



# CREATING SUCCESSFUL WEBSTORE



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- 4 BUILDING WEBSTORE
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- 6 TRACKING AND ANALYZING CUSTOMER BEHAVIOR








1

# KEY FACTORS FOR SUCCESSFUL WEBSTORE





## YOUNG TALENTS - LEAN CANVAS MODEL

<p><b>1. Problems</b> - TOP3 problems</p> <p></p> <p><b>CUSTOMER</b> 1) People do not know where to buy products made by students 2) a) Urban people want trendy, natural looking, handmade bags b) Festival visitors in Holland who do not have practical chairs c) Headphones get tangled (of mobile phones) - Bad conscious for <u>using products</u> from 3<sup>rd</sup> world countries - Do not know how to support young people's <u>entrepreneurship</u> and "survive in future"</p> <p><b>GENERAL/STUDENT VIEW</b> - Unemployment of young people - Factories go to 3<sup>rd</sup> world countries - Learning by practice is not so common.</p>	<p><b>2. Solutions</b> - TOP 3 features</p> <p><b>CUSTOMER</b> 1) People know where to buy products made by students 2) a) Get new and trendy bags made without plastic/with natural materials. b) Get practical chairs for festivals c) Headphones will not get tangled anymore</p> <p>- Can support young people entrepreneurship.</p> <p><b>STUDENT</b> - Help students to get some money for creating more products (=LEARN) out of YT business/<u>webshop</u>. - Students plan and make the products.</p> <p></p>	<p><b>3. Unique Value propositions</b> </p> <p>- Single, clear, compelling message that states why you are different and worth buying</p> <p><b>CUSTOMER</b> - Customers can buy products designed, made and branded by students from one webstore. - Customers can get unique well-branded experience – something <u>really new</u> which does not exist yet and they <u>can not</u> buy anywhere else.</p>	<p><b>4. Unfair Advantage</b> </p> <p>- Can't be easily copied or bought - All products designed, made and branded by vocational students from different countries of Europe. - Unique products not sold anywhere else.</p>	<p><b>5. Customer segments</b> </p> <p>- Target customers <b>YOUNG URBAN PEOPLE</b> 2) a) People who appreciate the handmade bags designed, made and branded by students (in Spain, Holland, Finland) b) People who appreciate the handmade festival chairs designed, made and branded by students (in Spain, Holland, Finland) c) People who appreciate the mobile phone headphone holder designed, made and branded by students (in Spain, Holland, Finland) <b>COMPANY REPRESENTATIVES</b> - School representatives - School co-operate companies <b>FRIENDS AND FAMILIES</b> - Friends and families of students and <u>other</u> member of YT project. <b>OLDER PEOPLE</b> - Older people who want to support young people entrepreneurship</p>
	<p><b>7. Key Metrics</b> </p> <p>- Key activities you measure - Webstore tools - Google analytics tools</p>		<p><b>6. Marketing Channels</b> </p> <p>- Path to customers <b>YOUNG URBAN PEOPLE</b> - Instagram (IG) - Facebook - YouTube – making of videos (YT YouTube channel) <b>COMPANY REPRESENTATIVES</b> - Face-to face marketing in own schools - Face-to-face marketing to school <u>co-operate</u> companies <b>FRIENDS AND FAMILIES</b> - Face-to-face marketing <b>OLDER PEOPLE</b> - Face-to-face marketing to friends and families</p>	

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# PLANNING BUSINESS WITH LEAN MODEL CANVAS

## YOUNG TALENTS - LEAN MODEL CANVAS

### 8. Cost structure

- Customer acquisition costs, Distribution costs, Hosting, People etc.

**AMOUNT OF SALES:** Depends on the process of making products

#### FIXED COSTS

**WEBSTORE PLATFORM:** Covid in Wordpress platform 434€/year

**STAFF SALARIES:** Staff is not getting any salary

#### VARIABLE COSTS

**LOGISTICS/DELIVERY COSTS:** Warehouse: In MERCURIA. Each brand (Spain, Holland) send items (as many as possible in one package) to MERCURIA, who delivers them to customers. In webstore customer can see how many products are in store.

**Package for delivery:** Simple cardboard package (prices: Uroll 0,43€/package, AITO Handbag 0,33€/package, AITO Weekender & RELUXE approx. 0,80€/package) with Young Talents sticker (either 5x5cm or 10x10cm)

**The delivery prices to customers (including possible return) (prices to us):**

To Finland (All deliveries not depending of the weight) → 8,06€ + VAT = 9,99€ (Prices to us: up to 2kg → 7,35€

incl. VAT, up to 5kg → 8,17€ incl. VAT) + POSSIBLE RETURN.

To Holland and Spain & rest of Europe (small deliveries = e.g. 1 U-Roll) → 8,06€ + VAT = 9,99€ (Prices to us: depends weight and size. Uroll → 16,29€ (NE), 20,09€ (SP) incl. VAT) + POSSIBLE RETURN

To Holland and Spain & rest of Europe (bigger deliveries) → 20,15€ + VAT = 24,99€ (Prices to us: depends weight and size. AITO handbag → 17,54€ (NE), 21,34€ (SP) AITO Weekender or RELUXE → 33,21€ (NE), 37,02€ (ES) incl. VAT) + POSSIBLE RETURN

So if customer buys many products let say with weight 6 kg the delivery price is same 24,99€. This is quite common customer oriented way in many web stores.

**PAYING OPTIONS:** Deal made with company Checkout Finland Ltd. Includes paying options e.g. with Visa-, Visa Debit-, Visa Electron-, MasterCard- ja Debit MasterCard –cards (Verified by Visa- ja MasterCard SecureCode).

Fee for webstore is (0,50 €/payment ja 3,00 % provision/payment) e.g. 100€ price of product → we have to pay 3,50€ for Checkout Finland Ltd.

**PRODUCT MAKING COSTS:** Product making costs are on the first round covered by partner schools. All the sales of the products (minus fees) will be delivered to school where the products where made, for buying materials for further products.

**INFRASTRUCTURE COSTS:** Electricity, office rent etc. infrastructure costs are paid by schools.

#### COST STRUCTURE OF PRODUCTS:

Product	Selling price (€) incl. VAT	VAT (24%)	Package	Delivery (eg. to Holland)	Paying/card fee (3%+0,50€)	TOTAL VAT+Costs	PROFIT
AITOH	115,00	22,26	0,33	17,54	3,95	44,08	70,92
AITOW	185,00	35,81	0,8	33,21	6,05	75,87	109,13
RELUXE	86,80	16,80	0,8	33,21	3,104	53,91	32,89
Uroll	24,80	4,80	0,43	16,29	1,244	22,76	2,04

### 9. Revenue streams

- Revenue model, Life time value, Revenue, Gross margin

**SALES START:** November 2018. Sales estimation Nov-Dec in 2018 (2 months) and Jan-May in 2019 (5 months)

**AMOUNT OF SALES:** Still open.

Group 1: Example if sales November 2018-May 2019 (7 months)

Item	Sales/month	Months	Selling price/bag	VAT+Costs	Profit	PROFIT TOTAL
AITO Handbag	5	7	115	44,08	70,92	2482,2
AITO Weekender	5	7	185	75,87	109,13	3819,55
RELUXE	5	7	86,8	53,91	32,89	1151,15
Uroll	5	7	24,8	22,76	2,04	71,4

**MARKETING:** To be decided

**PROCESS:** All sales which will be done in webstore will taken care of MERCURIA. MERCURIA will send once a month sales report to all schools → Spain (DEIA/Collegi Badalones) and Alfa-college will send a bill to MERCURIA according to sales report → MERCURIA will pay to Spain and Alfa-college according to sales report (excluding TAX, delivery fees, package etc.)

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# 3

# CHOOSING SUITABLE WEBSTORE PLATFORM

## CUSTOMER

### PRODUCT

Your passion  
Customer needs

Knowledge and feeling  
Package

Products easy to find, Thorough product information

### PLACE

Platform  
Plugins  
Functionality  
Service  
Shipping  
Trustworthy

Fast site downloads,  
Language options,  
Possibility for online services and intangible goods

### PROMOTION

Strategy  
(Niche) market segment

SEO  
Marketing  
Boost engagement  
Cross sales

Integrations (e.g. Facebook, Instagram, eBay, WordPress, Amazon)

Costs and additional costs clearly shown, Shopping cart is easy to edit

### PRICE/PAYMENT

Clear to customers  
Reliable payment process  
Discounts

Reasonable costs  
Healthy margins

### PEOPLE

Professional skills

Excellent helpdesk

### PROCESS

Navigation  
Check-out  
Payment  
Shipping  
Marketing  
Measurement  
Development

### eCOMMERCE

#### PLATFORMS (e.g.):

Bigcommerce, Shopify,  
Ecwid, Woocommerce,  
Wix, Weebly...

**WordPress** for integrations

Many options for different prices in same platform





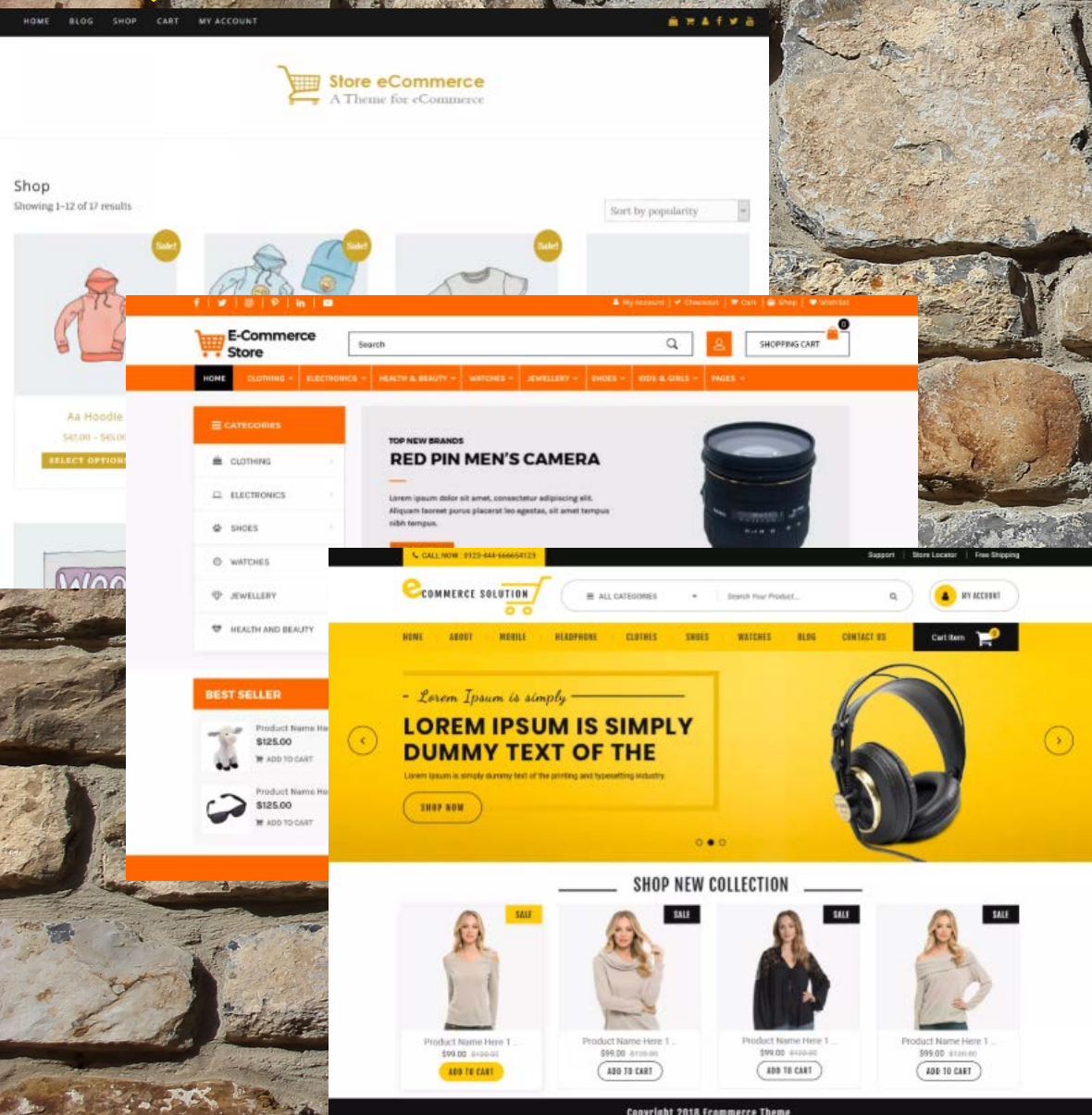
# BUILDING WEBSTORE

- A. DESIGN THE STORE - CUSTOMISE YOUR THEME
- B. CATALOG INCLUDING PRODUCTS AND CATEGORIES
- C. PAYMENT OPTIONS
- D. SHIPPING
- E. TAXES, INVOICES AND REGIONAL SETTINGS
- F. LEGAL PAGES



4

# BUILDING WEBSTORE



Free

Marketing

Store Design

Dropshipping

Catalog & Order  
Management

Accounting

Shipping

Analytics &amp; Reporting

Social Media

Tools



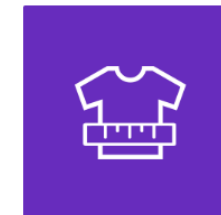
Product Labels

Store Design, Marketing  
\$7.95 / month, free trial

Jivo Omnichannel Suite

Tools  
Free to \$15+ / month, free trial

Recently Viewed Products

Store Design  
FreeSize Chart & Product  
Option DescriptionsStore Design, Catalog &  
Order Management  
\$4.99 / month, free trial

A. DESIGN THE STORE -  
CUSTOMISE YOUR THEME

A. Shopify theme templates

B. Apps



4

# BUILDING WEBSTORE



## B. CATALOG INCLUDING PRODUCTS AND CATEGORIES

- Beautiful product pictures are essential
  - Clear background (a monochromatic fabric, a wooden board, or a sheet of paper)
  - Use lightning effectively
  - Use different angles
  - Place it against something that can show its scale
  - Demonstrate the product in action
  - Be creative
  - Use large images







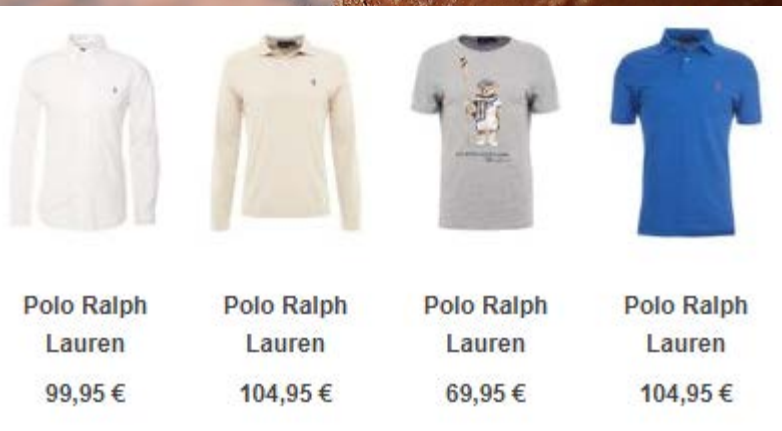
# BUILDING WEBSTORE



## B. YOUR CATALOG INCLUDING PRODUCTS AND CATEGORIES

### Product category pictures

- Use large images
- Keep proportions (either horizontal or vertical)
- Unify Style
- Create meaningful and distinguishable pictures





4

# BUILDING WEBSTORE

## FEATURES & SPECS

### FEATURES

- 14 oz weight for fast swing and reduced fatigue
- All steel design for durability and long life
- Magnetic nail starter for easy one-handed nail placement
- Vibration absorbing grip reduces vibration for improved user comfort

### SPECIFICATIONS

CLAW STYLE	RIP	FACE DIAMETER (IN)	2 IN
FACE STYLE	CHECKERED	HANDLE LENGTH (IN)	16 IN
HANDLE MATERIAL	STEEL	HANDLE TYPE	STRAIGHT
HEAD WEIGHT (OZ)	14 OZ	NAIL STARTER	YES
STYLE	FRAMING	WEIGHT (LBS)	1.83 LBS

### DWHT51138X 14 OZ. MIG WELD FRAMING HAMMER

★★★★★ 5.0 (1) [WRITE A REVIEW](#) [PRINT](#)

The mig weld hammer is made of steel for durability and long life. It features a magnetic nail starter for easy, one-handed nail placement. It also features a vibration absorbing grip to improve user comfort. The mig weld can be used to not only drive nails but also remove them!

[READ LESS](#)

[BUY NOW](#)

SHARE THIS PRODUCT:



[<< IMPORTANT LINKS](#)

## B. YOUR CATALOG INCLUDING PRODUCTS AND CATEGORIES

- Use different elements to describe customer what the product really is
  - Pictures, 360 pictures
  - Videos, AR, VR
  - Good descriptions of the product



4

# BUILDING WEBSTORE

## Payment

### Current payment methods

These are the payment methods that you have set up in your store. If enabled they are available for your customers to choose from at checkout.



PayPal Checkout

PayPal — Settings — markus.oedewald@mercuria.fi

Actions ▾



DISABLED



Paytrail

Paytrail: Finnish Payment Gateway (New) — Settings

Actions ▾



DISABLED



Credit or debit card

Authorize.Net SIM — Settings

Actions ▾



ENABLED

## C. PAYMENT OPTIONS

- Make a contract with trustworthy payment providers
- Check the payment processing fees and policies
- What to Know Before Choosing a Payment Provider

## 4

## BUILDING WEBSTORE

## Add a new shipping method

Select how you would like to get your products to your customers. You can provide them with the option to pick up in your store or deliver your products using the most popular carriers.



## Shipping &amp; Delivery

Set up simple flat rate shipping or use a provider like UPS, USPS, FedEx, Canada Post, Australia Post or EMS Russian Post.

[+ Add Shipping Method](#)


## In-store Pickup

Customers can pick up their orders from your store location. Provide them with instructions on how and when they can pick up their order.

[+ Add In-store Pickup](#)

## D. SHIPPING

- Make a contract with trustworthy shipping company (integration to your store?)
- Check that the processes are customer friendly and easy to use
- Check the shipping processing fees and processes
- Decide where you want to ship (all over the world?)
- Decide shipping price strategy
  - Included in the product price -> "Free shipping"
  - Price per shipment (e.g. Exact shipping rate by shipping company (weight&size), Flat rate decided by you (e.g. 15€/shipping to Europe)
  - Is possible return included in the shipping price?

## Print - Addresses and Service - Default Print Favorite

[Next](#) [Cancel](#) [Batch Print](#)

Sender

[Select](#) [New](#)

Sender Young Talents Store/Kauppiatien Kauppaoppilaitos Oy (Martinlaakson tie 36, 01620, VANTAA, Finl

Search Value

Quick ID

Contains

[Search](#) [Edit](#)

Receiver

[Select](#) [New](#)





## Young Talents Store

www.youngtalents.pro/store/  
ALV nro: F105034170  
Kauppiaitten Kauppaoppilaitos Oy  
Martinaaksentie 36  
Vantaa, Uusimaa 01620  
Finland

**Customer service**  
+358503506956  
youngtalentsstore@googlegroups.com

Nov 29, 2018, 03:43 PM

Marja Saarinen  
0505450235  
marja.saarinen@mercuria.fi

MARJA SAARINEN  
Krogiuksentie 6 D  
Helsinki, Uusimaa, 00340  
Finland  
0505450235  
marja.saarinen@mercuria.fi

Delivery Nouto liikkeestä  
Payment method Credit or  
debit card

## Order #2

<b>AITO WEEKENDER</b>	1	<b>€185.00</b>
SKU : 00003		
Items		€149.19
Shipping		€0.00
ALV		€35.81
<b>Total</b>		<b>€185.00</b>

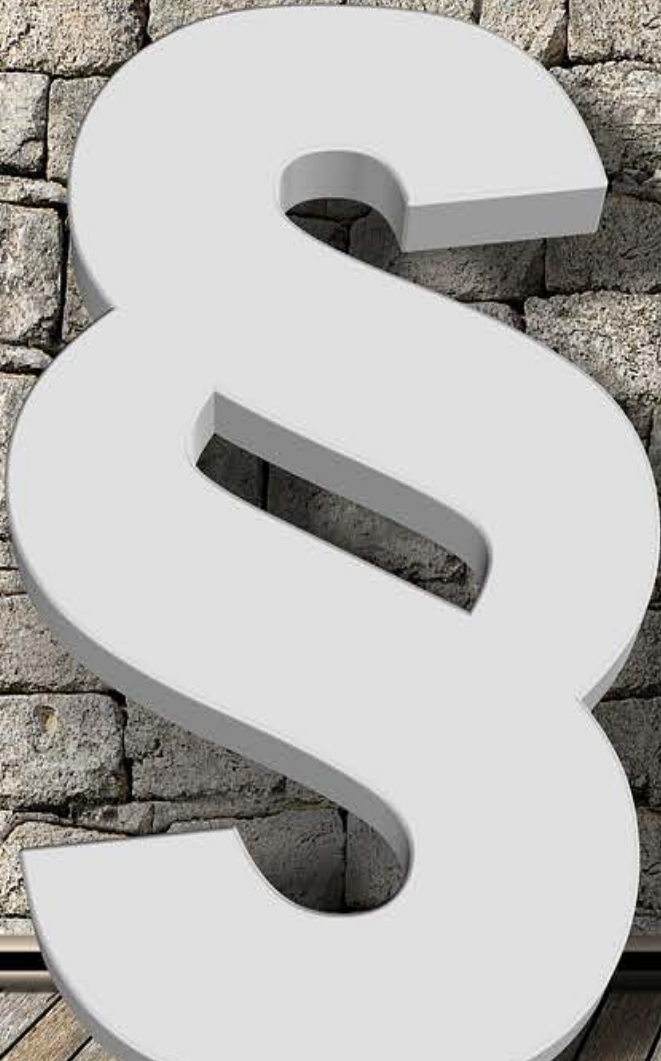
## E. TAXES, INVOICES AND REGIONAL SETTINGS

- Be sure to fill the tax settings
  - Showing each tax rate separately in the product pages and in the invoices
  - VAT in Finland 24%, in Holland 21%, in Spain 21% (2018)
  - The VAT in the store is the VAT of operating company's country (Young Talents Store – Finland and 24%)
- Check that you will see tax in invoice and customize invoice.
- Regional settings
  - Currency, Weight&Size, Date&Time, Language settings



4

# BUILDING WEBSTORE



## F. LEGAL PAGES

- To make sure customers will find all necessary information – this is also a marketing tool (to be trustworthy)
- Shipping and payment info
- Return policy
- Terms and conditions
- Privacy policy
- Remember the new Data protection record (EU law)

[About Us](#) [Shipping & Payment Info](#) [Return Policy](#) [Terms & Conditions](#) [Privacy Policy incl. Data Protection Record](#)



## HOW TO GET PEOPLE TO BUY FROM YOUR STORE OR GET TO YOUR SITE

1. Online marketing
  - A. Google Ads –marketing (ex-Google Adwords)
  - B. Facebook ads (connected from webstore)
  - C. Email notifications
  - D. Newsletters
  - E. Webstore tools
    - a. Make customer groups
      - a. Customer groups enable categorization and grouping of your customers (e.g. discounts to specific customers groups)
2. Optimizing
  - A. SEO (Search Engine Optimization) (see also more detailed Google guide for SEO)
3. Tracking and targeting
  - A. Facebook pixel (for tracking and to hyper target customers)
4. The old way - Spread the word!





# MARKETING AND SALES



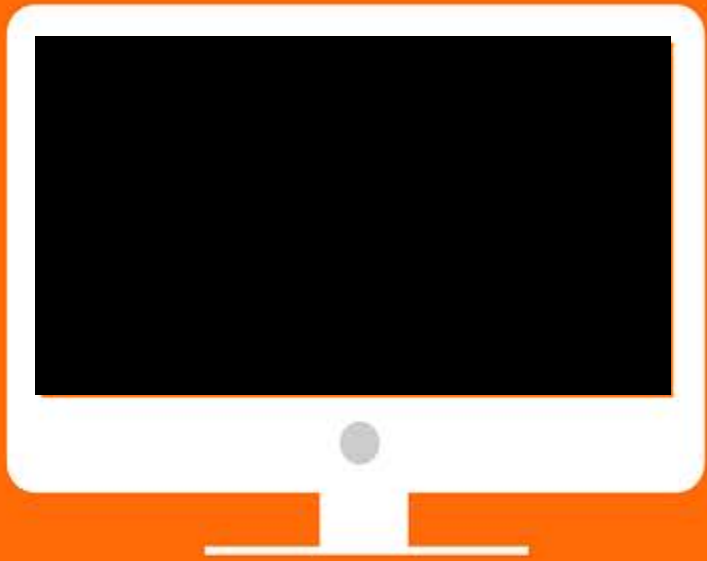
1. Omnichannel selling and marketing
  - A. Sell on your website
  - B. Make links and sell in Facebook, Instagram, other marketplaces (e.g. Google shopping, Amazon, eBay)
2. Other tips for getting customers to buy
  - A. Discount coupons
  - B. Cross selling – “Want fries with that?”

**High repurchase rate - Repeat orders are what the most successful stores are built on.**



# 6

## TRACKING AND ANALYZING CUSTOMER BEHAVIOR



- Own reports of Ecwid store
- Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic (check this too)
- Integrated with Google AdWords, users can review online campaigns by tracking landing page quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file.
- Facebook pixel
  - Is essentially a piece of Javascript code that tracks user behavior on any page



# FOR MORE INFORMATION

[Ecwid video guides](#)

[Ecwid eCommerce guides](#)

[Shopify video guides](#)

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