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mis
MARKETING
INSTITUTE OF
SINGAPORE

Innovating Cooperative Business with Internet Technology

5 – 7 October 2011

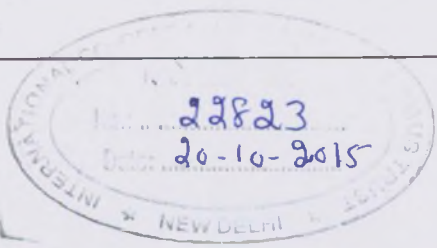
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THE MARKETING INSTITUTE OF SINGAPORE



Founded in 1973, the Marketing Institute of Singapore (MIS), a not-for-profit organisation, is the National Body for Sales and Marketing.

Our Vision

Creating Marketers

Our Missions

Creating Marketers through Quality Education Connecting a Community of Marketers

Creating Value

At the Marketing Institute, learning goes beyond the norm as we offer a platform for you to be connected with leading players and business gurus in networking events to be in tune with the latest business trends and developments.

Building Knowledge

Over the years, MIS has nurtured more than 40,000 sales and marketing practitioners through its professional learning and development programmes and provided ample networking opportunities for thousands of its members through its diverse series of events. The Institute will continue to serve the community to fulfil its vision of "Creating Marketers" through quality education and connecting a community of marketers.

Our Pool of Trainers and Consultants

Learning beyond the norm through quality programme content and creative techniques to engage the minds of participants is what one can expect to experience at the Marketing Institute.

Our team of accredited, highly-experienced and inspiring trainers, facilitators and coaches bring with them a potent combination of management experience in their respective fields of profession, practitioner knowledge and industry know-how to deliver active learning courses that serve training needs across all industries, and provides a nexus for learning and networking for corporations and individuals.

We also have a group of senior training consultants with the experience to conduct business health check and consult businesses in strategic implementations specifically in the areas of Human Resource, Sales and Marketing.

*" We Equip Marketers with Top-Notch Skills to Stay Ahead of Competition.
We Connect Marketers In Our Global Network Zone. "*

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ICA 01021

TRAINER PROFILE

Cecilia Sim

Cecilia Sim has extensive industry and academia experiences in her role as a trainer, consultant and General Manager for various organizations in her previously held positions. She has strong people skills, cross-border experiences and ability to work with ease across different cultures in the region.

She has over sixteen years of training experiences in several professional institutions in Singapore. Her key competencies in the corporate trainings are communication and interpersonal skills, assertive communication skills, customer service, strategic accounts management, negotiation skills, presentation skills, effective business writing skills, personal effectiveness, team buildings, stress management, change management, information technology and general management skills. She uses application based learning by providing realistic cases and practical examples to enhance participant's learning and application of skills. Having worked with many people from all over the world, Cecilia possesses the personal touch to involve the participants in the topic and develop their potentials at work and personal development.

Besides being a corporate trainer, she also delivers academic topics on marketing, consumer behavior, organization theory, business strategy, management, human resource, human resource management system, e-commerce management, and management information system. She has written training manuals, web contents for corporate website, e-learning on-line course materials, and numerous curriculum development materials

Some of Cecilia's major clients include NCS Pte Ltd, Nike, Inc, Applied Materials, SL Global Pte Ltd, Yung Wah Ind Co (Pte) Ltd, YHI Corp (Singapore) Pte Ltd, Jurong Shipyard Pte Ltd, Seiko Instruments Pte Ltd, Singapore Cricket Club, Containers Printers Pte Ltd, Singapore Food Industries Ltd, PSA Institute, City Development Limited, PSC Group Limited, Ministry of Defense, Ministry of Education, Singapore Police Force, Agri-Food & Veterinary Authority of Singapore, Sony Display, and public run courses.

She was formerly the General Manager, Human Resources and Investor Relations for Internet Technology Group (ITG); General Manager of CommerceNet Singapore (CNSG), part of a global consortium with an affiliated network of offices worldwide. She managed the overall operations of the Company and represented CNSG in regional and global electronic commerce meeting held in US, Taiwan, Spain and Singapore. She was instrumental in established the name of CNSG in the industry via membership recruitment, research and development, ecommerce projects, training programs, publicity and members' events. Prior to CNSG, Cecilia was the Assistant Director of Singapore Chinese Chamber Institute of Business (SCCIOB) and her accountability included China and local market. Prior SCCIOB, she held positions such as Project Training Officer and later Presales Consultant in Sales Department, ICL Pte Ltd, currently known as Fujitsu Asia Pte Ltd.

Cecilia has a Bachelor Degree in Business Administration, major in Management Information System, from Northeastern University, Boston, USA.

TRAINER PROFILE

Andy Tan

Andy has over 27 years' experience in software development and has successfully implemented many projects. He has been focusing on Internet related software development since 1997.

He is the director, founder of Intrinix Networks. Intrinix was setup on 15 July 2000 to provide e-business applications development. He has successfully implemented several major projects at Intrinix. These projects include Internet procurement hubs, Enterprise Information Portal, Trading partner portal and Multi-merchant Online portal.

His career began in 1983 at Western Pacific Computer. Western Pacific Computer was a personal computer manufacturer. In 1984 he joined Intel Singapore Limited. Intel Singapore was a system manufacturing plant in Singapore as a Product and Test Engineer. At Intel he had taken up assignment as Training Officer and Quality Assurance Engineer.

In 1989 he joined Microcomputer Systems Pte Ltd as a Firmware design engineer. Microcomputer Systems was a personal Computer manufacturer. Later he moved into management position in Semiconductor and ASIC Applications and involved in setting up new venture in electronics distributions.

He received a BSC in computer science, diploma in Management, Computer and communication.

Other Professional Communities Activities

He is actively involved in promoting the use of XML and Web Services. He is the Vice Chairman of the XML One User Group. XMLOne is a non-profit organization, setup in 2000 to promote the adoption of XML technologies. XMLOne became a registered society in Singapore in 2002. He joined XMLOne as an executive committee member in 2002 and elected as Vice-Chairman in 2003. He had organized XMLAsia from 2003 to 2006. XMLAsia is an annual conference held since 2001.

He was the founding members and secretary of the Framework for Web Services Technical Committee at OASIS (www.oasis-open.org) from 2003 to 2006.

He was involved in establishing a Certified Web Services Framework in Singapore. This Certification framework is an initiative by Infocomm Development Authority of Singapore (IDA) and National Infocomm Competency Centre (NICC). He is a certified Web Services Professional awarded by NICC.

He is a member of IT Standards Committee (ITSC) XML Working Group since June 2000; this working group focuses on promoting XML in Singapore. He had presented on behalf of ITSC at International conferences such as SEISA-APIT conference in 2004 at Thailand and at OASIS Symposium in 2005 at New Orleans.

He has presented at several seminars on XML applications and Supply Chain Management conducted by SIMTech, ITSC and SPRING. He had present at major conferences such as IA-Logistmat 2003 and Planning and Implementing Service-Oriented Architecture Conference in 2005. He wrote for ITSC's Synthesis Journal and Singapore Institute of Management's Today's Manager Magazine.



Seminar Program

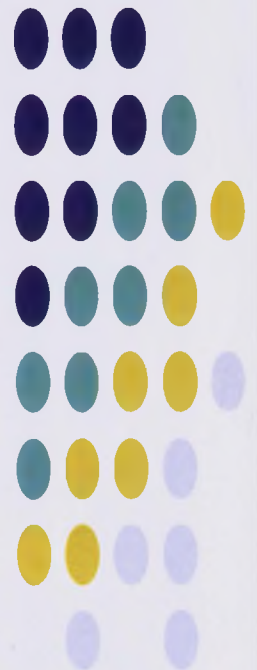


The 3rd ICA / SNCF Business Seminar for Cooperative Leaders

Innovating Cooperative Business with Internet Technology

5th – 7th October, 2011

RELC International Hotel
30 Orange Grove Road
Singapore



5th October (Wed.)

Time	Topics
08:30 – 09:00	<ul style="list-style-type: none"> ▪ Seminar Registration
09:00 – 09:15	<ul style="list-style-type: none"> ▪ Welcome Speech by Ms. Dolly Goh, CEO, SNCF ▪ Opening Remarks by Dr Chan Ho CHOI, Regional Director of ICA-AP
09:15 – 10:45	<ul style="list-style-type: none"> ▪ Brief introduction on seminar by Ms. Kanako Miyazawa, Special Advisor, ICA-AP ▪ Guest Speaker from Japan <p>Mr. Nobuhisa Mogi, Division Manager, IT Business Planning Div., Japanese Consumers' Co-operative Union</p> <p><i>"E-Commerce and Social network of Japanese Consumer Co-ops."</i> Sales and Strategy of Online Shopping Site of Japanese Consumer Co-ops. Varieties of member societies' net site (Home Delivery, & Store Online Shopping Site, adoption of Mobile Site).</p>
10:45 – 11:00	Tea Break
11:00 – 12:00 (1 hr)	<ul style="list-style-type: none"> ▪ Introduction to e-Commerce: "Trends and benefits of ecommerce that address customers' demands" ▪ Case Study: Explore adoption of ecommerce for Sales and Marketing
12:00 – 13:00	Lunch Break
13:00 – 14:00 (1 hr)	<ul style="list-style-type: none"> ▪ Recognize the key features of ecommerce for business growth • Practical activity: Scenario 1
14:00 – 15:00 (1hr)	<ul style="list-style-type: none"> ▪ Explore the different types of e-Commerce business models and the revenue models adopted by most organizations
15:00 – 15:15	Tea Break
15:15 – 15:45	<ul style="list-style-type: none"> ▪ Practical activity: Scenario 2
15:45 – 16:30 (45 mins)	Overview of website design criteria for interactive website
16:30 – 17:00	<ul style="list-style-type: none"> ▪ Practical activity: Scenario 3
17:00 – 18:00 (1hr)	<ul style="list-style-type: none"> ▪ The issues of security, privacy and their implications on website. The types of payment methods deploy by the website. ▪ Practical activity: Scenario 4



6th October (Thu)

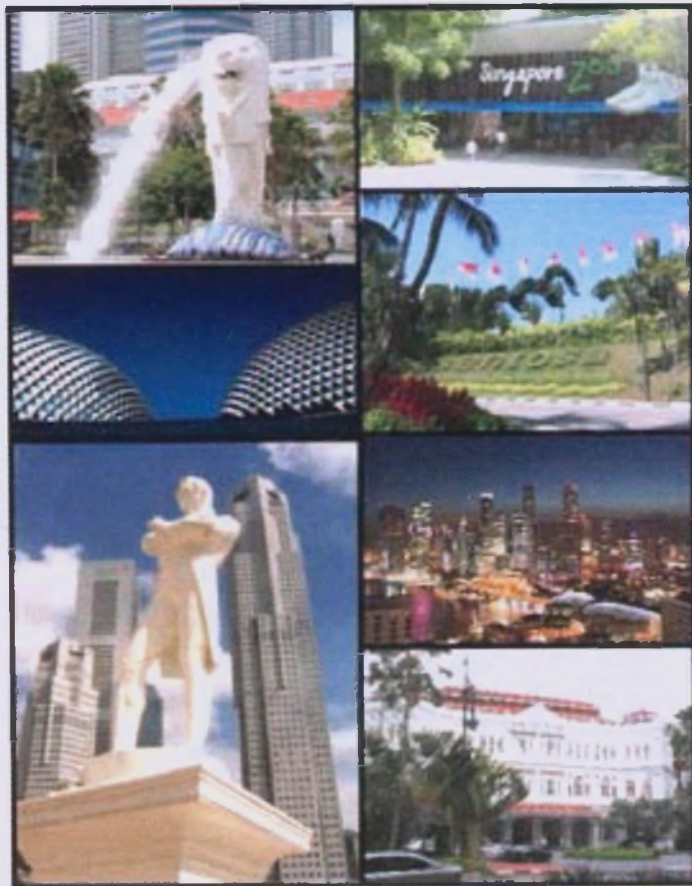
Time	Topics
09:00 – 10:00 (1 hr)	<ul style="list-style-type: none"> ▪ Guest Speaker from NTUC Fairprice <p>Ms. Tan Huey Ling, Operation Manager, The FairPrice</p> <p><i>“Sales and strategy of FairPrice’s Online Shopping Site”</i></p>
10:00 – 10:15	Tea Break
10:15 – 11:45 (1 hr. 30min.)	<ul style="list-style-type: none"> ▪ Introduction to Social Media <ul style="list-style-type: none"> - What is Social Media and Web 2.0 features - Types of Social Media Applications - Social Media Trend, Benefits of using Social Media for business
11:45 – 12:45 (1 hr)	<ul style="list-style-type: none"> ▪ Case Study: Business adoption of social media for Marketing <p>“How businesses use Social Media for marketing and understand some of the pitfall to avoid.”</p>
12:45 – 13:30	Lunch Break
13:30 – 14:30 (1hr.)	<ul style="list-style-type: none"> ▪ Development Life Cycle for Social Media adoption <p>Learning exercise: Walk participants through the different stages to prepare their business for Social Media presence.</p>
14:30 – 15:00	<ul style="list-style-type: none"> ▪ Learning Activity 1
15:00 – 15:15	Tea Break
15:15 – 16:30 (1hr. 15min)	<ul style="list-style-type: none"> ▪ Social Media presence set up and management <ul style="list-style-type: none"> - Create blog and prepare content for the blog using the plan developed in earlier session - Create company Facebook and Twitter account.
16:30 – 17:00	<ul style="list-style-type: none"> ▪ Learning Activity 2
17:00 – 18:00 (1hr)	<ul style="list-style-type: none"> ▪ Apply mobile computing for business <ul style="list-style-type: none"> - Plan and develop content suitable for mobile computing platform - Case study of how mobile computing is used in business





7th, October (Fri.) - Optional

AM: Store visit to Fairprice stores and its competitors



SNCIF singapore national co-operative federation



FairPrice finest



ICA-SNCF Business Seminar

Current situation of the application of
E-Commerce and the Social Media in JCCU

Nobuhisa Mogi

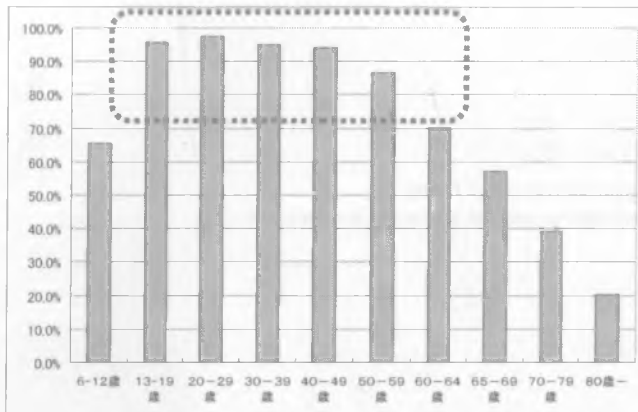
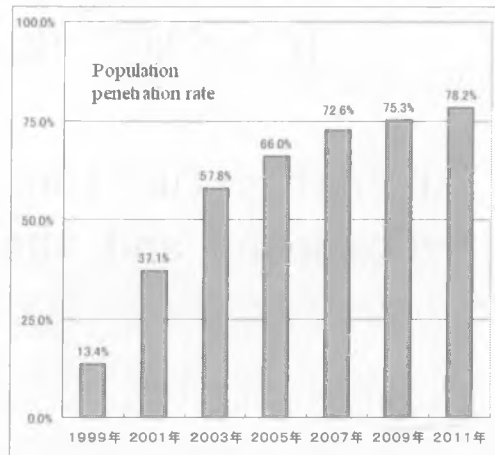
Japanese Consumers' Co-operative Union
Business Planning Division, Department of Internet Business Development

Current situation in Japan

1. Internet penetration in Japan

The rate of internet penetration in Japan is 78.2%. Was already above 70% around 2007.

(Penetration rate = number of users ÷ population)

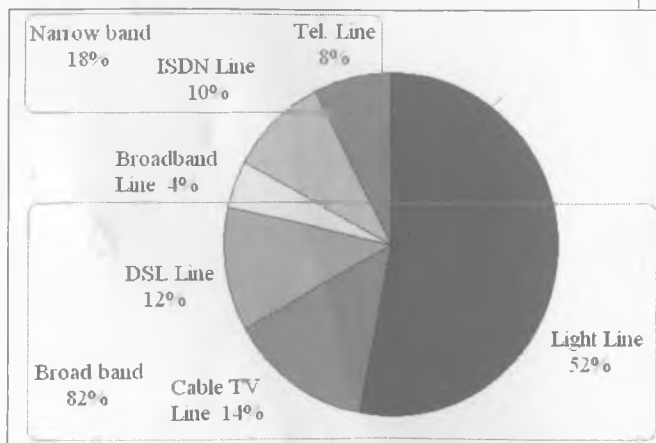
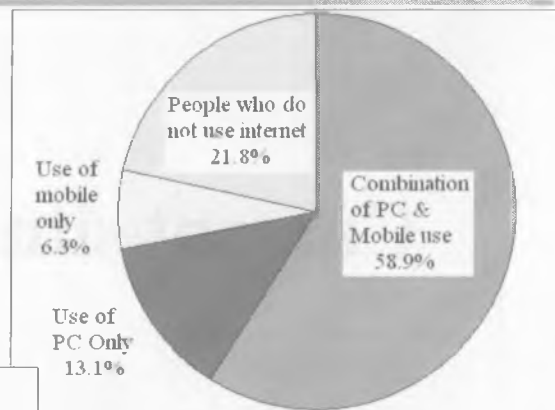


Except for the elderly, almost everyone has experienced the use of internet.

According to the survey conducted by the Ministry of Internal Affairs & Communication

1. Internet penetration in Japan

Out of internet users, the combination of mobile & PC use is more



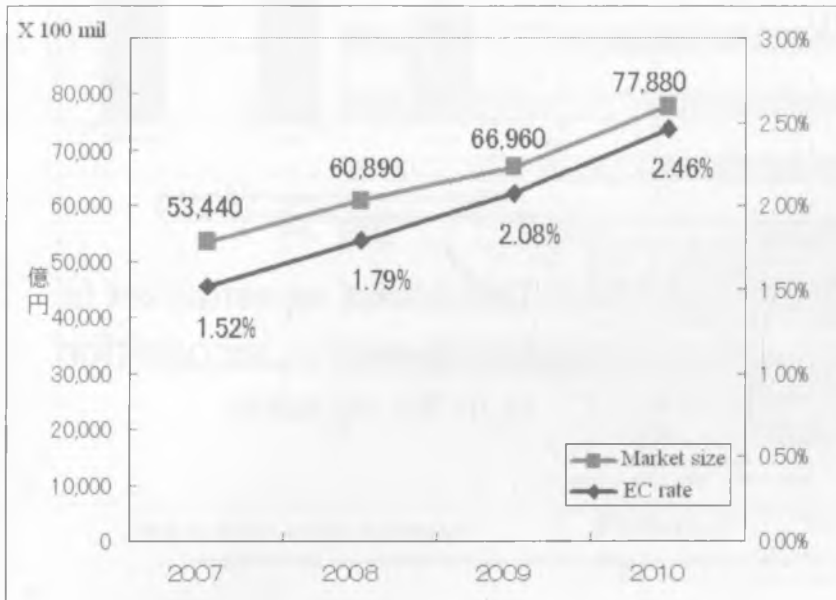
82% of PC users are using broadband

According to the survey conducted by the Ministry of Internal Affairs & Communication

2. Japanese E-Commerce market

CO-OP

Japanese EC market (BtoC) recorded sales volume of 77,880 billion yen in FY 2010, an increase of 16% compared to the previous year.



The EC market growth is above the growth of the internet penetration.

It is presumed that the EC utilization rate by internet users is increasing.

The Ministry of Economy Trade & Industry
Market research report about e-commerce

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2. Japanese E-Commerce market

CO-OP

General retailing & the travel industry have higher EC rate

(Ec rate=EC sales ÷ Total sales)

EC market size & trend of EC rate

Amount: 100 million JPY

Total sum			2007	2008	2009	2010
Retailing Industry	Total retail industry	market size	12,190	13,550	14,290	16,110
		EC rate	2.78%	3.17%	3.60%	4.18%
	Apparel, Accessories retailing	market size	570	730	860	1,120
		EC rate	0.45%	0.58%	0.70%	0.88%
	Food retailing	market size	2,510	2,930	3,770	4,360
		EC rate	0.42%	0.48%	0.62%	0.71%
	Vehicle, parts, furniture, home appl., electrical appl. retailing	market size	6,650	7,750	9,460	12,220
		EC rate	2.04%	2.36%	2.81%	3.47%
Medicine, cosmetics retailing	market size	1,410	1,720	2,250	3,120	
	EC rate	1.47%	1.67%	2.14%	2.85%	
Sports, book, music, toys retailing	market size	2,220	2,850	2,970	3,330	
	EC rate	1.22%	1.52%	1.78%	2.14%	
Service Industry	Lodgn, travel, dining business	market size	6,510	8,320	9,090	11,010
		EC rate	2.71%	3.53%	4.13%	4.65%
	Leisure business	market size	990	1,020	1,060	1,260
		EC rate	0.63%	0.66%	0.74%	0.81%
Total of retailing & service businesses		market size	33,050	38,670	43,750	52,530
		EC rate	1.52%	1.79%	2.08%	2.46%

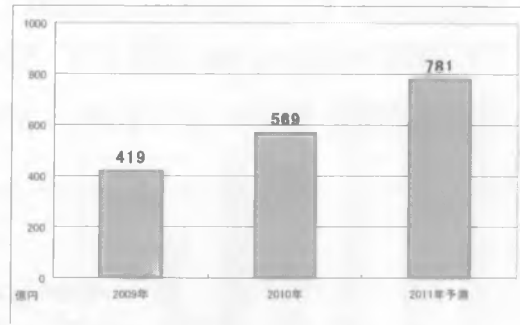
According to e-commerce market research report

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2. Japanese E-Commerce market (Net super) CO-OP

Rapid growth in use of online supermarket (net supermarket), however, the scale is still small.

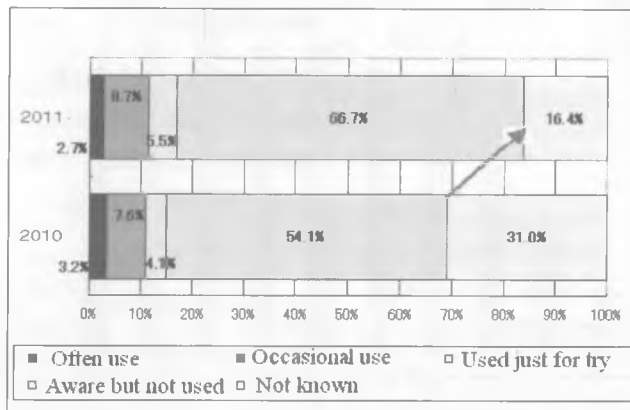
Net Super sales



Fuji Economics; Food direct sales market research
<https://www.fuji-keizai.co.jp/market/11032.html>

Use of net supermarket is low, however, recognition is in the increase.

Net Super Recognition & Experiencing usage



Supervised by the foundation of the internet society
 According to the 2011 internet white paper

3. The diffusion of social media in Japan CO-OP

Reduction in use of blog & message board; however, there's growth in the use of microblog/SNS

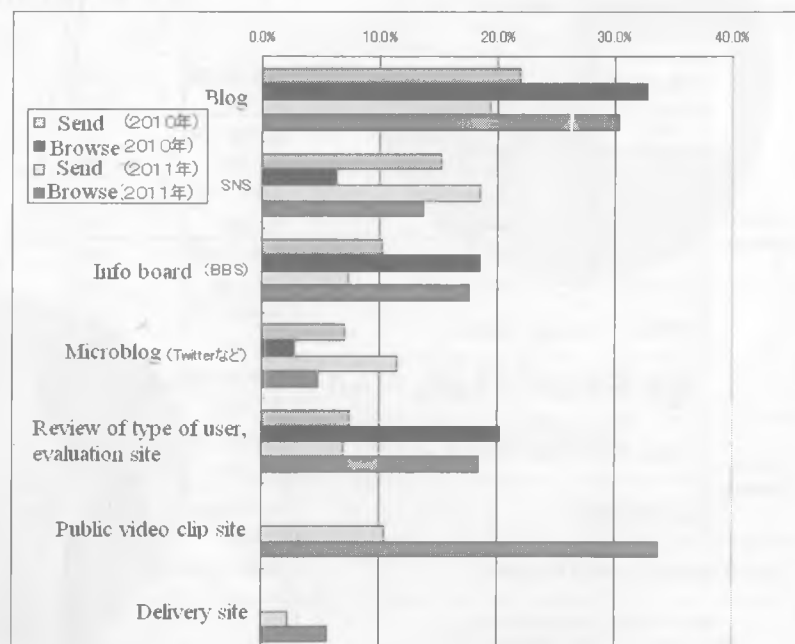
SNS use:

Facebook has grown rapidly

(8% → 26%),

No.1 is mixi, situation

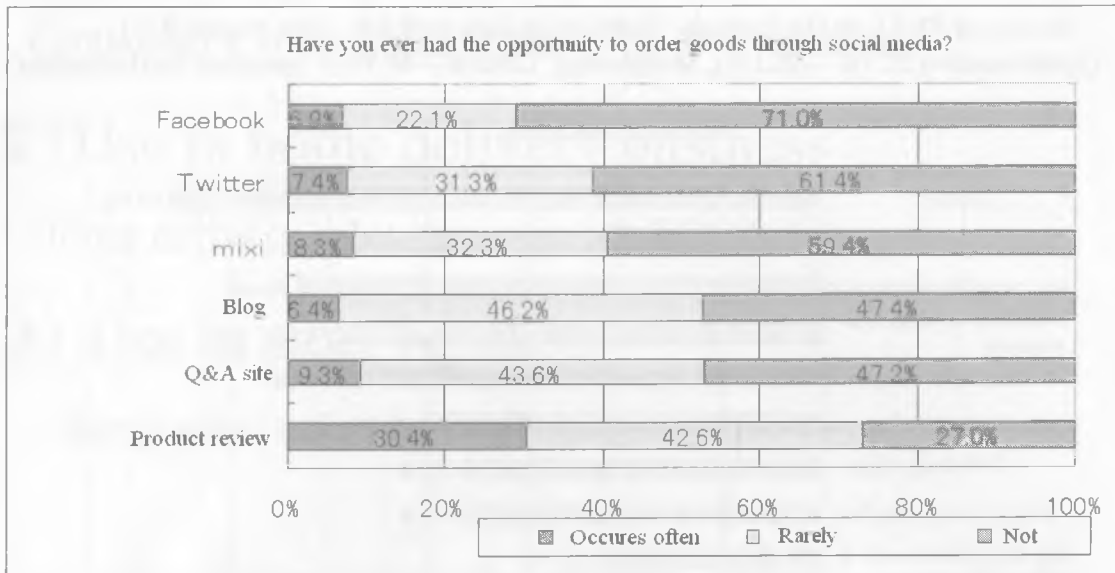
stands (85% → 84%)



Questionnaire survey of Internet users in one community.
 From Supervision and Internet Association foundation "2011 Internet White Paper"

3. The diffusion of social media in Japan CO-OP

Purchase of products through various forms of social media has become close



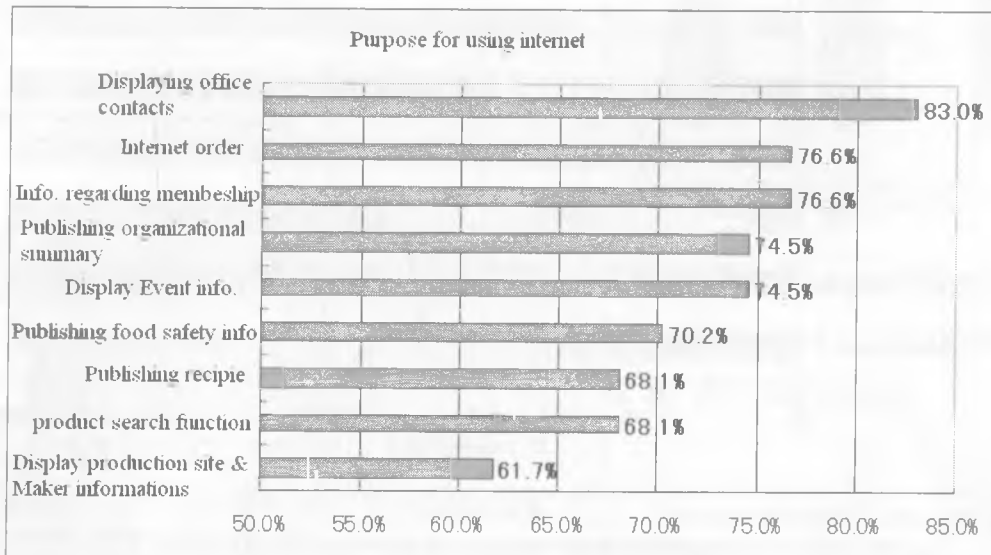
According to Supervision and Internet Association foundation "2011 Internet White Paper"

The current state of internet use in Japanese Consumer Co-ops

4. Condition of Co-op internet utilization

Most Co-op members use the internet site to receive corporate information as well as making orders.

the use of SNS is in the increase (utilization rate y/y8.5%→this year25.5%),
Questionnaire(27.7%→55.1%), Monitoring (29.8%→48.9%) (member participation)



Survey by member support division 2010

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5. Case Study of Co-op's organizational activities & public relations

Website to promote the rehabilitation of sufferers and producers following the March 11 Earthquake & Tsunami

Attention on the official Facebook, Twitter pages



Introducing initiatives in the disaster area



Survey by member support division 2010

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6. Business use of Internet

CO-OP

(1) Use to promote new member registration

Consumer Co-op Membership: 18.56 million

(2) Use in home delivery business

Home delivery sales turnover : 1,593 billion yen

(3) Use in store business

Retail store sales turnover : 955 billion yen

According to 2009 JCCU Facts & Figures

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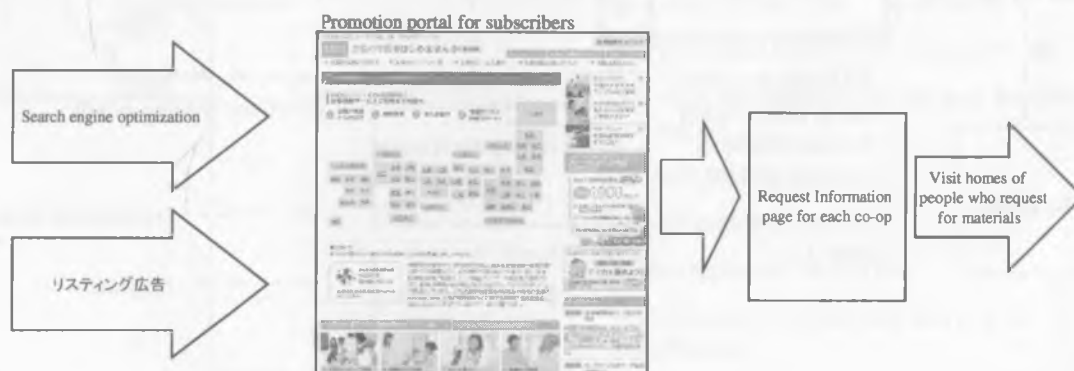
6. Business use of Internet

CO-OP

(1) Use to promote new member registration

Many Co-ops have internet site to register new members for the home delivery business.

JCCU internet site provides a promotion portal for the registration of new members which could be accessed from their homes.



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6. Business use of Internet

(2) Used in home delivery business

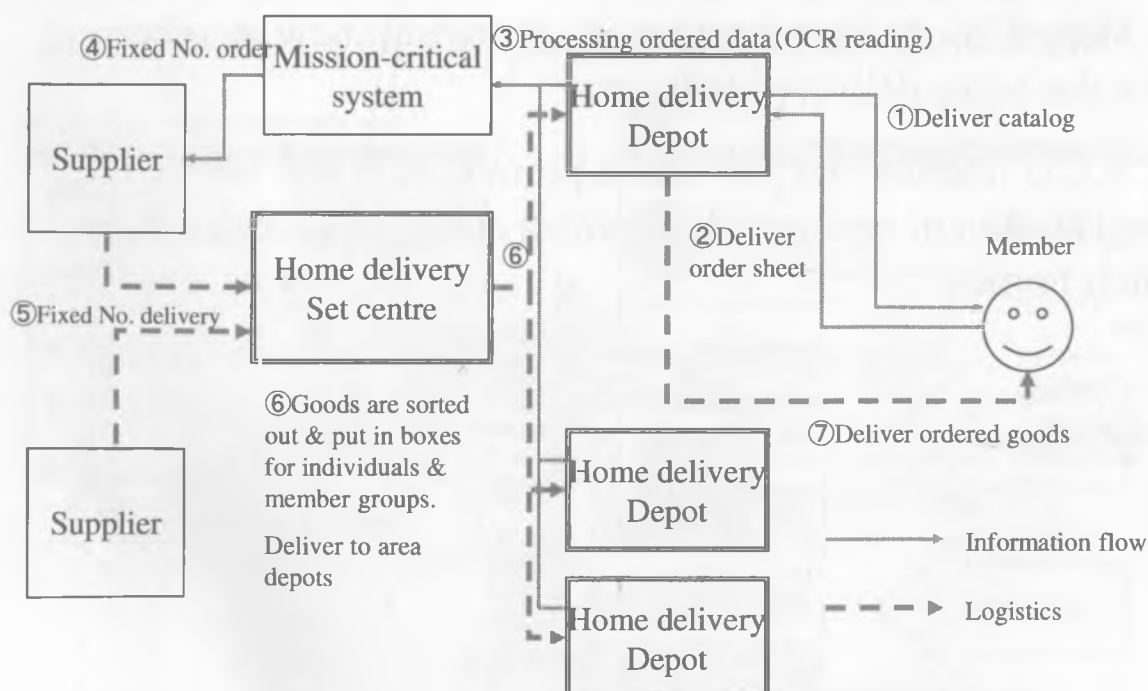
For the home delivery business, at a certain fixed day and time in a week, Co-op staff visits the members home to deliver the previous ordered goods and new catalog as well as to collect the order form for the subsequent week.

	Wednesday, October 5th	Wednesday, October 12th	Wednesday, October 19th
One plan for October	Goods are delivered.		
Two plans for October	Receive an order (OCR order sheet)	Goods are delivered.	
Three plans for October	Deliver product catalog	Receive an order (OCR order sheet)	Goods are delivered.
Four plans for October		Deliver product catalog	Receive an order (OCR order sheet)
One plan for November			Deliver product catalog

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6. Business use of Internet

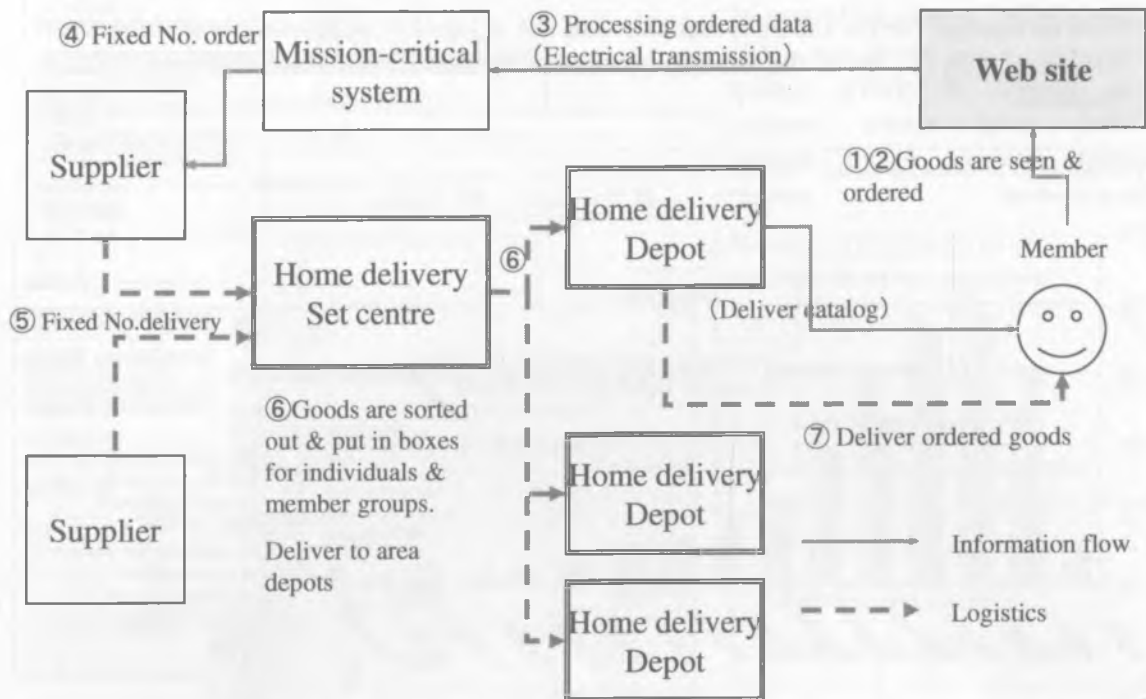
(2) Structure of home delivery business (Traditional model)



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6. Business use of Internet

(2) Structure of home delivery business (Internet model)



6. Business use of Internet

(2) Used in home delivery business (Superiority of Internet model)



(Merit for members)

- ① Deadline of an order is late
- ② Product information is more than in catalog
- ③ One can search for needed goods
- ④ Pre-registration for goods one wants to buy
- ⑤ Can review what you read & write
- ⑥ Various information about Co-op could be received through mail
- ⑦ You would know what you bought last
- ⑧ There are products that are only available on the net

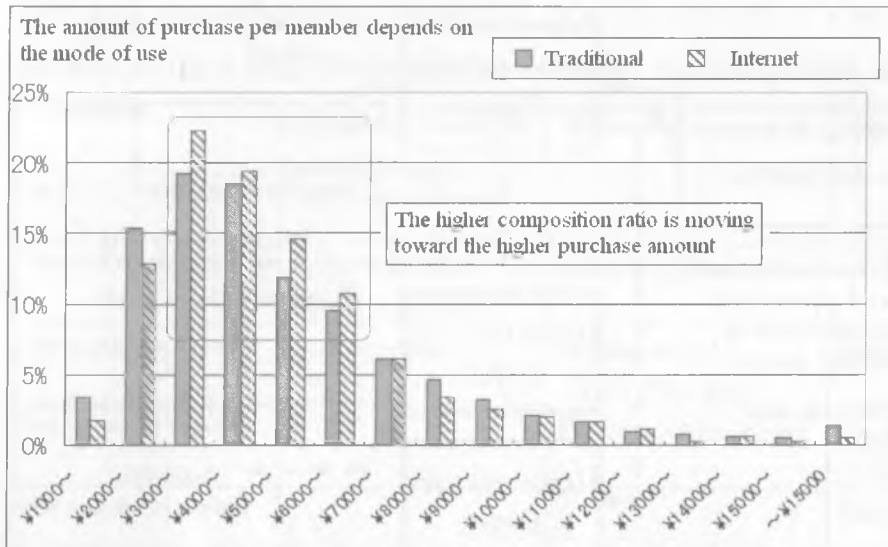
(Merit for C-op)

- ① Increase of sales
- ② Reduction of catalog fee
- ③ Reduction in order form and cost of distribution

6. Business use of Internet

(2) Used in home delivery business (Superiority of Internet model)

One advantage for the internet model is that the amount of purchase per member increases with the use of the internet more than the traditional home delivery business.

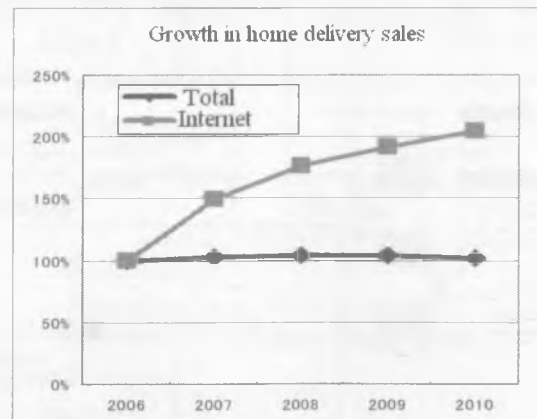
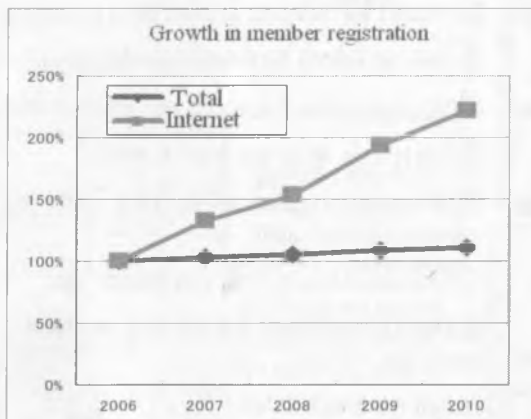


According to sampling result conducted in Co-ops using JCCU internet system (CWS), it is revealed that the tendency of new registered members using the internet for home delivery is high

6. Business use of Internet

(2) Used in home delivery business (Growth of Internet use)

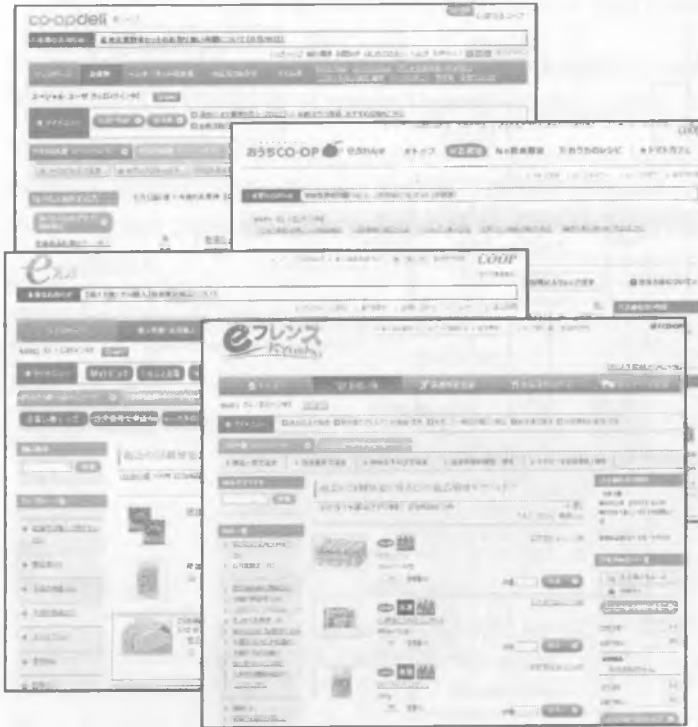
Each co-op aggressively promote the use of the internet. In the sum total there's more than 11% increase in the internet sales as well as increase in new member registration.



	2006	2007	2008	2009	2010
Total membership of Regional Co-ops (x 10,000)	1,711	1,760	1,809	1,856	1,903
Internet registration number (x 10,000)	102	135	156	197	226
Registration rate	6.0%	7.7%	8.6%	10.6%	11.9%
Home Delivery total sales (100 million yen)	15,507	16,018	16,075	16,087	15,807
Internet ordering sales amount (100 million yen)	885	1,326	1,559	1,698	1,809
Internet ordering rate	5.7%	8.3%	9.7%	10.6%	11.4%

6. Business use of Internet

(2) Use in home delivery business (Common use of System)



To restrain a system investment, JCCU has developed a common system which is offered to regional co-ops upon their request by a private cloud system.

About 60 % of regional co-op members are using this system.

System name (CWS)

Co-op Web standard

The main function is authentication
(Personal confirmation, credit confirmation)

Dissemination of information
of goods and order

Community (SNS type)

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6. Business use of Internet

(3) Use for store business (Online supermarket business)

Some Japanese Co-ops are trying on experimental basis

<Case example of a Co-op experimenting (Saitama Co-op)>

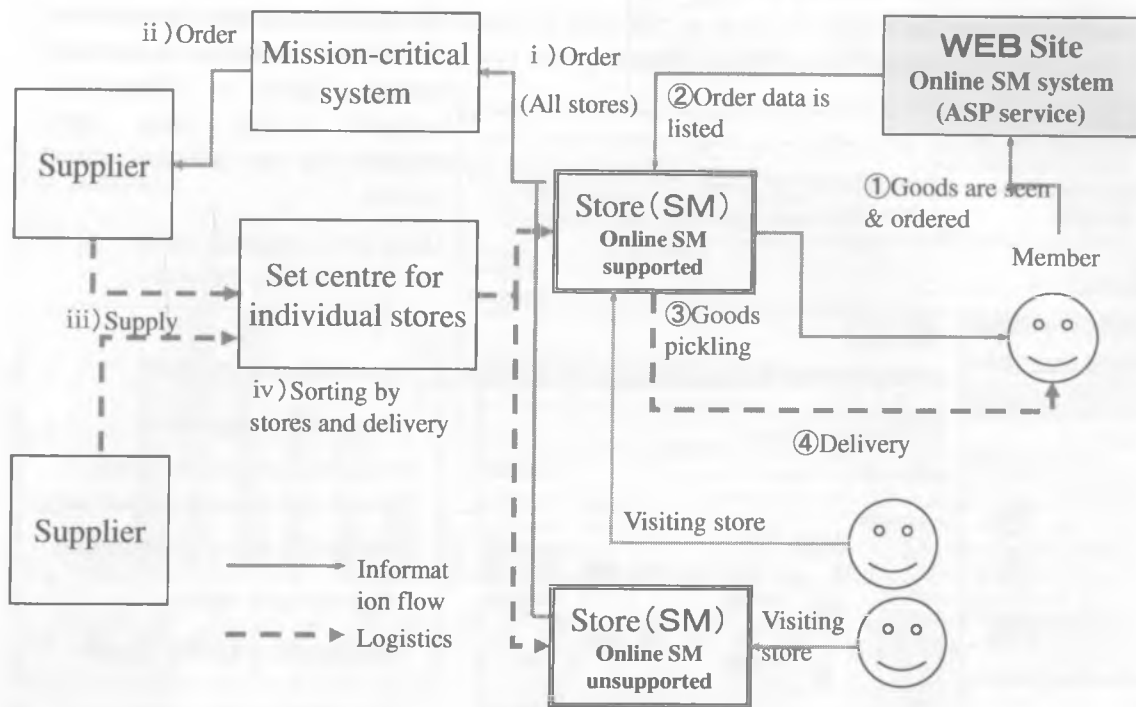
- Experimenting stores : 2 stores
- Sales volume : 40 million JPY/store
- Order number : 20 ~ 50/day/store
- Average purchase/customer : 4,000 yen/customer
- Delivery lead time : at least 3hrs after receiving the order
- Delivery charge : Free for orders more than 5,000 yen. For more than 3,000 yen the charge is 105 yen. For less than 3,000 yen the charge is 315 yen.
- Delivery pattern : 5 delivery /day, 2 trucks/store.
- Assortment : Same as store (6,000 items)
 - Unique items (only for online supermarket)
 - (Discount on goods with nearing expiry date)
- Income: Now profitable but with high hurdle. Experimenting policies will continue.



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6. Business use of Internet

(3) Use for store business (Online supermarket business)



6. Business use of Internet

(3) Use in store operation (others)

- Often used to provide information regarding store business & the regional co-ops

Also,

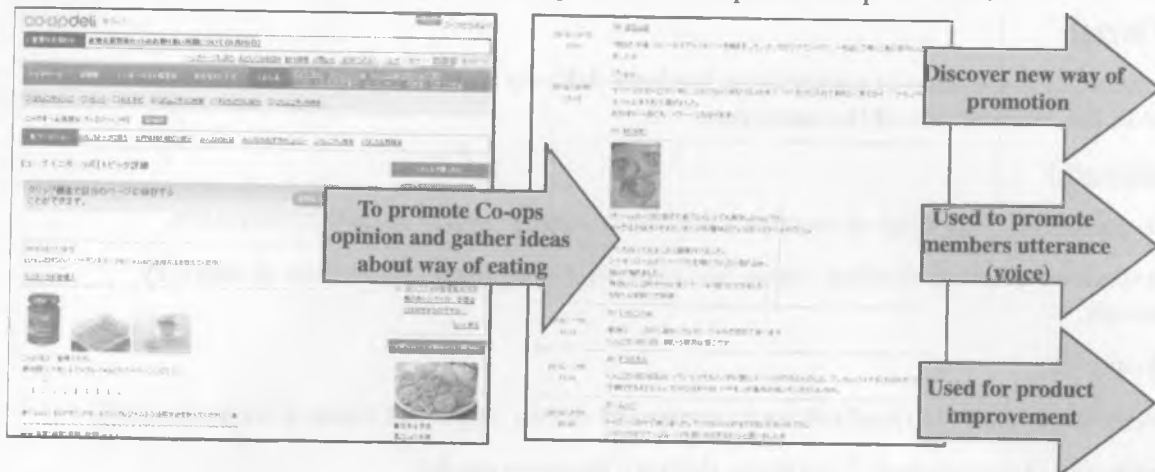
- Provide information regarding store sales through the use of mobile
- Product specification information can be searched at the terminal point of sale.

7. Independent establishment of social media and utilization **CO-OP**

In the past, bulletin board system (BBS) was utilized in the mainstream, but since 2007, some Co-ops began the use of SNS and is now being used by many co-ops across the nation.

In the SNS, Co-op members interact with each other, creating a mood that allows the increase of easy posting of products reviews, that goes to increase sales volume.

SNS is also used for inviting members to participate in the monitoring of goods, offering samples, providing the channel for the interaction based on the results of members food test sampling and cooking. Offer a direct hint on product development and promotion.



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CO-OP

Challenges of Japanese Co-ops

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8. The challenges (Task)

(1) Business & Business Types

The use of internet is to expand the scope and framework of the present store and the home delivery business, creating a new business category that will strengthen Co-op business.

(Opportunity)

▪ Internet penetration (lower costs of information and communication, increased flexibility, possibility of individual support)

(Threat)

▪ A significant increase in competition for food delivery on online supermarket. Delivery is also in the mainstream of the same day.

(Strength)

▪ Co-op already has a list of members who have strong loyalty in the organization.

▪ In the food delivery division Co-op has overwhelming share, know-how & delivery network.

(Weakness)

▪ Weak store business (profit & loss, number of stores, imperfect chain store operation)

▪ Difficulty in conversion of the home delivery business model.

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8. The Challenges (Task)

(2) The way forward of the organization

With the use of the internet, it is anticipated that Co-op organization would be more member-oriented and solely for the members.

① One of the factors that contributed to the rapid expansion of co-op in Japan around 1980, was the delivery of goods to HAN(group) members. The members discussed the items and submitted ideas and recommendations to Co-op. Members spread news about good products for immediate use. Co-op also understood the views and opinions of members and attended to them.

② Subsequent changes (1990)

Individual home delivery service entered into the mainstream. Expansion of this service further enhanced Co-op business, however, around 1980 it became difficult to maintain “member-member” & “member-co-op staff” relationship.

③ Expectations for the internet

While maintaining the efficiency of Co-op business and strengthening its services, exchange opinions with members through the internet to promote active business and activities for the enrichment of members lives.

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Thank you for your attention!



MARKETING
INSTITUTE OF
SINGAPORE



Day 1

eCommerce for Branding and Business Performance

By : Cecilia Sim
Date : 5 Oct 2011

The National Body for Sales and Marketing

Learning Objectives



At the end of the course, you will be able to achieve the followings:

- Learn the trends and benefits of ecommerce that address customers' expectation
- Recognize the key features of ecommerce for business growth
- Explore the different types of e-Commerce business models and the revenue models adopted by most organizations



Learning Objectives

At the end of the course, you will be able to achieve the followings:

- Explore the types of ecommerce payment systems
- Understand the considerations when establishing and promoting the web
- Identify the web site design criteria for interactive website

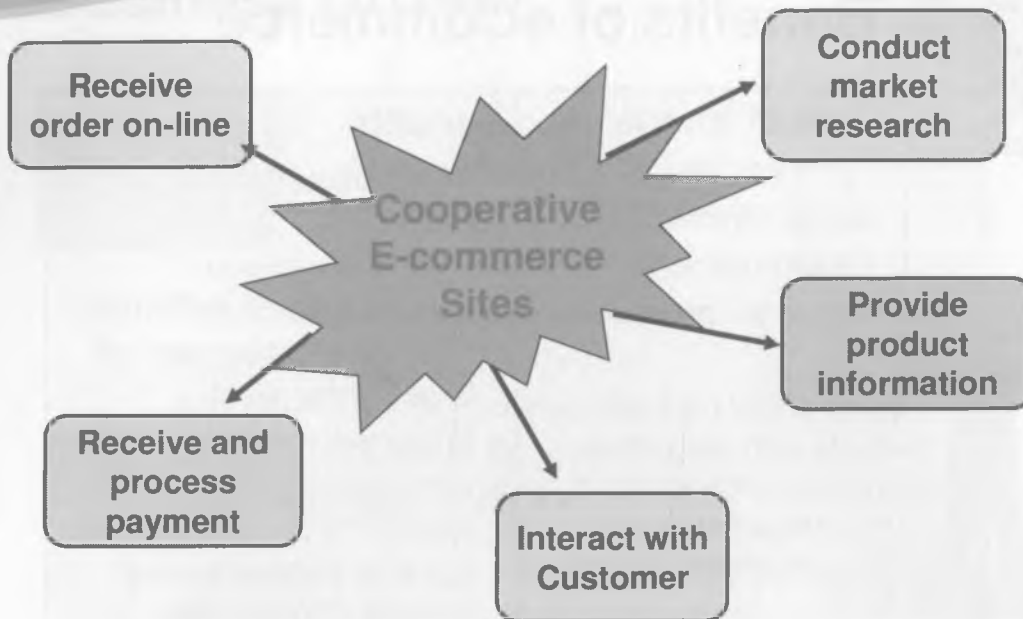


E-Commerce



“Buying and selling goods in the Internet particularly using the platform World Wide Web.”

E-Commerce Business Activities



5

Trends and Benefits of eCommerce



Trends	Benefits
E-banking E-transactions E-learning E-Government	<ul style="list-style-type: none"> • Open for business 24 hours a day, 7 days a week access • Sell products to anyone in the world, thus expands customer reach • Increase product awareness and build brand • Develop interactive advertising or marketing campaigns • Increase overall business sales and profitability

6



Trends and Benefits of eCommerce

Current trends	Benefits
<p>Co-creation</p> <p>Mobile commerce</p> <p>Social commerce</p> <p>Group buying – great deals</p> <p>Using social media to integrate with ecommerce store to provide superior customer services, and promote ecommerce stores</p> <p>Push shopping model</p>	<ul style="list-style-type: none"> • Respond quickly to customers • Build a one-to-one relationship with customers • Provide customer with up-to-date information ▪ Build customer loyalty ▪ Automate business operations ▪ Quick and easier way of delivery of information

7

Case Study: Group discussion and presentation



Adoption of e-commerce
for
Sales and Marketing

Source:

<http://www.carrefour.com.sg/>

<http://www.fairprice.com.sg/>

<http://www.shopnsave.com/departments/gift-center/>

<http://www.walmart.com/>

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Key Features of e-Commerce for Business Growth

Ubiquitous

The availability of e-commerce nearly everywhere, anytime, and extends the marketplace beyond traditional boundaries and geographic location.



9

Key Features of e-Commerce for Business Growth

Global Reach

Allows commercial transactions across national and cultural boundaries.



10

Key Features of e-Commerce for Business Growth

Universal Standards

Standards for the Internet are shared by all nations around the world enabling seamless of global commerce.



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Key Features of e-Commerce for Business Growth

Information Richness

Source:
<http://www.walmart.com/>

Enables an online merchant to deliver marketing messages with text, video, and audio to audience



12

Key Features of e-Commerce for Business Growth

Interactive

Source:
<http://www.walmart.com/>

Technology that allows two-way communication between the merchant and the consumer on a global scale



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Key Features of e-Commerce for Business Growth

Information Density

The total amount and quality of information available to all market participants.

- Save storage, processing, and communication costs
- Increase accuracy and timeliness of information



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Key Features of e-Commerce for Business Growth

Personalization or customization

- Target marketing messages to specific individuals based on their interests and past purchasing behaviors
- Change the product or service to suit a customer's preferences and prior buying behavior.



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Key Features of e-Commerce for Business Growth

Social Technology

Internet and e-commerce technologies that allow users to easily generate and share content, and permit a many-to-many model of mass communications



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Scenario 1: Group discussion and presentation



1. Search the web and look for different types of website that illustrate the adoption of key features of ecommerce technology
2. Group representative presents the sharing of key features of ecommerce technology

Source:

<http://www.carrefour.com.sg/>

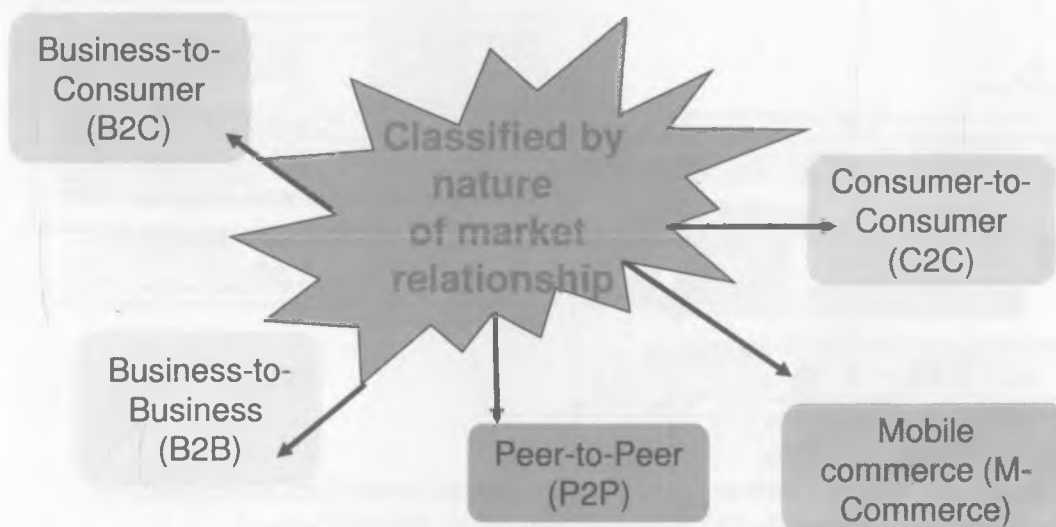
<http://www.fairprice.com.sg/>

<http://www.shopnsave.com/departments/gift-center/>

<http://www.walmart.com/>

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Types of E-Commerce Business Models



18

B2C E-Commerce



- Online businesses selling products to individual consumers
- Consumer shopping on the web
- E.g., NTUC, Giant, cold storage, Walmart.com, hotels.com

B2C E-Commerce



Source:
<http://www.fairprice.com.sg/webapp/wcs/stores/servlet/TopCategoriesDisplay?langId=-1&storeId=90001&catalogId=10051&homePage=Y>

B2C E-Commerce

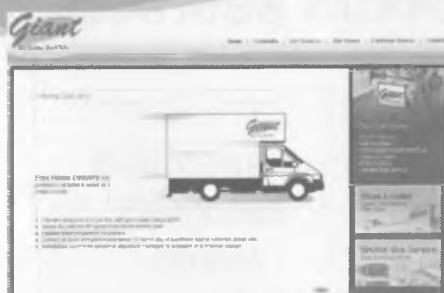


Source:

http://www.giantfood.com/living_well/healthy_living/seafood.htm

21

B2C E-Commerce



Gift Vouchers

The Choice Vouchers are available for purchase at our Customer Service Counter.
Denominations available: \$10, \$20, \$50



Our Choice Vouchers are available at all Giant Super. They are also available at Giant Storage, Shop 'N Save, Watson, Super Park, ColdStar and 7-Eleven.

Source:

http://www.gianthypermarket.com.sg/serv_gift_vouchers.htm

22

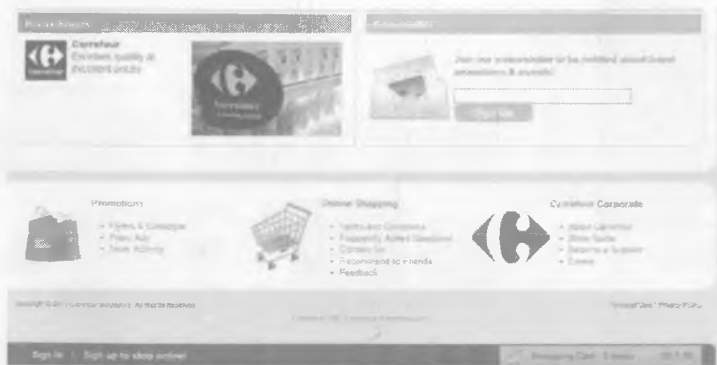
B2C E-Commerce



Source:
<http://www.carrefour.com.sg/>

23

B2C E-Commerce



Source:
<http://www.carrefour.com.sg/>

24

B2C E-Commerce



Source:

http://www.coldstorage.com.sg/corporate/public/corporate_home.html

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Types of E-Commerce Business Models

Business-to-Business (B2B)

- Online businesses transactions conducted between businesses on the Web such as manufacturers selling to distributors.
- Examples
 - Cisco B2B catalogs online
 - Intel selling micro processors to Dell
 - Heinz selling ketchup to McDonalds
 - www.trade.cn

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Types of E-Commerce Business Models

Consumer-to-Consumer (C2C)

- Consumers to sell to each other, with the help of an online market maker
 - A person goes online and exchanges goods and services with another person.
 - Online auctions e.g., John buys iPhone from Kim on eBay

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Types of E-Commerce Business Models

Peer-to-Peer (P2P)

- Sites where users connect directly to other users' computers for files sharing, without having a central web server
 - Skype, Internet phone applications is using P2P technology.
 - Users share music files, videos and program etc.

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Types of E-Commerce Business Models

Mobile commerce (M-Commerce)

Uses wireless digital devices to connect cell phones, handheld devices and PCs that enable transactions on the web

Revenue Model (Financial model)

Describes how the on-line firms make money, and produce a superior return on invested capital from its operations.

- **Major types:**
 - Advertising
 - Subscription
 - Transaction fee
 - Sales revenue
 - Affiliate revenue

Advertising Revenue Model



- A web site that offers content, services and/or products provides a forum for advertisements and receives fees from advertisers
- Able to attract the greatest viewership and to retain user attention
- E.g. www.yahoo.com - Directory of the Internet, now a major portal

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Subscription Revenue Model



- Web site that offers users content or services charges a subscription fee for access to some or all of its content or services
- Content has to be seen as a high-value-added, premium offering that is not readily available or replicated elsewhere

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Transaction Fee Revenue Model



- Company that receives a fee for enabling or executing a transaction
- Examples:
 - <http://e-bay.com/>
 - online auction marketplace
 - <https://us.etrade.com/e/t/home>
 - online stockbroker

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Sales Revenue Model



- Company derives revenue by selling goods, information, or services to customers
- Examples:
 - www.fairprice.com.sg
 - www.amazon.com

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Affiliate Revenue Model



- Sites that steer business to an “affiliate” and receive a referral fee or % of the revenue from any resulting sales
- Example:
 - The Walmart.com Affiliate Program allows you to earn commissions from qualifying sales when you refer customers to Walmart.com.
Membership is free.

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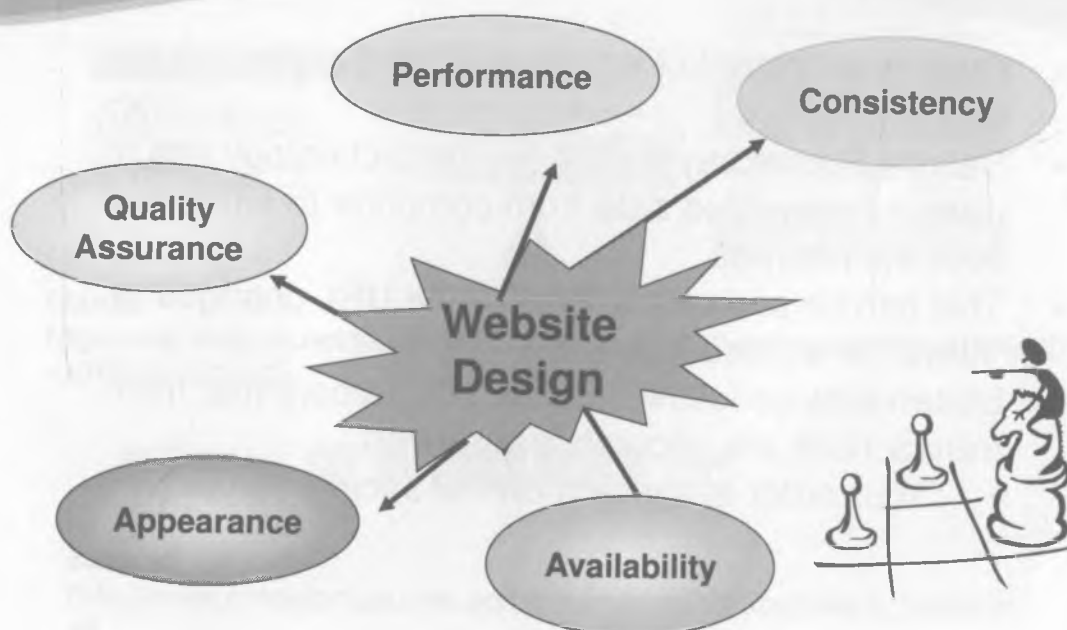
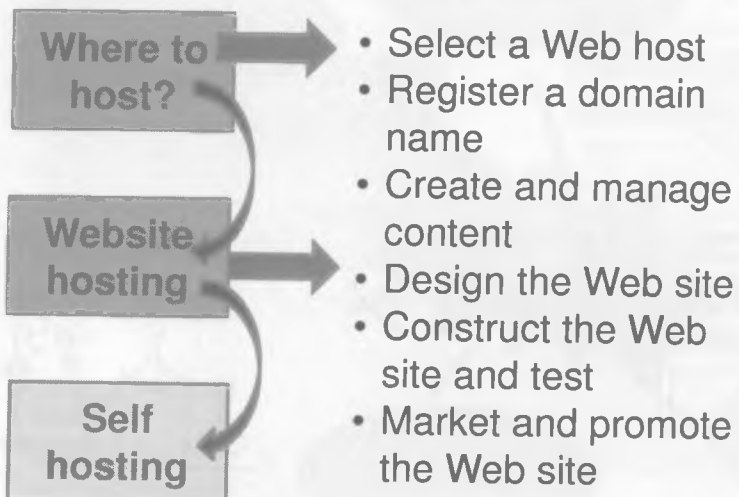
Scenario 2: Group discussion and presentation

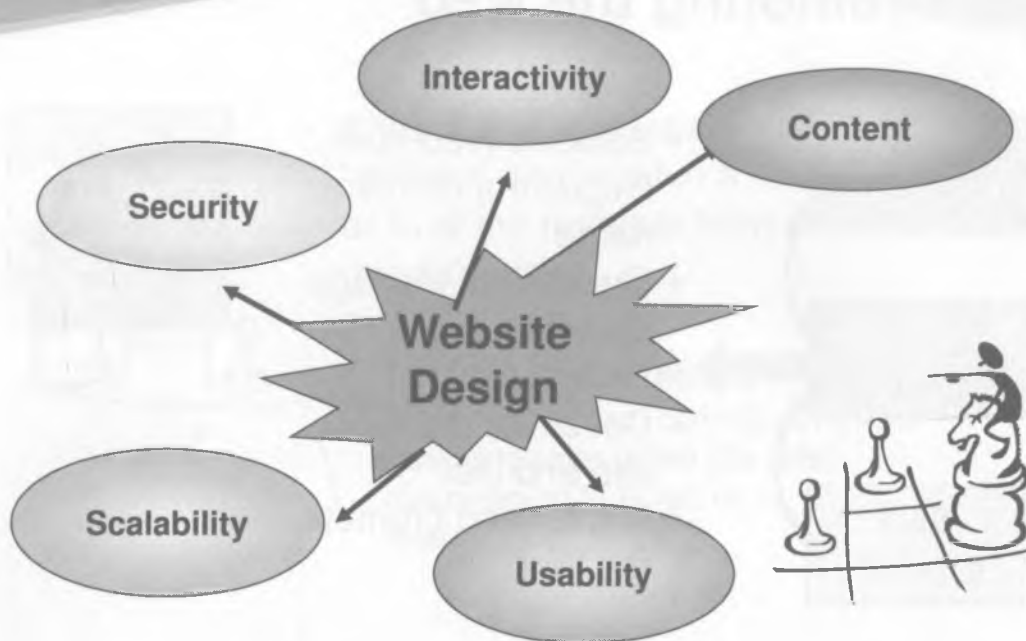


1. Search the web and look for different types of website
2. Group representative shares and presents the 5 types of ecommerce models and identify each revenue model adopted by the sites.

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Considerations when Establishing and Promoting the web





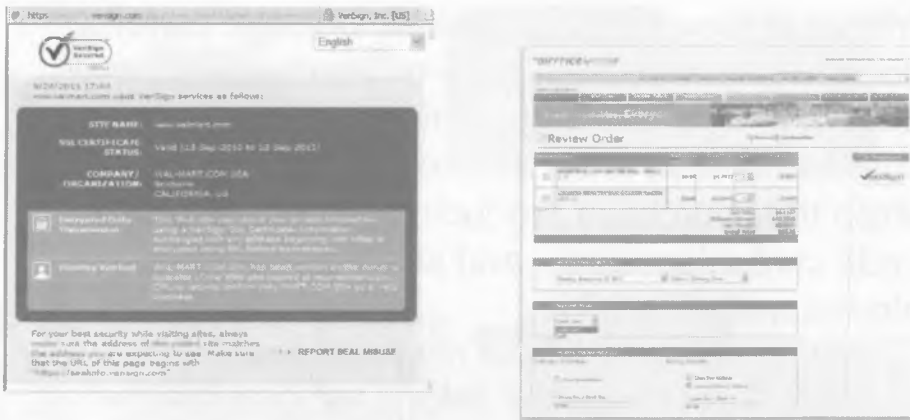
39

Security Issues

- Customers have to feel that shopping online is safe and secure.
- Secure Socket Layer (SSL) is the technology use to transmit encrypted data from computer to computer over the Internet.
- This can be seen from “http” in the URL changes to “https”, or a closed lock at
- Statements as follows assured customers that their transactions are securely transferred.
 - “Your order is handled on our secure server”

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Security Examples



Source:

https://www.walmart.com/subflow/LiTrackOrderLoginContext/777924477/s-ub-generic_login/start.do?NavMode=2
<http://walmartstores.com/PrivacySecurity/?sourceid=walmart.com>

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Security Examples

Validity Period	Aug-16-2010 to Aug-16-2011
Site URL	https://www.coldstorage.com.sg
Server ID Info	CN=www.coldstorage.com.sg OU=IT O=Cold Storage Singapore (1963) Pte Ltd, L=singapore, ST=singapore, C=SG

How can I tell if I'm visiting a Secure Web Site?

Visually you can tell if you are visiting a Web site using SSL security by looking at the security indicator displayed by your browser.

Browser	Visual	Action
Netscape® Communicator version 6.x and 4.x		Click for Certificate Information
Netscape® Navigator version 3.x and 2.x		Click for more Certificate information
Microsoft® Internet Explorer version 6.x, 5.x, 4.x and 3.x		Double click for certificate

Certificate is invalid

Source:

<https://ssl.netrust.net/ssl/servlet/CSRProcessor?action=verifySeal&NetID=20100813215223>



Source:

http://www.coldstorage.com.sg/corporate/public/corporate_home.html

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Privacy Issues

- Privacy is the moral right of individuals to be left alone, free from surveillance or interference from other individuals or organization
- Customers need to be assured that the website from which they purchase products does not lose their credit card information, and sell their personal information
 - How will this website use my information?
 - Will this website give or sell my personal information to others?
 - Can someone take and use my credit card information?

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Privacy Examples:

- Company provides privacy link to tell consumers how the company will use any information provided by them.

Privacy Policy

As a responsible business operator, FairPrice strives to protect the confidentiality, integrity and availability of all customer data against errors, shortages, fraud and breach of privacy.

FairPrice takes all reasonable steps to ensure that the Customer's personal data are kept in a safe and secure manner and that no unauthorized access to the Customer's data is allowed.

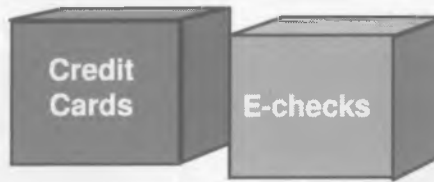
By registering with this web-site, the Customer authorizes FairPrice to collect, store and use personal information about the Customer for any/all the purposes listed herein:-

- To process and complete the on-line/off-line transactions with the Customer;
- To determine how to improve FairPrice On-line site by gauging areas, features and products which are most popular with the Customer;
- To personalize and improve FairPrice site for the Customer e.g. FairPrice may recommend products or features that Customer may like based on what the Customer liked in the past;
- To carry out studies on FairPrice's service levels, market satisfaction and areas which require further improvements;
- To determine by way of statistical analysis, market patterns and trends with a view to meeting Customers' needs;
- To handle and deal with Customers' feedback in a methodical and efficient manner;
- To enforce any legal and equitable rights that FairPrice may have vis-a-vis other Parties; and
- To respond to valid Court Orders, legal process or to establish our legal rights or defend against legal claims.

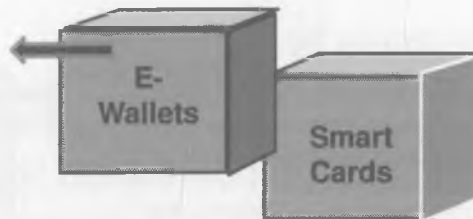
<http://www.fairprice.com.sg/webapp/wcs/stores/servlet/PrivacyView?langId=-1&storeId=90001&catalogId=10051&Corporate=Y>

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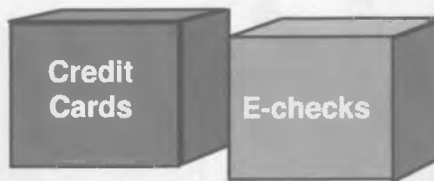
Types of eCommerce Payments



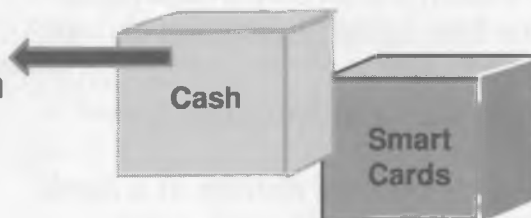
E-Wallet contains a user's payment information e.g., credit card numbers, bank account numbers, contact information, and shipping location.



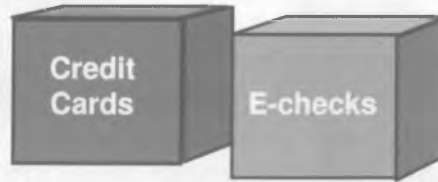
Types of eCommerce Payments



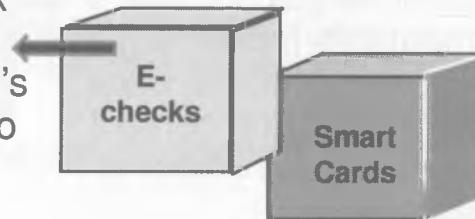
- Cash on Delivery
- Transaction cost can be delivered through self-collection



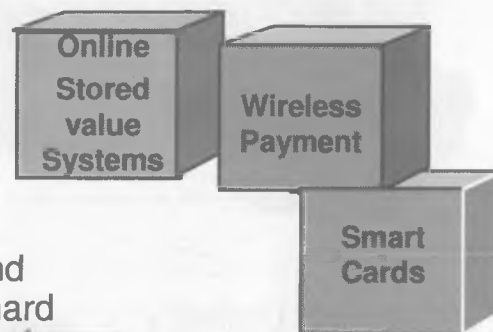
Types of eCommerce Payments



Consumers fill in the check online, the amount is e-withdrawn from the sender's account, and deposited into the recipient's account



Types of eCommerce Payments



- A consumer can buy e-cash and store it in a digital wallet on a hard drive.
- The ecash is drawn from a user's bank account.
- User will deposit money in a bank or provide a credit card, bank issues digital token which users spent at merchant's sites.



Types of eCommerce Payments

Cold Storage Payment methods:

- HSBC The Choice Card
- Cold Storage Choice Card
- Credit Card – VISA, MASTERCARD & AMERICAN EXPRESS
- Cash on Delivery, aka COD
- Cheque on Delivery

Carrefour Payment methods:

- Mastercard & Visa credit card only.

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Scenario 3: Web Design



Groups are assigned to search the Web, compare a few websites and present the most compelling website that includes all the principle of website design criteria.

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Scenario 4: Web Design



Groups will think about setting up and implementing eCommerce sites for their existing companies

Scenario 5: Web Design



Group will plan for a website with the design criteria in mind, and relate these criteria to their workplace context.

Each will present and share with others



MARKETING
INSTITUTE OF
SINGAPORE

Social Media for Business Engagement

By: Andy Tan

Date: 6 October 2011



facebook

YouTube



The National Body for Sales and Marketing

Objectives



- Explore the benefits and major trends of Social Media
- Understand the different types of Social Media
- Identify the features of Web 2.0
- Understand how businesses can make use social media to market your products and services
- Learn how to create Blog, Facebook and Twitter presence.
- Understand how to apply mobile computing in business.



Agenda

- Introduction to Social Media
- Case Study: Business adoption of social media for Marketing
- Development Life Cycle for Social Media adoption
- Social Media presence, set up and management
- Apply mobile computing for business



3

Introduction to Social Media

- What is Social Media and Web 2.0 features
- Types of Social Media applications
- Social Media Trend, Benefits of using Social Media for business



4

Web 2.0 Features

- A new way of using Web
- User can contribute contents
- Contents are for public or invited people
- Harness collective intelligence
- Users manage their own contents



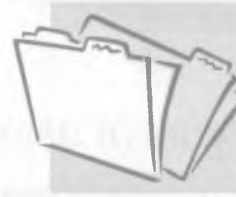
5

What is Social Media?

- **Social Media** refers to the use of web-based and mobile technologies to turn communication into interactive dialogue.
- Why we need to consider social media in business?
 - Communication platform – customer generated
 - Relatively inexpensive
 - Many people can access to it
 - You cannot have control but through participation
- Build Social Authority
 - Company establish themselves as expert of a particular domain

6

Elements of Social Media



- Blogs
- Photo sharing
- Video sharing
- Personal social networks
- Events (face to face) and event services
- Email
- Wikis
- Podcasting (audio)
- Microblogs - twitter
- SMS (texting)
- Collaborative tools

7

Types of Social Media applications

- FaceBook
- Twitter
- Youtube
- Blogs

facebook



You Tube



8

Facebook

facebook

- Website launched in February 2004
- A social utility for connecting people
 - friends, family, co-workers, or simply others with similar interests
- Send messages, share photographs, videos and links
- Personal profile and add friends
- Business Accounts – Pages, Multiple administrators
- Personal Accounts vs. Business Accounts
- Managing your messages
 - Creating and managing Lists

9

Twitter



- Short message of 140 characters
- Twitter's terms
 - Timeline – message list (latest first) from your following
 - Followers – others subscribe to your message
 - Following – you subscribe to others
 - Retwitter – posted on your home so that your followers can view
 - Reply – you want to you want to say something back
 - Mentions – update that contains @username anywhere in the body of the Tweet
- Managing message
 - Lists: Create a list to add user for better management.

10

Facebook and Twitter for business



- Develop and promote your brand
- Interact with your customer base and create a relationship
- Track what people are saying about your company and brand
- Promote your upcoming events and contents
- Individual employees can act as liaisons to the public



11

YouTube



- Started in May 2005
- In November 2006, YouTube, LLC was bought by Google Inc. for US\$1.65 billion, and now operates as a subsidiary of Google.
- Sharing video –Video streaming technology
- Standard account holders are limited to 15 minutes in duration
- Applications
 - Introducing company and services
 - Products demo
 - Company news



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Blog

- Type of website or part of a website (online diary or Journal)
- Maintain by individual
 - Regular entries of commentary
 - Descriptions of events
 - Other material such as graphics or video
- Features
 - Interactive
 - Allow visitors to leave comment
- Blog applications
 - <http://www.wordpress.com>
 - <http://www.blogger.com>



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Social Media vs. Traditional Media

Social Media

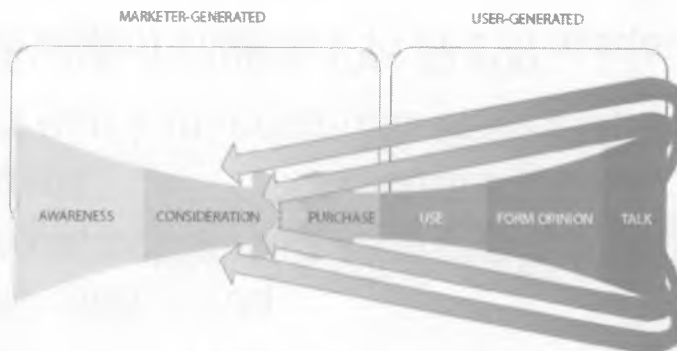
- Different channels of information
- Audience providing information
- Accuracy difficult to determine
- Faster
- Vast resources

Traditional Media

- Different channels of information
- Media owner providing information
- Accuracy checked by publisher
- Not as fast
- Traditional media also rely on social media now

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How social media influence purchases?



Images from book: Social Media Marketing

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Summary

- Social media is defined as: **Participatory** online media where news, photos, videos, and podcasts are made public typically accompanied with a voting process to signal items considered "popular."
- Social media is an **effective guidepost**. Social media can be used to gather valuable information about how your product, service, and brand are perceived in the marketplace.
- The basic application of social media is as a consideration phase tool that connects post-purchase experiences with potential customers progressing **from awareness to purchase**.
- Social media is an activity that is based on the **notion of influence**.
- Planning and implementing channels associated with social media fits well with the concepts of **integrated marketing**.

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Web Site linking to Social Media

Corporate Web site



<http://www.fairprice.com.sg>

Facebook page



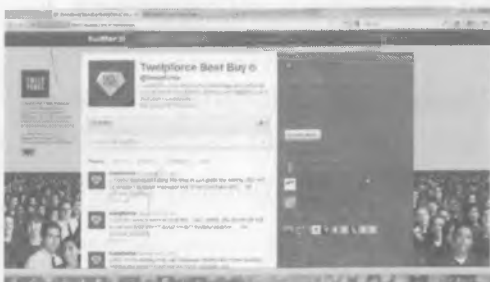
Provide link to Facebook so that visitors can easily access to Facebook

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Case study 1 – Best Buy (using Twitter for customer service)

Objective: www.bestbuy.com

- Wanted to be a resource for customers beyond their experience in the stores.
- To provide real-time customer service.



Screen shot as of 29 Aug 2011

Key concepts:

- Trust your employees
- Invited customers into a conversation
- People trust other people over "a brand"
- Be human
- Make your resources easy to find

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Managing Customer Feedback



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Best practices

- **Share.** Share photos and about your business, products and services.
- **Listen.** Regularly monitor the comments about your company, brand, and products.
- **Ask.** Ask questions of your followers to gain valuable insights and show that you are listening.
- **Respond.** Respond to compliments and feedback in real time.
- **Reward.** Tweet updates about special offers, discounts and time-sensitive deals.
- **Demonstrate wider leadership and know-how.** Reference articles and links about the bigger picture as it relates to your business.
- **Champion your stakeholders.** Retweet and reply publicly to great tweets posted by your followers and customers.
- **Establish the right voice.** Twitter users tend to prefer a direct, genuine, and of course, a likable tone from your business

Marketing Integration



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Case Study 2 – Mishandling of customer complaint

United Breaks Guitars

- o <http://www.davecarrollmusic.com/ubg/>
- o Customer make a video and posted on YouTube
- o Within 24 hours, 24,000 views and generated 500 comments



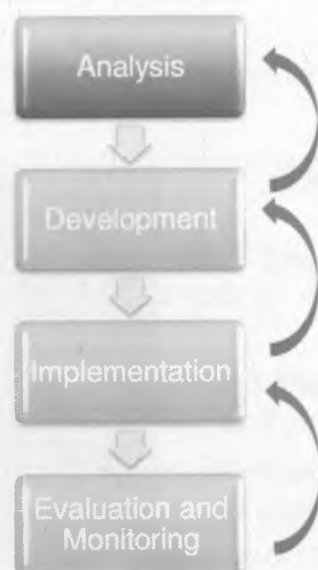
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Dealing with negative comments

- Be open and don't give excuses
 - response should be carefully worded in a casual manner, don't be too official sounding.
 - Response with honesty and admit if it is an error.
 - Don't blame others for the problem.
- Don't ignore the comment
 - Investigate the comments timely
- How to terminate a crisis?
 - Get customers contacts to resolve problem
 - Offer alternatives (e.g. Refund)

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Development Life Cycle



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Analysis



- Learn from others
- Search the Internet
 - What's already being said about your company, products, and brands?
 - What's your competitors are doing?
 - What's your industry is doing?
- How would you ideally want your brand to be perceived?
- Which new audiences do you want to reach?

25

Development

- What is your objectives?
- What is your goals and strategy?
- Common objectives guide
 - Conducting Internet research, such as identifying trends and recruiting early adopters for more in-depth focus groups
 - Improving customer satisfaction by providing opportunities for engagement and for customers to help one another
 - Promoting additional products and services to existing customers
 - Expanding into new markets
 - Encouraging word-of-mouth marketing
 - Recruiting new employees
 - Establishing or evolving your branding and positioning



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Development

Learning Activity 1

- You might create a blog that announces the launch of new product and then use that blog to elicit customer comments that inform the future versions of your product.
- Or, you could use the blog yourself and talk about the kinds of issues that your service or product is meant to address, giving your customers a way to talk back to you and let you know whether or not they agree, see the value, or have other ideas about what you could do to serve them.
- In your group:
 - List the main purpose or objective of your blog
 - List some of the contents that you intent to post for the first 1 months
 - What are messages for Twitters and Facebook?
 - Any Videos for YouTube



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Social Media Setup

- Setting up your blog
- Upload your content
- Setting up Facebook
- Setting up Twitter account
- Setting up Youtube



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Marketing Campaign Learning Activity 2

- What is the name of the product or service (or brand) with which you will be working?
- What is the business objective of this campaign?
- What are the metrics or objectives you are setting for this campaign? List them all.
- For each metric identified, what is the success value? What is the failure value? (In other words, what result would make you decide to double your effort or stop altogether? This could be either something that happens or something that fails to happen.)
- For each metric identified, what is the *current* value?
- In a short summary, write out what success looks like.

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How to increase customers

- Listen to your customer
- Embrace Transparency
- Respond (and own up to mistakes)
- Free help - Crowd Source
- Care about your customers



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Evaluation and Monitoring

- Managing Feedbacks
 - Using Email from Blogs, Twitter, Facebook and YouTube
 - Set up a quality standards –
 - response with in 48 hours
 - Information accuracy
- Collect data
 - No of users
 - What type of data information?
 - Survey



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Mobile Computing

- Computer that can be used anywhere outside your office and home.
 - all necessary files and software out into the field
- Portability is one aspect of mobile computing
- Example of mobile computers:
 - PDA
 - Smartphone – iPhone, Android, Windows Mobile and others
 - Tablets
 - Notebooks / Laptops



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Key Features

- Touch screen
- Virtual Keyboard
- Wired and wireless network
- Memory module
- Light weight
- Long battery life



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Mobile Applications Development -Smart Phone

- Small screen
 - 176x180 pixels, 320 x 480 pixels
 - Can scale up and down
- No pointer/stylus
 - Touch screen with gesture
 - Directional pad to navigate.
 - Action bar
- Limit data entry
- Limit image download
- Types of OS Platform
 - iPhone (iOS)
 - Android (2.x, 3.x)
 - Windows Mobile (6.5,7,8)
- Type of Applications
 - Mobile Web Site
 - Mobile Web Widget
 - Native Application

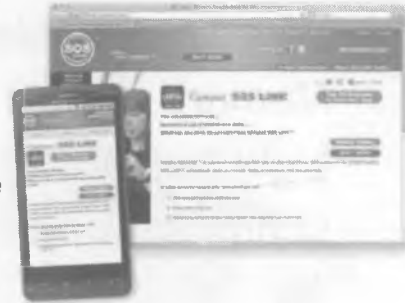


34

Smart Phone Applications

- Mobile Web Applications and Widgets

- Advantage
 - They are easy to create, maintain, and publish.
 - They can use all the same tools and techniques already use for desktop sites.
 - Nearly all mobile devices can view mobile websites.
- Disadvantage
 - They can be difficult to support across multiple devices.
 - They offer users a limited experience.
 - Most mobile websites are simply desktop content reformatted for mobile devices.
 - They can load pages slowly, due to network latency.



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Smart Phone Applications

- Mobile Web Widget

- Advantages
 - They are easy to create, using basic HTML, CSS, and JavaScript knowledge.
 - They can be deploy across multiple handsets of the same platform.
 - They offer an improved user experience and a richer design, tapping into device features and offline use.
- Disadvantages
 - They need a compatible widget platform to be installed on the device.
 - They cannot run in any mobile web browser.
 - They require additional proprietary, non-web-standard techniques.



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Smart Phone Applications - Native Applications

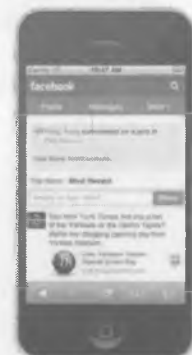
- Advantages
 - They offer a best-in-class user experience, offering a rich design and tapping into device features and offline use.
 - They are relatively simple to develop for a single platform.
 - You can charge for applications.
- Disadvantages
 - They cannot be easily ported to other mobile platforms.
 - Developing, testing, and supporting multiple device platforms is costly.
 - They require certification and distribution from a third party that you have no control over.
 - They require you to share revenue with the one or more third parties.



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Smart Phone Impact on Social Media

- Smart Phone grew by 64% annually in 2010 (source: www.canalys.com)
- Smart phones are increasingly being used to access the net, in particular social media sites at an increasing rates.
- Nearly 30% (150 million people) of all Facebook users are accessing social site through smart phones and twitter is also growing



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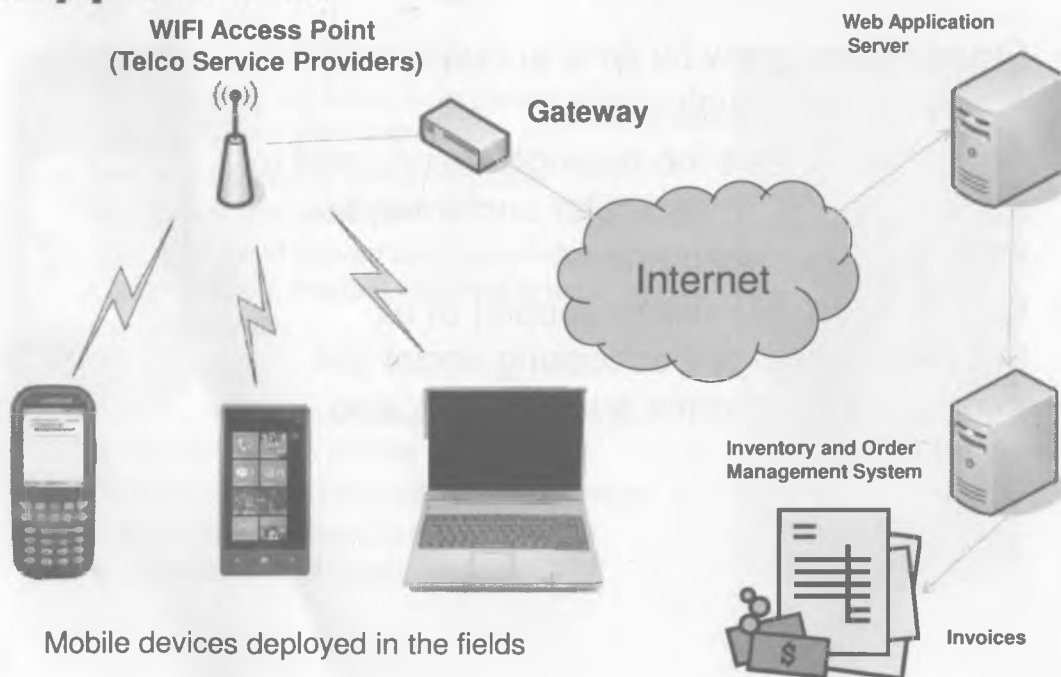
Mobile Computer Applications in Business

Sales, Inventory and Delivery

- For Sales Representative and Agents
 - Agents can work out in the field.
 - They can obtain current real-time Inventory information
 - Online sales orders entries
- Stock Information Collation/Control
 - In environments where access to stock is very limited e.g. factory warehouses.
 - Data collated could be directly written to a central database
- Delivery Truck Dispatch
 - Centralised controlled dispatcher
 - Track and receive status of deliveries
 - Optimal usage of resources



Case Study - Mobile Computing Application- Sales Orders Application



Questions & Answers

andytan@intrinix.com

Facebook: <http://www.facebook.com/andytan>

Twitter: @atxml

Blog: <http://atxml.wordpress.com>