



## WHAT ARE THE TOP PITFALLS WHEN OPENING OR RUNNING YOUR E-COMMERCE BUSINESS?

Management One® assists fashion retailers for the past 20 years on their 2 greatest assets: stock and people. Visit the web site at the bottom of this article and register to gain access to more business retail resources, white papers and free seminars/webinars.

Nathalie Massenet – the founder of Net-A-Porter – has just sold her E-commerce business to Richemont and her sales had reached £120M for the year ending early 2010.

An incredible success considering many people predicted she would fail to sell high-end, designer or luxury product online. She has delivered.

Can you deliver on your E-commerce project?

### ***Have a vision. Have a plan.***

You must ensure to clearly know why you are creating this web site.

Is it to get rid of excess stock? That would be a bad reason.

Is it to create a new and separate profitable business? That would be a good reason.

Right down your plan.

Check many other sites and see what you like about them. What you hate about them.

What would be the features?

What would be the benefits?

Have the right financial and human resources to set up and grow the business.

### **Succeeding in your e-Commerce web site is about having**

- the right staff  
You need people who will be doing the web site and updating it ( today I would recommend you have a content management you can control for text and images ). You need somebody to take the pictures. You need somebody to handle questions and returns ( you can be facing a 5/12% returns therefore much more than at your brick and mortar shop ). You need somebody to handle the emailing / e-newsletter ...
- the necessary time

Time is of essence as you need constant update of the new products, of the home page. Time to invest in search engine optimisation (SEO) – you shop is lost in space unless people can find it easily and SEO will make sure you E-shop ends up on the High Street where traffic exists.

- the technology

Do you get it from inside or outside? Today, one needs more videos, interesting and exciting features. Obviously, you need to fine tune the answer to the customer you have.

You cannot address a 50 year old woman as you would talk to a 25 year old one ( the text, the approach and the promotion have to be different ).

## Key elements

- Stock

- You need a separate buying plan for the E-commerce business. Nobody is telling you to duplicate your brick and mortar shop if you have one. On the contrary, the web site could be selling different products and enticing customers from one to the other.

- Make sure you do not sell products which are not available. You can certainly credit back the credit card but the confidence will be lost and the shopper may quickly tell his/her friends and you have a lot to lose.

- Handling the virtual shoppers

- You need to have a strategy and action plan to handle the shoppers. Firstly online to make sure he/she stays on the web site, the purchase can be done in just 3 clicks...

- Secondly, you must have a way to attract people to your site and make them come back: newsletter, promotion, events, freshness of products or exciting products, discounts...

- Delivery

- You must deliver flawlessly on the delivery cost and delivery time you indicate on your web site. This is part of the trust relationship you are building with your virtual shoppers.

Other important points could include

- Make it easy to be contacted over the phone

- Provide good customer service – check what other web site are doing and transfer your brick and mortar experience to the E-commerce business ( it will not be easy to translate to the online world but if you can you can be successful ).

- Focus on the benefits not the features

- Use good copywriting

- Navigation should be easy, clear and quick – no heavy pictures slowing down the process

- Explicit terms and conditions, guarantees ...

- ...

## Marketing and growing your business

We have talked about SEO. You may want to think about pay-per-click so that people can be clicking on your web site when your key words are searched on google.

You also want to make sure you collect emails from people and have a e-newsletter sent to your readers.

Think about implementing a blog, customer review section, advertising and sponsorship, social networking ( facebook, twitter .. and you need therefore even more time ... ).

Call me or email me with your thoughts or issues you have.

E-Commerce is A BUSINESS. It cannot be taken lightly or you will make little or no sale.

See at the end of the paper for

1. Web sites I like
2. White papers

Good luck and looking forward to hearing from you very soon.

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### **Contact Details**

To brainstorm on your personal objectives or goals or to request more information, contact us on Tel: +44 20 8576 6233 or by email on [sales@managementoneuk.com](mailto:sales@managementoneuk.com)

Call us if you are looking to

- increase sales in your shop
- minimise discounts
- make more profitable sales
- forecast sales at over 90% accuracy over the next 12 months
- get more out of your staff ...

**RETAIL DEVELOPMENT [www.managementoneuk.com](http://www.managementoneuk.com)**

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Our retail **seminars** have already been conducted at the Autumn Fair, Moda UK, Summer Fair ...

They can also be **delivered at your place** or in your area even through your **Council** which often wants to bring more business expertise to the retail community.

Let us know. We are here to help you grow your business. We are open when you are so call anytime.

### Web sites I like

[www.lipsy.com](http://www.lipsy.com)      [www.asos.com](http://www.asos.com)      [www.johnlewis.com](http://www.johnlewis.com)  
[www.selfridges.com](http://www.selfridges.com)

### Resources of interest

Ecommerce

[www.sitemakers.com](http://www.sitemakers.com)

They have both a planner to help you schedule all tasks. A great initiative. And they also offer a book on the practical tips for a successful online business.

[www.venda.com](http://www.venda.com)

Link 10 Tactics to grow online

[www.globalfashionmanagement.com/venda10tacticstogrowonline.pdf](http://www.globalfashionmanagement.com/venda10tacticstogrowonline.pdf)

An all inclusive solution for £50/month.

Google Link [www.globalfashionmanagement.com/googlemakeitwork.pdf](http://www.globalfashionmanagement.com/googlemakeitwork.pdf)

Dot Retailer -10 steps to Ecommerce

[www.globalfashionmanagement.com/dot10stepstoecommerce.pdf](http://www.globalfashionmanagement.com/dot10stepstoecommerce.pdf)

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