



II<sup>nd</sup> National Conference  
**Expanding Exports through E-Commerce**  
Business Beyond Borders  
9<sup>th</sup> & 10<sup>th</sup> April 2003

Day I: 9th April 2003 Technical Session III:

## **Leveraging Electronic Marketplaces for Trade Expansion**

Summary of Presentation by Mr Dinesh Agarwal – Founder & CEO, IndiaMART.com

**Q. What does Internet hold for Exporters / Businesses?**

*A. Global Opportunities !!*

**Q. Where does one find 'em?**

*A. At online marketplaces.*

**Q. What are online marketplaces? How can a business benefit from such marketplaces?**

*A. Read on...*

**Generic advantages from the medium - Business promotion unmatched by any other conventional medium in terms of:**

- Geographical Reach - Global / Targeted reach at the same time
- Interactivity
- Customisation
- Searchability
- 24x7 Showrooms / Catalogs
- Cost Effective Communication & Promotion
- Information at Desktop on click of Mouse
- Multimedia /Dynamic Display Options & more...

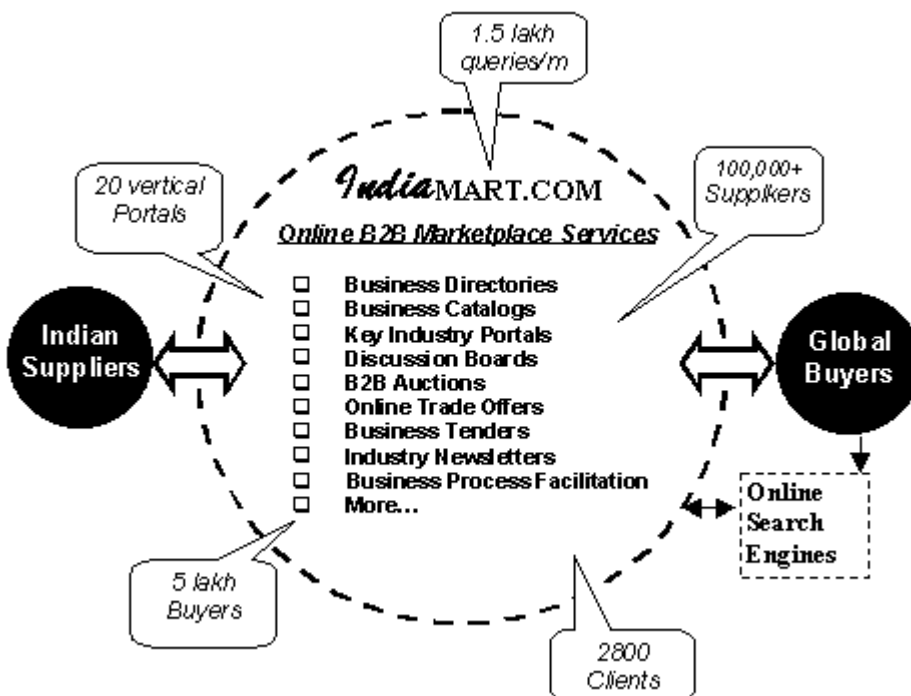
**Why are buyers looking at Internet / Online marketplaces :**

- More Options (in terms of suppliers, designs, etc.)
- Better Deals
- Focused Search
- Optimising the value chain
- Cost-effective B2B matchmaking

**Online marketplaces - Beyond Basic Net-vantages**

A marketplace in conventional terms means a 'multiple buyers-multiple sellers' set up or a platform where buyers and sellers can interact / transact using some pre-set formats/ways of dealing. Exploiting the interactive, data-management and multimedia capabilities of Internet, Online marketplaces may include formats/tools like *Online Directories, Catalogs, Trade Leads, Industry Portals, Auctions, etc.*

In simple terms, Online marketplaces translate the offline B2B matchmaking formats onto the Net thereby bringing value to members involved who, due to distance/time/information barriers, were unable, or finding it difficult to come together via conventional channels.



## **Business Promotion Tools/Options at Online marketplaces**

### ***Multiple Tools... one objective – More Business Enquiries!***

**Online Directories:** In form of basic presence on a marketplace, these Offer –

- Company Listing with brief profile
- Query Form/ Email
- Contacts

**Business / Product Catalogs:** Further extension to directory listing, these offer:

- Detailed Company Profile
- Product Range
- Multimedia display options
- Interactive tools & Customised content

### **Trade Offers:**

Instead of company or product, these list specific 'buy/sell offers' posted by businesses. These are highly useful in case of selling surplus, scrap etc., and also offer good bargains to buyers. It also offers buyers a way to post their specific/customised requirements which are otherwise not available.

### **Promotion by Visibility / Sponsorships on Vertical Portals:**

Online marketplaces usually offer various sections / vertical portals which may focus on particular industry, product or geographical region (indianhandicraftportal.com, Indianchemicalportal.com, etc.). These platform pull focused online audience from the respective domain, thereby offering opportunities for businesses to promote their catalogs/brand by way of strategic advertising & sponsorships (banner, panel, text link, etc.) on relevant content pages.

**Other Options:** Internet offers numerous interactive options that may include complex services like Auctions, Exchanges to simple service like Tender Notifications, Discussion Forums, etc.

**Ideal Role** - Industry Information, Match-making, Sales Lead Generation, Branding, Payment, Logistics, Insurance, Verification, Sampling & Ratings, Security & privacy, integration with offline strategies

**Current Role** – As per the current market maturity, the role is limited to Information, Match-making, Sales Lead Generation (domestic & international), Branding

*The possibilities are immense, but to make the most out of these is what businesses should be looking at according to their requirement, objectives and market scenario.*

### **KEY ISSUES...**

- *Finding the right marketplace*
- *Establishing Trust*
- *Technical Limitations*
- *Resistance - Organization & Personal*
- *Internet connectivity & penetration*
- *Market Maturity*

