



# MAKES YOU LOCAL

We work every day to ensure that our customers succeed in the world of e-commerce, where European and Global players have a dominant and strong position



**Donatas Gudelis**

Man. Director for Baltic countries | Board member at  
MakesYouLocal

Lithuania

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 MakesYouLocal

 Copenhagen School of  
Design and Technology

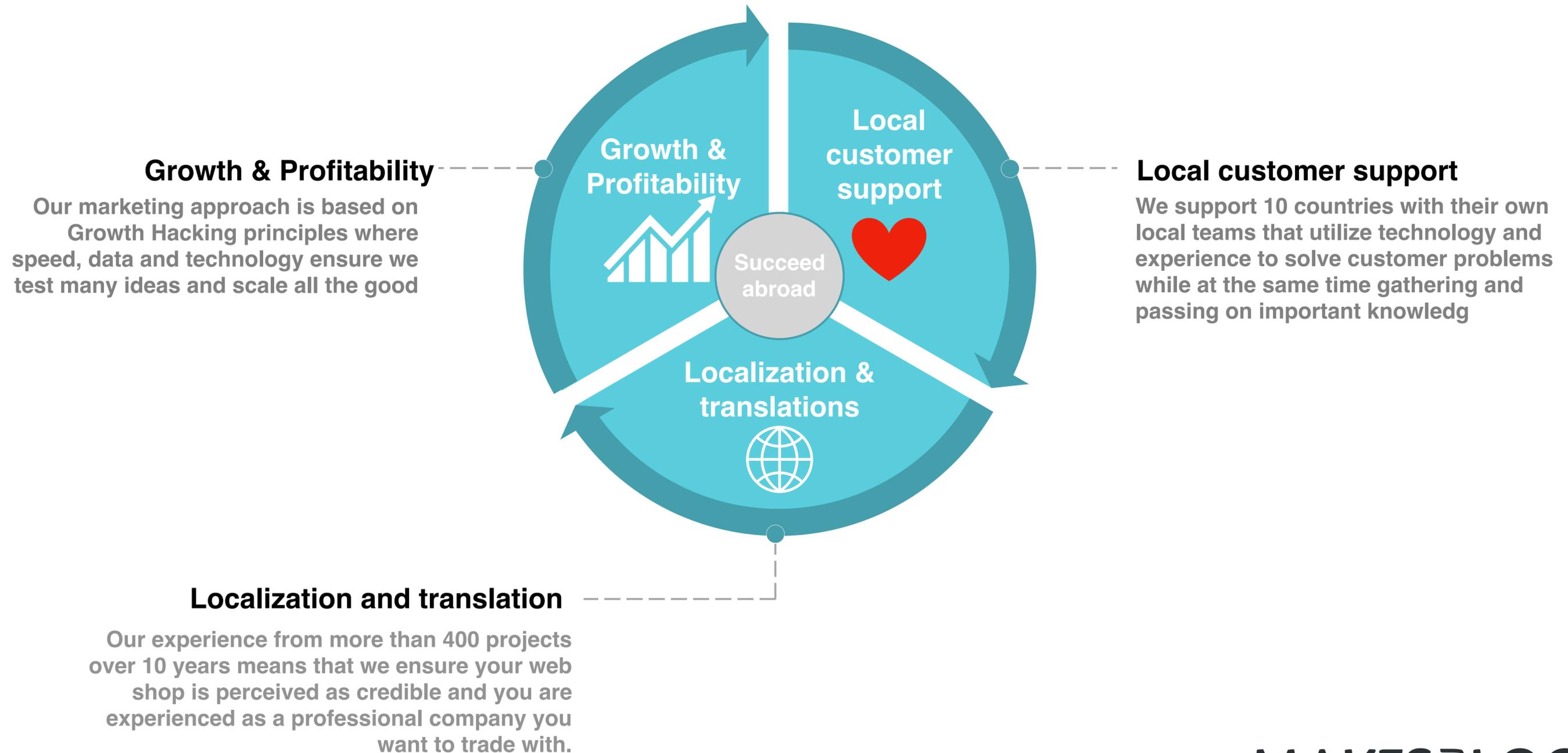
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 See connections (500+)

- 10 years with e-commerce
- Founded MakesYoulocal offices in Lithuania, Latvia, Estonia and Poland in 2014
- 7 years with 100% cross border e-commerce focus
- Helped more than 310 companies to expand abroad

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# MAKESYOULOCAL HELPS IN 3 AREAS



# PAYMENT, LOGISTICS AND OTHER FORMALITIES

There are some basic things in every single country, if you do it right it all goes a little easier



## Payment Methods:



Credit  
card



Bank Links



Invoice



COD

paySera

ilk | maksekeskus

## Preferred logistics partners:



## Other important in Baltics:

Small countries are under the radar of Amazon, Zalando and more, so often good opportunities for localized shops.

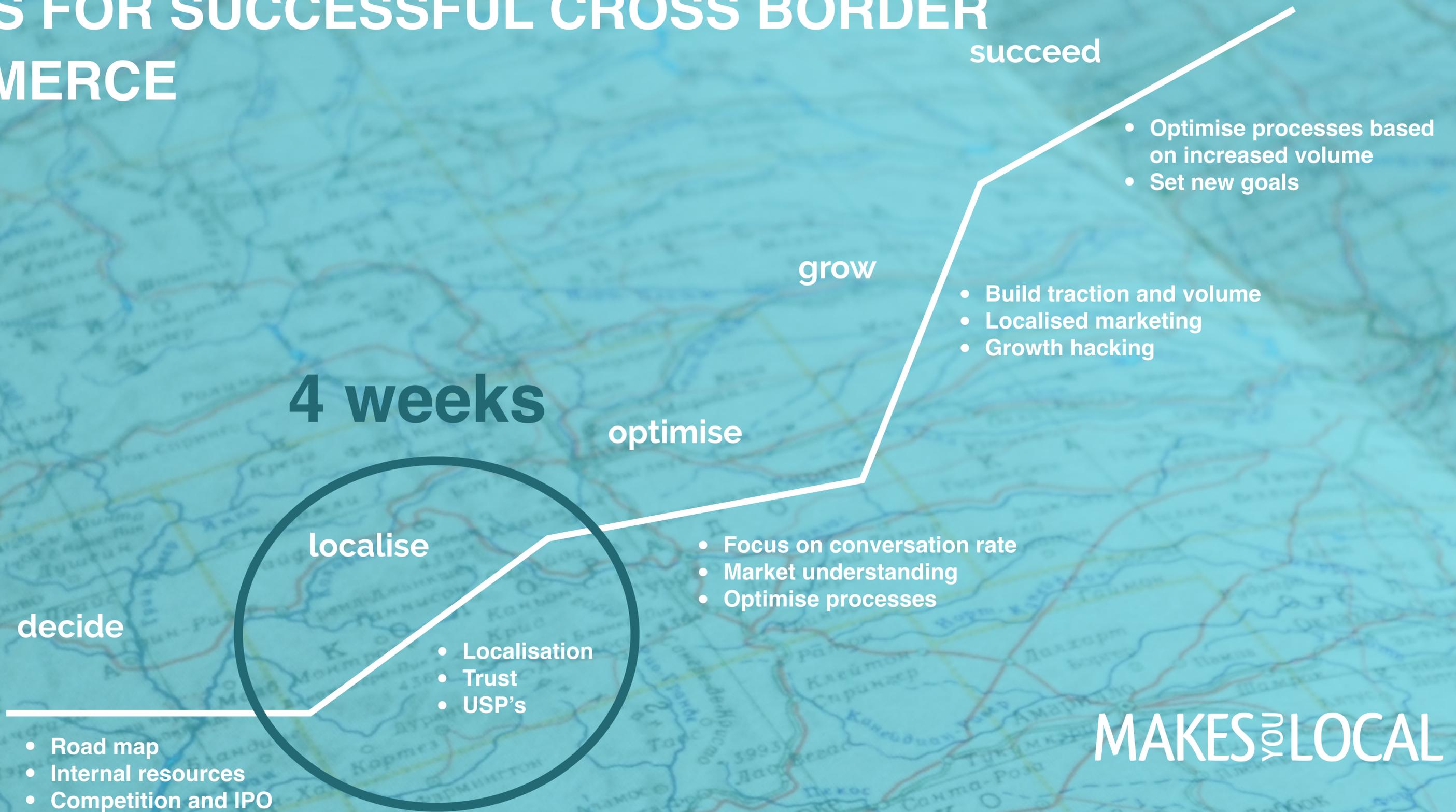
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# INTERNATIONAL E-COMMERCE

## HOW TO SUCCEED ABROAD

- What will the local customers (in general) expect from a professional and trustworthy webshop?
- Have a clear picture of the actions they need to take during the following months, to be ready for launch

# OUR SERVICES ARE FOLLOWING THE FIVE PHASES FOR SUCCESSFUL CROSS BORDER E-COMMERCE



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# LOCALISE TO WIN!

Payment, logistics and other formalities

- You don't want to turn on "red lights" with your visitors
- The one who delivers "last mile" is more important than "first mile"
- You need to hit one of their preferred payment methods
- Returns Manager. Customers value convenience and fair price
- Let's look at the most important framework in the countries around us

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# LOCALISE TO WIN!

- Remember, you are competing against webshops in your new country that have optimized their shop for that country for 10 years!

- A localized webshop performs better



2009



2008



2003



2010



2005



2002

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# A Local Hero

Talks the language perfect, is a native and an e-commerce specialist

What is it she can do?

- Write texts as a native e-commerce manager
- Being able to think like a local customer
- Know how things are done (VAT, legals, returns etc.)
- Understand the small things that makes the difference



LOCAL

**UNLESS YOU HAVE EXTRAORDINARY  
PRODUCTS, PRICES OR DELIVERY TERMS,  
YOU CAN'T WIN CUSTOMERS IN NEW  
COUNTRIES, BY DOING THE SAME AS THE  
COMPETITORS.**

# Market Scan

Insights you need to evaluate the opportunities

- Competitor analysis
- Price comparison
- Estimate the CPO (cost per order)
- Marketing
- Customer expectations
- ... And follow up!

## Benchmarks

The table below shows a benchmark of the competitors on important parameters in e-commerce.

	<b>Boozt</b> .com	<b>STYLEPIT</b>	<b>teenstyle</b>	<b>trendyshop</b>
<b>Name</b>	Boozt	Stylepit	Teen Style	TrendyShop
<b>Website</b>	boozt.com	stylepit.dk	teenstyle.dk	trendyshop.dk
<b>Origin</b>	SE / DK	DK	DK	DK
<b>Local brand searches per month (In Google)</b>	301 000	8 100	No data	3 600
<b>What are they selling?</b>	Clothing, shoes, activewear and beauty	Clothing, shoes & makeup/beauty products	Clothing & Shoes	Clothing and shoes kids and teenager
<b>Brands sold</b>	> 150 brands	> 150 brands	> 40 brands	>100
<b>Assortment (deep, medium, narrow compared to Kidsbrandstore)</b>	deep and wide	deep and wide	medium to deep	medium to deep
<b>Shipping costs (in SEK)</b>	70 SEK, free over 716 SEK	56 SEK, free over 430 SEK	55-85 SEK, free shipping over 859 SEK	42-56 SEK, free ship over 712 SEK "Free freight" group always have your parcel delivered free of charge when ordering items within this group.

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# Count your IPO (Incomes per Order)

<b>Per order value (EUR)</b>	Czech	Poland	Lithuania
Average order value incl. VAT	133	111	133
+ Shipping fees	3	3	3
- VAT	23	23	23
- Import taxes			
- Shipping costs	3	5	6
- Cost of goods	60	60	60
- Packaging material	1	1	1
- Payment fees	1,5	2,5	1,5
- Warehouse costs	1	1	1
- Return handling		5	8
- Customer service	1	3	3
= IPO	45,5	13,5	38,5

# IPO (Income per order) - can you actually make money in the countries you are looking at?

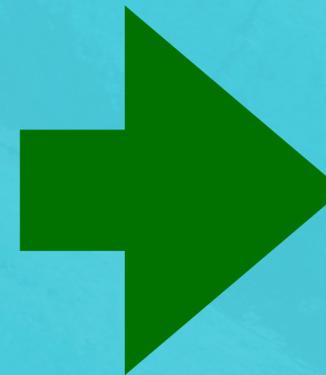
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## Cost of setting up the webshop

- Local warehouse/shipment from existing warehouse
- Local entity and financial setup costs
- Localisation and translation of webshops

## Fixed monthly costs due to new country

- Warehouse, local entity etc.
- Staff (customer service, marketing, warehouse)



## Now you can calculate

- > Number of orders needed to break-even on a monthly basis
- > Break-even point based on order forecast

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# QUESTIONS AND COMMENTS

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