Starting An E-Commerce Website In Trinidad & Tobago- THE BOOK

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About Zaf Rahaman



Part One

Local E-Commerce Overview

Is Trinidad & Tobago ready for E-Commerce

Are shoppers ready Are sellers ready Readiness of local system Banking System Government Policy Electronic Transaction Act

The size of the local e-commerce market

General population size and prospects Official internet reach and prospects Potential based of Facebook reach

<u>Already established local e-commerce sites</u> *Popular local e-commerce sites overview Why all are doing it wrong*

<u>Opportunities for specific products/services</u> Specific products by industry Specific services by industry

How much you can expect to make Analysis of worst case scenario Average profitiablity

Part Two

The E-Commerce Website

Basic structure of an e-commerce site

General overview It's core function– what it really is

Types of e-commerce sites available

Hosted Solutions Self-hosted solutions Why I recommend hosted shopping cart How much does it cost -One-time fees -Ongoing fees

Setting up an e-commerce website in T&T

A registered limited company A business bank account A shopping cart An SSL certificate A payment processor Requirements of Payment Processor Terms & Conditions Privacy Policy Returns Policy

Bells and whistles do not necessarily impress

A great design Out of the box functionality Additional customizations Think from a shopper's perspective

Part Three

Making Your E-Commerce Website Work in Trinidad & Tobago

What Trinis are looking for General overview

Specific Features

Getting sales means marketing to gain traffic

You need visitors You need visitors to browse You need visitors to buy You need repeat business You need them to tell their friends 'Trying-a-Ting' will not work Marketing on a shoestring budget No cost ways to market that many ignore Paid advertising

-Online Advertising

*Google Adwords

*Facebook Ads

-Offline Advertising *Newspapers

*Radio

*TV

*Others

Marketing Tools for T&T -Social Media -Email Marketing

Analytics and sales reports

Using website analytics Analyzing sales statistics

<u>Fortifying yourself and fending off competitors</u> Building your brand in T&T Securing search position in Google T&T

CONCLUSION

E-COMMERCE future in Trinidad & Tobago

Market is ripe for both buyer and seller Eventually a few will dominate Market will continue to grow

E-commerce sites already done by Forward Multimedia Full List and comments

<u>Still no major contenders</u> Let Forward Multimedia help you

Tools and Resources Useful Links Glossary