &
Service
Delivery

Resources

Resources for you & things to look forward to

<http://republicsmetoolkit.com>

The screenshot shows the Republic Bank SME Toolkit website. At the top, there are navigation tabs for 'STARTING UP', 'MANAGING GROWTH', 'SCALING UP', and 'WEBINARS'. Below this, the 'Must Read Articles' section features three article cards. The first card, titled 'Approaches to streamlining your business', includes a diagram with terms like 'Innovation', 'Time System', 'Business Activity', 'Strategy', 'Productivity', 'Systematic', 'WORKFLOW', 'Business Team', 'Documentation', 'Discusses', and 'MANAGING GROWTH'. The second card, 'Creating a Business-Friendly Environment – Part 2', features an image of two hands shaking. The third card, 'Creating a Business-Friendly Environment – Part 1', features an image of a laptop keyboard with a red location pin on a map. To the right, the 'Popular' section lists three articles under the 'PEOPLE & CULTURE' category: 'Leading with Integrity; Leading by Example', 'Integrity and the Entrepreneur at Work', and 'Creating a Business-Friendly Environment – Part 2'. A fourth article, 'Creating a Business-Friendly Environment – Part 1', is listed under 'PEOPLE & CULTURE'. At the bottom, an article titled 'STARTING A BUSINESS' is partially visible.



Webinar 2:
Succeeding in the Low
Touch Economy

The logo for UPTICK Caribbean Innovators Live. It features the word 'UPTICK' in a bold, blue, sans-serif font with a stylized 'U' icon. Below it, 'Caribbean Innovators Live' is written in white on a dark blue rounded rectangle. At the bottom right, there is a logo for 'CARIBBEAN VOICES synapse'.

Learn from entrepreneurs (incl Kathryn)
<https://getsynapse.agency/uptick/>

THANK YOU!



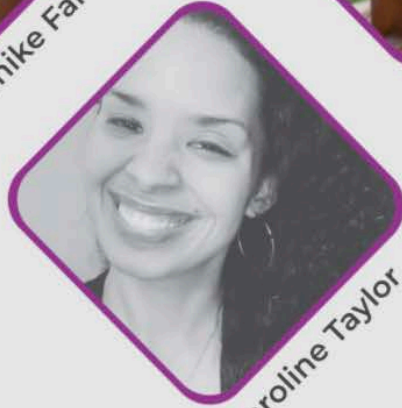
Chike Farrell



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