
E-COMMERCE

SOLUTION PROVIDER SWISS POST

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DIE POST 

AGENDA

- 1 Key Drivers in E-Commerce**
- 2 Market Entry Strategies**
- 3 E-Commerce Solutions by Swiss Post**
- 4 International Services**
- 5 Some Numbers**

BIO



- Digital Commerce Development, international & cross-divisional projects @ Swiss Post
- Intercultural Management; Advisory & Lecturing @ interconnectional GmbH
- Head of Marketing & KAM, Internationalisation @ Swiss Edu-tec SME
- CEO Fintech Startup
- Consultant / Partner Private Equity China-Switzerland
- International Relationship Management; Luxury Goods
- LinkedIn / Xing



KEY DRIVERS E-COMMERCE

KEY DRIVERS

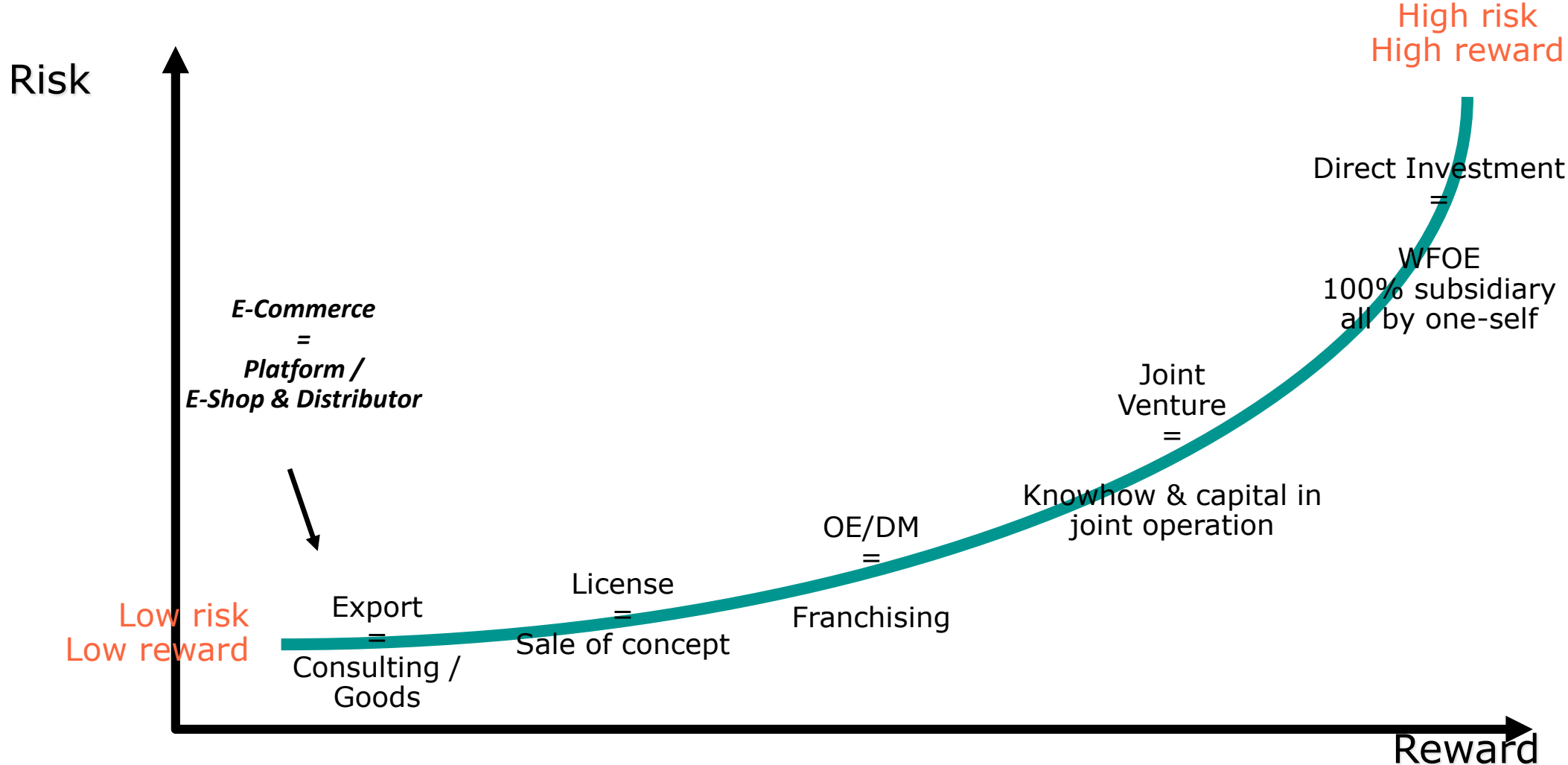
Some Key Drivers for X-Border E-Commerce

- **Technology** -> plays major role in cross-border e-commerce (incl. payment)
- **New business models** appear (platforms, cooperation, co-opetition etc.)
-> profound influence across e-commerce & wider retail value chain
- **Consumer behaviours & expectations** are evolving -> UX & mobile
- **Logistics as core component** -> speed, predictions, tracking, customs/tax, regulations, last mile delivery, end consumer services



MARKET ENTRY STRATEGIES

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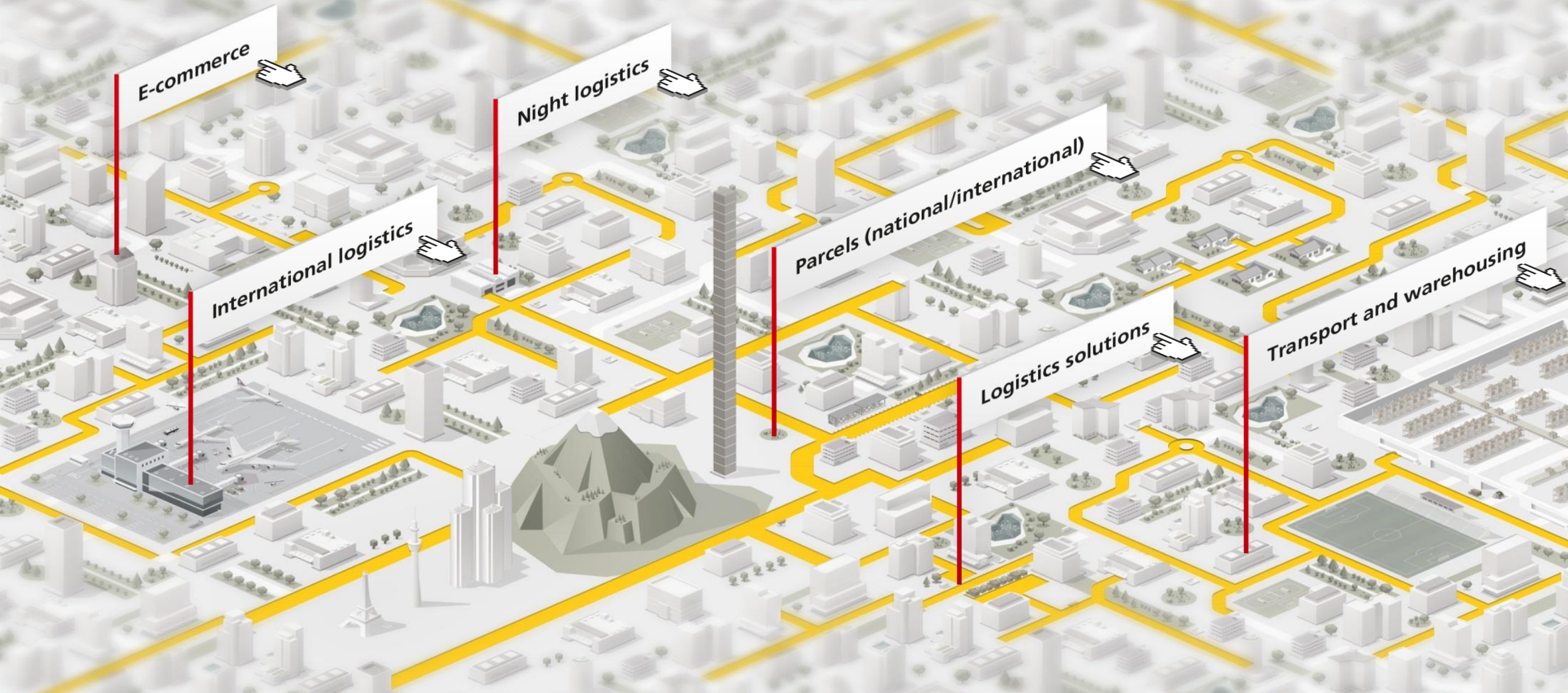




SOLUTIONS BY SWISS POST

POSTLOGISTICS SOLUTIONS

360 ° SERVICE



E-COMMERCE SOLUTIONS

Online retail is challenging. To run a business successfully, everything needs to be just right: from marketing to logistics and customer management. Swiss Post increases your online business success – with integrated advice and solutions tailored to your needs.

We offer advice with no obligation:

- Individual consultation
- Comprehensive service portfolio for your online shop
- Services can be combined as modular packages

Request free consultation

Discover our range of e-commerce services

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Coaching for online retailers and mail order companies

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Success factors in online retailing

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Online shopping trends

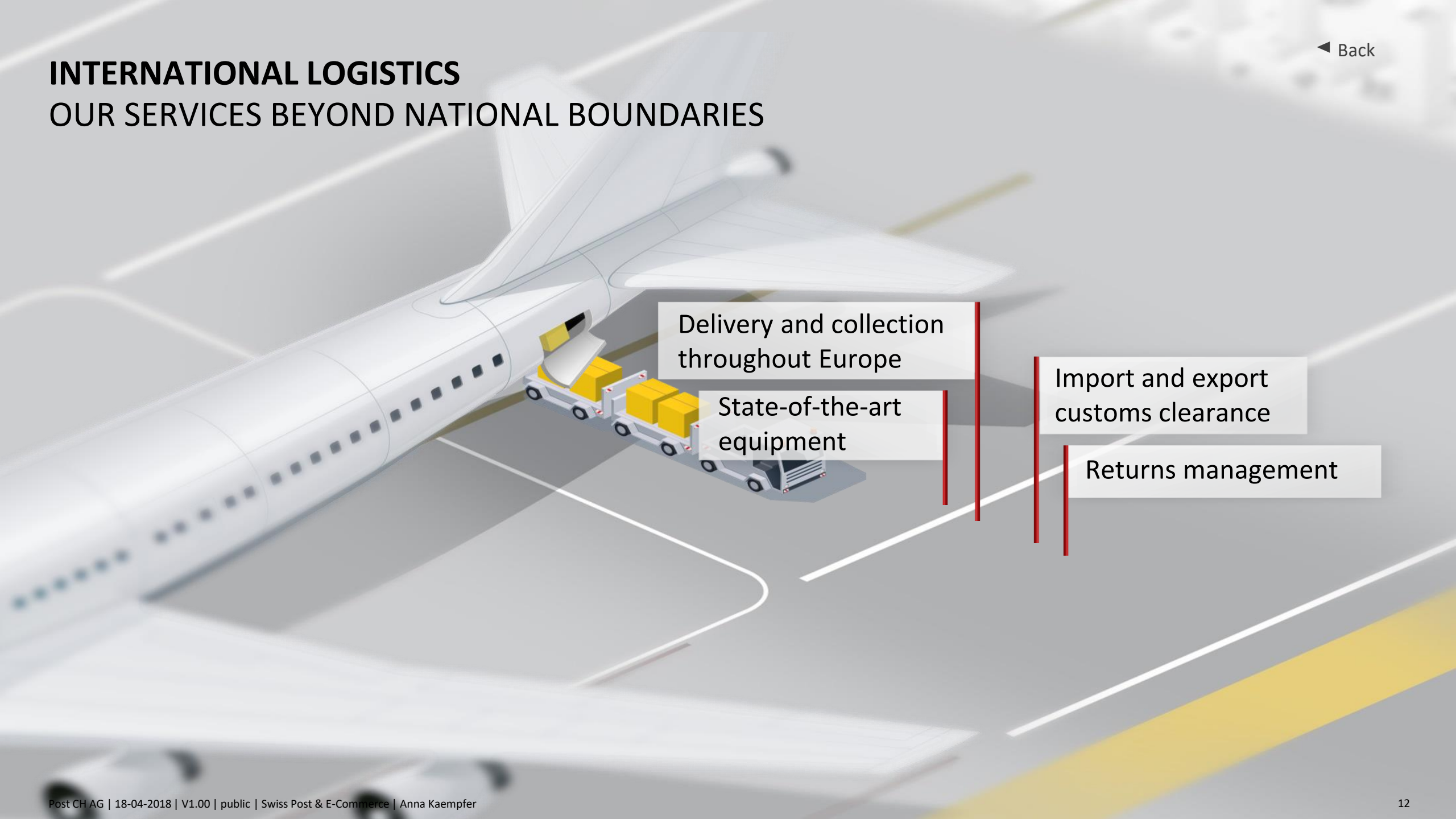
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E-COMMERCE SERVICE PORTFOLIO

	Direct marketing		Online shop		E-payment		Shipping
	E-marketing		Advice				Warehouse logistics
	Customer relationship management		Delivery services		Billing – payment by invoice		Returns management
			IT services & process responsibility		International services		Customer service

INTERNATIONAL LOGISTICS

OUR SERVICES BEYOND NATIONAL BOUNDARIES



Delivery and collection
throughout Europe

State-of-the-art
equipment

Import and export
customs clearance

Returns management

INTERNATIONAL SERVICES



Shipment of small goods up to 2 kg

In addition to actual shipping, the “Distance Selling International” service package also includes consignment preparation, franking, collection, transport and customs and VAT formalities. We will also be pleased to take charge of other fulfilment processes such as warehousing and payment and returns management.



Shipping parcels

Our consulting and customer-oriented services offer you customer proximity and success – even over long distances. We take care of the shipment of your parcels, facilitate customs clearance and handle the electronic processes.



International direct marketing – successful abroad

Do you also want to market your online shop abroad? Swiss Post facilitates your address management, helps in planning and creating mailings and provides individual shipping and response solutions.





SOME NUMBERS

VOLUME - NATIONAL

129 MIO. PARCELS / YEAR 2017

Parcel tower:
19,350 km

Matterhorn:
4'478 m

Eiffel tower:
324 m



VOLUME - NATIONAL

Growing parcel post -> indicator of the booming online retail sector

Swiss Post processed

- 112 mio. parcels in 2014
- 129 mio. parcels in 2017

Growth by 15% over 3 years



VOLUMEN - X-BORDER

Import & Export

- Distinction letter-/small goods- and parcel channel
- Share of letters & small goods shipments import/export $\approx 70\%$
- Parcel market: export stagnating, import +6-8%
- Swiss Post processed more than half of the 60 mio. x-border parcels (mostly import), plus about 25 mio. small goods in 2017

**THANK YOU FOR YOUR
TIME AND ATTENTION**

Q&A

BACKUP