

ICC-ESCWA Centre of Entrepreneurship Webinar Series

Why is internationalization important for SMEs?

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🕒 10.00 GMT | 12.00 CET | 13.00 Beirut

🌐 Zoom



INTERNATIONALIZATION ?

It is a transformation process to go beyond borders with a progressive path allowing the company to grow in terms of knowledge



**Huge benefits
to SMEs who
decide to
internationalize
in terms of**

**economies of scale by
producing and selling more**

New opportunities

**Technological know-
how from foreign
partners**

**Be more innovative and
productive**

Agenda

1. export diagnosis

Analyze the existing situation and define its value proposition

2. segmentation

Segment your market and your clientele

3.trend

Analyze the trend and detect opportunities

4. competition

Discover the competitors and analyze the competition

5.marketplaces

Choosing the right marketplace or VMS

6. online presence

Strengthen a minimal and viable online presence

1.Export diagnosis



The export diagnosis aims to specify the strategic potential of a company to carry out an export operation.

As an assessment, it aims to verify the potential and readiness to approach foreign markets



A hand in a dark suit jacket is shown from the left, palm up, holding a large, stylized question mark. The question mark is filled with intricate Arabic calligraphy. The background is a solid, muted teal color.

Are you ready?

The image features a dark blue background with white text. The text is centered and reads "Your expectations". The background is decorated with light blue geometric shapes, including a large triangle on the left and a smaller one at the bottom right, creating a modern, abstract design.

**Your
expectations**

**Do you have clear and
achievable export goals.**

*For example: increase your
turnover by 10%*






Are you open to new ways of doing business?



Do you have a clear idea of the qualities needed to succeed in the international arena?

For example
Intercultural sensitivity
Respect for differences



Human Resources

Do you have the capacity to meet the increased demand of an export project?



Do you have an efficient mechanism for responding quickly to customer inquiries ?



Do you have employees with culturally adaptable marketing skills?



Do you have the means to solve the language barrier?

WILLKOMMEN स्वागत
欢迎 BIENVENIDA
WELCOME
BIENVENUE ようこそ
добро пожаловать
ترحيب BEM-VINDO

Financial and legal resources



Can you obtain the funds or lines of credit needed to produce the product or provide the service?

Can you find ways to reduce the financial risks associated with foreign markets ?



Can you find people who can advise you on the legal and fiscal aspects of exporting?



Can you deal with different currency systems without problems?



Can you protect your intellectual property?



Competitiveness





Do you have the resources to verify if your product or service is exportable ?



Do you have a potentially viable product or service
to target market?

Do you have ways of entry into the target market ?



Customer Profil

Who are you currently selling your product or service?



Is it used by the general public or by specific group?



Is it more popular with a certain age group?

—



What climate or geographic factors have an influence on the purchase of your product or service?

Product adaptation



Do you need to make any modifications to your product to appeal to foreign customers?



What is its validity or shelf life?
Will transit time reduce this time?

Is packaging expensive?

**Can you easily change it to suit the tastes of
foreign customers?**



Does your product come with special documentation?

Does it have to meet certain technical or regulatory requirements?

Transport





Is your product easy to transport?



Will the cost of transportation make it less competitive?



Representation abroad

**Does your product need to be assembled by
professionnals or does it require other
technical skills?**

Is an after-sales service necessary?

If so, is this service available in the country where you need to ensure?

Do you have the resources to do this?

Export of services



What is unique or special about the services you export?






Are your services considered 'world class'?

Will you need to modify your services to accomodate differences in language, culture and business environment ?



**How do you plan to provide
your service?**

Capacity



**Are you able to meet the demands of
your existing domestic and new
international customers?**



If demand increases in the domestic market, you still be able to meet needs of your foreign customers, and vice versa?

TRADE MAP

→ TradeMap

Live Demo

- Trade statistics for international business development

2.

segmentation

“The *mass* market is
dead, replaced by
the
mass of **niches**”

-Jeff Jarvis



Where to start?

Analysis and segmentation of your customers

Draw an accurate picture of your customers in each country

- specify who your customer will be
- Identify the needs of your customers
- Taylor your products or services so that they are relevant to these needs

It is both a qualitative (observing your customer profiles) and quantitative (demographic analysis tools) process.



Do microeconomic **research** on your potential customers

Quantitative



- Geographic Information Analysis
- Analysis of socio-demographic information.

Qualitative



- Analysis of psychographic information.
- Behavioral segmentation



Geographic segmentation

- Depending on their geographical location, your customers may have different characteristics and needs
- The factor of climate, language etc.
- Cultural and community preferences



Socio-demographic segmentation

- Group customers by social or demographic characteristics
- Gender, age, occupation, education level, family composition
- Easy to set up (age or date of birth fields)



Psychographic segmentation

- Segment your customers according to their personality traits, values, interests and lifestyles.
- Analyzing customer satisfaction based on these traits allows you to discover new ways to market or promote your products
- To carry out such a segmentation, it is necessary to question them beforehand via a questionnaire of the type "Know you better to serve you better".



Behavioral segmentation

- Behavioral segmentation is based on the behavior of customers and prospects with respect to the products and services you offer
- The main behavioral criteria concern the purchase (date of last purchase, frequency, average basket, channel used, means of payment, type of delivery...)
- Online purchases allow for advanced behavioral segmentation thanks to tracking systems

Better understand your customers

Geographic



Continent,
country, city,
district.

Socio-demographic



Age, gender,
educational
level,
occupation.

Psychographic



Interests,
ambitions, habits,
values.

Behavioral and



Behavior towards
your products

Basic segmentation

Geographic



French-speaking
European customers
(France, Switzerland,
Belgium,
Luxembourg)



Quantitative compound segmentation

Geographic

Socio-demographic



French-speaking
European customers
(France, Switzerland,
Belgium,
Luxembourg)



Women, 30-45
years old, Bac+
level



Niche segmentation

Geographic



French-speaking
European customers
(France, Switzerland,
Belgium,
Luxembourg)

Socio-demographic Psychographic



Women, 30-45
years old, Bac+
level



outdoor physical
activity, pro-ecology,
free time on
weekends



Niche segmentation

Geographic



French-speaking European customers (France, Switzerland, Belgium, Luxembourg)

Socio-demographic Psychographic



Women, 30-45 years old, Bac+ level



outdoor physical activity, pro-ecology, free time on weekends

Behavioral



Average basket 75 euros, payment by card or Etsy pay, from Instagram



The toolbox



Research and analysis methods



Geo.

Web analytics tools (*Google Analytics*)

Country/City fields (*Forms*)



Socio-Demo.

Questionnaires (*Surveys, CTA Pre/Post purchase*)

Web analysis tools (*partial data*)

Forms



Psycho.

Interviews (*Telephone, video*)

Questionnaires (*Surveys, CTA Pre/Post purchase*)

Focus groups (*face to face or remote*)
Buyer Personas



Behavior.

Advanced Tracking (*Registration, Heatmaps*)

Data analysis

Web Analysis (*Conversion Funnel*)



→ Google Analytics

Live Demo

- Geographic Data
- Demographic Data
- Behaviors

Alternatives:



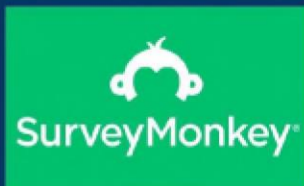


→ Survey
sparrow

Live Demo

- Create a questionnaire
- Share it
- Explore the results

Alternatives:



 Google Forms

hotjar

→ hotjar

Live Demo

- Explore heatmap
- Session recording

Alternatives:

crazyegg 

facebook

Audience Insights

→ facebook Audience Insights

Live Demo

- Create an audience
- Browse demographics

Alternatives:





The **buyer persona** is ~~the~~ semi-fictional representation of your ideal client based on biographical information and demographics, psychological criteria, motivations and goals.

-Hubspot definition

→ Personas

Creation of a *buyer persona*

- "Make my persona", "UXPRESSIA", Word Document or Excel

3.trend



→ Google Trends

Live
Demo
Exercise



exploding topics



GLIMPSE

→ COVID trend & opportunity

Live Demo

- Exploration of *Glimpse*
- Exploration of *exploding topics*



→ Trend
Keywords

Live Demo

- Keyword ideas
- Potential for opportunity

Bienvenue sur Global Trade Helpdesk

Découvrez en un seul et unique endroit un monde d'opportunités commerciales avec des informations détaillées sur les importations, la dynamique des marchés, les tarifs, les exigences réglementaires, les acheteurs potentiels et davantage.



Commencer à explorer de nouvelles opportunités

De

Quel produit exportez-vous?

Vers quel marché?

Importer

Exporter ▾

Insérez ou sélectionne... ▾

Votre produit pourrait-il être ... ▾

GO



Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.

Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Imports Exports

Service **Product**

Single Group

Please enter a keyword or a product code



[X i Advanced search](#)

Country Region

Please enter a country/territory or region name



[X i](#)

Trade Indicators

Yearly Time Series

Quarterly Time Series

Monthly Time Series

Companies

Check product export requirements via:

<https://trade.ec.europa.eu/tradehelp/home-page>

4. competition

Competitive analysis method

SWOT

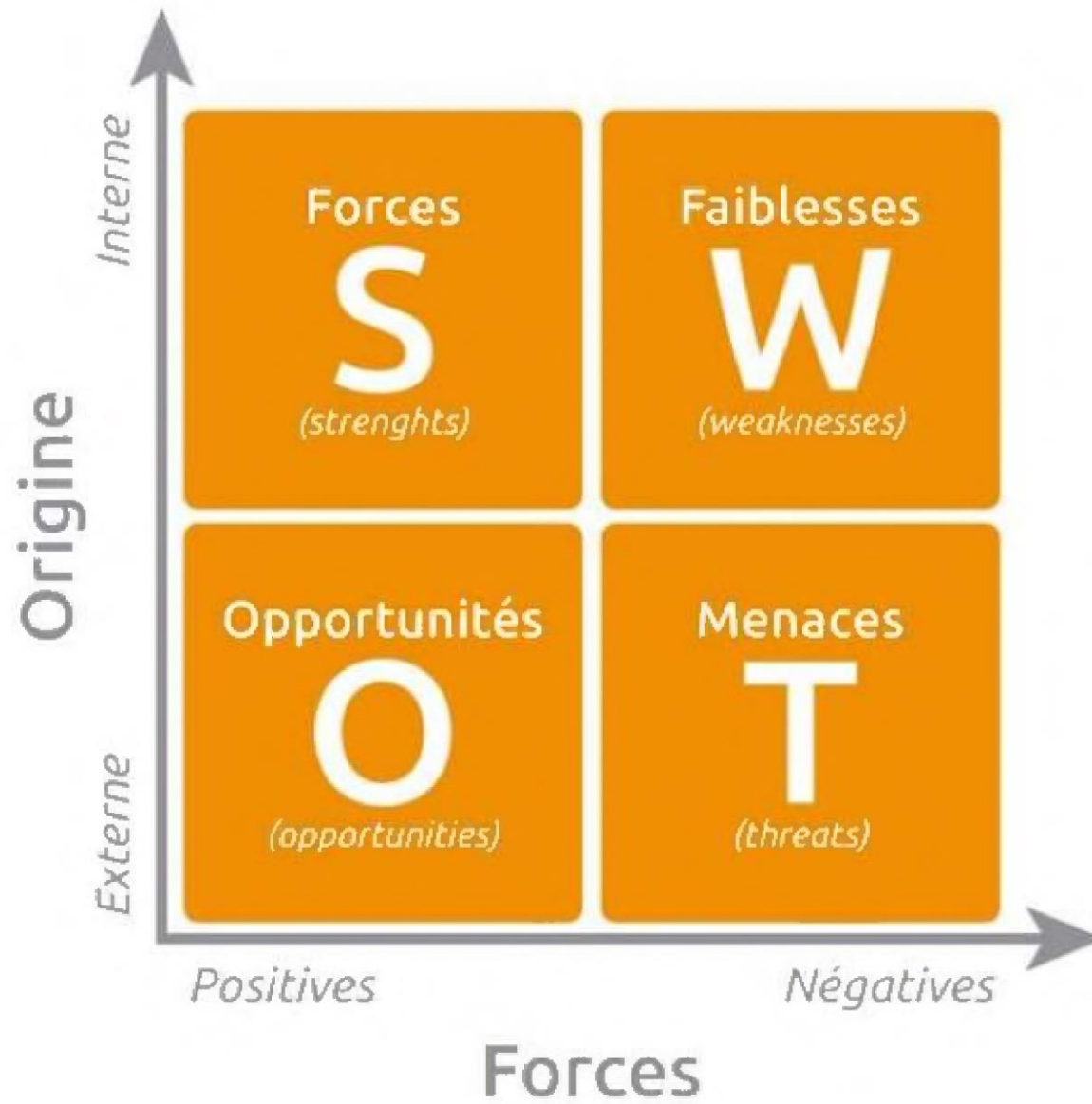


- Summary representation of the company's strategy.
- Consolidates internal and external diagnosis into one table.
- Questioning one's business plan. Building a SWOT forces the entrepreneur to consider certain weaknesses that he or she might not have identified without an internal diagnosis.
- May help to identifier some key factors for success.

SOAR



- Collaborative tool, involving all stakeholders involved in the project.
- Positive approach to development of the company.
- A "solution" oriented tool, offering concrete paths for the future.
- Focused on aspirations, on wills in the medium and long term



STRENGTHS

WEAKNESSES

They refer to internal factors, which means the resources and experience readily available to the SME. Being internal to the SME, these are characteristics on which it is possible to intervene.

Some examples of areas typically considered include:

- **Product/Service**
- **Financial Resources** (*funding, sources of income, investment opportunities*)
- **Physical Resources** (*location, facilities, equipment*)
- **Human Resources** (*employees, volunteers, target audiences*)
- **Access to natural resources, trademarks, patents and copyrights**
- **Current Processes** (*employee programs, department hierarchies, software systems*)



OPPORTUNITIES

THREATS

External forces that can influence and affect every company. Whether these factors are connected directly or indirectly to an opportunity or threat, it is important to take note of and document each one. External factors typically refer to aspects that a SME does not control, such as:

- **Market trends** (*new products and technology, shifts in consumer needs*)
- **Economic trends** (*local, national and international financial trends*)
- **Demographics**
- **Relationships with suppliers and partners**
- **Political, environmental and economic regulations**



Ways of internationalization



The internationalisation of a company can be developed in different ways, in terms both of investments and of control over the activities, as in the scheme below:

EXPORTING

Indirect via domestic (home) distributors
Direct to customers or distributors abroad

Less risk,
less control
less investments

CONTRACTUAL AGREEMENTS

Contract Manufacturing
Licensing
Franchising

INTERNATIONAL ALLIANCES

Strategic International Alliances
Consortia
International Joint Ventures

FOREIGN DIRECT INVESTMENT

Sales Office
Mergers & Acquisitions
Productive Unity (Greenfield/Brownfield)

More risk,
more control
more investments

5.marketplaces



A marketplace is a site that brings together buyers and sellers and allows items to be sold through a platform, called a marketplace.

Des centaines de PMV B2C existent dans le monde - 100 représentent 95% des revenus

Etsy amazon ebay frugo



Exploring E-commerce and E-export through Virtual Market Place potential

JAN
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



GLOBAL OVERVIEW

TOTAL
POPULATION



7.91
BILLION

URBANISATION

57.0%

we
are
social

UNIQUE MOBILE
PHONE USERS



5.31
BILLION

vs. POPULATION

67.1%



INTERNET
USERS



4.95
BILLION

vs. POPULATION

62.5%



ACTIVE SOCIAL
MEDIA USERS



4.62
BILLION

vs. POPULATION

58.4%

JAN
2022

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



GLOBAL OVERVIEW

NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA THE INTERNET



3.78
BILLION

YEAR-ON-YEAR CHANGE
+10% (+344 MILLION)

TOTAL ANNUAL SPEND
ON ONLINE CONSUMER
GOODS PURCHASES (USD)



\$3.85
TRILLION

YEAR-ON-YEAR CHANGE
+18% (+\$591 BILLION)

AVERAGE ANNUAL REVENUE
PER CONSUMER GOODS
ECOMMERCE USER (USD)



\$1,017

YEAR-ON-YEAR CHANGE
+7.4% (+\$69.92)

SHARE OF CONSUMER GOODS
ECOMMERCE SPEND ATTRIBUTABLE TO
PURCHASES MADE VIA MOBILE PHONES



60.1%

YEAR-ON-YEAR CHANGE
+1.0% (+62 BPS)

statista

we
are
social



we
are
social

Hootsuite

244

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

A decorative graphic on the left side of the slide, consisting of two overlapping green arrow shapes pointing to the right. The top arrow is a lighter shade of green, and the bottom arrow is a darker shade, creating a layered effect.

The B2C marketplace

The B2C (Business to Consumer) marketplace is intended for transactions or connections between **professional sellers and individual buyers.**

The B2C marketplace

JUMIA 

Walmart 


OZON.ru

catch.
com.au

amazon 

A decorative graphic on the left side of the slide, consisting of two overlapping green arrow shapes pointing to the right. The top arrow is a lighter shade of green, and the bottom arrow is a darker shade, creating a layered effect.

The B2B marketplace

The B2B (Business to Business) marketplace is intended only for transactions or connections between **professional sellers and professional buyers.**

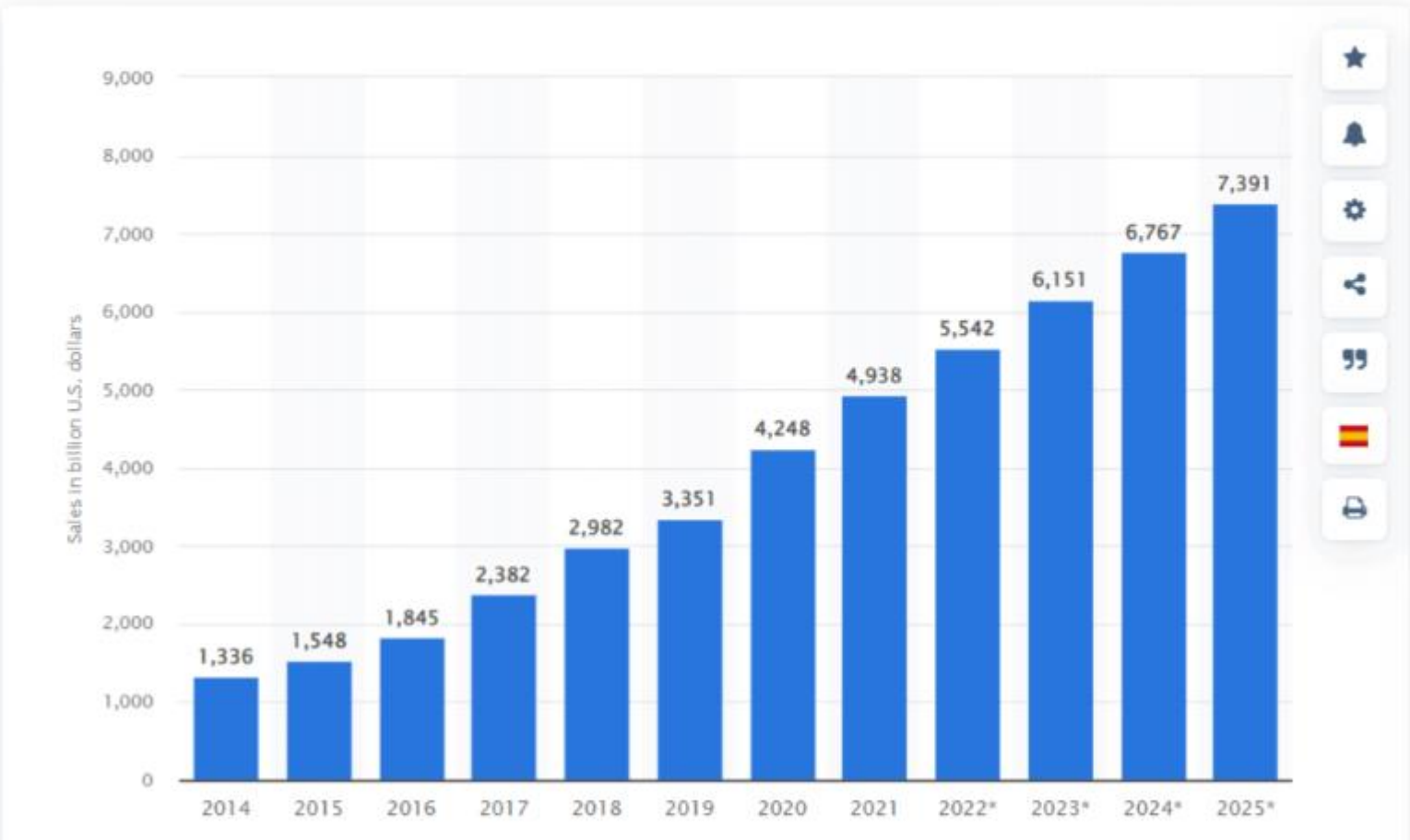
The B2B marketplace



JOOR

Retail e-commerce sales worldwide from 2014 to 2025

(in billion U.S. dollars)



The C2C marketplace



A decorative graphic on the left side of the slide, consisting of two overlapping, semi-transparent green arrow shapes pointing to the right. The top arrow is a lighter shade of green, and the bottom arrow is a darker shade, creating a layered effect.

The horizontal marketplace

Horizontal marketplaces bring together sellers of products from a wide range of categories.

The horizontal marketplace

JUMIA 

OnBuy.com

beslist.nl

Okazii.ro

amazon 



The vertical marketplace

Vertical marketplaces handle exchanges for a particular industry



Marketplaces: Design and Handcraft

Etsy DECOVRY.COM



mom^l
MAISON & OBJET AND MORE

TROUVA

ART  FIRE

Folkoy



Marketplaces : Fashion



Marketplaces : Books

alibris ®

BIBLIO.com

VALOREBOOKS

ecampus.com®
Textbooks Easy. Fast. Cheap!

Marketplaces: Food and Drink

YUMBLES



Cargill Helping the world thrive



Agriconomie.com
Le site partenaire des agriculteurs français



Marketplaces: e-Learning



groupado

STUDYTN

6. online presence

**Are you enough
present online ?**



Ability to sell internationally



MINIMUM VIABLE

- *Social media* presence insured.
- Listing on 1 or more marketplaces
- Landing page or online site
- Mailing campaigns and engagement actions

MINIMUM ESSENTIAL

- You are present and your products are listed in at least one marketplace,
- you have established social profiles
- your transactions are done online

MINIMUM

- You are personally present in order to expose your product to an online audience (*Sales via facebook group*)

ABSENCE

You are entirely absent online. Your products are not listed anywhere.

E commerce is a global trend and a driver of economic growth



A picture is worth a thousand words...

- 1 word= 1word
- An image=1,000 words
- A video= 10,000 words
- A VR experience=
100,000 words

- ARTICLES WITH PICTURES GET **94%** MORE TOTAL VIEWS



→ Challenge: Create your landing page at \$0, with zero technical knowledge.




designmodo



Live Demo

- Modelling a page
- Create a resting place
- Put on line
- Test

- 
- 70% of the new value created over the next decade will be based on sustainable and inclusive virtual marketplace business models .

Thank

You