

Introduction

e-Commerce is transforming the way business is done in India. The Indian e-commerce industry has grown fast and is expected to grow at a Compound Annual Growth Rate (CAGR) of 28 per cent from 2016-20 to touch US\$ 63.7 billion by 2020 and could overtake the US by 2034. The sector reached US\$ 14.5 billion in 2016. Much of the growth is fueled by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India’s total internet user base to 829 million by 2021 (59 per cent of total population), from 373 million (28 per cent of population) in 2016, while total number of networked devices in the country are expected to grow to 2 billion by 2021, from 1.4 billion in 2016. A large part of the e-commerce model is being driven by 2nd and 3rd tier cities.

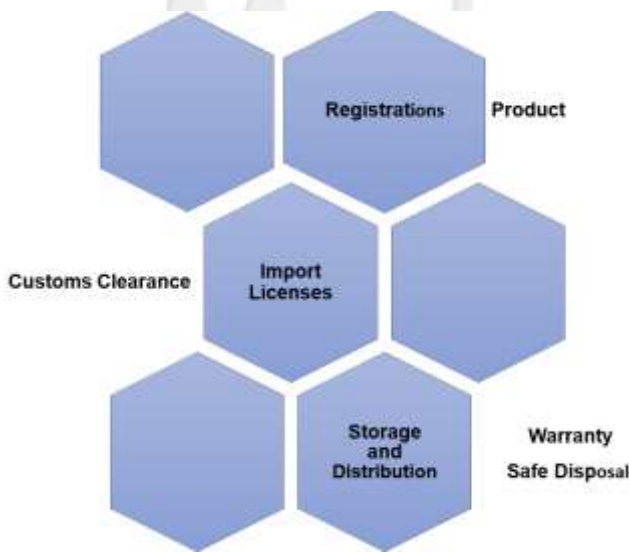
“how do I test a new market with managed risk..... is eCommerce an option?”



There are Challenges to Sell in India for Small Medium Foreign Companies

India has great opportunities and economic potential. There is a concerted effort by the government to improve ‘Ease of Doing Business’. However, coping with the diverse and complicated business landscape is still a challenge for small and medium foreign owned firms, without the support of an able local partner. Apart from the registration and tax related issues, there is the added complexity that India is not a ‘free to import’ country, there could be various approvals required to import and sell a specific product. It is not feasible for unknown brands to make reasonable dealership agreements, until they have proven the product demand in the local market.

MarketBuilders as a Partner for Online Sales in India – A First Step to Market Entry



MarketBuilders offers a facilitator role for companies looking at testing their product acceptability and uptake in the local market. This is done in a risk minimised and risk managed delivery model. We bring our experience of helping clients by creation and execution of customized operations, to achieve their marketing and sales goals globally. We help with advise and representation to facilitate minimal registrations and product approvals. We will be the India representative to source applicable import related approvals. Store the products in suitable environment. List and market

the products online, including creating marketing content for the ecommerce website in consultation with client’s branding and imaging strategy. We will execute sales on the web, supply and warranty support for you.

Contact us at info@marketbuildersglobal.com for a discussion

We have case studies to share, to help you understand the conceptual approach and pricing models. The discussion will help us understand your special needs and how we would work together to launch your product into selected new markets. We offer these services for India and Singapore at the moment, new countries being considered include UK, Norway, Malaysia and Japan.

About MarketBuilders

MarketBuilders is a provider of customized, cost effective research and business operations. Our delivery experience ranges across most continents. Our business is structured around three complementary business lines: research, advisory and business facilitation.

We have assisted international and domestic businesses to create and execute strategic projects. Our skills and execution expertise have been leveraged extensively by clients looking to build India and international operations. We have delivered in the areas ranging across marketing representation, business advisory services, business development consultancy, marketing and sales, incorporation and setting up, and other strategic areas.

