

## E-commerce solutions for Asia and Europe

The purpose of this project was to analyze the Asian and European E-commerce market. Based on this analysis different implementation approaches were suggested to meet the market needs. Based on identified players involved and their needs the estimated market volumes of B2C E-Commerce between Asia and Europe were calculated culminating in new business models.

The contractor, an Austrian company in the business of transport logistics, had little experience in doing business with Asia, especially in the field of B2C E-Commerce between Asia and Europe. Therefore FH OÖ/Logistikum Steyr and the National University of Singapore started this project to support the contractor.

The project was divided into two main phases. First to analyze the market to identify the customers and competitors in Asia with their needs as senders and on the other hand the European customers and their needs as receivers. In addition to this the volume of the B2C E-Commerce market flow between Asia and Europe was identified to identify the business potential. This potential was combined with trends and future developments to evaluate how the market could develop in next few years.

Based on these findings some implementation approaches were developed to meet the needs of the market players. In this second phase some business cases will be generated to get best practices for value added, but low-cost warehousing and fulfillment services. An Evaluation of optimal locations for potential warehouses based on customers' needs and optimal costs and quality was realized combined with support in implementation of E-Commerce solutions (IT, warehouse location and planning, transport optimization). According to this approaches the contractor developed new product portfolio for E-Commerce and mail solutions for cross-border flows.

The first phase in detail:

1. Customer analysis – overview of senders in cross-border e-commerce, direct mail (marketing), magazine and mail (sender profile):
  - By region (Asia and Europe)
  - By route (sender country – recipient country, in Europe and between Asia and Europe)
  - By sender type (merchant, market place, consolidator etc.)
  - By segment / industry
  - By size and recipient Type (B2B vs B2C)

2. Volume analysis – current and potential volumes and sending frequency
  - per sender country / per recipient country
  - per route / per segment / industry
3. Competitor and product analysis – overview of current logistics player in Europe/Asia/international in the markets above analyzed (competitor profile) and their cross-border product portfolio in these markets
  - Per competitor type (CEP-player, postal operators, freight forwarders etc.)
  - Per sender and recipient country and route
  - Per product segment (online services, e-fulfillment services, delivery services, customer services, marketing services)
4. Recipient analysis – overview of typical buyers in Europe and Asia in the markets above mentioned
  - Typical requirements/needs/expectations (products and services, delivery time and quality, customs solutions) and prioritization
  - Typical marketing channels per European and Asian country (social media, online marketing, offline marketing)
  - Typical shopping behavior (offline vs. online, market place or e-retailer, local vs. international web-sites)
5. Trend analysis on E-Commerce market developments and senders, recipients, competitors and products

Second phase was developed based on contractor's requirements.

**Contact:** Mag. Michael Herburger, BA MA  
+43 50804 33255, michael.herburger@fh-steyr.at