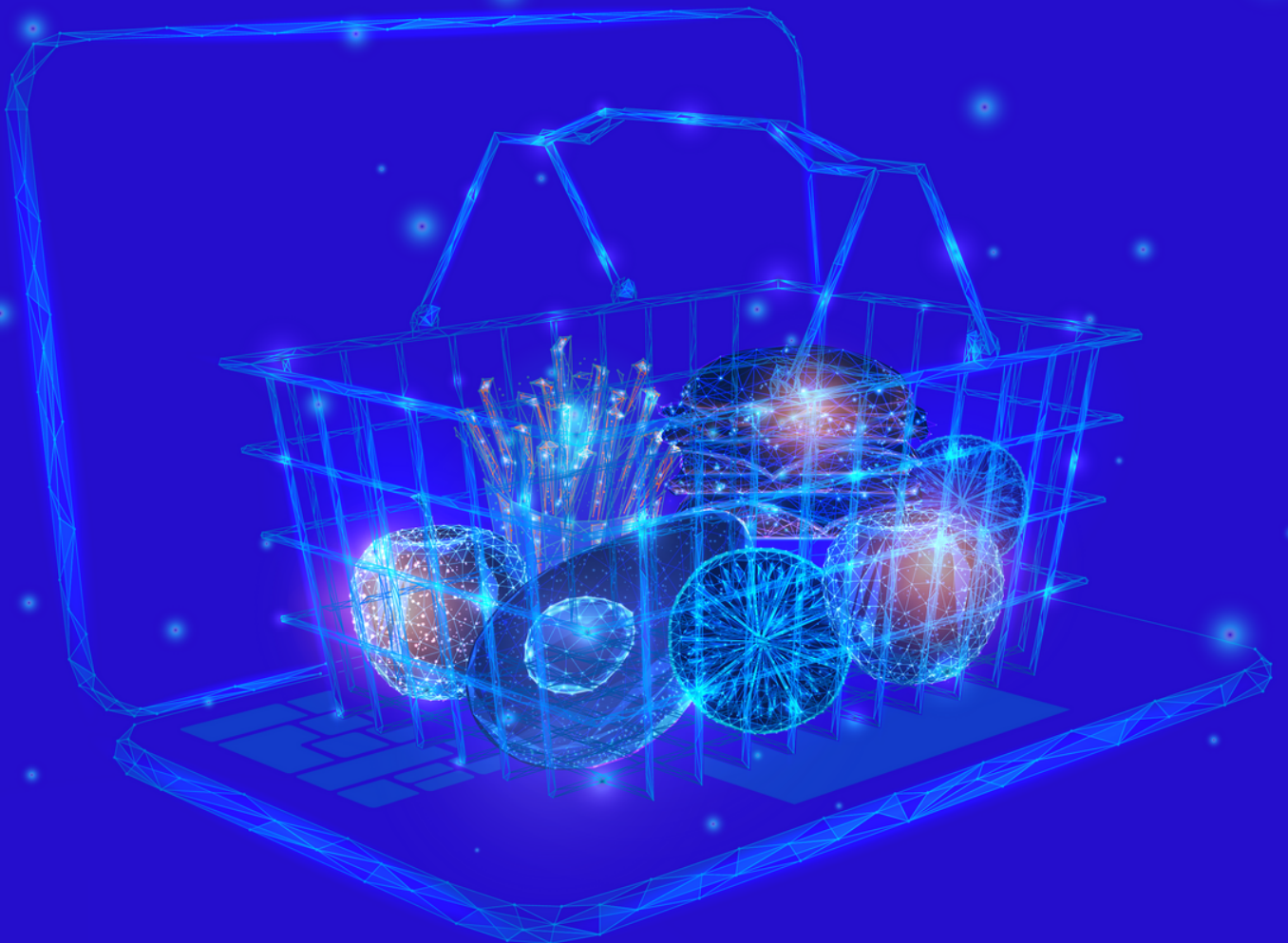


 **EBOOK**

# **BUILDING A COMPREHENSIVE ECOMMERCE WEBSITE FOR THE GROCERY INDUSTRY**

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Procedures - Common problems - Case studies



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# PROLOGUE

The year 2021 concluded with numerous challenges for the eCommerce market in Vietnam. The impact of the Covid-19 pandemic and government-imposed social distancing measures led to significant changes in consumer behaviour, both in general eCommerce and specifically in eCommerce for groceries, known as Ecommerce Grocery or eGrocery.

To assist grocery businesses in effectively implementing eCommerce, SECOMM has leveraged and analyzed data to complete the eBook "**Building a comprehensive eCommerce website for the grocery industry**". All data in this eBook has been collected from various reliable sources such as the Ministry of Industry and Trade, the eCommerce and Digital Economy Agency, Google, Temasek and Bain & Company, Statista, and iPrice.

With 9 years of experience deploying professional and complex eCommerce projects, SECOMM has created this eBook to provide essential information to grocery businesses to develop their eCommerce websites. It includes:

- Key steps to build an eGrocery website in Vietnam
- Choosing the right platform for eGrocery in Vietnam
- Selecting Trusted Partners for eGrocery in Vietnam
- Challenges in Implementing eGrocery in Vietnam
- Learning from successful eGrocery case studies

This eBook will serve as a valuable resource for businesses looking to expand their eCommerce activities in the increasingly complex and competitive market.

## 1.1. Market Potential of Vietnamese eCommerce

**USD 13 Billion**

The scale of the Vietnamese eCommerce market reached USD 13 billion in 2021, with an expected increase to USD 39 billion by 2025.

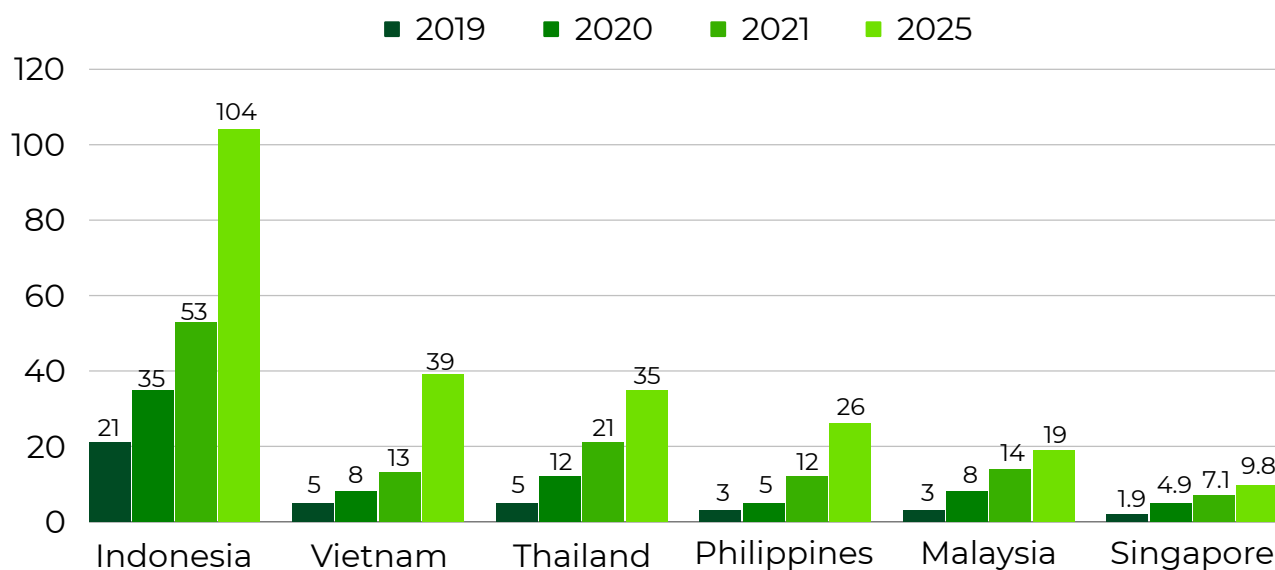
**8 Million**

As of mid-2021, over 8 million new online consumers emerged in Vietnam.

**84% & 4.5 Million**

In 2021, 84% of Generation X and 4.5 million new consumers in non-urban areas participated in online shopping on eCommerce platforms in Vietnam.

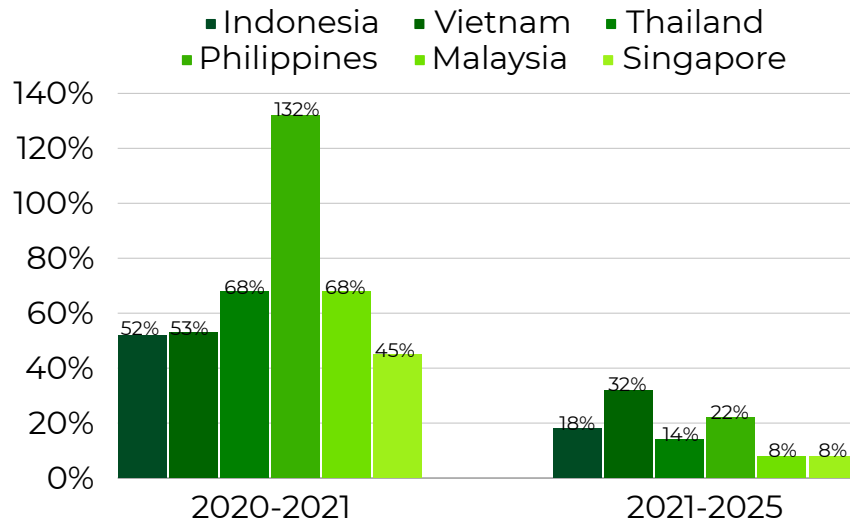
### RETAIL ECOMMERCE MARKET SCALE IN SOUTHEAST ASIA FROM 2019 - 2021 AND FORECAST UNTIL 2025 (USD billion)



(Source: Southeast Asia eCommerce market size by country, Statista)



## MARKET GROWTH RATE OF SOUTHEAST ASIAN ECOMMERCE 2020 - 2025



(Source: Southeast Asia eCommerce market size by country, Statista)

### 1.2. Potential of the Vietnamese eGrocery Market

#### 64%

Internet users in Southeast Asia have made at least one online grocery purchase in 2021.

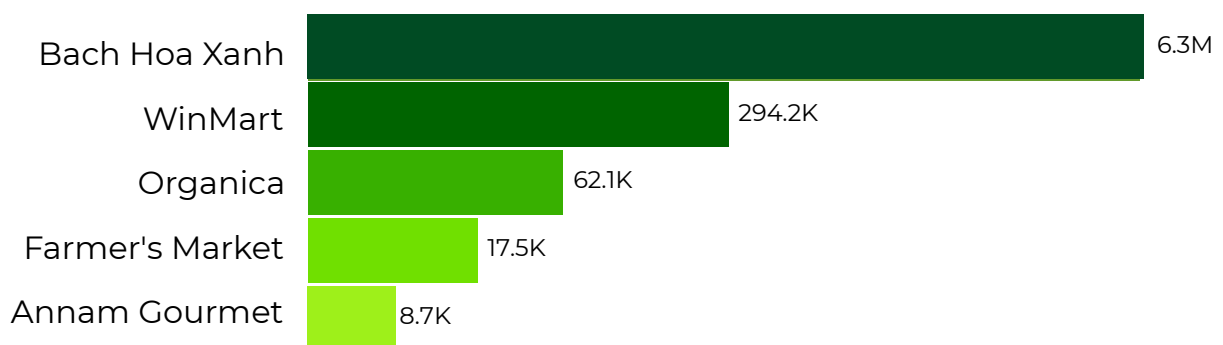
#### 53%

Consumers acknowledge that online grocery shopping has become a habit.

#### 45%

When people stayed at home to prevent the spread of COVID-19, grocery business websites experienced a 45% growth in traffic compared to before.

### MONTHLY TRAFFIC OF TOP 5 EGROCERY WEBSITES IN VIETNAM 2021



(Source: Iprice and Similarweb)

# 2

## ISSUES IN DEPLOYING ECOMMERCE WEBSITES FOR GROCERIES IN VIETNAM

A significant consideration for businesses constructing online grocery retail websites is the unique nature of products and operational processes.



**High  
damage rate**



**Many attributes, units,  
and selling methods**



**Prices always  
fluctuate**



**Weight  
difference**

### *Product characteristics*

Typically, the main products in the industry include perishables like meat, fish, eggs, dairy, fruits, etc., or items with short shelf life, and high spoilage rates, requiring swift consumption. Therefore, the eCommerce system needs to manage inventory accurately and consistently, with a rapid, strict, and precisely timed delivery process compared to regular products.

Additionally, due to the diverse nature of grocery products, they often have various units of measurement and selling formats (weight, volume, quantity). Prices of items frequently fluctuate based on seasons and are continually updated (daily/weekly/monthly/yearly). Moreover, certain products (such as fruits) may have a weight variance from the ordered weight on the website, necessitating the payment process to be tailored to accommodate these specifics.



**Sales channel data has not been synchronized**



**Complex inventory**



**Fast delivery or scheduled delivery**

### *Operational characteristics*

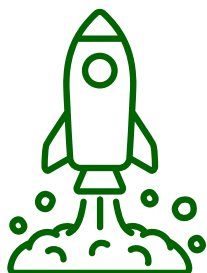
Furthermore, the complexity of inventory management, involving multiple layers such as central warehouses, store-level warehouses, and regional sections within stores, requires synchronization of pricing and product quantities. When implementing online grocery retail, it is crucial to synchronize data on weight and cost across branches during restocking to ensure control and prevent discrepancies between the frontend and backend, avoiding data fragmentation issues. The system also needs to manage product codes systematically, including purchasing codes (Supplier Codes), internal management codes, and codes for electronic scale products.

The lack of synchronization between sales channels is a common challenge faced by many businesses. Point of Sale (POS) systems often do not synchronize with the backend system (including servers, applications, and databases), making data management and extraction more challenging in eCommerce websites.

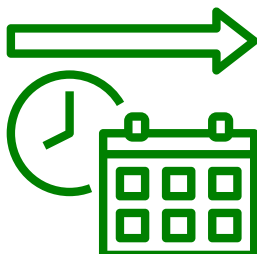
Addressing these issues requires businesses to have a competent IT workforce and highly specialized eCommerce professionals to design a system that aligns with the company's processes and specific requirements.



### 3.1. Defining Objectives



**Short and long  
term goals**



**Development  
time**



**Development  
budget**

**Concerning objectives**, businesses constructing an eCommerce Grocery website need to establish both short-term and long-term goals to plan the website's development appropriately within the time frame and budget for each phase.

Short-term goals may prioritize activities such as providing information, testing the online business viability of products, exploring potential customers, revenue growth, monitoring and analyzing customer behavior, evaluating campaign effectiveness, etc.

Long-term goals could include brand positioning, building a user and customer loyalty ecosystem, optimizing customer experience, maximizing revenue, etc.

**Regarding the timeline**, depending on the set objectives and business strategy, companies can choose between a quick market entry approach for the eGrocery market or a long-term development plan for a sustainable eCommerce system.

**Concerning the budget**, clearly defining the budget level also helps businesses easily choose a reasonable website development path.

## 3.2. Platform Selection

Currently, there are two common types of platforms supporting the development of eCommerce websites: **Software as a Service (SaaS)** and **Open Source**.

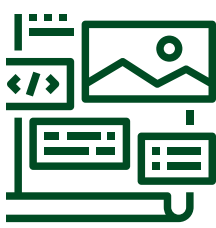
Platform type	SaaS	Open Source
General characteristics	The data and source code are stored on the platform provider's server system	The data and source code are stored on a separate server system
Interface	Using pre-existing themes, it is possible to customize the theme & design a unique theme	Using an available theme, customize and design a unique theme
Function	Basic	Basic, advanced and specialized
Integration	Average	High
Scalability	Low	High
Cost of use	Subscription-based	Free to use (not including development, upgrade and maintenance costs)
Popular platform	Shopify, Wix, BigCommerce, Squarespace, Haravan	Magento, WooCommerce, PrestaShop, OpenCart

### ***Comparison table between SaaS and Open Source platforms***

The SaaS platform is a service distribution model for building website systems in the form of software. In this model, data and source code are stored on the server system of that platform. In contrast, an open-source platform is a software with publicly available source code, allowing free usage, and all data and source code will be stored on the company's chosen server.

However, to use these open-source platforms, businesses need to collaborate with experienced website developers or build an in-house team with high expertise to ensure the optimal efficiency of the website system.

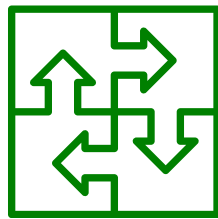
To choose a suitable platform, businesses need to consider the following criteria:



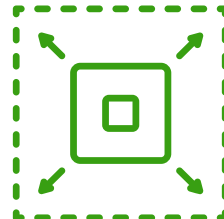
**Interface**



**Function**



**Integration**



**Scalability**



**Cost of use**

### **Interface**

Typically, businesses have three ways to design an eCommerce website for the grocery industry: using pre-existing interfaces (themes), customizing themes based on needs, and designing unique themes.

**Using pre-existing themes:** optimizing design costs but potentially limiting brand positioning due to the risk of theme duplication with other websites.

**Customizing themes based on needs:** Balancing cost savings while adding brand identity elements like colour, font, layout, etc. However, effective theme customization requires a highly skilled and experienced team.

**Designing a unique theme:** Businesses will have a tailor-made website for their brand, but this approach requires more investment in development costs and time.

Currently, the majority of grocery businesses, when choosing the SaaS platform, opt for pre-existing themes to save eCommerce website design costs. Meanwhile, businesses selecting open-source platforms often choose customization based on themes or design unique themes to support focused and specialized eCommerce operations.

## **Function**

To choose a suitable eCommerce platform, businesses also need to consider the system functionalities that the platform supports, including basic, advanced, and specific functions.

**Basic functions** support the efficient and seamless operation of the eCommerce website, including:

- **Category Management:** Control all data and functions related to products, categories, attributes, prices, inventory quantities, and images/videos to operate and optimize the online grocery business efficiently.
- **Store Management:** Control the inventory of products, and manage the business activities, and personnel of each branch.
- **Shopping Cart and Checkout:** Manage the shopping cart and customer checkout information.
- **Customer Management:** Manage customer information to improve marketing efficiency and enhance customer experience.
- **Marketing Management:** Optimize SEO and implement marketing programs with supporting tools to boost sales for the business.
- **Sales Management:** Establish and operate sales processes, orders, payments, and shipping.
- **Content Management:** Develop and optimize all content-related elements for CMS pages, store images, customize themes and website design.
- **System Management:** Permission-based administration, best practices in security, maintenance, and system care.
- **Analysis and Reporting:** Support tracking, measuring the performance of the eCommerce system, and planning for future business strategies.

**Advanced functions** enhance the user experience and expedite the shopping process, such as order tracking, recovering abandoned carts, suggesting similar products, advanced product search, layered product categories, etc.



**Specialized functions** help businesses address specific issues, and mitigate errors in the online grocery industry, such as order tracking, fast delivery, delivery time/location options, etc.

Regarding the functional system of the website, open-source platforms are somewhat superior to SaaS platforms because they can provide a variety of features from basic to advanced and specific functionalities.

The basic reason for this lies in the ready-made systems of SaaS platforms, where businesses can only choose functions or extensions within the platform's ecosystem. Attempting to edit or impact the database of SaaS platforms can easily destabilize the eCommerce website system of the business.

In contrast, open-source platforms can easily modify functions, develop new features to meet business needs and adapt to the continuous changes in the eGrocery market. Additionally, open-source platforms offer many additional utilities developed, researched, provided, and shared by the developer community.

### **Integration**

To make eCommerce operations seamless, grocery businesses also need to consider the integration capability of the platform:

- **For payments:** Integration with various payment methods (local cards, VISA, Mastercard), e-wallets (MOMO, Zalopay), and payment gateways (OnePay, VNPay, PayPal) helps diversify the payment experience.
- **For shipping:** Integration with shipping providers such as Giao Hàng Nhanh, Giao Hàng Tiết Kiệm, Viettel Post, and order tracking applications helps streamline and optimize delivery processes.
- **For management software:** Integration with ERP, CRM, and POS software such as SAP, Salesforce, and Oracle helps optimize all resources within the business.

- **For business analytics tools:** Integration with Business Intelligence (BI) tools like Power BI, Tableau, and Looker helps improve business strategy and growth plans for the enterprise.
- **For marketing:** Integration with marketing software from Email Marketing (Mailchimp, Getresponse) to advertising platforms (Facebook, Google, TikTok, Zalo) to optimize eCommerce business.

Usually, SaaS platforms will depend on the existing functionality of the developer, so integrating third-party utilities is somewhat limited. In contrast, open-source platforms allow direct impact on both backend and frontend systems, making it easier to integrate third-party utilities.

### ***Scalability***

Similar to integration capability, when it's necessary to upgrade existing features, develop new features to be compatible with the business's growth, and meet industry-specific requirements, SaaS platforms often fall short. Therefore, transitioning platforms after a period of use is unavoidable, and of course, this transition consumes a significant amount of time and budget for the business.

Meanwhile, open-source platforms can grow with the business over time, from startups, and SMEs (small and medium-sized enterprises) to large corporations, from B2B, B2C, and D2C business models to B2B2C. Because open-source platforms not only make it easy to expand the system's functionality but can also meet various needs for future business development, such as expanding multiple websites, multinational operations, and multiple currencies.

Not only that, platforms with high scalability also support businesses in operating stable systems regardless of surges in access traffic during promotional campaigns or gradual increases over time.







### Cost of use

The initial construction cost of SaaS platforms is quite reasonable, ranging from 200,000 to 3,000,000 VND/month, depending on the complexity of the website system. However, grocery businesses will pay monthly or yearly usage fees (subscription-based), so the longer they use it, the higher the total website usage costs.

In addition to usage fees, grocery businesses need to pay additional costs such as interface fees, fees for increasing the number of admins, and fees for using extensions to expand the scale of the grocery eCommerce system or install advanced features.

For open-source platforms, usage costs are usually free, but to have a comprehensive eCommerce website system for groceries, it requires a significant investment of IT team hours to design the interface, build, and develop functions. Therefore, the initial deployment cost of an eCommerce website on an open-source platform is usually quite high, at least around 10,000 to 100,000 USD/project.

### COMPARISON TABLE OF 5 ECOMMERCE PLATFORMS

 SECOMM® DIGITALIZE YOUR MARKET	Web interface	Function	Integration capabilities	Scalability	Evaluation
	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	2/4
	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	2/4
	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	3/4
	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	3/4
	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	4/4

## Ziel Commerce

Ziel Commerce is a pre-built grocery eCommerce platform with all features designed to support online grocery business operations.



### Website Interface

Ziel Commerce provides a dedicated interface for the grocery industry, allowing businesses to customize it according to their needs while expressing the distinctive features of the industry and positioning the brand image.

The admin interface is also designed by the founders to be the most user-friendly for businesses. However, Ziel Commerce is not yet prevalent in the Vietnamese market, so there is no Vietnamese version available for businesses.

### Function

As a platform specifically designed for the eGrocery industry, Ziel Commerce can meet all the most specialized needs of businesses, including basic to advanced functionality systems and solving industry-specific challenges.

### Integration

Ziel Commerce has a major drawback in terms of the integration capability of the website system. This platform only supports available extensions within its ecosystem, so businesses cannot link with ERP, POS, CRM, BI, etc., systems they are currently using. When using Ziel Commerce, businesses need to transfer all existing data to the platform's server.

## Scalability

Although not owning the source code, Ziel Commerce is still highly rated for its scalability compared to SaaS platforms. Ziel Commerce supports businesses in expanding their eCommerce website system from one to multiple stores/websites, multilingual, and multicurrency without encountering many obstacles. However, in the long term, Ziel Commerce cannot support businesses in expanding or developing new features because businesses cannot manipulate the source code; if manipulated, it will cause instability to the eCommerce website system.

### → Evaluation: 3/4

Ziel Commerce provides a nearly comprehensive solution for building online grocery businesses, from website interface, and functionality system to scalability. Therefore, the deployment cost is relatively high, around \$50,000/project over 6 months. That's why Ziel Commerce is mainly popular with retail chains with high functional requirements and operates mainly overseas. However, when using Ziel Commerce, businesses should also consider the platform's integration capability to limit operational instability when third-party systems are not compatible with the platform.

## Shopify

Shopify is a SaaS eCommerce platform, favoured by the international eCommerce business community for its fast deployment time and affordable initial costs.



## Interface

Shopify provides a diverse range of interfaces for the grocery industry, with standard UI/UX but cannot be customized according to the business's unique characteristics.

## Function

Shopify's functionality system is relatively comprehensive, meeting the basic needs of businesses. However, to use advanced features, businesses must pay an additional monthly fee, leading to an increasing overall cost of using the functionality system. Moreover, Shopify almost cannot provide features that specifically address the eGrocery industry's challenges.

## Integration

Being a SaaS platform, businesses cannot manipulate the source code, making it challenging to integrate with any third parties. Businesses can only integrate the utilities provided by Shopify or those of its partners. Some utilities that can be integrated with Shopify include:

- Payment: Paypal, Stripe, SagePay, AliPay Global, etc.
- Shipping: DHL Express, USPS, UPS, etc.
- Management: Microsoft Dynamic 365 (ERP), Oracle NetSuite (ERP), Acumatica (ERP), etc.
- Marketing: Google Tools, MailChimp, Facebook Pixel, etc.

## Scalability

Similar to integration capability, scalability on Shopify is also not high because businesses cannot manipulate the source code for editing or upgrading the website. Therefore, businesses in the online grocery industry can only use Shopify initially.

## → Evaluation: 2/4

In general, Shopify is only suitable for new businesses entering the eCommerce market, startups, or SMEs (small and medium-sized enterprises) due to the reasonable development cost and deployment time for online grocery businesses.

## Haravan

Established in 2014, Haravan is an eCommerce platform based on Shopify. Currently, Haravan is a popular platform in the Vietnamese market with over 50,000 businesses and consumer brands.



### Website Interface

Ziel Commerce provides a dedicated interface for the grocery industry, allowing businesses to customize it according to their needs while expressing the distinctive features of the industry and positioning the brand image.

### Function

Haravan provides many utilities and features to serve online grocery businesses in Vietnam. Similar to Shopify, to use additional advanced features, businesses have to pay a monthly fee for each application, approximately 100,000 VND/application/month.

However, for specific features, businesses cannot find solutions for the grocery industry's challenges in Haravan's application store, and they also cannot develop new features. Businesses can only use the functions included in the package and application store.

### integration

Regarding integration capability, Haravan can integrate with Haravan's partners, such as shipping partners (Giao Hàng Tiết Kiệm, Giao Hàng Nhanh, Ahamove, GrabExpress, etc.), and payment partners (Ngân Lượng, VNPAY, Napas, PayPal, etc).



For third-party utilities outside Haravan's ecosystem, businesses may find it challenging to integrate them into their eCommerce websites.

### Scalability

Regarding the expansion of the eCommerce website system, Haravan can only support multiple languages and currencies but cannot expand from one to multiple websites/stores.

As businesses grow and expand, Haravan will no longer have enough features to sustain online grocery business operations. At this point, businesses are forced to switch to more specialized open-source platforms such as Magento, WooCommerce, OpenCart. Of course, platform migration will raise many other issues such as costs, time, personnel, etc.

### → Evaluation: 2/4

Similar to Shopify, Haravan is only suitable for businesses newly entering the eCommerce market, startups, and SMEs. However, Shopify can support online grocery businesses globally, while Haravan is limited to the Vietnamese market.

### WooCommerce

WooCommerce is an open-source platform, in the form of a WordPress plugin, allowing businesses to use it entirely for free.



## Website Interface

WooCommerce, along with its community, offers businesses a variety of interfaces designed for the grocery industry. Moreover, this platform allows for source code customization to meet specific needs, making it easy for businesses to convey their messages and brand images.

Since WooCommerce is a WordPress plugin, administrators will continue to manage the website through the WordPress interface. This helps businesses using WordPress adapt, use, and navigate on the WooCommerce dashboard easily.

## Function

WooCommerce supports a range of features from basic to advanced. However, this platform has some limitations regarding specific features for the grocery industry, as intervening to develop these functions can cause instability in the website system.

## Integration

Thanks to the advantages of open-source platforms, WooCommerce has flexible customization capabilities and supports integration with many third-party utilities.

In payment processing, businesses can use payment plugins such as Stripe, PayPal, Apple Pay, and Square in the eCommerce website system with high security.

In shipping, businesses can integrate with various shipping providers such as FedEx, UPS, USPS, and DHL Express.

WooCommerce also allows businesses to integrate with management software such as Odoo, Square POS, WP ERP, and marketing software like Google Listings, Google Ads, Facebook Pixel to help businesses manage their operations more efficiently.

## Scalability

In contrast to integration capability, the expansion capability of WooCommerce is not highly rated. The system can be overloaded with plugins, themes, and a product quantity exceeding 2000 SKUs (Stock Keeping Unit – a unit of product inventory classification). Therefore, for long-term use, businesses with the need to expand their website system should consider this when using this platform.

### → Evaluation: 3/4

WooCommerce is a suitable platform for grocery businesses familiar with using WordPress and seeking to further develop their eCommerce system. However, when using WooCommerce, businesses should consider the limitations regarding integration capability, expansion capability, and customization of specific features.

## Magento

Magento is a popular open-source eCommerce platform with nearly 200,000 websites currently using it. Magento has two versions: Magento Open Source (free) and Magento Commerce (paid).



## Website Interface

Although Magento does not possess an extensive theme repository like some other eCommerce platforms, businesses can turn to the developer community, and marketplaces, or opt for custom designs. Having a plethora of options for interface design helps Magento websites achieve uniqueness, avoiding duplication of interfaces across various websites and providing a superior shopping experience.

Previously, the admin interface on Magento 1 was criticized for being difficult to use and taking time to adapt. To address this issue, Magento developers have introduced Magento 2 with a more intuitive and user-friendly dashboard.

## Function

The Magento platform boasts a highly diverse range of features, from basic to advanced and industry-specific, aiding grocery businesses in building and developing sustainable systems.

With basic functionalities including category management, product management, customer management, analytics, and reporting, Magento meets fundamental requirements for seamless online grocery business operations.

Notably, Magento offers advanced eCommerce features such as multilingual support, multicurrency, multi-store, PWA (Progressive Web Apps), MSI (Multi-Source Inventory), Headless Commerce, ElasticSearch, etc., enhancing customer experience and expediting the shopping process.

While Magento does not have features specifically tailored for the grocery industry, businesses can easily build specialized features like hierarchical categories, quick search, delivery time selection, etc., thanks to its flexible customization capabilities in open-source code.

## Integration

Due to its open-source nature, Magento websites can seamlessly integrate with third-party utilities, from payment and shipping to enterprise management.

**Regarding payments**, Magento easily integrates with popular payment methods such as card payments (local cards, VISA, Mastercard), e-wallets (MOMO, Zalopay), payment gateways (OnePay, VNPay, PayPal), and COD, providing diverse payment options.

**Regarding transportation**, Magento can integrate with shipping providers such as Giao Hàng Nhanh, Giao Hàng Tiết Kiệm, Viettel Post, and order tracking applications.

For management software, Magento integrates with back-office management software (ERP, CRM, POS) such as SAP, Salesforce, and Oracle, facilitating seamless operations across all resources and processes within the business.

Furthermore, Magento supports integration with business analytics tools like Power BI, Tableau, and Looker, and analysis utilities such as Google Analytics, Google Tag Manager, and Facebook Pixels to leverage data from the Magento system and plan improvements in business strategy.

### **Scalability**






To meet business expansion needs, Magento allows businesses to expand from one website to multiple websites on the same system. With built-in support for language and currency conversion, businesses can build a global grocery eCommerce system with content tailored to diverse customer demographics.

Moreover, the open-source nature enables Magento developers to customize solutions specific to the grocery industry. This advantage allows Magento to scale system functionalities according to the business scale, from small enterprises to large-scale corporations.

### **→ Evaluation: 4/4**

Due to its numerous advantages, from website interface, and functional system, to integration and scalability, Magento is suitable for diverse business models (B2B, B2C, D2C to B2B2C, O2O) and various business scales (startup, SME, enterprise - large corporations).

However, the implementation time for eCommerce on Magento is typically lengthy – ranging from 6 months to 1 year, with construction costs of around 50,000 - 100,000 USD per project. Additionally, businesses need a specialized team or collaboration with experienced entities to develop an effective eCommerce system for groceries. Therefore, Magento is commonly used within the community of large-scale enterprises or businesses with a focused and long-term eCommerce strategy.

Summary					
<b>Platform type</b>	SaaS	SaaS	Readymade	Open source	Open source
<b>Version</b>	Omni Standard Pro Grow Scale	Shopify Basic Shopify Shopify Advanced Shopify Plus Shopify Lite	ZielCommerce	WooCommerce	Magento Open Source Magento Commerce
<b>Cost of use</b>	200.000đ / month 600.000đ / month 1.500.000đ / month 3.000.000đ / month	\$29 / month \$79 / month \$299 / month \$2.000 / month \$9 / month	About \$50,000 / project (depending on complexity)	Free	Free From \$22.000 / year From \$40.000 / year
<b>Deployment time</b>	Min 30 minutes	Min 3 - 5 days	Min 6 months	Min 3 - 6 months	Min 6 - 12 months
<b>Customer segmentation</b>	SME, startup, new to the eGrocery market	SME, startup, new to the eGrocery market	Specialized for eGrocery businesses	eGrocery businesses are using Wordpress	Suitable for many customer groups: Large corporations, SMEs and startups
<b>Suitable model</b>	Primarily B2C	B2B, B2C	Primarily B2C	Primarily B2C	B2B, B2C, B2B2C, Marketplace, etc

The selection of a suitable platform is the first and extremely crucial step in building an eCommerce website for groceries. Choosing the right eCommerce platform helps businesses save both budget and construction time, while also enhancing competitiveness and ensuring sustainable growth. On the contrary, selecting the wrong platform can lead to significant time and budget losses, requiring multiple platform transitions. Therefore, businesses need to consider their goals, and current model challenges, and consult various sources to choose the most suitable platform.

### 3.3. Resource Selection

After choosing the platform, businesses need to select suitable resources for website development.

Typically, businesses can choose to build an in-house team or seek development partners. Regardless of the resource, it requires ensuring expertise and practical experience on the chosen platform.



**In-house team**



**Development unit**

**For building an in-house team**, businesses need to recruit and train IT and eCommerce professionals with expertise and experience on the chosen platform. While this may take time and budget to build a suitable team, it allows better resource control, enabling adjustments or system development according to specific requirements. này sẽ cần nhiều thời gian và ngân sách để xây dựng đội ngũ phù hợp, nhưng sẽ giúp doanh nghiệp kiểm soát nguồn lực tốt hơn, chủ động chỉnh sửa hoặc phát triển hệ thống website theo đúng yêu cầu đặt ra.

**In collaborating with development entities**, businesses should choose partners based on criteria such as deep eCommerce expertise (years of experience, quantity and quality of completed projects, complexity of completed projects), professional teams (solution consulting specialists, IT personnel, customer care), clear processes (analysis, proposed solutions, construction, testing, and maintenance), quick problem-solving and support, commitment to warranty and maintenance. This helps businesses gain specialized knowledge, accumulate experience, and develop a website suitable for the overall eGrocery industry. However, effective collaboration with the chosen partner is essential for success.



### 3.4. Interface

As mentioned in section 3.2, grocery businesses have three ways to design a theme: using ready-made themes, customizing themes, and designing unique themes.

Depending on each business's strategy, different decisions are made. Businesses often choose ready-made themes to save costs, but some financially capable businesses may opt for the other two methods to better position their brand.

### 3.5. Function Development

In the initial stage, businesses need to prioritize developing basic functions to meet the most fundamental needs when operating the eCommerce system for groceries. Some essential functions that should be included in the grocery eCommerce website are category management, store management, cart and checkout, customer management, marketing management, sales management, content management, system management, analysis, and reporting.

Once the operation is stable, to optimize the user experience and maximize revenue, grocery businesses proceed to build advanced and specific functions, which are essential. Some advanced features include advanced search (Elasticsearch, live-search), MSI (Multi-Source Inventory), abandoned cart management, similar product suggestions, PWA (Progressive Web Apps), layered product categories, etc.

Specific functions can include order tracking, express delivery, time and location options for delivery, etc.



### 3.6. System Operation and Maintenance

When introducing the grocery eCommerce website system for testing, businesses need to review and check the entire website and its functions over a certain period to ensure order processing speed, website stability, etc. If any issues arise, businesses should immediately contact the in-house team or development partner to adjust and improve the website to be suitable before officially going live.

Once the grocery eCommerce website system is stable, businesses should shift their focus to eCommerce Marketing strategies (SEO, SEM, Email Marketing, Content Marketing, Social Marketing, etc.) or implement Omni-channel strategies to develop online grocery business.

Additionally, businesses should regularly maintain, update, and upgrade the website system continuously to ensure sustainable revenue growth and adapt quickly to changes in the eCommerce market in general and the grocery market in particular.

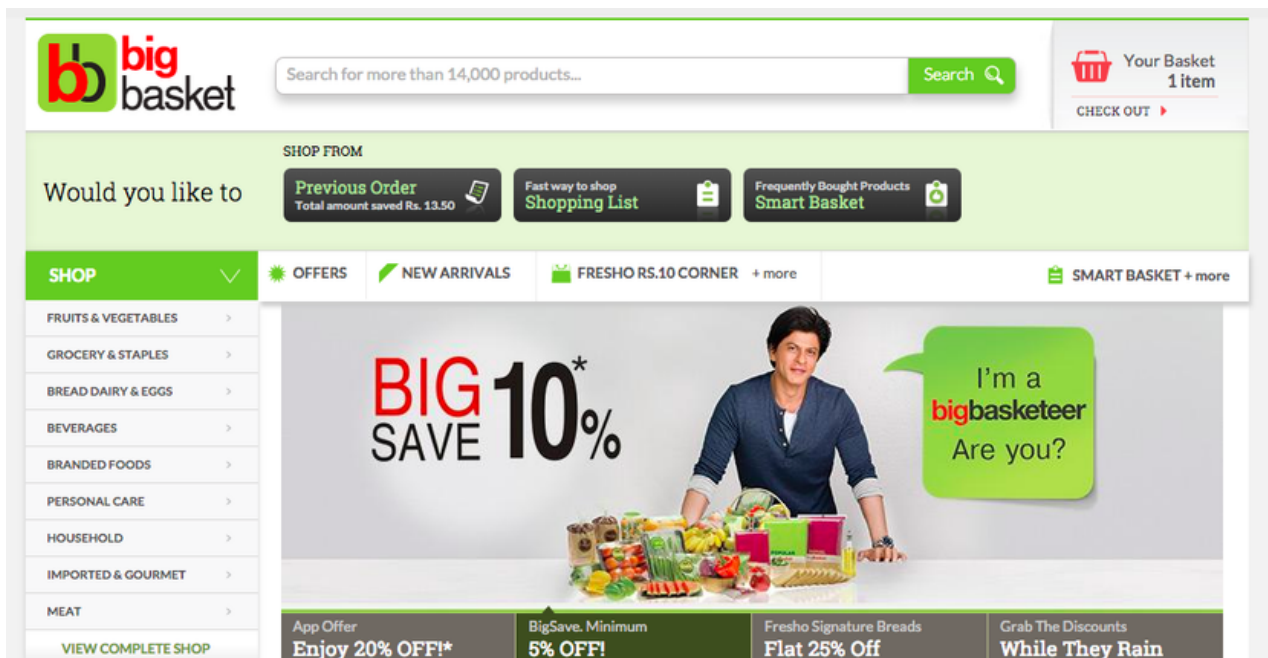


# 4 | CASE STUDY

## 4.1. BigBasket and Blinkit - India

### BigBasket

BigBasket was founded in 2011 by V.S. Sudhakar, Hari Menon, V.S. Ramesh, Vipul Parekh, and Abhinav Choudhari. In May 2021, after Tata Group acquired a 64% stake in BigBasket, the company's valuation surged to \$1.85 billion.



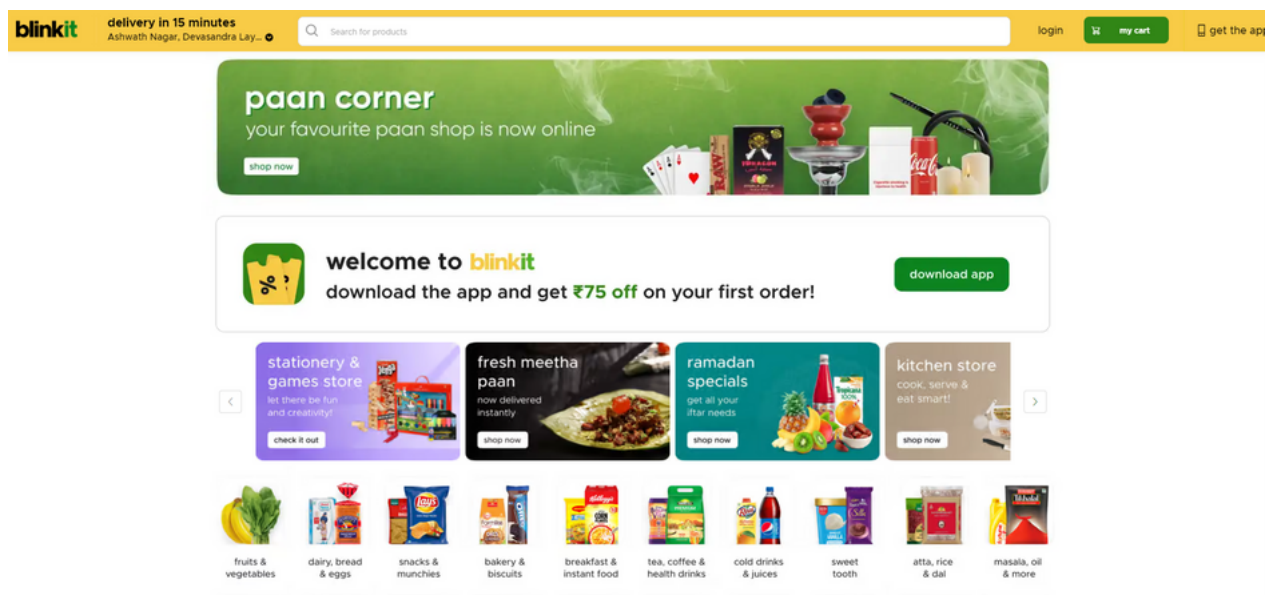
This was achieved by intensifying research and development of transportation services and expanding the logistics functionality within the company's eCommerce website.

In 2016, BigBasket was able to provide express delivery within 60 minutes. In the same year, BigBasket also established a B2B delivery service to meet the food requirements of restaurants and hotels in major cities across India.

This business strategy has solidified BigBasket's position in the online grocery sector in India from 2017 to the present.

## **Blinkit**

Grofers is the third-largest eGrocery platform in India, holding approximately 13% market share, following BigBasket (37%) and Amazon (15%). Founded in 2013 by two technology engineers, Albinder Dhindsa and Saurabh Kumar, after recognizing significant gaps in local logistics services.



Initially, Grofers focused on supplying grocery products such as packaged foods, baking ingredients, mother and baby care, pet supplies, etc., to local grocery stores, pharmacies, restaurants, or supermarkets.

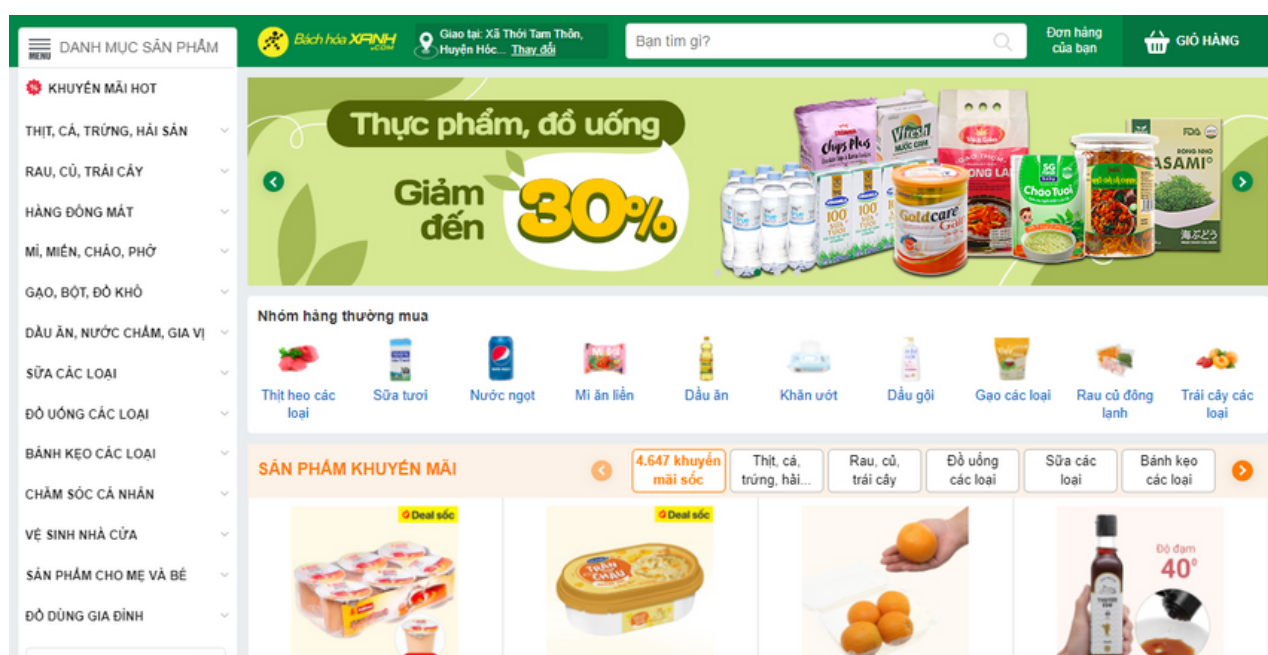
However, leveraging successful implementations of eCommerce strategies and technological advancements, Grofers quickly expanded its successful business to 28 cities across India.

On December 13, 2021, Grofers officially rebranded to Blinkit to achieve delivery within 10 minutes. Similar to BigBasket, Blinkit also concentrates on developing its logistics system and expanding its network of brand partners on its eCommerce platform.

Currently, Blinkit has over 60 partners in New Delhi, more than 30 partners in Gurgaon, and a significant number of partners in Mumbai, Kolkata, Bengaluru, etc.

## 4.2. Bach Hoa Xanh - Vietnam

Bach Hoa Xanh is a chain of mini-supermarkets specializing in selling fresh food and essential goods under the Mobile World Investment Corporation (MWG). Currently, Bach Hoa Xanh has nearly 2,000 stores across provinces in the South, East, and South Central regions of Vietnam. According to iPrice, it is among the top 5 most visited eCommerce websites in Vietnam, ranking just below the four major eCommerce platforms (Shopee, Lazada, Tiki, and Sendo).



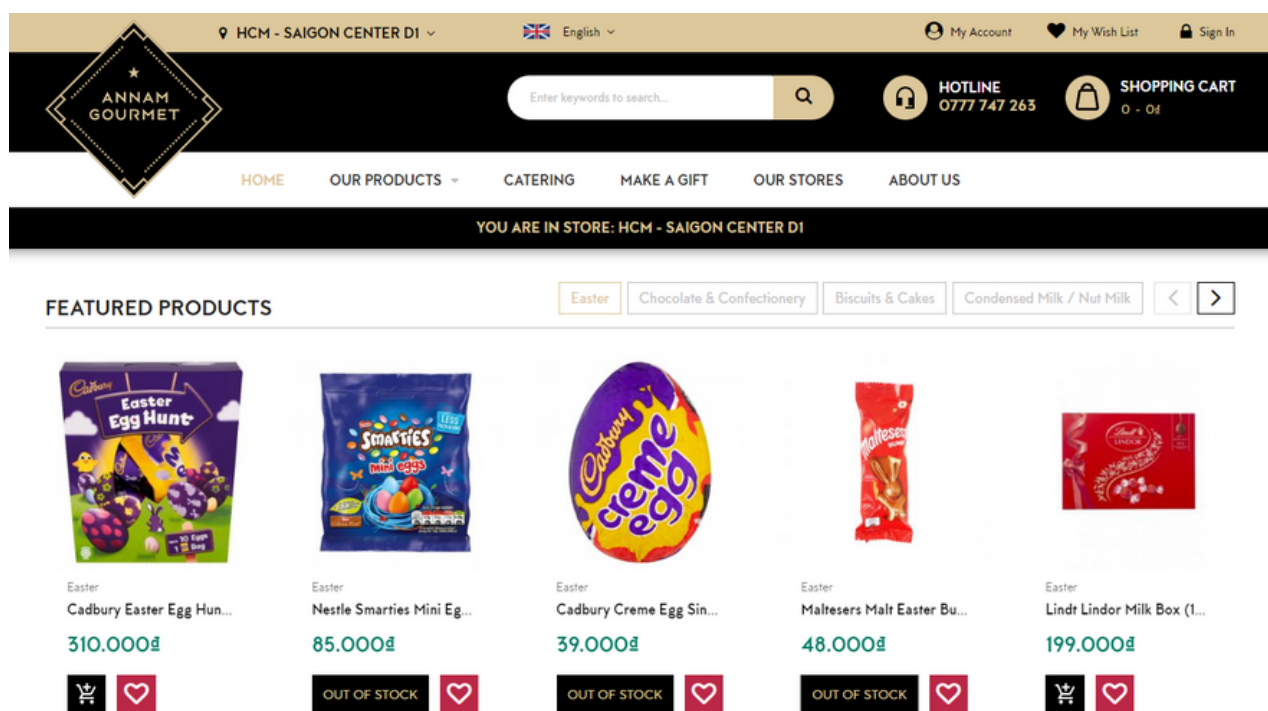
Since its establishment in 2015, Bach Hoa Xanh has pursued two key campaigns: competing with traditional markets and developing its eCommerce platform. The company strategically establishes branches near traditional markets, particularly in suburban and provincial areas where rental costs are more favourable compared to central districts. Simultaneously, it has developed its online sales channel through the eCommerce website to attract customers who prefer online shopping, especially the younger demographic.

Currently, Bach Hoa Xanh has officially joined the 'retail triad' in Vietnam alongside Saigon Coop and WinMart (formerly VinMart), achieving a revenue record of 26.3 trillion VND in 2021, marking a 38% increase compared to the first 11 months of 2020.

### 4.3. Annam Gourmet - Vietnam

Annam Gourmet was born out of the founders' great passion for European cuisine within the Annam Group conglomerate. With over 20 years in business, the Annam Gourmet retail chain has been steadily expanding in the Vietnamese market, offering a variety of high-quality imported products such as premium foods, wines, beverages, and cosmetics.

Together with other retail brands under the Annam Group umbrella, including The Warehouse, Yves Rocher, and Flomar, Annam Gourmet currently provides over 10,000 diverse products and brands for customers in the Vietnamese, Cambodian, and Myanmar markets.



While Annam Gourmet has had an online presence before, primarily used for brand development, the effectiveness of eCommerce operations has not been a focal point. The existing website system is not fully optimized and lacks some essential eCommerce functionalities. In addition to improving the current system, Annam Gourmet also aims to deepen its online sales channel to leverage opportunities in the era of the 'new normal'.



To meet the aforementioned needs and align with Annam Gourmet's long-term development goals in the Vietnamese market, SECOMM has successfully built a comprehensive eCommerce system on the Magento 2 platform.

**The solution for developing Annam Gourmet's grocery eCommerce website with Magento includes:**

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- Developing the website on the Magento 2 platform
- Building multi-store functionalities
- Managing the entire product system with Akeneo PIM
- Optimizing complex categories and attributes for alcoholic products
- Integrating and synchronizing data from 3 systems: POS, ERP, Magento
- Integrating the One Pay payment gateway
- Integrating analytics tools: Google Analytics & Google Tag Manager
- Building a customer loyalty management system
- Developing various delivery time options

Currently, the Magento 2 website system has officially launched, operating stably and effectively alongside other components in Annam Gourmet's operational system. With industry-specific features in the grocery sector, Annam Gourmet's eCommerce website can meet all the business and expansion needs of the enterprise. It operates efficiently within a complex system, rapidly handling vast amounts of data related to products, customers, orders, and seamlessly synchronizing with ERP, CRM, POS, etc.



# SECOMM - COMPREHENSIVE ECOMMERCE SOLUTION FOR ENTERPRISES

SECOMM is a full-service eCommerce solution provider, developing bespoke suits that work in any complex system. Working with creativity, self-motivation, and responsibility, we accompany businesses in digitalizing your market for long-term growth.

6<sup>+</sup>  
COUNTRIES

9<sup>+</sup>  
YEARS OF  
EXPERIENCE

25<sup>+</sup>  
PARTNERS

50<sup>+</sup>  
CLIENTS

250<sup>+</sup>  
CUSTOMIZED  
PROJECTS

## DEEP-DIVE ANALYSIS



We conduct in-depth analysis to deepen every small stuff of your business, from business challenges, industry-particularly to domestic market issues, to thoroughly approach your business needs.

## UNMATCHED EXPERTISE



For nearly ten years as technical experts, we have worked with plenty of complicated projects in both home and foreign markets, which were great opportunities to strengthen our valuable capabilities.

## BESPOKE SUIT



A comprehensive business approach is the best way to develop fully-tailored solutions standing out from the rest that work in any complex system.

## QUALITY-FIRST



Long-term growth is our criterion. We deeply understand quality helps businesses stay sustainably in the market. We think our tailor-made solutions with quality-first are ultimate for your business.

## ● ECOMMERCE SERVICES



We offer consulting services on technology and dedicated resource development solutions to build a bespoke eCommerce strategy for every business.



We leverage our diverse experience across various cutting-edge technology platforms to create robust and stable eCommerce systems.



As your dedicated partner, we strive to provide ongoing maintenance and updates for your systems.



Provide Marketing solutions to help businesses increase visibility, attract customers, and boost conversion rates.

## ●— OTHER SERVICES



### DEDICATED TEAMS

Build and provide a dedicated team to support businesses in successfully deploying and developing projects.



### O2O SOLUTION

Implement business systems from Offline to Online to help businesses quickly catch up with the continuous development of the market.



### CMS DEVELOPMENT

Implementing websites with content management support to position the brand in the online market.



### DATA

Suggesting, integrating, and deploying tracking and analytics solutions to comprehensively monitor the business system.

## CLIENT





## FEATURED PROJECTS




From B2C to a sustainable e-commerce platform with the 'Buy Now Pay Later' model using Magento

 Australia, USA, New Zealand




Developing a high-end wine shopping website for iShop Changi Wines with a focus on handling high traffic

 Singapore



Upgrading the system of two B2B toy e-commerce websites from Magento 1 to Magento 2

 Australia



Platform migration and setting up an e-commerce website for a leading Australian wine manufacturer

 Australia



Rebuilding a grocery e-commerce website in a D2C model using the Magento 2 platform

 Hong Kong



Developing an online wine retail website in the first collaboration project with Annam Group

 Vietnam




A Remarkable Transformation of the Dairy Giant with Shopify Plus and Headless Commerce Architecture

 Vietnam




Upgrading the Magento 1 system to Magento 2 to meet the expanding business scale of Rodshop

 Australia



The next project with Annam Group - Developing a retail website for the Annam Gourmet Market grocery store chain.

 Vietnam



Developing an online ticket booking system for tours at the 88-story Eureka Tower in Melbourne

 Australia




Building and optimizing the performance of BCP - a business connectivity and trade promotion platform for B2B

 Vietnam





Developing successful application solutions for Kuehne+Nagel

 Global




How Shopify Plus Catapulted Suzuverse Into The Big League?

 Vietnam



Building an eCommerce platform in Australia with Magento 2 (now Adobe Commerce)

 Australia



Building an eCommerce system for the B2B model

 USA

**START YOUR  
ECOMMERCE  
NOW!**



Scan QR code