

ECOMALIGN

TARGET, ALIGN, ACCELERATE

METHODS OF ECOMMERCE

Presentation by **MUNEEB TARIQ**



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DISCUSSION

- PRODUCT HUNTING
- ORDER MANAGEMENT
- PRODUCT SOURCING
- PRODUCT LISTING
- CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

Presentation by **MUNEEB TARIQ**

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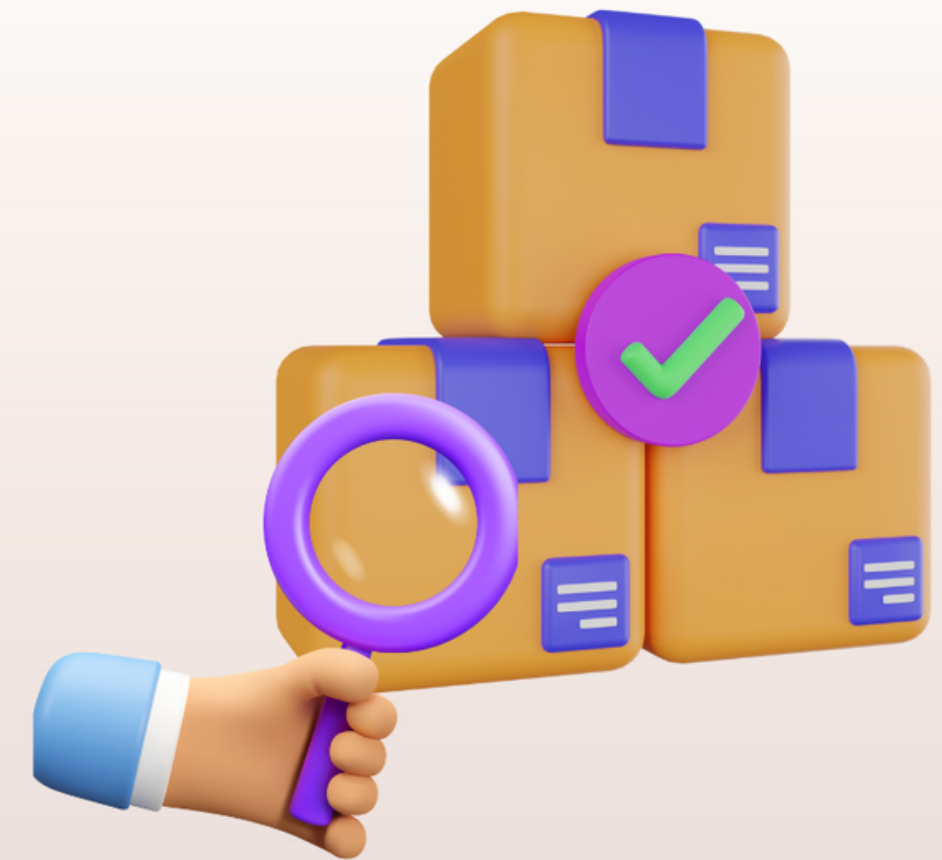


WHAT IS PRODUCT HUNTING

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PRODUCT HUNTING

"Product hunting" in e-commerce typically refers to the process of finding and selecting new products to sell online. This can involve researching trends, analyzing market data, and identifying potential niches or opportunities where there is demand for a particular type of product.



PRODUCT HUNTING

IMPORTANCE OF PRODUCT HUNTING

Product hunting is an important part of e-commerce because it allows businesses to expand their product offerings and potentially increase sales by reaching new customer segments. By identifying popular or emerging products, businesses can stay ahead of the competition and differentiate themselves in a crowded market.



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FEATURES OF PRODUCT HUNTING

- Low competition
- No legal issues
- Huge demand
- Good profit margin
- Low seasonality

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WHAT IS PRODUCT SOURCING

PRODUCT SOURCING

In e-commerce, "product sourcing" refers to the process of finding and acquiring products to sell online. This can involve working with suppliers, manufacturers, wholesalers, or other sources to obtain inventory for an online store or marketplace.



PRODUCT SOURCING

IMPORTANCE OF PRODUCT SOURCING

Product sourcing is a critical aspect of e-commerce because it directly impacts the selection, quality, and pricing of products that a business can offer to customers. Effective product sourcing requires careful research and analysis to identify reliable and trustworthy suppliers, negotiate favorable pricing and terms, and ensure that the products meet quality standards and are aligned with the needs and preferences of the target market.

SOME COMMON METHODS OF PRODUCT SOURCING...

1. Wholesale
2. Dropshipping
3. Private Labeling
4. Retail Arbitrage
5. Manufacturing
6. Consignment
7. Auctions

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WHAT IS PRODUCT LISTING

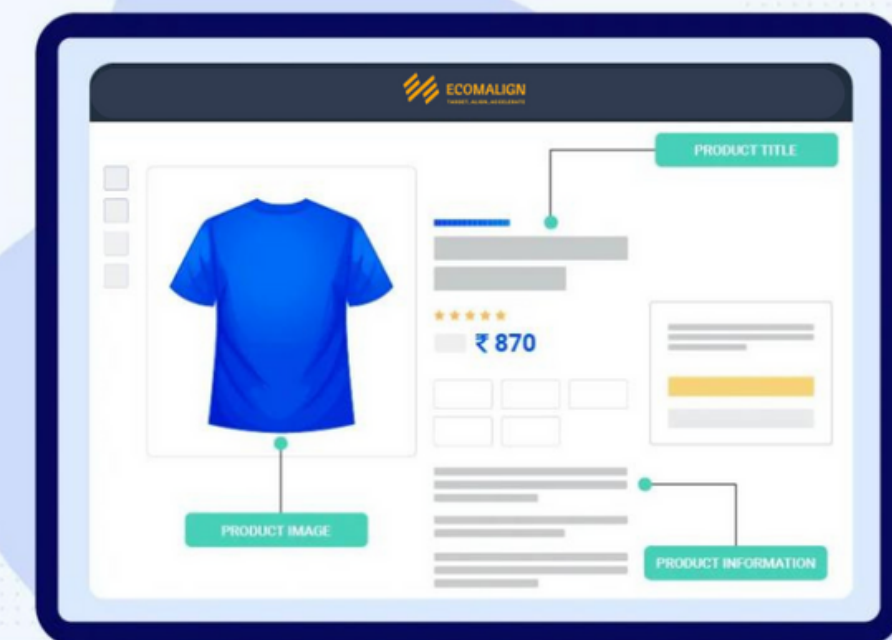


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PRODUCT LISTING

In e-commerce, "product listing" refers to the process of creating and publishing a description of a product for sale on an online store or marketplace. A product listing typically includes information such as the product name, description, images, price, availability, and any other relevant details.



PRODUCT LISTING

EFFECTIVE PRODUCT LISTINGS

- **Keyword optimization**
- **Accurate and detailed descriptions:**
- **High-quality images:**
- **Pricing and availability**
- **Reviews and ratings**

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WHAT IS ORDER MANAGEMENT

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ORDER MANAGEMENT

In e-commerce, "order management" refers to the process of overseeing and organizing customer orders from placement through delivery. This includes everything from receiving and processing orders to managing inventory, shipping logistics, and customer service.



ORDER MANAGEMENT



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COMPONENTS OF ORDER MANAGEMENT

1. Order processing
2. Inventory management
3. Shipping logistics
4. Customer service
5. Analytics and reporting



WHAT IS CRM





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CRM

- In e-commerce, "CRM" stands for Customer Relationship Management. It refers to the set of practices, strategies, and technologies that businesses use to manage and analyze customer interactions and data throughout the customer lifecycle.
- A CRM system in e-commerce helps businesses to collect, organize and analyze customer data to better understand customer behavior, preferences, and needs.





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FEATURES OF CRM

- 1. Contact management**
- 2. Sales management**
- 3. Marketing automation**
- 4. Customer service management**
- 5. Analytics and reporting**





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**THANK
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