

A person with long blonde hair is sitting at a desk, writing in a spiral notebook with a black pen. The desk is cluttered with various items: a white mug on a saucer, another notebook, a pen, and a laptop keyboard is visible in the bottom left corner. The entire image is covered with a semi-transparent teal overlay.

# 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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More...



MakesYouLocal



Copenhagen School of  
Design and Technology



See contact info



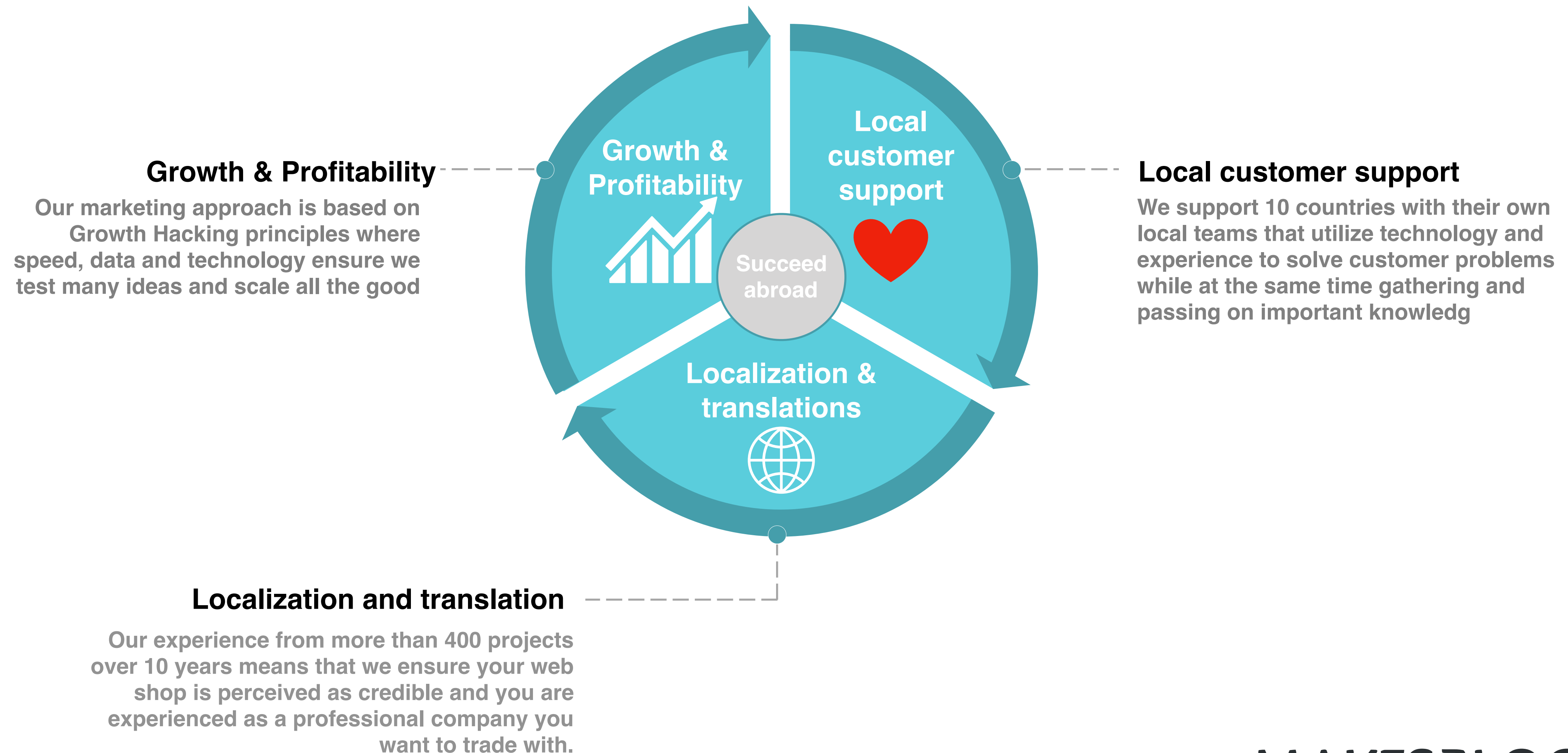
See connections (500+)

- 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



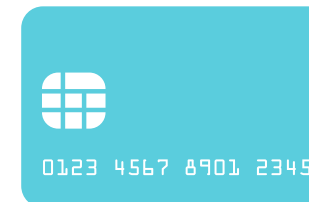
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# PAYMENT, LOGISTICS AND OTHER FORMALITIES

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

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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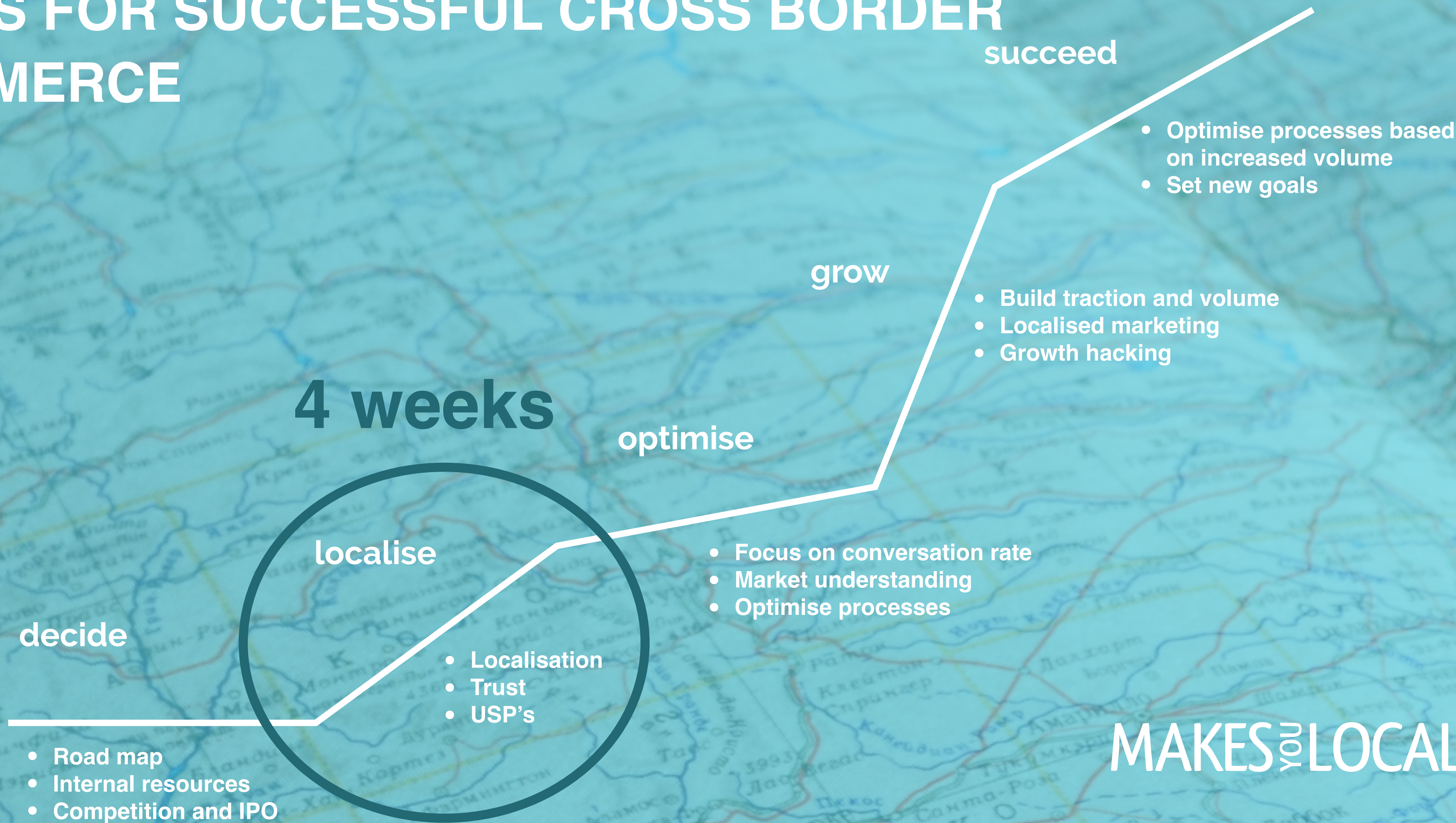
# INTERNATIONAL E-COMMERCE

## 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





# 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

NELLY.COM

2003

CARE of CARL

2010

ginatricot

2005

ellos

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.

	Boozt.com	STYLEPIT	teenstyle	trendyshop
Name	Boozt	Stylepit	Teen Style	TrendyShop
Website	boozt.com	stylepit.dk	teenstyle.dk	trendyshop.dk
Origin	SE / DK	DK	DK	DK
Local brand searches per month (In Google)	301 000	8 100	No data	3 600
What are they selling?	Clothing, shoes, activewear and beauty	Clothing, shoes & makeup/beauty products	Clothing & Shoes	Clothing and shoes kids and teenager
Brands sold	> 150 brands	> 150 brands	> 40 brands	>100
Assortment (deep, medium, narrow compared to Kidsbrandstore)	deep and wide	deep and wide	medium to deep	medium to deep
Shipping costs (in SEK)	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 package delivered free of charge when ordering items within this group.



# Count your IPO (Incomes per Order)

<b><i>Per order value (EUR)</i></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?

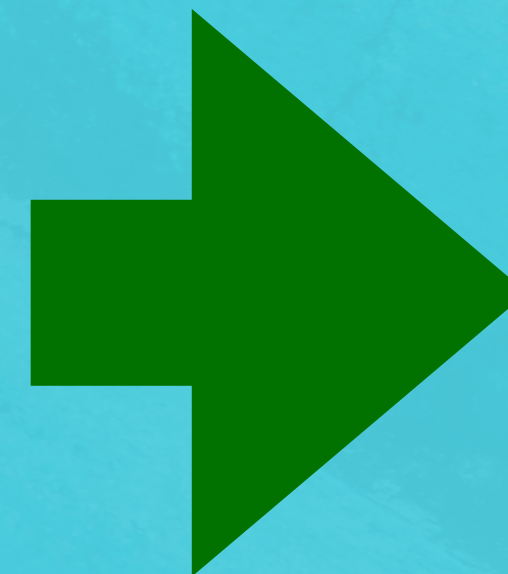
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## Cost of setting up the webshop

- 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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