E-COMMERCE

Introducing an e-commerce platform at Kalvarija-cop

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Abstract

The primary goal of this capstone project was to be a consultant to a firm, whether we worked in it or were external ones. Using the knowledge that I acquired during my studies and applying it to real life problems. The project was carried out from beginning of March until the mid of June.

I've chosen a small sized company whose business I found as a challenge and opportunity to grow and introduce to the digital world and digital business. That is why throughout this project we have implemented a new way of selling through an online shop and established an e-commerce platform.

Background

Kalvarija cop, located in Vitez a small town in Bosnia and Herzegovina is one of the biggest quarries in Europe. It is more than 70 years old and serves customer throughout the whole Bosnian region, while having some projects done even in neighboring countries.

It has one of the most quality surface mines in this area having won many awards due to that fact. It covers more than 40 hectares and can produce annually between 300 to 500 thousand m3 of dolomite aggregates. Many roads in BiH have been made with this specific sand. It has even gone a step further and now the company has also invested in construction business. They have already constructed 3 buildings with more than 400 apartments and are still in the process of constructing one.

Project Task

Digitalization is everywhere around us, almost every company nowadays has an online version where you can buy their products and get more information about them. Being aware of that I wanted to provide this company the same thing. Even though the industry which it is in, is not so digitally advanced and not present on the web, our plan was to be the first movers and to test if it is going to work. With success we can say now that Kalvarija-cop is the first company in Bosnia and Herzegovina in their field of work to have such digital presence.

My task was to establish everything to work in accordance and to help the sales team to better understand the workflow and the overall process and its advantages. I have showed them the way to keep it organized and to make it as easy as possible for non-technical people in the everyday work.

Why E-commerce

The ongoing trend of e-commerce and its potential is rising day by day. According to Statista, by 2021 e-commerce will rise up to 3 times than in the last 7 years. The reason behind is that the users have changed, and more and more people are now ready for the change and for the comfort that internet shopping gives you. You can get access from almost anywhere to a lot of online stores and you have the variety of choices in just a few clicks away. It allows you to upgrade your business on a higher level and reach to a lot more of potential customers. In the picture below you can see the uprising trend throughout the years provided by Statista in 2018.
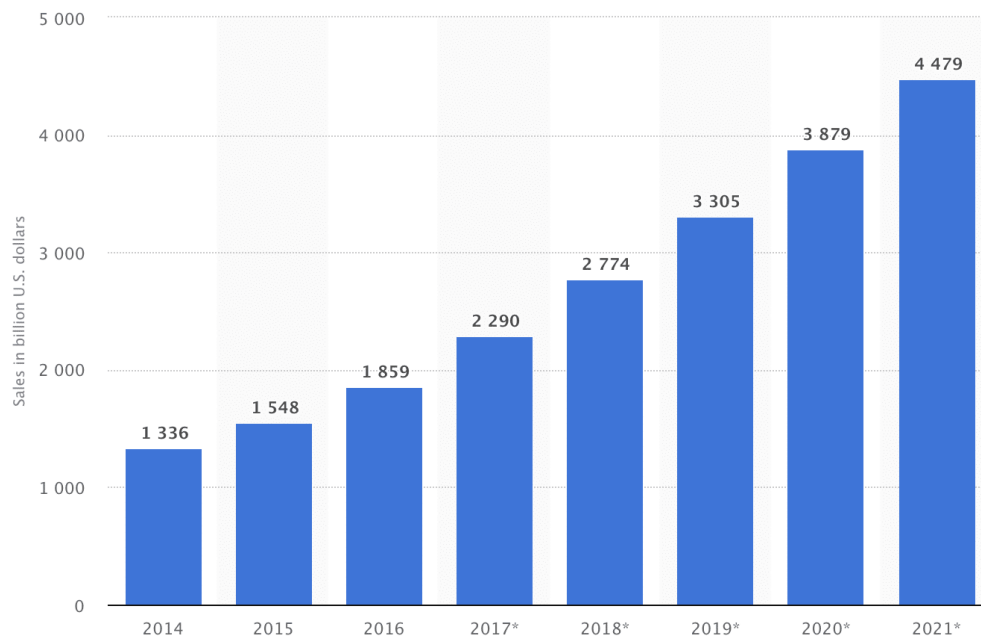
Data visualized by +ableau   © Statista 2018

1. https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/

Work Summary

To develop such a website, I have used Shopify as my platform provider. The main things which I did on the website are:

- Blog posts
- Adding current products and their descriptions
- Allowing drop shipping through Oberlo and AliExpress
- Making of Google My Business site
- Using Google Analytics as a tool for customer insight

- Using Google Ads for promotion of our new website and services
- Adding a messenger option for customer to interact both with a bot and with a real person with the Shopify Ping app where users can ask questions, get recommendations etc.
- Email and SMS follow ups when order is purchased and shipped
- Buying a domain

The only expense that we had for this kind of business integration is the payment for Shopify plus the payment for the Google Ads which is based on clicks and the domain. Which is less than one hundred dollars, the return and the break-even points are truly fast and can be obtained easily. One of the greatest things which has revealed to me and to my team is that we can get so much insight about our customers. Which is a great advantage to get to know them better and be more coccineous about their wishes, behavior and their shopping habits. With this, we even got insights into the age group and did increase our target market by a bit. We got a younger generation of people with this platform who were not in our primary target audience. The sales have been okay we have gained new customers and helped current ones to transition from telephone ordering to online one.

As times goes by we plan on implementing Facebook ads and investing more money on social media marketing as well as having more products on the site and being more active on every platform.

In conclusion, this has been a great personal experience for me during this project. I have more knowledge about the way things function and could apply the things that I have learned on my studies. Getting to know how the whole sales functions, the digital marketing the publishing of a site and having to do all the necessary details I am really eager to learn even more in the future.

References

Viaark. (2018, February 26). Retail e-commerce Sales Worldwide from 2014 to 2021 (in billion U.S. dollars). Retrieved from https://viaark.com/retail-e-commerce-sales-worldwide-from-2014-to-2021-in-billion-u-s-dollars/