

# E-commerce for SMEs and freelancers: from the idea to online sale



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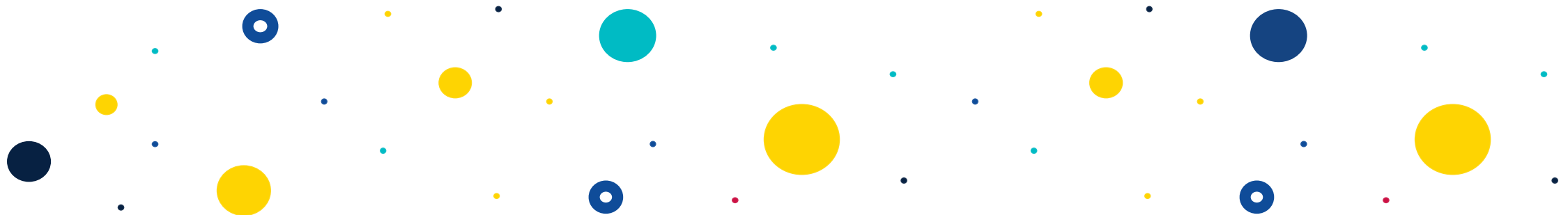


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# Introduction

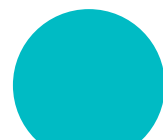
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In today's world, companies that do not take advantage of e-commerce are missing a valuable opportunity to expand their market and increase their profitability.

**“51% of Spanish SMEs operate through an online channel”.**

Moreover, the pandemic has accelerated this trend.

The main concerns of these SMEs include increasing sales, acquiring new customers and optimizing processes. It is therefore essential to have a **good strategy for selling their products over the Internet.**



# E-commerce: definition and benefits

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An e-commerce or electronic commerce is a business modality that allows companies to sell products and services through the Internet.



**Global market access**

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**Lower costs**

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**Greater comfort for customers**

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**More flexibility**

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**Advanced data analysis**

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**Reduced ecological footprint**

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# Establishing a Business Model Canvas adapted to e-commerce

The **Business Model Canvas** is a very visual model to **define a business model** through nine dimensions:

Designed for:
Designed by:
Date:
Version:

<p><b>Key Partners</b> </p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>INDICATIONS FOR PARTNERSHIP</b> Optimization and learning Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<p><b>Key Activities</b> </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>CATEGORIES</b> Production Problem Solving Platform/network</p>	<p><b>Value Propositions</b> </p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>CHARACTERISTICS</b> Novelty Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/usability</p>	<p><b>Customer Relationships</b> </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our Business Model? How costly are they?</p> <p><b>EXAMPLES</b> Personal Assistance Social/Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<p><b>Customer Segments</b> </p> <p>For whom are we creating value? Who are our most important customers?</p> <p><b>Mass Market</b> Niche Market Segmented Diversified Multi-sided Platform</p>
<p><b>Key Resources</b> </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>TYPES OF RESOURCES</b> Physical (brand patents, copyrights, data) Human Financial</p>		<p><b>Channels</b> </p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p><b>CHANNEL STRATEGIES</b></p> <ol style="list-style-type: none"> <li>1. Awareness How do we raise awareness about our company's products and services?</li> <li>2. Evaluation How do we help customers evaluate our organization's Value Proposition?</li> <li>3. Purchase How do we allow customers to purchase specific products and services?</li> <li>4. Delivery How do we deliver a Value Proposition to customers?</li> <li>5. After sales How do we provide post-purchase customer support?</li> </ol>		
<p><b>Cost Structure</b> </p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>4 TYPES BUSINESS MODEL</b> Cost driven (reduced cost structure, low price value proposition, maximum automation, extensive outsourcing) Value driven (focused on value creation, premium value proposition) Value driven (focused on value creation, premium value proposition)</p> <p><b>SAMPLE CHARACTERISTICS</b> Fixed Costs (salaries, rents, utilities) Variable Costs Economies of Scale Economies of Scope</p>		<p><b>Revenue Streams</b> </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>TYPES</b> Asset Sale Licensing Fee Subscription Fees Licensing/Advertising/Leasing Licensing Advertising</p> <p><b>FIXED REVENUE</b> Licensing Fee Customer Support Subscription Volume dependent</p> <p><b>REVENUE MODELS</b> Regulation (licensing) Rent Management Asset Price Increase</p>		

DESIGNED BY: Business Model Foundry AG  
The makers of Business Model Generation and Strategyzer

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# Establishing a Business Model Canvas adapted to e-commerce

The **Business Model Canvas** is a very visual model to **define a business model** through nine dimensions:



## CUSTOMERS SEGMENTS

- Understand key customer **demographics** and **interests**.
- **Strategically** select the most appropriate customer group.



## CUSTOMER RELATIONSHIPS

- Selecting the right **customer service approach** involves evaluating factors such as the **number of customers, availability of staff, tools and budget**.



## CHANNELS

- Defining **online sales channels** (e-commerce, marketplaces, social media shopping) and selecting appropriate **communication methods** are essential steps.



## VALUE PROPOSITION

- **Primary reason for purchase**; encompasses all products and their satisfaction of needs. It is crucial to establish a distinctive **brand name** and visual identity.



## KEY ACTIVITIES

- Focus on with other companies **online tools and collaboration** or effective e-commerce strategies.
- The core of any store encompasses the areas of **marketing, sales, customer service and communication**.

# Establishing a Business Model Canvas adapted to e-commerce

The **Business Model Canvas** is a very visual model to **define a business model** through nine dimensions:



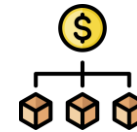
## KEY RESOURCES

- Appropriate **management software**, such as **ERP**, **CRM** or **CMS**, should be used and staff should be trained in its effective use.



## KEY PARTNERS

- Strategic alliances allow collaboration in **experiences** and **resources**, such as key suppliers.
- The SME must evaluate suppliers, differentiating between **replaceable** and highly **specialized** ones of high value.



## COST STRUCTURE

- Detailed analysis of **fixed and variable costs**, assessing the **profitability of the technological infrastructure**.
- Evaluation of **monthly costs**, software implementation and need for additional staff or training. In addition to production, marketing, ATC, etc.



## REVENUE SOURCES

- Monetize customer segments with **asset sales, subscriptions, loans, rentals and advertising**.
- Analyze to determine **the most appropriate source of income** for the business.

# Step by step: how to sell online

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## Essential steps

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1. Evaluate different platforms.
2. Design the online store.
3. Set up secure and convenient payment methods.
4. Manage customer relationships.

## Areas to contribute to e-commerce success

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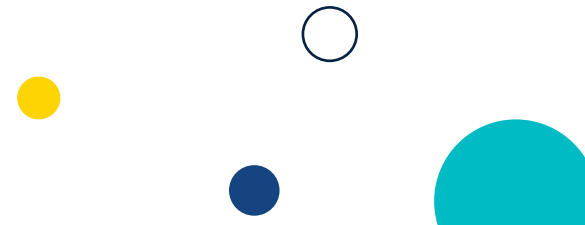
Develop a marketing strategy.



Maintain customer service.



Manage business logistics.





# Useful tools

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Here are a variety of essential tools for SMEs looking to succeed in the world of e-commerce:

## E-commerce platforms



## ERP



## CRM



# Online sales analytics to optimize results

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Data **comes from a variety of sources** including website, social media and CRM.

**Data analytics** is a fundamental pillar in e-commerce because:



Provides information that **drives decision making** (relevant KPIs and customer segmentation).



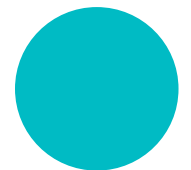
Allows you to **customize the experience**.



Optimize **sales**.



Ensures the **security of data**.

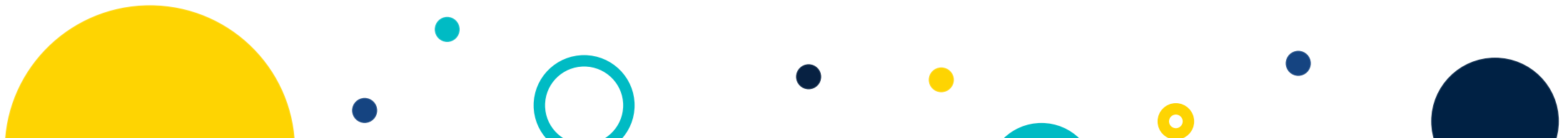
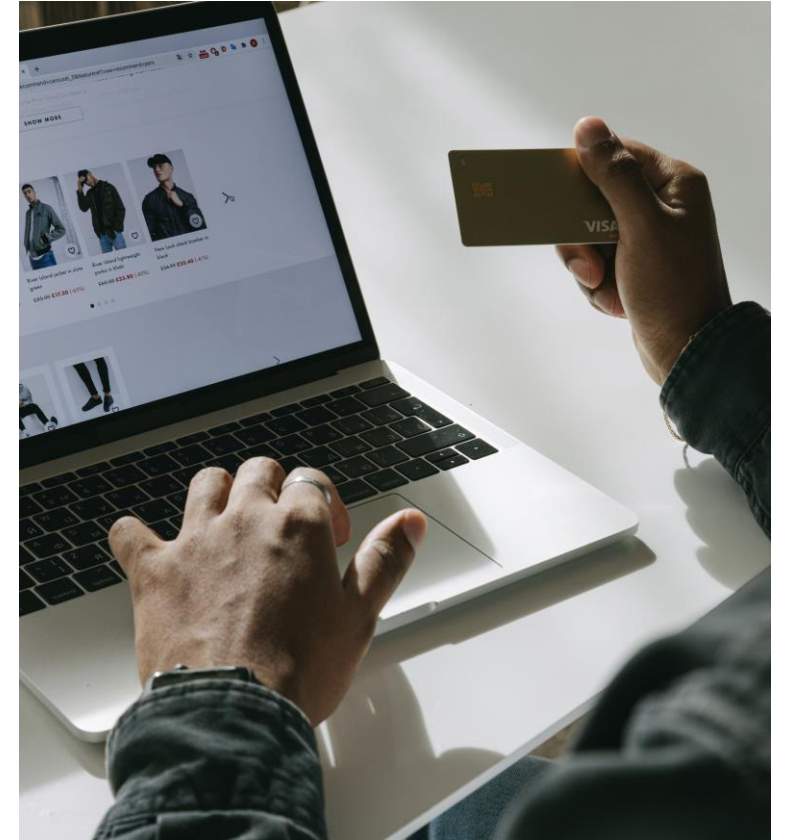


# Conclusions

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An online presence not only provides visibility to these companies, but also **offers an efficient platform to reach potential customers, improve operational efficiency and increase sales.**

In an increasingly digitalized world, the ability to sell online has become a **determining factor for the success and sustainability of SMEs and freelancers, enabling them to compete and achieve significant growth.**



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