

ZEEBRA

PASSION, SPIRIT & UNITY

ONLINE WILL COME FOR HELP

# BENEFITS of online store

- Increase of sales without most of overhead costs like store rent, store equipment, salaries of staff
- Coverage of all Ukraine territory, not only the cities where offline stores are located
- Ability to place and sale unlimited product range
- Brand promotion with digital marketing instruments and ability to measure the results
- Automation of the sales process and great opportunities to analyze a lot of indexes



# Experience: 1-st online store, 2013 year

WHY rapidly development of the Internet, and online shopping in particular, from 2008, required us to start BE not only OFFline, but ONline too

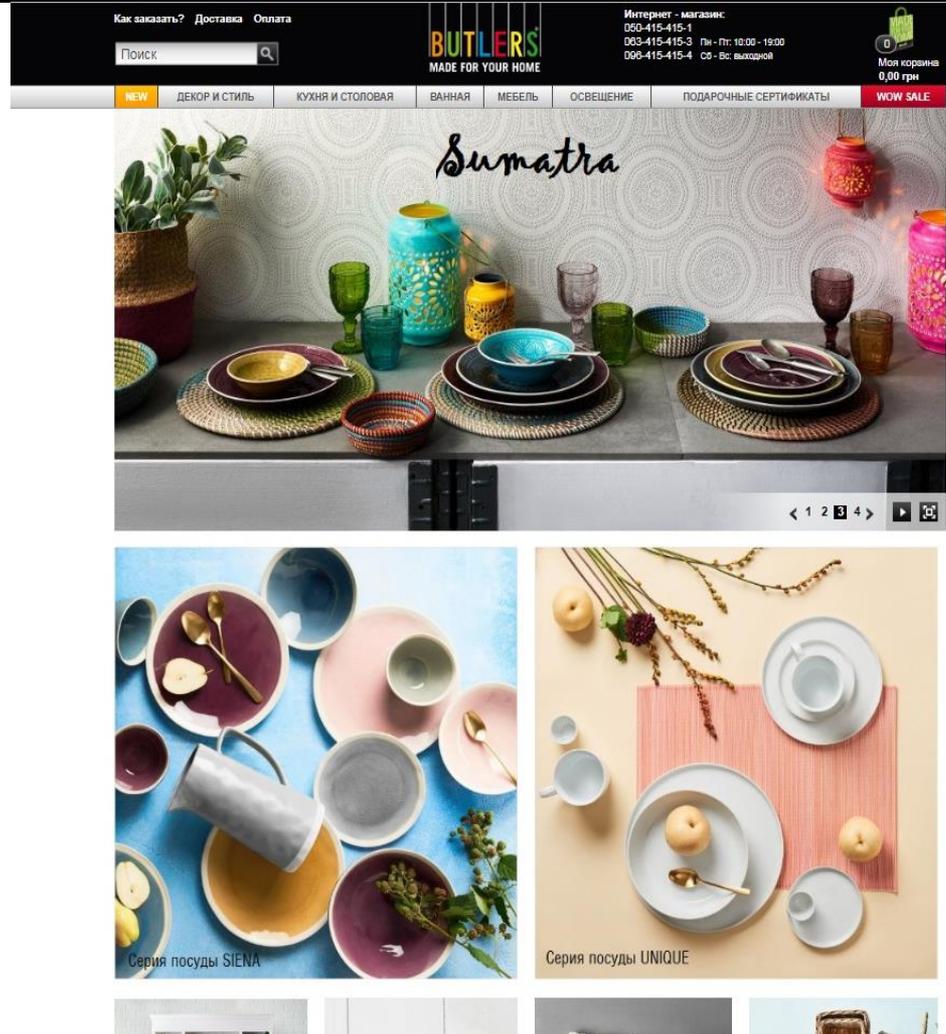
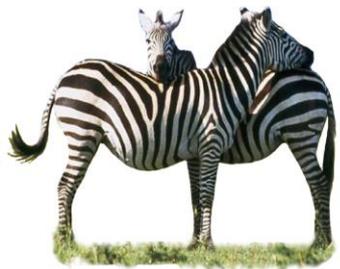
CHALLENGES that we've had:

- lack of product warehouse (all products are based only in offline stores)
- offline oriented business model of the company
- staff misunderstanding about HOW to work with Online store
- delivery couldn't be organized in view of a lack of budget



# Ingredients of successful creation

1. Understand and define real goals that you expect
2. Make an analyses of competitors in the market and realize how to be better
3. Find the team of website creators who understand your goals
4. Strive to be easy and understandable for client with new web-site
5. Use all ways of automation sale process that can save time and money



## Some results

**25K**

visitors per  
month

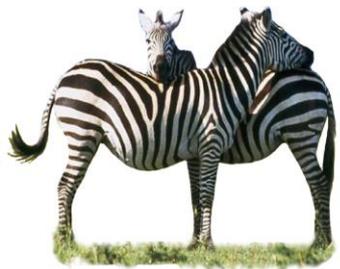
**10%**

internet sales  
in a whole  
business

**1,5%**

conversion  
visitors into  
customers

[butlers-online.com.ua](http://butlers-online.com.ua)



# WHAT TO IMPROVE

Design of online shop must conform to modern style and functions (OLD design frightens the visitors off). In average, design must be changed every 3-4 years.

Offline and Online stores should be the ONE omnichannel system, where all actions, news and policy are the same

Adaptive design or mobile version is a MUST! More than **60%** of purchases are made through the smartphone

**Quick order processing and delivery.** CUSTOMER doesn't want to wait!



# NEW online store: tasks&benefits

Create ONE omnichannel system where offline clients become online visitors of the site, and online customers become offline visitors



Customers are always in touch with brand

Increase the effectiveness of advertising campaigns using not only traditional marketing instruments but digital instruments too



Brand recognition grows faster and more effectively

Analyze and understand the needs of each customer in order to make individual offer



Individual offers make high conversion

THANK YOU  
FOR ATTENTION!



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