

THE SOLUTION OF

O2O COMMERCE FOR BUSINESSES IN VIETNAM

MODEL - BENEFITS - DEPLOYMENT

ONLINE



STORE



OFFLINE



<https://secomm.vn/>

TABLE OF CONTENTS

Prologue	03
Part 1 - Potential of O2O Commerce	04
Part 2 - O2O Commerce Solutions	06
2.1. Model	06
2.1.1. Buy Online, Pick-up In Store (BOPIS)	
2.1.2. Buy Online, Home Delivery	08
2.1.3. In-store Return for Online Purchases	09
2.1.4. Customer Loyalty Programs	10
2.2. Benefits	12
2.2.1. Increase Brand Awareness and Customer Reach	12
2.2.2. Boost Sales	12
2.2.3. Improve Customer Experience	13
Part 3 - O2O Commerce Implementation Approach	14
3.1. Define Objectives	14
3.2. Strategic Planning	14
3.3. Upgrading the Offline System	15
3.4. Building the Online System	17
3.4.1. Developing eCommerce Website and App	17
3.4.2. UI/UX Design	18
3.4.3. Functional System Programming	19
3.4.4. System Testing Before Market Launch	19
3.4.5. Legal Procedures and Launch	20
3.4.6. Establishing Official Stores on eCommerce Platforms	21
3.5. Performance Measurement	22
3.6. Data Analysis and System Optimization	22
Part 4 - O2O Solutions at SECOMM	24
4.1. O2O Commerce System	24
4.2. O2O Commerce Services	25
4.3. Case Studies	27
4.3.1. Annam Group	27
4.3.2. Annam Group	29
4.3.3. Trentham Estate	31

PROLOGUE

According to Statista's report, more than 82% of retail sales take place in traditional stores, but within that, over 81% of customers spend time researching products online before making purchasing decisions. This demonstrates that Online and Offline business activities need to complement each other for businesses to optimize their operations. Among the methods to capture both online and traditional markets, the O2O commerce model is seen as a new and promising approach for businesses of all scales due to its perfect integration of online and offline sales.

With over 9 years of experience implementing complex projects domestically and internationally, SECOMM has created the eBook '**O2O Commerce Solutions for Vietnamese Businesses**'. All data in this eBook is collected from various reliable sources such as the Ministry of Industry and Trade, the eCommerce and Digital Economy Bureau, Forbes, Statista, etc.

The purpose of SECOMM in deploying this eBook is to provide Vietnamese businesses with the necessary information to develop O2O commerce systems, including:

- The potential of O2O commerce
- Common models for implementing O2O commerce
- Benefits of implementing O2O commerce systems
- Methods for deploying O2O commerce systems
- Lessons from brands that have implemented O2O commerce



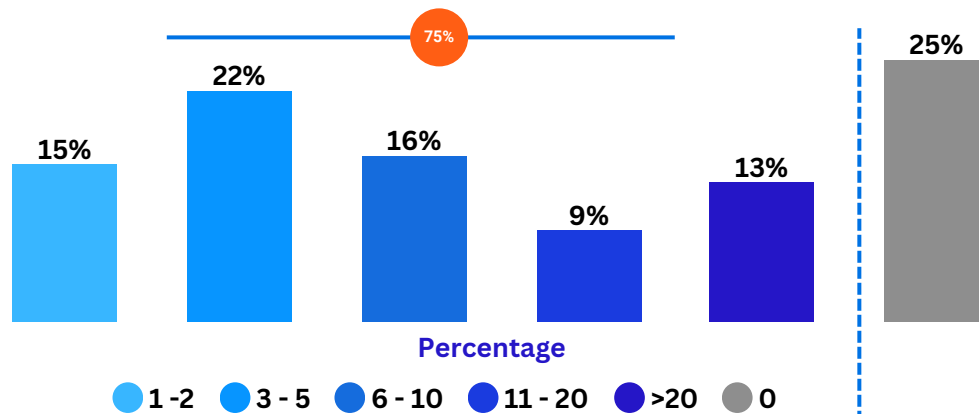
1 | POTENTIAL OF O2O COMMERCE (ONLINE TO OFFLINE COMMERCE)

O2O commerce enables businesses to reach both the eCommerce and retail markets simultaneously. Instead of local retailers only being able to reach those near their physical stores, businesses can now access a large online shopping customer base.

In particular, the BOPIS (Buy Online, Pick-up In Store) model, as reported by [Digital Commerce 360 Retail News](#), has seen three-quarters of consumers choosing to pick up their purchases at the store in the past six months. To meet this demand, as of April 2021, over 50% of major retail chains have implemented the option for in-store pickups for their products.

75% of shoppers use curbside or BOPIS

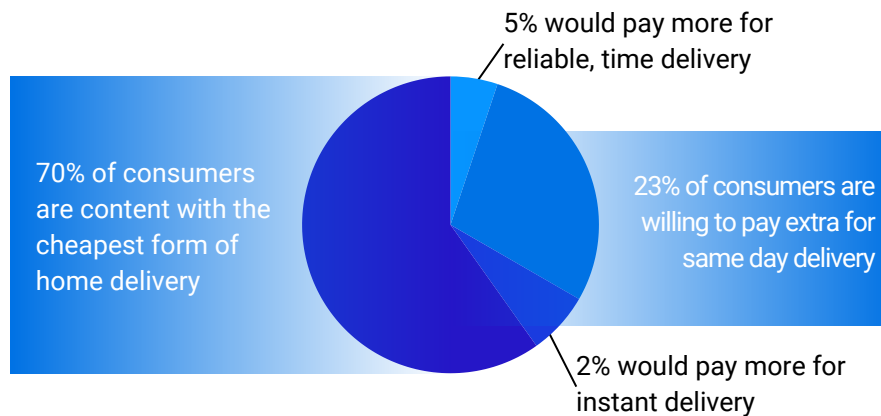
Over the past 6 months, approximately how many in-store or curbside did you complete?



Source: Digital Commerce 360/Bizrate Insights surveys, 1,052 online shoppers in February 2021

For the Home Delivery model, [McKinsey's](#) research shows that 23% of consumers are willing to pay extra for same-day home delivery. In practice, the reliability and timeliness of the delivery service are recognized as crucial factors influencing customer decisions and, therefore, directly impacting the success of businesses in O2O commerce.

Delivery-model customer preferences, %



Source: McKinsey&Company

Finally, the In-store Return model, as reported by [Invesp](#), indicates that at least 30% of online products are returned compared to 8.89% in traditional stores. Additionally, 92% of surveyed consumers stated that they would repurchase if the product return process was easy. Consequently, the number of businesses adopting the In-store Return model is increasing, with approximately 49% of surveyed businesses stating that they offer free in-store return services for their customers.

According to the CEO of Walmart, O2O commerce is the key to business development, reporting a 97% increase in sales in the United States in the second quarter of 2020. Furthermore, other major brands such as Target, Kroger, and Nordstrom are also implementing O2O commerce strategies.

So, how can Vietnamese businesses seize the competitive advantages in the O2O commerce market?



2 | O2O COMMERCE SOLUTIONS

O2O commerce is a business strategy in which businesses integrate online and offline forms to complete the shopping journey, leveraging the advantages of online and physical store channels to create a seamless digital experience for customers before, during, and after their purchase.

2.1. Model

O2O commerce is a harmonious combination that supplements both online and traditional in-store retail models. The goal of O2O commerce is to create awareness of products and services online, allowing potential customers to research various options and then visit local physical stores or place online orders to complete their purchases.

2.1.1. Buy Online, Pick-up In Store (BOPIS)

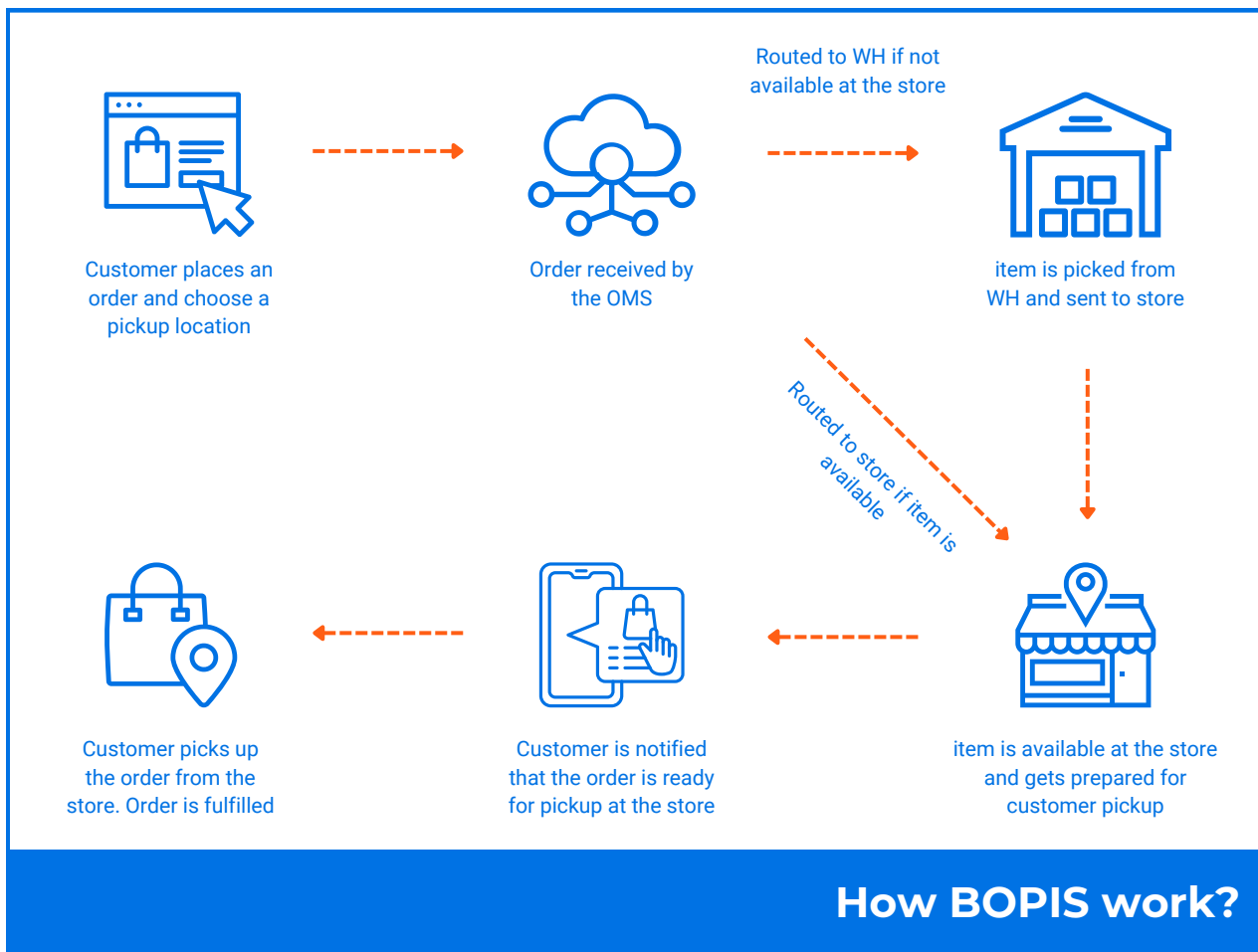
The Buy Online, Pick-up In Store (BOPIS) model is not a new concept and has been in existence for some time as a popular shopping method.

Businesses offering this service can attract online shoppers to visit traditional stores. Customers can browse the business's eCommerce website to search, make a purchase, and receive notifications when the product is ready for pick-up at the previously selected local store.

This provides convenience for customers to choose the pick-up time and check the product's quality at the store.

This benefits not only customers but also advantages businesses.

Companies can seize this opportunity to promote upselling and cross-selling.



Example: Buying Online, Pick-up In Store (BOPIS) at Pizza Hut

Let's consider an individual who wants to purchase a pizza from Pizza Hut for lunch:



While on the way to work, he searches online and accesses various online sales channels such as the Pizza Hut website or app



He proceeds to place an order by selecting the size, and flavour, entering a discount code, and successfully making the purchase



When it's time to pick up the pizza, he goes to the most convenient store, providing the purchase information to the staff

This way, the customer can utilize a discount code for the pizza at the nearest store without waiting in line to make a purchase or waiting for delivery. Moreover, he can choose a convenient time to pick up the pizza. Some other brands in Vietnam using the BOPIS model include Starbucks, Beauty Box, The Gioi Di Dong, and CellphoneS.

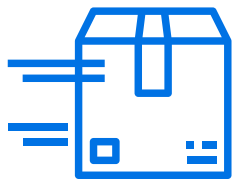
2.1.2. Buy Online, Home Delivery

Although BOPIS is fantastic, it may not be the choice for every customer, as not everyone prefers going to a store to pick up their purchases. In some cases, people may prefer home delivery over in-store pickup.

Sometimes, picking up items at the store can be inconvenient, such as finding parking in densely populated areas, picking up the items, and returning to the car, which may seem time-consuming and troublesome.

To address this issue, businesses can either handle the delivery themselves if the store location is close enough and convenient for efficient delivery, or they can collaborate with delivery services such as Fast Delivery, Economic Delivery, etc. if the business's resources are insufficient.

Currently, businesses often offer various home delivery policies based on transport times for customers to choose from, such as:



Express Delivery: Receive the items within 30 minutes to 2 hours



Fast Delivery: Receive the items within 4 to 6 hours



Standard Delivery: Receive the items within 2-5 days



Select Delivery Time: Customers choose the desired time frame and day for delivery

Example: Buy Online, Home Delivery at Canifa

Let's consider an individual who wants to purchase a Canifa brand shirt:



He searches online and accesses various online shopping channels such as the Canifa website or app



He proceeds to place an order by selecting a size, and colour, entering a discount code, address, and preferred delivery time



On the delivery day, a Canifa staff member delivers the shirt to him

With Home Delivery, the customer can take advantage of the discount code for the shirt and receive it at home/office without having to go to the store to make the purchase. Due to this advantage, many businesses apply this model, including Annam Gourmet, FPT Shop, and Pharmacy.

2.1.3. In-store Return for Online Purchases

Let's assume a customer purchases a product online but, upon receiving it, realizes it doesn't meet their needs. They decide to return the item to the nearest store.

However, some stores only accept returns for items purchased directly in-store. Therefore, this customer has to pack the order and send it back to the shipping provider, waiting for processing before receiving a refund. Experiences like these may lead consumers to question whether they want to shop with that retailer again.

Consequently, In-store Return has become popular and is used by many O2O businesses as a solution for customers who prefer to avoid hassles in the return process.

In-store Return simplifies the return process for both buyers and sellers. Handling returns and refunds simultaneously enhances customer service, and the process of returning items to the warehouse becomes much faster.

Example: In-store Return for Online Purchases at Juno

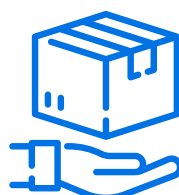
Let's consider a customer who wants to purchase a handbag from the Juno brand:



She searches online and accesses various online shopping channels such as the Juno website or app



She proceeds to place an order by selecting a size, and colour, entering a discount code, address, and preferred delivery time



On the delivery day, a Juno staff member delivers the handbag to her



During the warranty period, she is dissatisfied with the product due to size issues. She goes to the nearest Juno store to return it and receive a refund or exchange for other products

With In-store Return, this customer can return an item purchased online and receive a refund when dissatisfied with the product's quality at the offline store. Due to the complexity of this model, only a few businesses implement policies for returning online purchases in-store, such as Hnoss.

2.1.4. Customer Loyalty Programs

Customer loyalty programs are excellent incentives to encourage customers to engage in both in-store and online shopping journeys.

Reward Points

This is one of the most common forms of loyalty programs where businesses can apply points to any item. Customers accumulate points easily through shopping or participating in activities, which can be redeemed for various valuable rewards such as gift cards, discount vouchers, free gifts, etc. The implementation of reward points enhances sales and increases customer loyalty to the brand.

Example: Reward Points Program at Hasaki



A customer makes an online purchase from the Hasaki website/app during a specific period



She accumulates a significant number of points from Hasaki's reward points program after each online shopping



Redeeming points for skincare at Hasaki's spa, she's pleased with the quality and now visits more often.



Thanks to the reward points program, Hasaki successfully converted an online shopper into a customer who shops both online and offline

Some businesses that have successfully implemented reward points policies include The Coffee House, Dien May Xanh, and Bach Hoa Xanh.

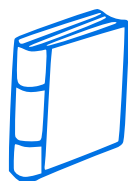
Gift Cards/Vouchers

To satisfy various customer segments and attract them back to shopping, gift cards/discount vouchers can be a compelling factor in customer care campaigns.

- **Gift Cards:** These are used like cash or credit/debit cards to make purchases with equivalent value
- **Gift Vouchers:** Considered promotional gifts with a specific value or percentage discount when purchasing

With Gift Cards/Gift Vouchers, customers can use them immediately or save them for future purchases, or even gift them to family and friends. Consequently, relatives and friends have the potential to become potential customers of the brand shortly.

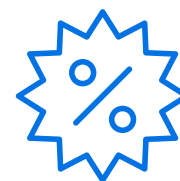
Example: Gift Voucher Program at Fahasa



A customer buys books on Fahasa's website/app



He receives a discount voucher for shopping at Fahasa's traditional store within a specific period



He uses the voucher at Fahasa for a discount, boosting traditional store revenue from an online customer

Businesses applying Gift Cards/Gift Vouchers include Nhà Sách Phương Nam, Uniqlo, and PNJ.

2.2. Benefits

2.2.1. Increase Brand Awareness and Customer Reach

One of the significant challenges for traditional stores is how to increase brand awareness for potential customers located far from the store's location. As eCommerce is becoming a dominant trend in the retail industry, businesses can leverage it to boost brand awareness, creating excellent opportunities to break through in terms of sales.

Through various methods to reach potential customers online, such as using social media, email marketing, running advertisements, etc., business owners can overcome geographical limitations, attracting and convincing customers to pay attention to their brand and products.

2.2.2. Boost Sales

Despite the rapid growth of eCommerce, traditional stores still maintain a stable level of sales because a portion of customers prefer visiting physical stores for shopping.

A recent survey showed that 46% of respondents prefer shopping at traditional stores. The reason is that when customers visit a store, they can see, touch, feel, and try products before making a purchasing decision. Another interesting fact is that customers are likely to spend more when they are in a store.

For example, someone entering a bookstore to buy a notebook might also decide to purchase additional pens after looking around. In contrast, if this person searches for a notebook online, they are likely to only buy that specific item.

Therefore, the O2O commerce model is an optimal choice, utilizing online channels to enhance brand awareness while addressing the limitations of offline channels and driving offline sales growth.

2.2.3. Improve Customer Experience

The seamless integration of online and offline shopping makes the shopping experience more fluid and exciting for customers. Online channels allow consumers to easily and instantly access the brand.

For instance, if a customer has a question about a product, they can send a message via Facebook Messenger or chat on the eCommerce website. The customer support team can respond to their queries immediately.

Based on the collected user information and data, the brand can provide related product recommendations online or during the customer's next visit to the physical store. In another scenario, if a store launches an advertising campaign, customers can be notified through online channels.

This way, businesses maximize the number of customers who can access the advertising campaign, rather than just informing buyers when they come to the store.



3

O2O COMMERCE IMPLEMENTATION APPROACH

To capture the O2O commerce market successfully, businesses need to outline a strategy aligned with their business goals and brand capabilities. This way, they can achieve a perfect integration between online and offline sales.

3.1. Define Objectives

To set objectives for the business, it is crucial to first determine the business's vision, which represents the future image the business aims to achieve. Subsequently, specific and measurable goals can be established. Businesses can combine this with a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to leverage opportunities and address challenges.

Defining objectives for the business is a vital process that helps the business focus on the most critical activities, minimize risks, and achieve success in implementing O2O commerce.



S - Strengths



W - Weaknesses



O - Opportunities



T - Threats

3.2. Strategic Planning

The next step involves working with stakeholders to develop O2O deployment strategies to achieve the established objectives.

The initial step in strategic planning is to utilize data analytics software to measure and analyze, identifying customer pain points and touchpoints during the purchasing process. Based on this information, businesses can determine the O2O models to deploy and the channels to utilize for the chosen model. Three common models are BOPIS, Home Delivery, and In-store Return.

Once the suitable business model is determined, the next step is for the business to choose resources to build the O2O commerce system. Here are ways to build resources for the business:

Option 1: Build an In-House Team

- **Pros:** Better resource control, proactive adjustments or development of the business system according to specific requirements
- **Cons:** Requires substantial cost and time for recruiting and training an in-house team with expertise and experience, potentially causing the brand's launch to be slower compared to competitive counterparts

Option 2. Outsource to Experienced O2O Development Units

- **Pros:** Gains specialized expertise, and experience the fastest and most suitable solutions for the current and future business situations
- **Cons:** Difficult to find reputable, professional partners with expertise in the brand's industry

Option 3. Combine In-House and Outsourced Teams

Building an O2O system with professional developers and establishing an in-house team to maintain and upgrade the system is a consideration.

- **Pros:** Quickly owns the O2O commerce system initially and retains control in the long term
- **Cons:** Requires time to find a reputable partner and incurs recruitment and training costs for in-house personnel

3.3. Upgrading the Offline System

Typically, businesses implementing O2O are those that already have existing offline business systems.

However, to efficiently fulfil orders from online to offline, upgrading the offline system is crucial and should be prioritized.

An effective offline system is best managed using software systems such as POS, CRM, ERP, and PIM, replacing manual management activities using paperwork or Microsoft Office tools (Word, Excel, OneNote, Access, etc.).

ERP (Enterprise Resource Planning): This system helps plan the resources of a business. In simpler terms, ERP systems are used to manage all business activities. Common ERP systems include Odoo, Sage, TomERP, Oracle, and SAP.

POS (Point of Sale): This is where goods transactions take place. The POS system is a tool for conducting transactions. Essentially, the POS system is a combination of hardware and software to create a complete transaction process. Some popular POS systems include Magestore, mPOS, VNPAY, and KiotViet.

CRM (Customer Relationship Management): This software or system helps businesses manage information, and interact with existing customers, and current potential customers. CRM allows businesses to collect, store, and analyze customer data, improving interactions with customers and enhancing sales capabilities. Businesses can consider CRM tools such as Salesforce, HubSpot, Zendesk, Zoho, and Pipedrive.

PIM (Product Information Management): This system is used to store and manage a business's product information centrally. Product information includes technical specifications, descriptions, images, videos, size and colour information, multilingual product descriptions, and other relevant information that marketers or sales staff may need. Common PIMs that businesses can consider include Pimworks, Salsify, Akeneo, and Inriver.

Depending on the current level of digitization in a business's offline operations, the business may consider upgrading existing systems, transitioning to different platforms, or implementing additional suitable software.

3.4. Building the Online System

3.4.1. Developing eCommerce Website and App

Typically, when building an online system comprising an eCommerce website and app, businesses can choose between two types of platforms: SaaS and Open Source.

SaaS (Software as a Service) Platform: SaaS is a service distribution model for building website systems as software. In this model, data is stored on the provider's server, and the platform is responsible for handling technical issues for the business. Some popular SaaS platforms today include Haravan, Shopify, and BigCommerce.

Pros	Cons
<ul style="list-style-type: none">• Easy to use• Quick development time• High security• 24/7 customer support	<ul style="list-style-type: none">• Increasing development costs over time• Businesses have limited ownership of source code and data• Limitations in functionality and scalability• Customization challenges

SaaS platforms are often a popular choice for startups or small and medium-sized enterprises (SMEs) due to reasonable costs and deployment times.

Open Source Platform: Open Source refers to software with publicly available source code that anyone can use for free. Open Source platforms are an optimal choice for businesses looking to develop professional websites and app systems. Examples of Open Source platforms include Magento, WooCommerce (a WordPress plugin), and OpenCart.



Pros	Cons
<ul style="list-style-type: none"> • High customization and scalability • Diverse additional features and utilities • Businesses own the source code and data 	<ul style="list-style-type: none"> • Not user-friendly • High development costs • Lengthy deployment time

Open Source platforms are a perfect choice for large businesses or those with specific system customization needs, given their flexibility and high scalability.

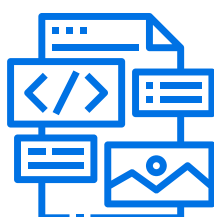
3.4.2. UI/UX Design

After choosing the platform for building O2O eCommerce websites and apps, the next step for businesses is designing UI/UX that aligns with the brand's characteristics.

There are three ways to consider for UI/UX design:



Use Ready-made Interfaces



Customize Based on Ready-made Interfaces



Design the Interface Themselves

Use Ready-made Interfaces: This approach helps businesses save interface costs. Both SaaS and open-source platforms provide a variety of UI/UX interfaces with prices ranging from \$300 to \$500

Customize Based on Ready-made Interfaces: Similar to the first method, businesses will customize the interface to fit brand development needs

Design the Interface Themselves: This helps the brand image stand out and differ from competitors. While more expensive than using ready-made interfaces, this bespoke design meets industry-specific requirements and business expectations.

3.4.3. Functional System Programming

For the online system, businesses can refer to the following functions to deploy a comprehensive eCommerce website and app:

- **Category Management:** Manage product categories, functions, prices, and images/videos to optimize business operations
- **Sales Management:** Manage order information, and understand and analyze customer shopping behavior effectively
- **Marketing Management:** Integrate features like URLs, meta tags, and internal links for SEO optimization, combined with effective marketing campaigns to achieve sales goals
- **Content Management:** Build and optimize content for the CMS system, including text, images, banners, widgets, templates, brand content, blogs, etc
- **Customer Management:** Store, manage, and analyze customer information and customer groups to improve and enhance marketing effectiveness, aiming to optimize the online shopping experience
- **System Management:** Manage and assign permissions to administrators to operate, secure, and maintain the eCommerce website system
- **Store Management:** Use inventory management tools at branches, stores, and warehouses to ensure a continuous and efficient supply process
- **Cart and Checkout Management:** Manage the shopping cart and customer payment information
- **Analysis and Reporting:** Analyze and measure the performance of the eCommerce website system, providing insights for the next business strategy

3.4.4. System Testing Before Market Launch

Testing is an essential activity to identify and discover website and app issues, ensuring the entire system meets the business's quality requirements.

Common testing methods include:

- **White Box Testing:** Review of the structure of code and algorithms
- **Black Box Testing:** Test system functions based on requirement specifications
- **Gray Box Testing:** A combination of black box and white box testing



White Box Testing



Black Box Testing



Gray Box Testing

In general, conducting testing based on test scenarios is an important step for businesses to ensure quality, providing a solid foundation for the system to operate smoothly when launched.

3.4.5. Legal Procedures and Launch

Notification and Registration with the Ministry of Industry and Trade

The final step in the process of building the online system is completing the necessary legal procedures to operate legally. Businesses can follow the simple [registration steps](#) provided by the Ministry of Industry and Trade's eCommerce Management Portal.

This is a mandatory requirement from the Ministry for any individual or organization owning an online system to fulfil the registration/notification obligation within the specified timeframe.

Publishing the Application on Google Play and App Store

To publish the application on these platforms, businesses need to follow these steps:

1. Register a developer account on the App Store and Google Play platforms
2. Create a developer profile and register the application with the platforms
3. Create and apply, including necessary information such as name, description, images, videos, and other features. Businesses also need to ensure that the application complies with the regulations and requirements of the platforms
4. Check and confirm the application registration on the platforms. After the application is accepted, businesses can start promoting and managing their application on the platforms

Uploading the application to Google Play and the App Store is an important and necessary process to bring the business's app closer to users

3.4.6. Establishing Official Stores on eCommerce Platforms

In addition to the website and mobile app, businesses can also build storefronts on popular eCommerce platforms such as Shopee, Lazada, Tiki, Sendo, and Amazon. Creating storefronts on these eCommerce platforms presents a significant opportunity for businesses to reach a large pool of potential customers, increase sales volume, and drive traffic to channels like the website and app. Furthermore, utilizing eCommerce platforms helps businesses save costs on advertising products, shipping, and building customer relationships.

However, to succeed on eCommerce platforms, businesses need to develop a reasonable strategy and optimize their storefront pages. Relying too heavily on eCommerce platforms, in the long run, may lead to a loss of control over data. eCommerce platforms often have policies regarding customer data management and contact information, making it challenging for businesses to directly access their customers and risking customer loss to competitors on the same platform.

In general, for an effective O2O commerce deployment, businesses can either implement the online system concurrently with the offline system or proceed after completing the offline system, depending on the project budget and deployment timeline.

3.5. Performance Measurement

After completing the O2O commerce system, businesses need to gather data to measure the success of the O2O strategy and make informed business decisions. Many businesses integrate data measurement and analysis tools into their business systems, such as Google Search Console, Google Analytics, Facebook Pixel, TikTok Tracking Pixel, etc.

Additionally, businesses can integrate Business Intelligence (BI) tools, which are intelligent management reporting systems capable of controlling vast amounts of data from various sources. These tools leverage the data to make predictions for the future. Some popular BI tools include Magento Business Intelligence, Tableau, Power BI, and Looker.

3.6. Data Analysis and System Optimization

Using the synthesized and analyzed data, businesses can formulate strategies to optimize the customer experience. Widely applied strategies to enhance customer experience include Loyalty Programs and Omnichannel.

Loyalty Programs are initiatives designed to encourage customers to return for repeat purchases through unique incentives. They aim to provide the best shopping experience, fostering customer loyalty and retention.

Omnichannel is a multichannel sales approach focused on delivering a seamless shopping experience by marketing and selling across all channels where potential customers are present, including mobile devices, social media, eCommerce websites, and traditional brick-and-mortar stores.

In addition to optimizing the customer experience, businesses can leverage synthesized and analyzed data to optimize the processes and functionalities of their systems, bridging the gap between the current online and offline operations.



4 | O2O SOLUTIONS AT SECOMM

SECOMM is one of the pioneering companies providing Online-to-Offline (O2O) commerce solutions in Vietnam. With diverse technological solutions, SECOMM consistently meets the specific requirements of each business.

4.1. O2O Commerce System

SECOMM's comprehensive O2O Commerce System consists of four parts: the eCommerce system, the management system, the customer experience system, and the data system.

4.1.1. eCommerce System

Building a business system from Online to Offline to provide a comprehensive experience for customers:

- Deploying eCommerce websites on platforms like Shopify, WooCommerce, and Magento
- Developing eCommerce applications (eCommerce Apps) using platforms, technologies, and frameworks like Flutter, NodeJS, ReactJS, and Ionic
- Establishing and managing online stores on popular eCommerce platforms such as Shopee, Lazada, Tiki, Sendo, and Amazon

4.1.2. Management System

Implementing and integrating tools and management software to efficiently operate business activities:

- ERP Management System: Odoo, Sage, TomERP, Oracle, SAP, etc
- CRM Customer Management System: Salesforce, Hubspot, Zendesk, Zoho, etc
- POS Sales Management System: Magestore, mPOS, VNPAY, KiotViet, etc
- PIM Product Information Management System: Pimworks, Salsify, Akeneo, Inriver, etc

4.1.3. Customer Experience System

Building and integrating platforms that support businesses in enhancing the customer experience:

- Mobile Apps: Flutter, NodeJS, ReactJS, Ionic, etc.
- Loyalty Program
- Omnichannel Commerce

4.1.4. Data System

Integrating tools to support the analysis and reporting of business operations:

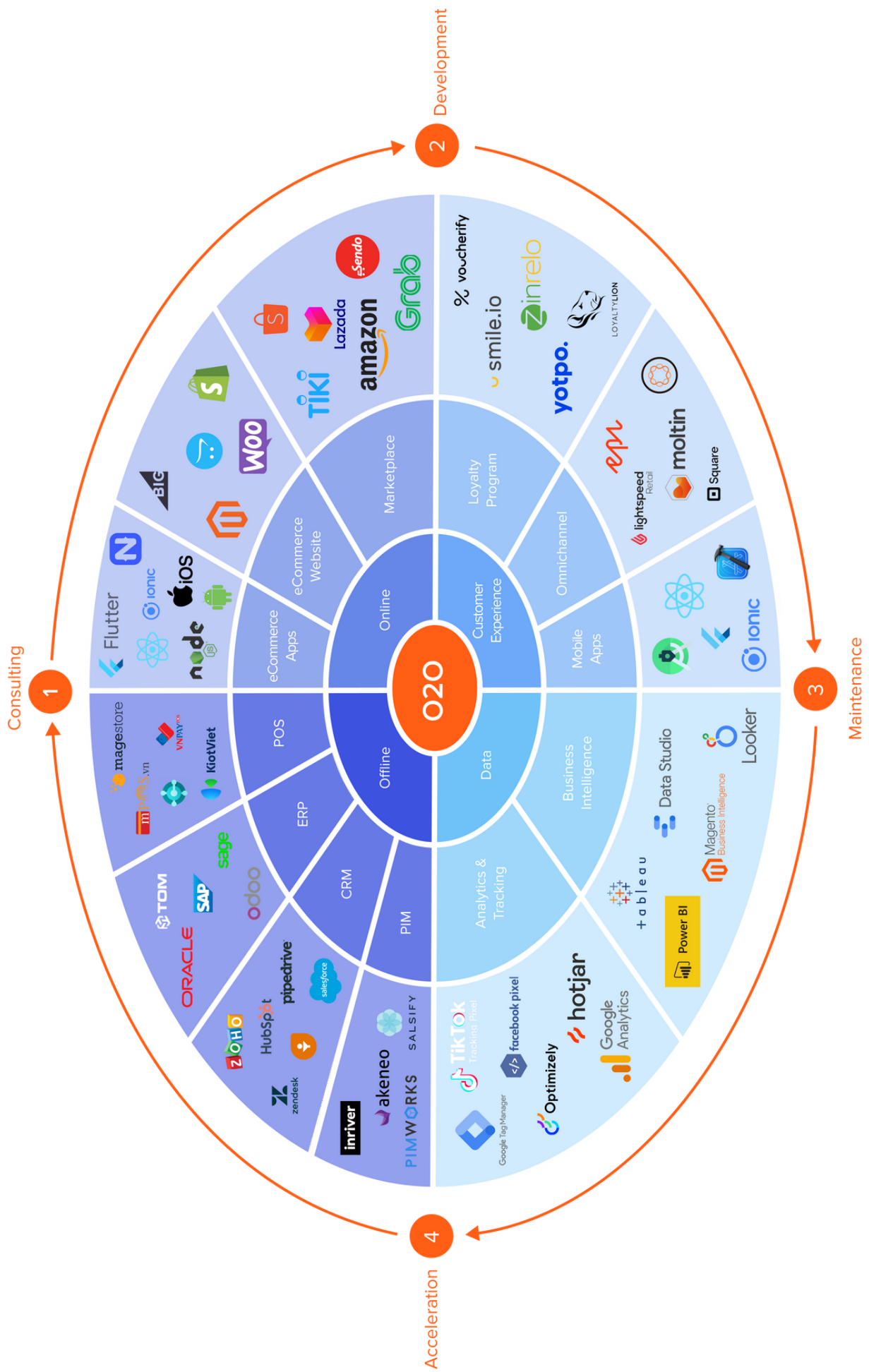
- Data analysis and reporting: Google Search Console, Google Analytics, Facebook Pixel, Tiktok Tracking Pixel, etc
- Business Intelligence: Magento Business Intelligence, Tableau, Power BI, Looker, etc.

4.2. O2O Commerce Services

To develop the above-mentioned O2O commerce system, SECOMM provides comprehensive services from solution consulting, and team building to system development and maintenance, supporting businesses in the best possible way.

- Solution Consulting: Providing diverse technology, platform, and framework solutions tailored to each channel to achieve business goals from Online to Offline
- Team Building: Supplying experienced expert teams to develop systems with committed output quality within the optimal budget
- System Development: Applying in-depth and diverse experience to deploy O2O commerce systems according to the specific business characteristics of each enterprise
- System Maintenance: Maintaining, updating, and upgrading O2O commerce systems helps businesses achieve sustainable sales growth and adapt quickly to market changes



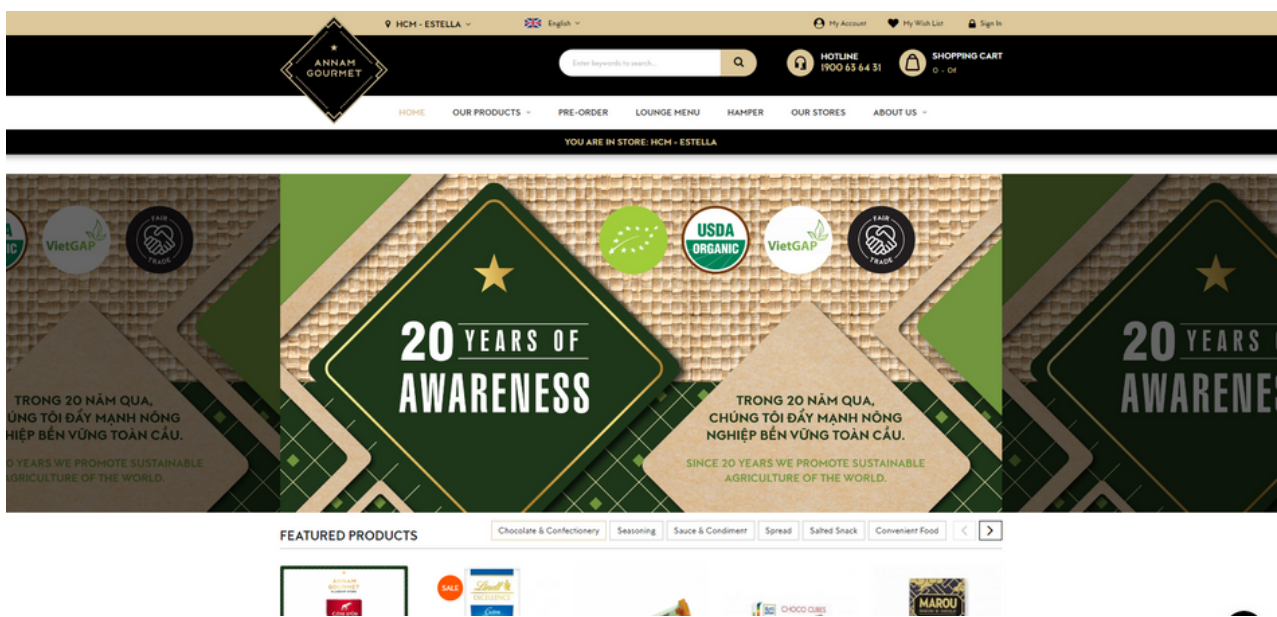


4.3. Case Studies

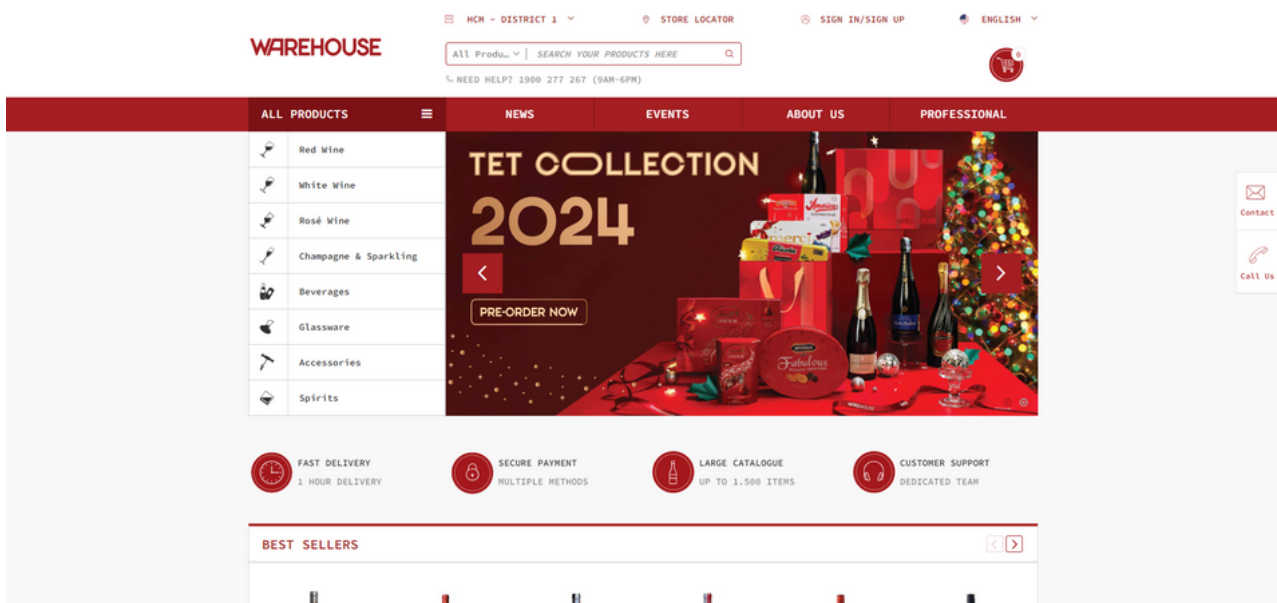
4.3.1. Annam Group

Annam Group was established in the year 2000 with a small Gourmet retail store located in the centre of Ho Chi Minh City. In over 20 years of business operations, the Annam Gourmet store chain has experienced robust growth in the Vietnamese market, offering a variety of high-quality imported products such as premium food, wines, beverages, and cosmetics.

Currently, Annam Group has successfully implemented two O2O commerce projects: The Warehouse and Annam Gourmet.



Annam Gourmet



The Warehouse

O2O Model:

- Online shopping with home delivery
- Online shopping with in-store pickup

Challenges:

Building separate eCommerce websites for each brand

Accurately and in real-time displaying inventory quantities across all offline stores and online sales channels

Addressing the specific characteristics of various product categories:

- Grocery: Managing multiple categories, products, complex units of measurement, perishable goods with high spoilage during storage and transportation, etc
- Wine: Verifying age before login, checking alcohol content, special consumption tax, etc

Implemented Solutions:

- In 2019, SECOMM seized the opportunity to collaborate with Annam Group to implement O2O commerce for The Warehouse brand
- In 2020, SECOMM continued to work with Annam Group on a new project, Annam Gourmet Market

Business Problem Resolution through O2O Solution:

- Implementing logistics for the delivery process when customers check out products: Home delivery (standard 1-2 days, express within 2 hours), and in-store pickup
- Developing websites on Magento 2 and applying multi-stores functionality
- Integrating bidirectionally with Picking PDA and POS to synchronize data from online to offline, establishing the entire shipping process
- Building a two-way warehouse management algorithm, integrating Magento and ERP Microsoft Dynamics AX for real-time data synchronization



4.3.2. Jasnor

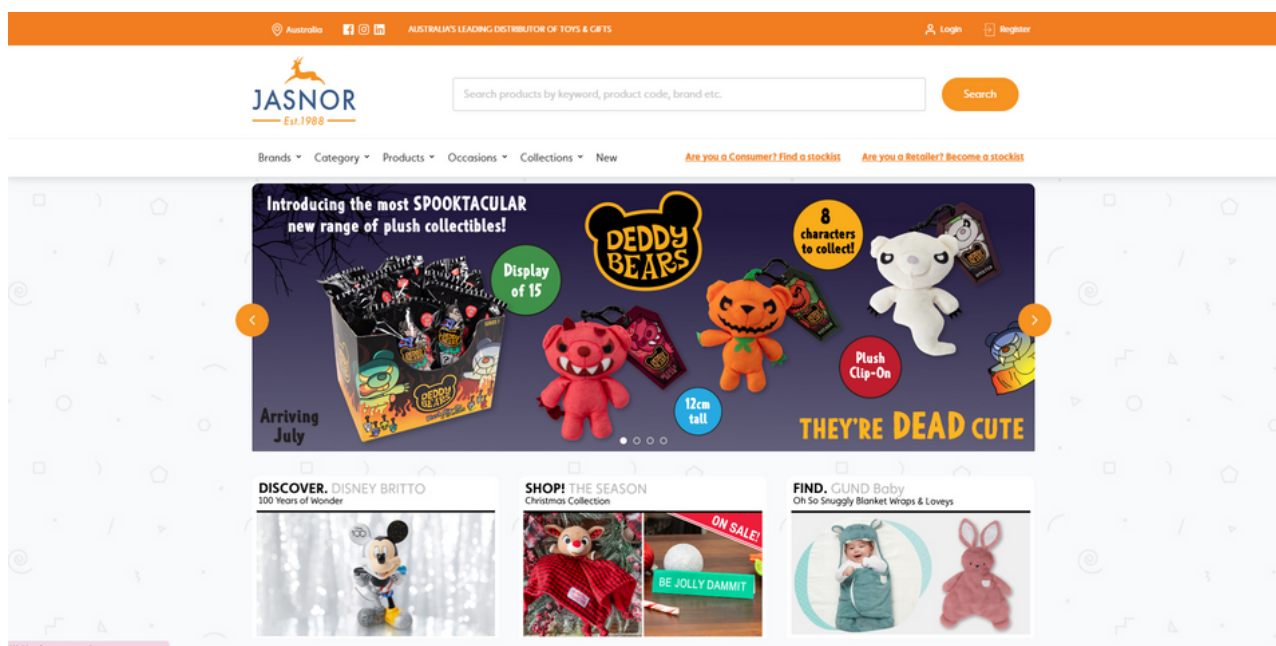
Jasnor is a private enterprise in Australia established in the late 1980s, with over 30 years of development in the business, manufacturing, distribution, and supply of toys and gifts in both the Australian and New Zealand markets. The business currently holds exclusive distribution rights for over 77 renowned brands such as Disney, DC, and Harry Potter, operates in more than 2700 retail stores, and has over 1800 SKUs in its system across the two countries.

O2O Model:

- Buy online, home delivery
- Buy online, pick up in-store

Challenges:

- Synchronize data between 2 websites and various branches in Australia and New Zealand to control business operations from online to offline
- Complexity in integrating third-party systems of retailers to update the latest data
- Multiple special payment methods, including instalment payments, pre-ordering upcoming products, and ordering temporarily out-of-stock items



Jasnor

Implemented Solutions:

- Built an O2O commerce system to control business operations on 2 websites and stores in 2 different countries
- Migrated the entire Magento 1 system to Magento 2 for improved performance
- Real-time display of inventory quantities for both offline and online channels, allowing customers to know where products are available, in-store or online
- Choice of shipping method at checkout: home delivery and in-store pickup
- Integrated SAP ERP, Magento, and third-party systems to synchronize data and control everything on one screen
- B2B debt management solution allowing customers to purchase on credit and self-select invoices for payment, assisting customers in managing cash flow
- Built direct support channels for each customer to quickly handle shopping-related issues
- Updated content using Excel files for easy modification of promotional programs and retailer information management



4.3.3. Trentham Estate

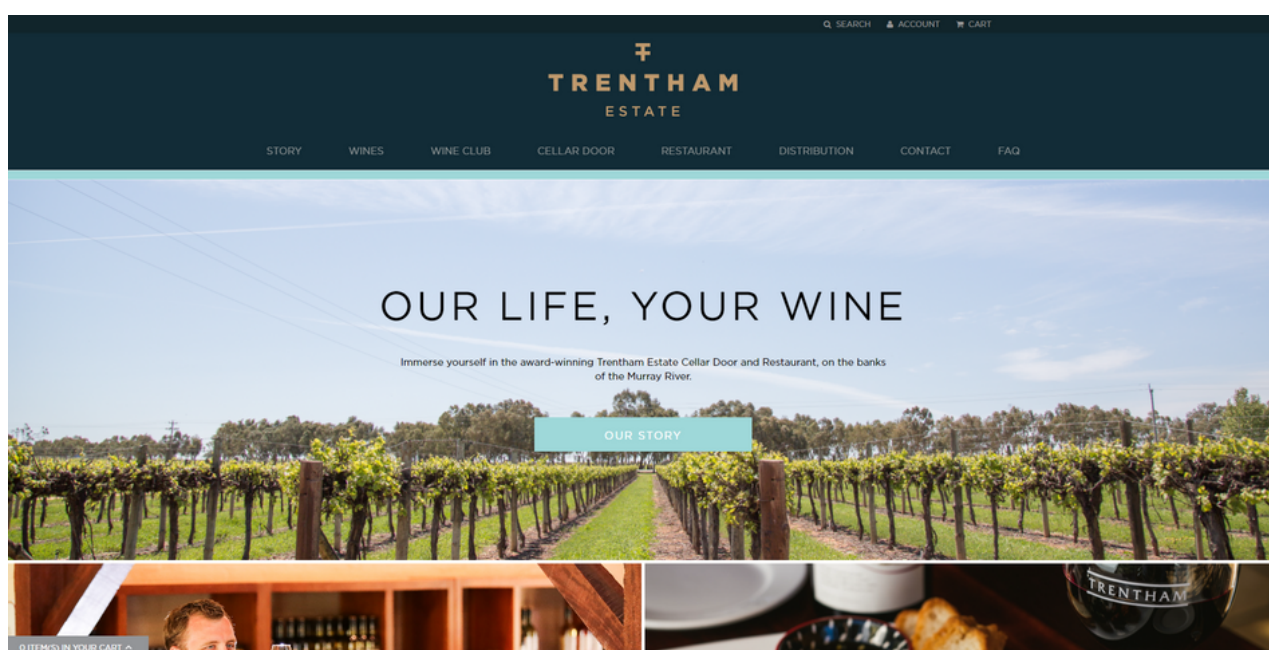
Trentham Estate Winery is a long-established brand specializing in the production and business of wine, founded in 1988 in Australia. Throughout its operation, the business has been honoured with hundreds of medals, accolades, and major awards in the wine industry. The brand is also highly regarded for its flexible, innovative winemaking style, producing a variety of wines with distinctive and delightful flavours.

O2O Model:

- Buy online, home delivery
- Buy online, pick up in-store

Challenges:

- Trentham Estate, a renowned wine production and wholesale retail brand in the Victoria state of Australia, needed to establish an online channel to complement its offline business operations
- Build an eCommerce website for the wine industry
- Design a UI suitable for the wine industry and Trentham Estate brand image
- Specific requirements for payment and shipping of alcoholic products
- Digital transformation for the Wine-Club member management process with a subscription business model
- Implement a scheduling feature for appointments at Trentham Estate's restaurant



Website của Trentham Estate

Implemented Solutions:

- Utilized the Magento platform due to its features aligning with Trentham Estate's requirements in the wine industry
- Used DigitalOcean (cloud infrastructure) to manage the technology infrastructure and optimize search functionality
- Implemented Redis Cache to maintain stable website performance, supporting the efficiency of eCommerce operations
- Designed UI/UX with the wine industry and Trentham Estate characteristics
- Integrated the Stripe payment gateway to handle periodic payments
- Established a "Wine-Club" program that automatically generates orders and payments based on customer needs at defined intervals or special events throughout the year (Christmas, New Year's, etc.)
- Developed a specialized delivery feature allowing customers to customize the delivery frequency throughout the year
- Implemented a reservation feature for lunch appointments at Trentham Estate's restaurant (Wednesday to Sunday, reservations from 11:30 am to 2:00 pm)



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