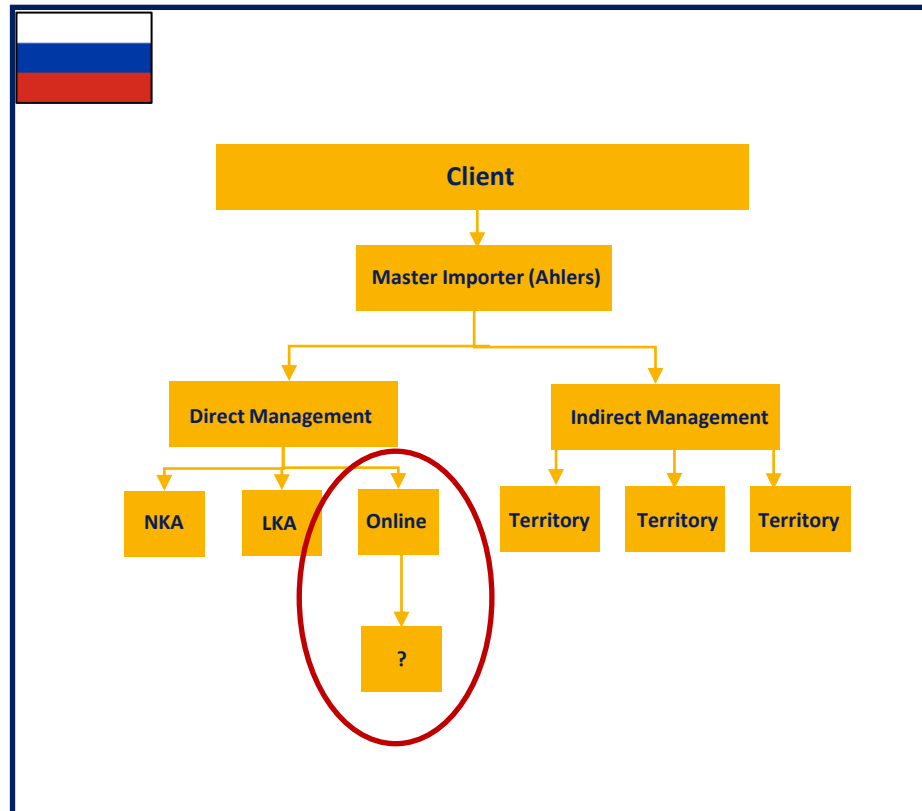


E-commerce Russia



E-commerce is a Route to Market strategy



Marketplaces



OZON

ASOS
discover fashion online

Webshops (B2C)



The logo for VkusVill, featuring the word "ВкусВилл" in green, uppercase letters with a green underline, and a green wave graphic above it.

B2B (EDI)

The logo for Magnit, featuring a red square with a white "M" inside, followed by the word "МАГНИТ" in red, uppercase letters.

Hybrids

The logo for Samokat, featuring a white circular icon with a dot inside, followed by the word "САМОКАТ" in white, uppercase letters on a pink background.

The logo for Delivery Club, featuring a white ostrich icon, followed by the words "Delivery Club" in white, uppercase letters on a green background.

Яндекс Доставка

Top Marketplaces in Russia

Marketplace	Category	2019 Sales, M RUB	Sales growth
Wildberries.ru	Multi-categorized	210 600	89%
Ozon.ru	Multi-categorized	80 690	93%
Aliexpress.ru	Multi-categorized	35 940	162%
Goods.ru	Multi-categorized	8 670	271%

Basic requirements

- Registration as a legal entity, individual entrepreneur or self-employed
- Verification by submitting companies' documents
- Barcode printing possibilities
- Delivery of goods to the warehouse / Distribution Centers

Model of cooperation

Model	Wildberries	Ozon	Aliexpress	Goods RU
Online shelf			X	X
Drop-shipping		X		X
Fulfillment	X	X		

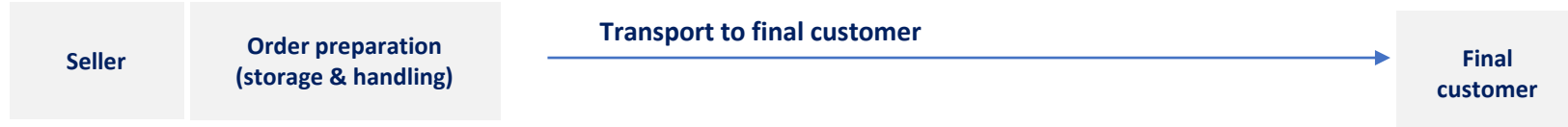
Drop shipping

	Goods RU	Ozon
Commission	6,5%	9%
Delivery cost	25 RUB + 600 RUB pick up/ 31 RUB	75 RUB / 400 RUB (+ pick up 1400RUB) 75 RUB
Refund cost	0,5 RUB/unit	0,75 RUB/unit

Fulfillment

	Wildberries	Ozon
Commission	12%	9%
Delivery cost	33 RUB	35 RUB / 75 RUB
Refund cost	33 RUB	33 RUB
Warehouse	0,5 RUB/unit	0,5 RUB/unit

Online Shelf model



Responsibility seller

Drop shipment model



Responsibility seller

Responsibility Market Place

Fulfillment model



Responsibility seller

Responsibility Market Place

Delivery from abroad or local Russian stock?

Lead times vs costs?

Import (duties)?

Warehouse requirements & system integration?

Reverse logistics & returns?

IT architecture?

Target Client Profile?

Age:

Sex:

Occupation:

Place of living:

Attitude to music:

Interests:



Motive to buy:

Type of purchase:

Main requirements:

Additional services:

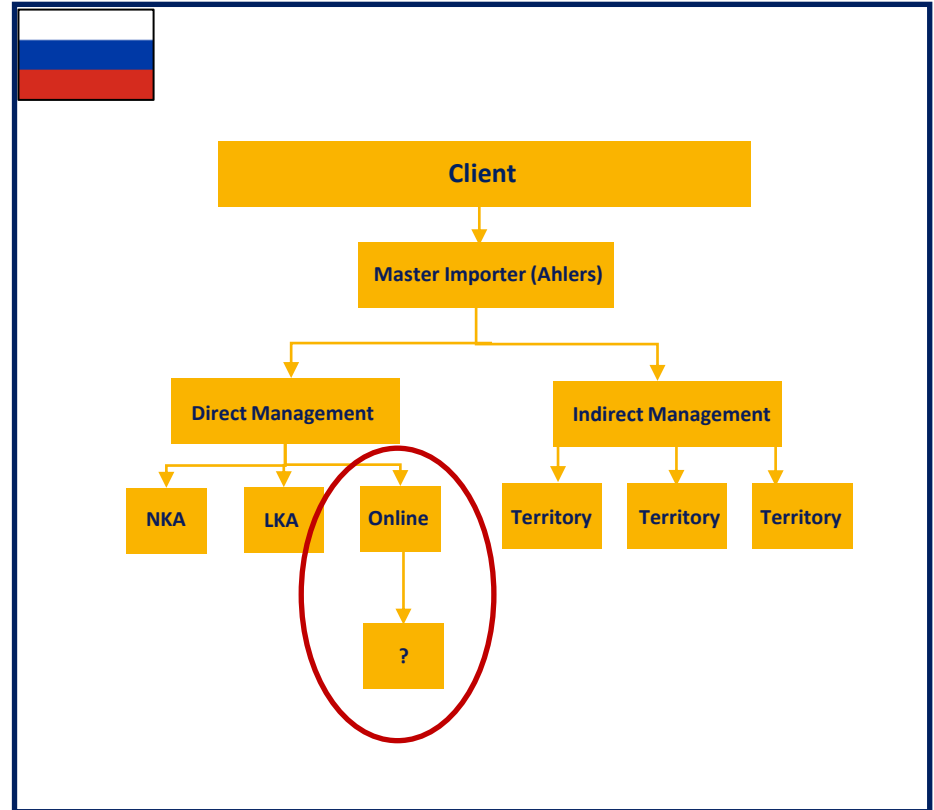
Target client profile influences choice of e-commerce strategy

“Can I increase my sales by going on-line?”

“How do I best reach my target audience and what do they expect?”

“What does that mean for my E-commerce strategy in Russia?”

Define operational needs and build the needed E-commerce infrastructure



Ahlers

Thank you!



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