Operational Constraints to Ecommerce – The African experiences

Monica Kerretts–Makau (PhD)
Strathmore Business School
Nairobi, Kenya
Africa is not one Country

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<th>Domestic</th>
<th>Foreign</th>
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<tr>
<td><strong>Business-Consumer</strong></td>
<td>😞 Local business selling to local consumers</td>
<td>☺ Local business selling to foreign consumers</td>
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<tr>
<td><strong>Business-Business</strong></td>
<td>😞 Local business selling to local business</td>
<td>☺ Local business selling to foreign business</td>
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<td><strong>Government-Business / Consumer</strong></td>
<td>☹ Government applications</td>
<td>☹ Export-related documents</td>
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Africa is not one country — but growing literacy in ICT and innovation culture
Africa’s No. 1 Online Retailer (widespread in key markets)

- Pay Cash on Delivery
- Delivery Anywhere in Kenya
- Free Returns & Exchanges
- Great Products at Unbeatable Prices
Platforms - South Africa

takealot
GREAT STUFF @ GREAT PRICES
Platform - Kenya
Konga - Nigeria
MOBILE MONEY LEADING BUT CASH STILL KING IN LOCAL MARKETS
Payment options – International and Cross-border

• Lack of one fits all in the different regulatory frameworks across Africa (regional blocks)
• Difficulties with international banking transactions.
• Exclusion from international e-marketplaces
• Inexperience with sales tax and import duties
• Fiscal and legal requirements & compliance in target market (different rules sets)
Infrastructure – Electricity/Roads/Physical addressing
Mookh – payment platform with plug in to social media and websites
Interventions

• **Building synergies with all stakeholder (private sector, academia, civil society and government)** on laws, currency exchange controls, Electronic Signatures and promoting a conducive environment for e-commerce.

(Ex East Africa Community – Currently reviewing all the above)

• **Institutional capacity-building: Business Associations**

• **logistics:** Co-ordinated transport and storage

• **Government intervention** in regulation across all stakeholders with fair trade as the key guidelines /Learning from others who have done it before/Building e into the fabric of all sector planning/Creating champions
EREGULATIONS AND E-OPPORTUNITIES PORTAL FOR INVESTMENT FACILITATION (UNCTAD SUPPORT)

Kenya Investment Authority
April 2018
Your step-by-step guide to investment related procedures in Kenya

eRegulations Kenya is brought to you by KenInvest. It is an online database designed to provide investors and entrepreneurs with full transparency on investment related procedures in Kenya: at each step, the system tells you where to go, who to see, what you must bring, what you have to pay, what you will get, what is the legal justification, who to complain to in case you have a problem. Click on the procedures to begin!
Portal interaction Feedback

Among the countries which have implanted the eRegulations system, The Kenya investment portal is leading. See last weeks visit (8th-14th April 2018)