



# eCommerce for All

A successful eCommerce Implementation  
Model for Developing Countries

June 2006  
IADB Technology Fair





- Founded in 1999
- 6000+ Products and Services
- Four languages: Spanish, English, German and Japanese
- Retail and Wholesale sales
- Mostly export markets





# Products

---

- Food & Beverages
- Handicrafts
- Music CDs
- DVDs
- Musical Instruments
- Jewelry
- Books
- Pewter
- Silverware
- Country Souvenirs
- Sports Souvenirs
- Tourism
- Textiles
- Traditional Clothing
- Video VHS
- Flower & Gift Services





# Worldwide Sales


Exports to over 70 countries around the world




# The Store




[Cart Contents](#) | [Checkout](#) | [My wish list](#) | [My Account](#) | [Log Off](#)



## ALPACA









Musical Instruments
Handicrafts
Alpaca
Music
Travel
Food & Beverages
Sports
Flowers & Gifts
See more Stores...

Search

All Categories v

Advanced Search

English v

Currencies

US Dollar v





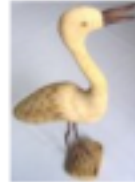
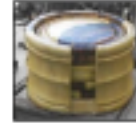
More Stores

- > Alpaca
- > Art
- > Awayo
- > Books
- > CD-ROM
- > DVDs
- > Flowers & Gifts
- > Food & Beverages
- > Furniture
- > Garments & Dances
- > Handicrafts
- > Alasitas

Home >> Handicrafts >> Wood

Displaying 1 to 21 (of 32 products)

Result Pages:  
1 2 [\[Next >>\]](#)

MODEL	ORDER BY PRODUCT NAME+	ORDER BY PRICE+
		
<b>Andean Chess Set</b> \$22.00	<b>Andean Chess Set</b> \$22.00	<b>Angel</b> \$17.92
		
<b>Avorean Sandals</b>	<b>Garza bird</b>	<b>Glass Holders</b>


Questions - Orders  
(591)-2-239-0236

Call us using SKYPE


Special Orders

[Cart Contents](#)  
[Checkout](#)

Special Offer for Guest

  
\$49.00  
EVO Alpaca Sweater

Today's Offer







# How does it work

---

- No cost to vendors
- Advantages:
  - Cero investment to sell online
  - Everybody benefits from the visitor traffic
  - Centralized marketing efforts
  - Centralized technology, collections, logistics, and customer service

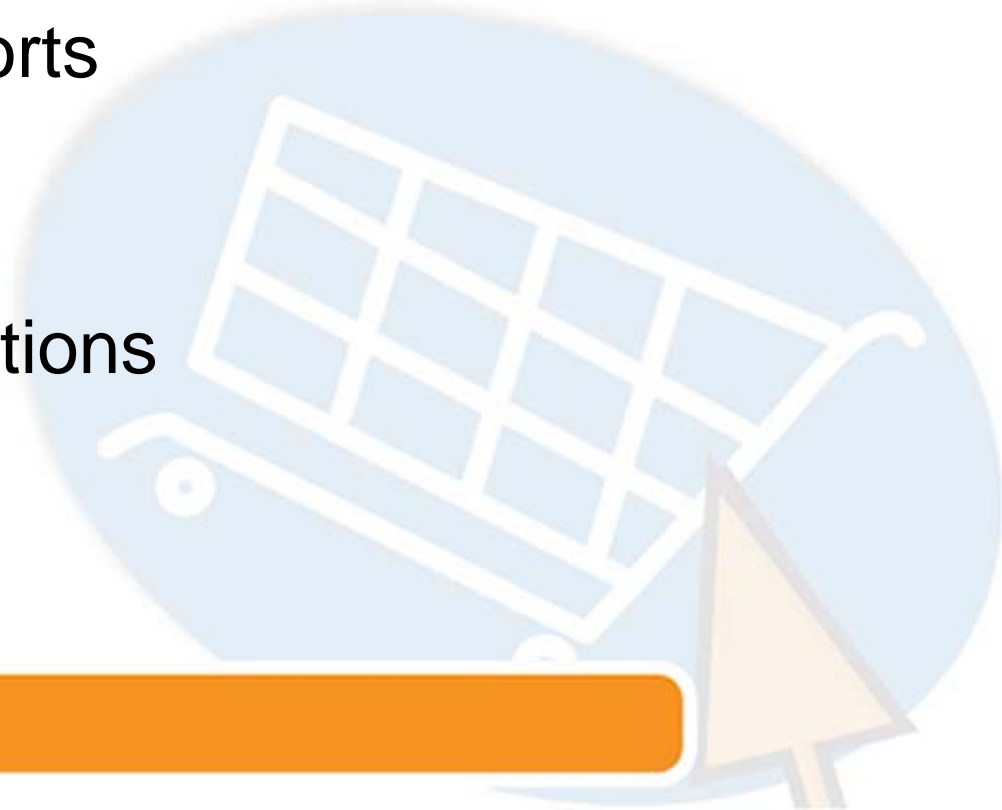




# Keys to Success

---

- Sales oriented
- Close relationship with the vendors
- Economies of scale
- Strong marketing efforts
- Know how
- Creative Logistics
- Highly efficient operations
- Technology
- Innovation





## Case: Handicrafts

---

- Vendor since 2002
- Exports in 2002: \$ 1,000
- Exports in 2005: \$ 60,000
- Quantity of products offered online: 115
- % of Production Sold through BoliviaMall: 40%
- Quality:
  - Defects 2002: 20%
  - Defects 2005: 3%







## Some Statistics

---

How BoliviaMall impacts on its vendors:

- 87% were part of marketing promotions
- 71% increased their sales through BoliviaMall
- 70% improved the quality of their products
- 56% have BoliviaMall as their only export channel
- 30% feel that BoliviaMall provides services that should have been provided by the government

Source: "El Rol del Comercio Electrónico para las PYMES: La experiencia de BoliviaMall", Proyecto del Fondo Regional para la Innovación Digital en América Latina y el Caribe, 2005.



# Their Story—Our Story





# Success

---

This model works:

- More than 750 craftsmen / SMEs ...
- in 7 out of 9 provinces ...
- export to over 70 countries ...
- 7 days a week, 365 days a year ...

through:

[WWW.BOLIVIAMALL.COM](http://WWW.BOLIVIAMALL.COM)

