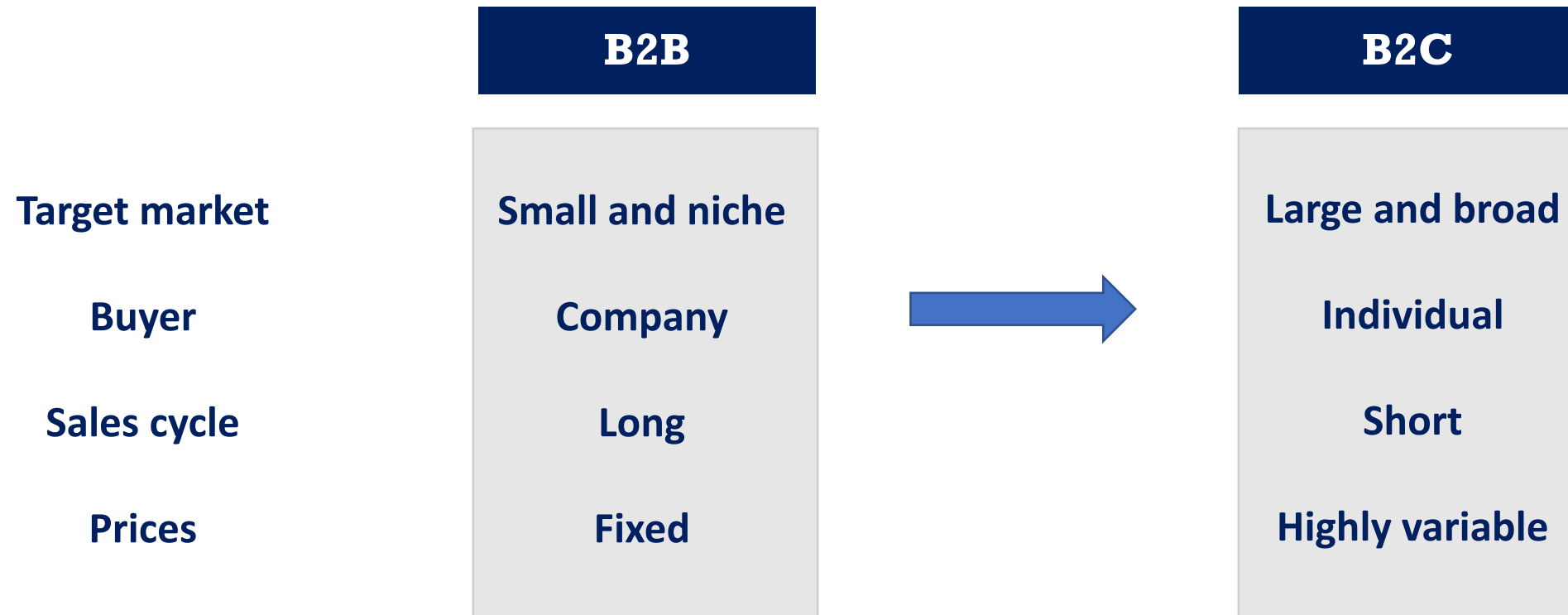


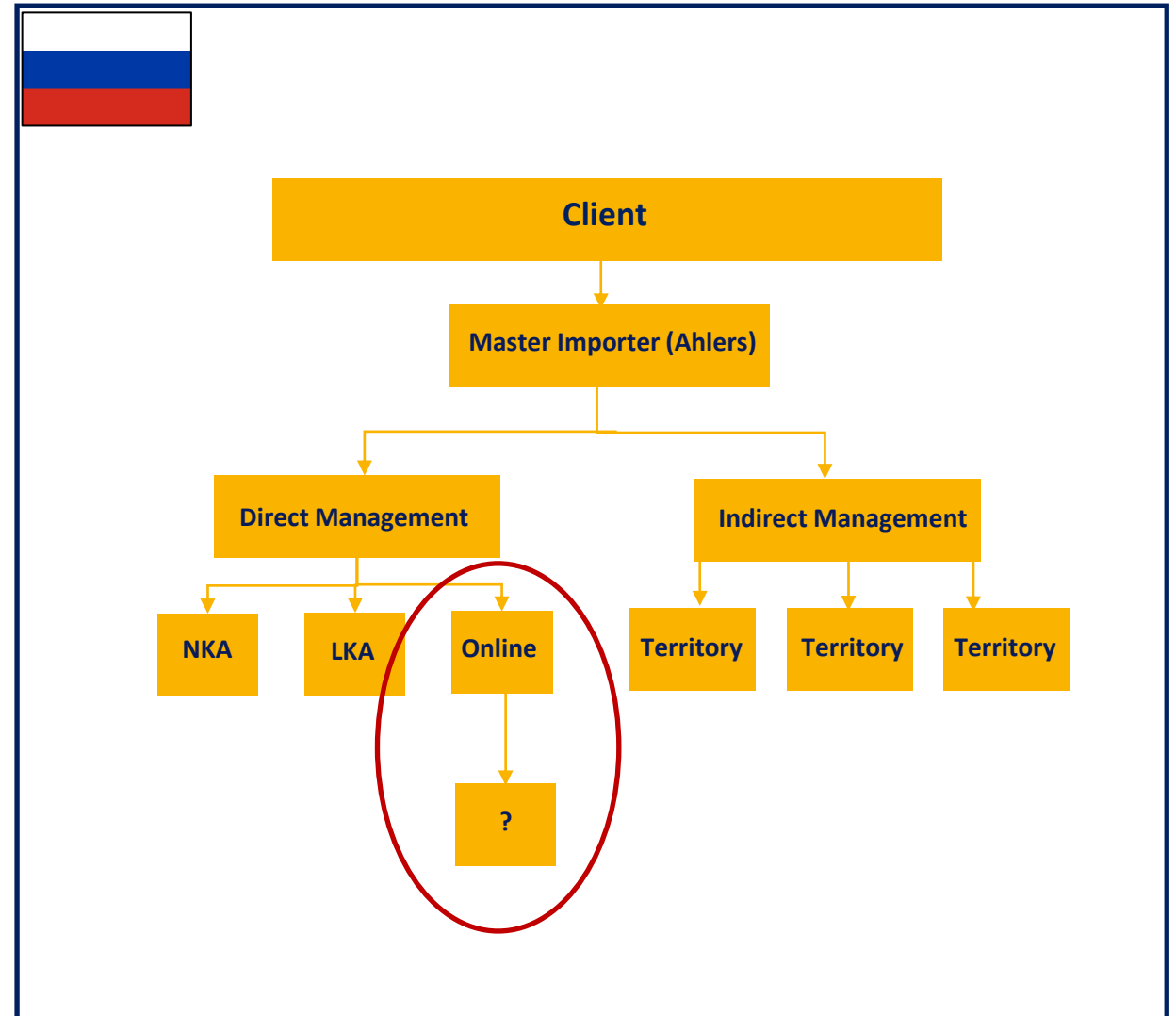
E-commerce in Russia

Elena Robakidze
Business Development Manager



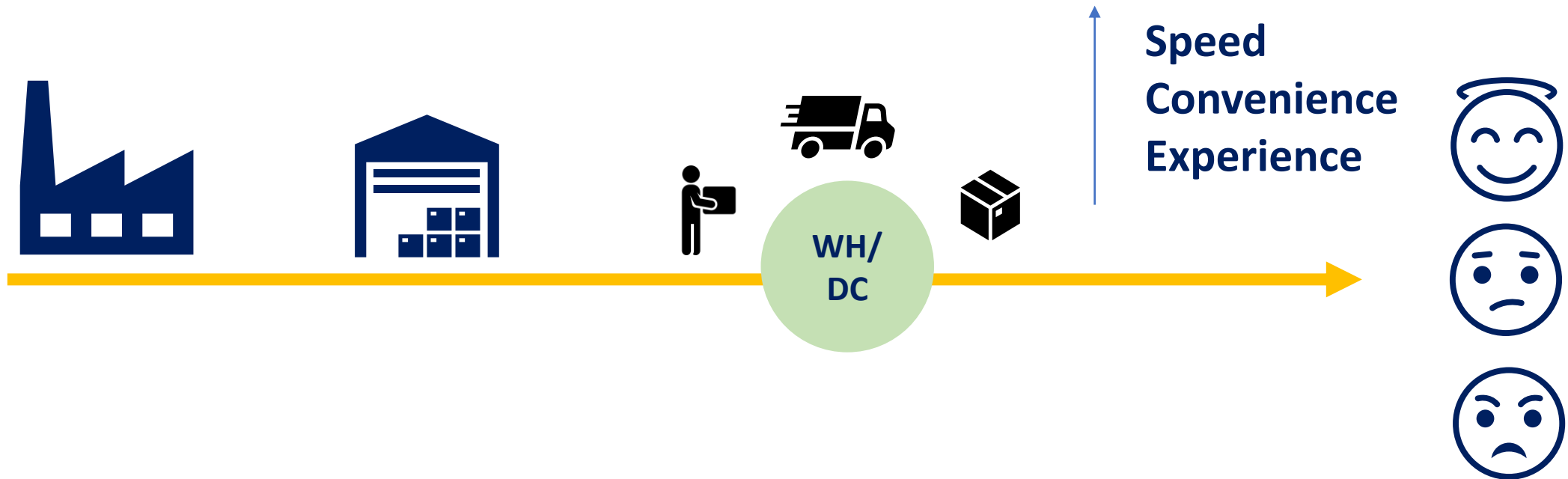


E-commerce is a Route to Market strategy



Last-mile delivery

Is the final step of the delivery process from a distribution center or facility to the end-user



**The final part of the Supply Chain journey, and yet the most important, consumer-facing part*

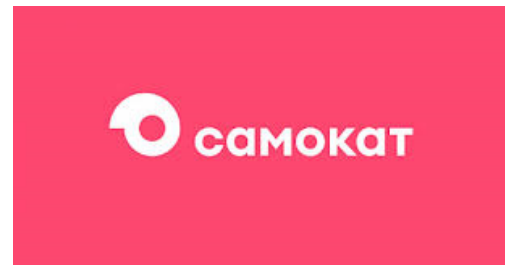
Marketplaces
(multi-categorized)



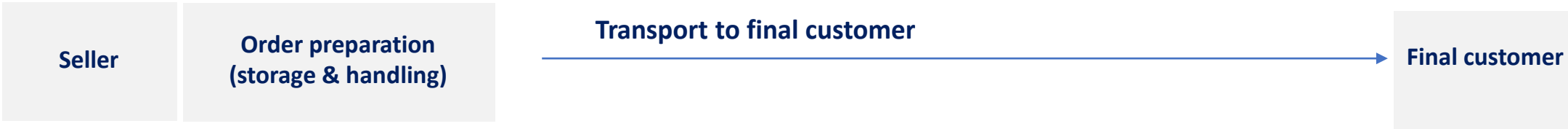
Consumer electronics



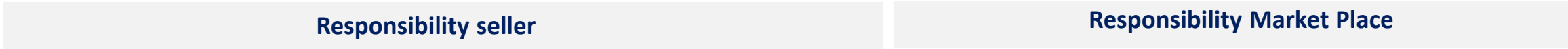
Food delivery



Online Shelf model



Drop shipment model



Fulfilment model

