



## PROJECT NOTIFICATION

Reference No.: 72

<b>Date of Issue</b>	6 March 2023
<b>Project Code</b>	23-CP-20-GE-DLN-A
<b>Title</b>	APO e-Course on Effective e-Commerce Strategies
<b>Timing</b>	31 July 2023
<b>Hosting Country(ies)</b>	APO Secretariat
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Digital Learning
<b>Implementing Organization(s)</b>	APO Secretariat
<b>Participating Country(ies)</b>	Not Applicable
<b>Overseas Participants</b>	Not Applicable
<b>Local Participants</b>	Not Applicable
<b>Closing Date</b>	Not Applicable
<b>Remarks</b>	Timing is the launch date of the e-course.

<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Explain key factors in successful e-commerce (EC) strategies.</li> <li>- Develop effective EC strategies through a comprehensive approach to planning, pricing, promotion, and operations.</li> <li>- Explain how online merchandising increases customer loyalty, company sustainability, and profitability and introduce the importance of using analytics and data to measure the success of EC strategies.</li> </ul>
<b>Rationale</b>	<p>COVID-19 disrupted businesses, but EC adoption became a critical success factor as it allows continuity and expansion. Comprehensive EC strategies are essential to enter new markets and communicate with new customers. This e-learning course will equip businesses, especially SMEs, with the necessary knowledge and tools to succeed in the EC world.</p>
<b>Background</b>	<p>The EC market is booming, especially after the COVID-19 pandemic. According to a 2020 report by the Ministry of Economy, Trade and Industry (METI) Japan, the global EC market grew to USD5,550 billion in 2021 from USD3,347 billion in 2019 and was expected to more than double in size by 2025. The pandemic accelerated the shift to online shopping, and EC has become an essential channel for businesses to reach customers and expand markets.</p> <p>However, successful EC businesses need comprehensive strategies combining predetermined and adaptive goals based on the 3C framework (company, customers, and competitors) and a clear understanding of products and markets, promotional activities, operations, and after-sales services. Such strategies will help businesses overcome resource limitations and geographic constraints for maximum profit and sustainable growth.</p>
<b>Topics</b>	<ul style="list-style-type: none"> <li>- Introduction to EC and business planning</li> <li>- EC pricing strategies for profit maximization</li> <li>- EC promotion and advertising strategies</li> <li>- EC payment and shipping strategies</li> <li>- Inventory management, customer service, and feedback for EC success</li> </ul>
<b>Outcome</b>	<p>EC strategies, the latest trends, and how to clarify EC roadmaps and develop new strategies to promote existing products and/or services in the EC space will be understood. Effective communication techniques and data analysis will enable accurate evaluation of customer feedback.</p>
<b>Qualifications</b>	<p>Open to all participants in member and nonmember countries.</p>

Please refer to the implementation procedures circulated with this document for further details.



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Secretary-General