UNIDO
UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

TII TRADE
INVESTMENT
INNOVATION
KNOWLEDGE HUB

E-COMMERCE

A FACILITATING GUIDE FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SME)

ONLINE TRAINING COURSE

https://tii.unido.org

Global industrial stakeholders are applying innovative solutions such as the "Internet of Things" (IoT), cloud computing, artificial intelligence, Big Data and 3D printing which are enabling them to engage in are enabling them to participate in frontier industrial processes that are interoperable and flexible as well as introduce autonomy and intelligence to manufacturing. The physical components of industrial production are being transformed by smart, digital networking into cyber-physical systems (CPS), allowing for the management of production processes in real-time across great distances and customized products – all of which encompasses what is commonly referred to as the new industrial revolution.

E-commerce is a tremendous facilitator and component of this new revolution. This sector acts as a platform and link which allows manufacturers to integrate their customers into their business model in a direct and modern way. Global development of e-commerce has been progressing very rapidly with Business-to-Business (B2B) and Business-to-Consumer (B2C) e-commerce facilitating and catalyzing this growth.

This training course has been designed to provide a strong foundation on the basics of e-commerce, which aims to promote increased e-commerce adoption among SMEs. The training modules have been designed in a way that other target stakeholders such as policymakers, NGOs and consumers can benefit from the content. UNIDO encourages participants to connect with e-commerce platforms to enhance the performance of their business and commercial activities.

E-Commerce

E-commerce is a very difficult term to define precisely. However, in this sector the most commonly accepted definition of e-commerce is the one provided by the Organisation for Economic Co-operation and Development (OECD): "An e-commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders. The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online. An e-commerce transaction can be between enterprises, households, individuals, governments, and other public or private organisations. To be included are orders made over the web, extranet or electronic data interchange. The type is defined by the method of placing the order. To be excluded are orders made by telephone calls, facsimile or manually typed e-mail"

Advantages of E-Commerce

The advantages of e-commerce offers business and enterprises include (but not limited):

Access to new markets, increased sales and customization: E-commerce enables manufacturers to enter new territories and markets in a simple, digital, and cost-effective way. E-commerce grants manufacturers an increased reach and greater brand awareness, which can yield larger sales opportunities. Manufacturers can also make available exclusive and customized offerings to their supply and distribution chains, which can be determined based on the wealth of data available through E-commerce

Promoting efficient operations mechanisms: E-commerce can improve backend efficiencies by seamlessly integrating the manufacturer's Enterprise Resource Planning and Customer Relationship Management to the overall platform architecture.

Customer Centric Focus: E-commerce allows manufacturers to determine their business model according to their customers' requirements. The customer service and sales functions can focus on nurturing leads, building relationships and providing true customer services, such as sales and warranty support. Digitization of quotation and shipping processes allows manufacturers to effectively manage their customer orders.

Access to new technologies: E-commerce has permitted manufacturers to integrate new technological advances into their daily operations. An example of such development is the increased use of artificial intelligence and robotics to enhance logistic management and services, enabling industrial firms to handle more goods and provide unique services to their customers – such as door-to-door delivery of products.

After conducting analysis on the e-commerce challenges and opportunities, UNIDO's online E-commerce training course is designed to encourage enterprises to engage and conduct their business activities through e-commerce platforms. The training seeks to systematically provide the participant with relevant and concise theoretical and practical information on the e-commerce sector as a whole.

Training Structure

The online course consists of eight modules. The first module starts by presenting an introduction to e-commerce and its advantages compared to traditional commerce. The subsequent six modules provide theoretical and practical insights on the following aspects of e-commerce: Business models (B2B, B2C, C2C and B2G); Website strategies; Logistics (Internet basics, Supply Chain Warehouse & Customer Management, Digital Marketing and Shipping); Aftersales (returns and dispute settlement); Quality and standards, Regulations; Payment Modalities (Credit Cards, Digital and Mobile Wallets); and Security. The final module provides a step-by-step guide on how to use e-commerce platforms in general.

Training Modules

Module 1: Introduction

Module 2: Business Models and Strategies

Module 3: Logistics

Module 4: E-commerce, Quality and Standardization

Module 5: Regulations

Module 6: Payment Modalities

Module 7: Security

Module 8: Step by Step Guidance E-commerce Platforms