

MOBILE COMMERCE

POTENTIAL, DEPLOYMENT PROCESS & PRICES

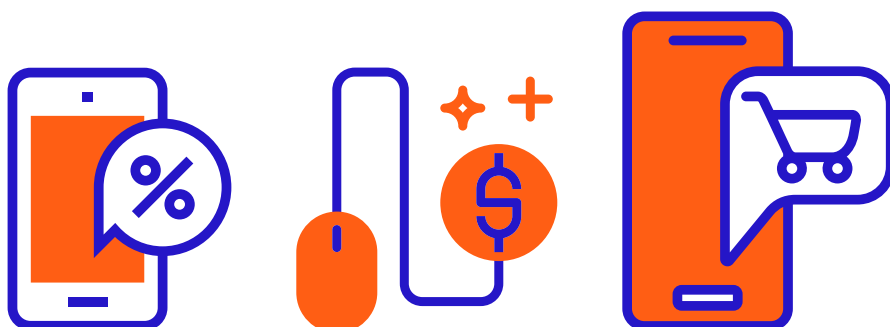
eCommerce App - Mobile Banking - Social Commerce



<https://secomm.vn/>

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PROLOGUE

According to statistics from [Forbes Advisor](#), global Mobile Commerce (M-commerce) sales reached \$415 billion in 2022 and are expected to reach \$710 billion by 2025. In fact, Mobile Commerce sales are dominating the e-commerce industry, accounting for **approximately 73%**, and eCommerce apps are growing faster than any other type of app in the market, with **an annual growth rate of 54%**. This indicates that eCommerce apps contribute significantly to mobile sales, and the deployment of Mobile Commerce is considered the right direction for businesses in this new era.

Faced with the boom of Mobile Commerce, businesses are at a crossroads: either build an e-commerce app to adapt to this boom or neglect it and gradually fall behind. With over 9 years of experience implementing complex projects domestically and internationally, SECOMM has created the eBook **"Mobile Commerce: Potential, Deployment Process & Prices"** All data in this eBook is collected from various reliable sources such as Forbes, Statista, Pew Research Center, MasterCard, etc.

SECOMM deploys this eBook to provide businesses with the necessary information to develop Mobile Commerce. It includes:

- Potential, benefits and trends of the Mobile Commerce market
- Detailed process and prices for deploying mobile shopping apps
- Detailed process and prices for deploying mobile payment apps
- Detailed process and prices for deploying Social Commerce



1 | OVERVIEW OF MOBILE COMMERCE

The significant increase in the number of smartphone users has contributed to the rise of the global and Vietnamese Mobile Commerce (M-commerce) trend. Many businesses in various fields, from shopping, and healthcare to food, such as SHEIN, Uniqlo VN Hasaki, Con Cung, Pharmacy, etc., have successfully tapped into the potential of this market to become pioneering entities leading the Mobile Commerce trend in the Vietnamese market.

1. What is Mobile Commerce?

Mobile Commerce, also known as Mobile eCommerce, abbreviated as m-commerce or mCommerce, is translated into Vietnamese as "Thương Mại Di Động." This term was first coined and used by Kevin Duffey at the Global Mobile Commerce Forum in 1997, meaning "providing direct electronic commerce capabilities to consumers anywhere, wirelessly."

In other words, it is a business model where all online financial transactions are conducted on mobile devices, such as shopping, banking transactions, transactions with electronic wallets, ride-hailing, food ordering, hotel booking, etc.

1.1 Comparison between mCommerce and eCommerce

eCommerce, or electronic commerce, is a relatively broad concept that refers to buying and selling goods and services on the Internet.

Meanwhile, Mobile Commerce is essentially a branch of eCommerce and the mobile version of eCommerce, specifically referring to electronic commerce transactions conducted on mobile devices.

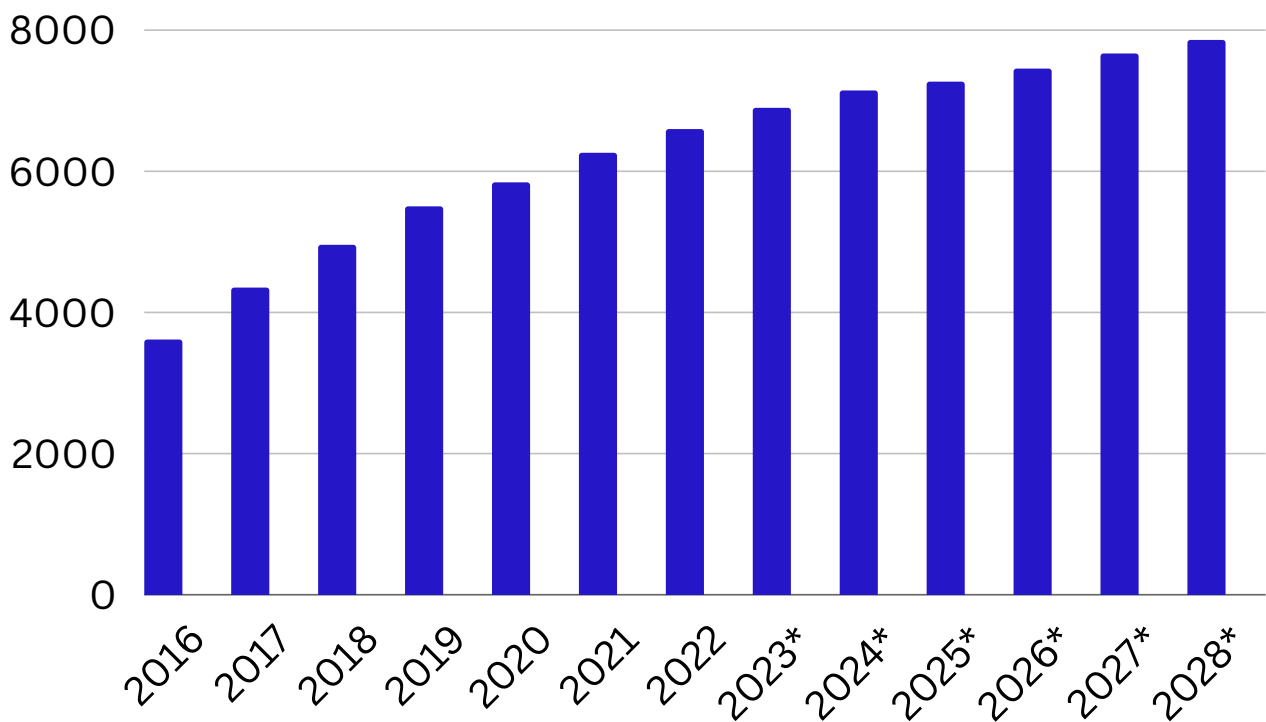


Characteristic	eCommerce	mCommerce
Form	Internet Connection	Internet connection on mobile devices
Operation	Buying and selling products/services online	Buying and selling products/services online using a mobile phone
Device used	All devices such as computers, laptops, mobile phones, tablets, etc.	Mobile devices such as mobile phones, tablets, etc.
Platform	eCommerce websites, eCommerce apps, web-based eCommerce apps	eCommerce apps, web-based eCommerce apps, online payment apps, social network apps

eCommerce vs mCommerce

1.2. Potential Development of Mobile Commerce

According to the latest data from [Statista](#), as of January 2023, the global smartphone user base is 6.92 billion people, increasing by 4.2% annually.

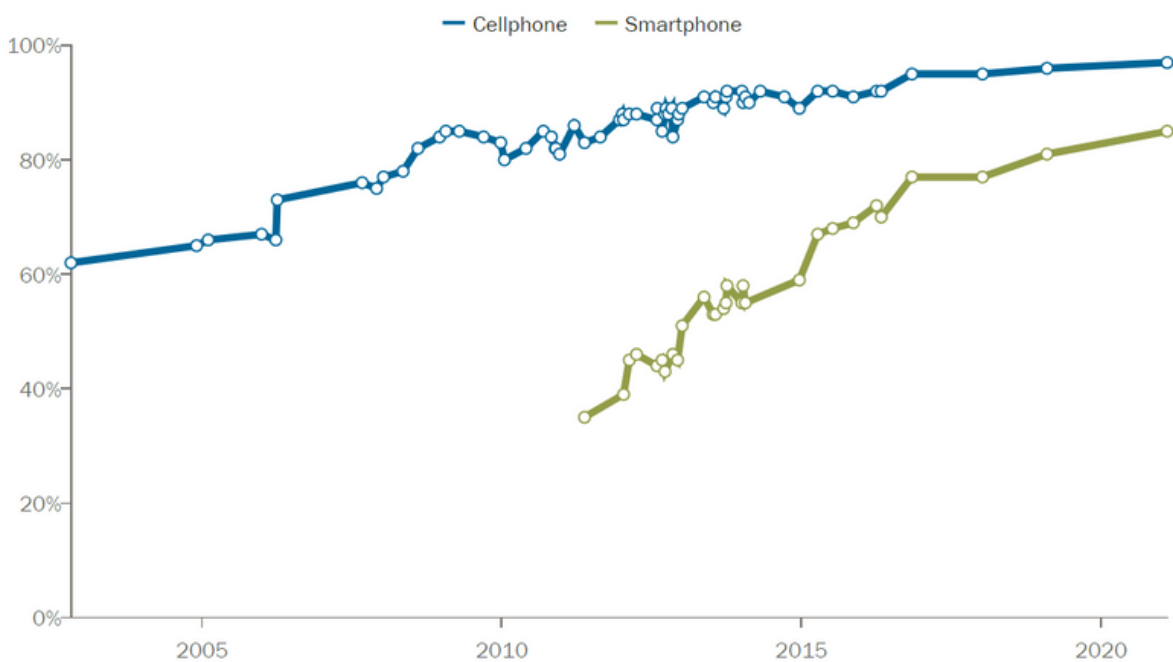


Global smartphone user base from 2016 to 2028 (estimated)

In [Vietnam](#) alone, this number is 69 million users, accounting for 97% of the country's population. Meanwhile, in the United States, [Pew Research Center](#) estimates that about 3/4 of Americans own smartphones. This indicates that smartphones have become common devices, and the demand for owning and using smartphones is steadily increasing.

Mobile phone ownership

% of U.S. adults who say they own a ...



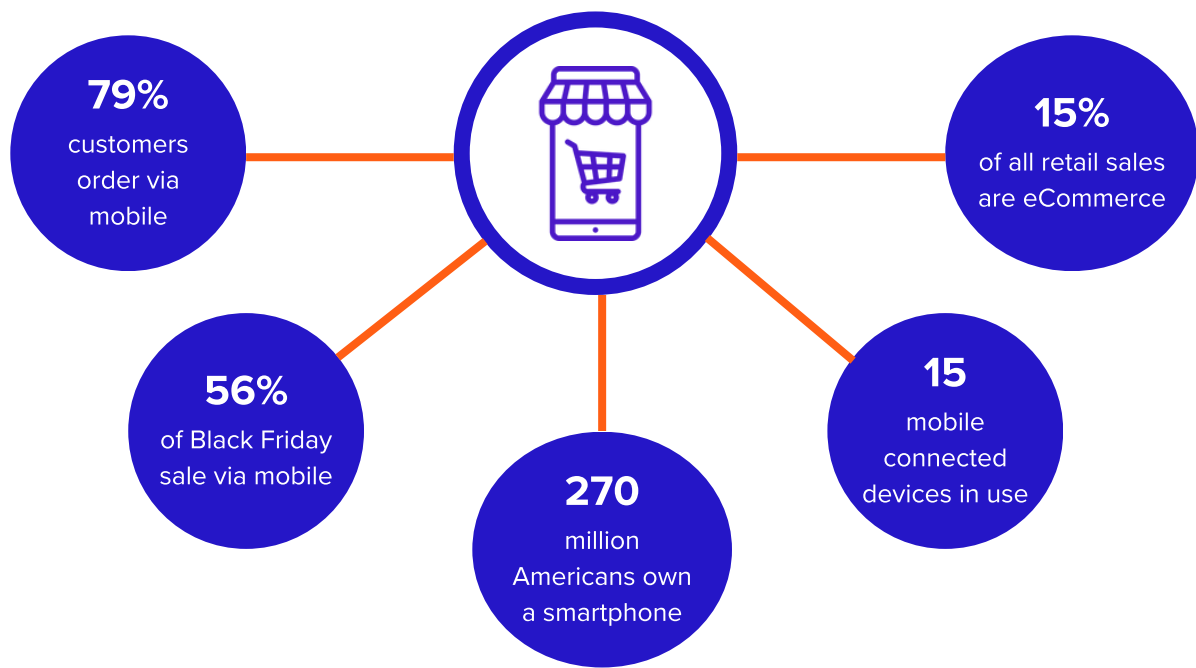
Note: Respondents who did not give an answer are not shown.
Source: Surveys of U.S. adults conducted 2002-2021.

Number of smartphone users in the United States from 2002 to 2021

Additionally, the Internet has long ceased to be a high-end infrastructure for countries. Therefore, users nowadays tend to prioritize using compact devices such as smartphones to access web browsers. Normally, brands need to establish a presence where there are many potential customers. Therefore, the rapid acceptance and adoption of Mobile Commerce have become key business strategies for many enterprises.

Moreover, the emergence of Covid in 2020 became a catalyst for e-commerce in general and mobile commerce, in particular, experiencing a strong boom.

At that time, the smartphone became the user's companion in the trend of online shopping, with 79% of users using smartphones or other mobile devices for online shopping, according to [OuterBox](#). Even as the pandemic has subsided, this development in Mobile Commerce shows no signs of slowing down, as mCommerce retail sales reached \$415 billion in 2022 and are expected to reach \$710 billion by 2025."



Mobile Ecommerce 2023

2. Benefits of Implementing Mobile Commerce

2.1. Convenience and Access to a Large Customer Base

As mentioned, the global smartphone user base of approximately 6.9 billion in 2023 has become a driving force for the development of Mobile Commerce. Anyone owning a smartphone has the potential to become a customer. Therefore, implementing Mobile Commerce will help businesses reach this enormous user base, and nurture and generate conversions.

Furthermore, with the inherent mobility of Mobile Commerce, smartphone users with internet access can shop anytime, anywhere, even while on the move, without being dependent on a fixed location. Especially when visiting a store for shopping, instead of paying in cash or by card, customers can now make payments through online payment apps such as MoMo or VNPAY, etc.

2.2. Providing Personalized Experiences

Businesses today place great emphasis on the personalized experiences of customers, and in the world of mobile commerce, this is particularly important. The smartphone is considered a personal item, and it is where individuals perform daily activities with a personal touch.

Moreover, in the trend of online shopping, customers highly appreciate brands that provide them with personalized experiences as it demonstrates the brand's care for its customers. Therefore, the more businesses focus on details and personal factors in their messages and promotional programs, the better.

For Mobile Commerce, push notifications from apps are considered an effective solution. Mobile apps help businesses track and collect user data, including personal information, social media accounts, interests, current location, purchase history, viewed products, etc. They then combine and analyze this data to send relevant messages to the right target audience through push notifications.

Recent research indicates the effectiveness of push notifications in connecting with customers and announcing new products as well as promotional programs:



The open rate of push notifications is 90%



70% of them find push notifications helpful



This open rate is over 50% higher than email marketing



About 55%-60% of mobile app users agree to receive push notifications



52% of users search for relevant information and accompanying promotional programs after receiving and reading push notifications

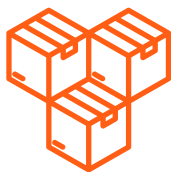
Push notifications are one of the strategies implemented to provide personalized shopping experiences and ensure customer satisfaction. When customers are more satisfied with their shopping experience, there is a high likelihood that businesses will increase customer retention rates and maintain their loyalty to the brand.

2.3. Providing an Omnichannel Experience

Customer demands shopping experiences are increasing, not only for personalized experiences but also for experiencing consistent shopping across multiple channels, from online channels to offline stores.

According to [MasterCard](#)'s research, customers with a multichannel shopping experience with a specific retailer tend to spend 250% more than the average. Even the fashion brand [Macy](#)'s acknowledges that the value of customers with a multichannel shopping experience is eight times higher than those who only shop through a single channel.

Moreover, smartphone users tend to use their devices while shopping in offline stores with various needs, as [Retail Dive](#)'s survey has listed specifically:



58% will search for product information;



54% will view and compare prices;



40% will collect vouchers or coupons;



33% will access the business's mobile app;



22% will scan QR codes.

Therefore, it can be affirmed that by implementing Mobile Commerce, businesses can provide customers with a seamless multichannel shopping experience.

2.4. Increasing Conversion Rates

According to Jmango, users tend to view more products 4.2 times per session in the app compared to the website. Apps also encourage more purchases with a conversion rate three times higher than e-commerce websites.

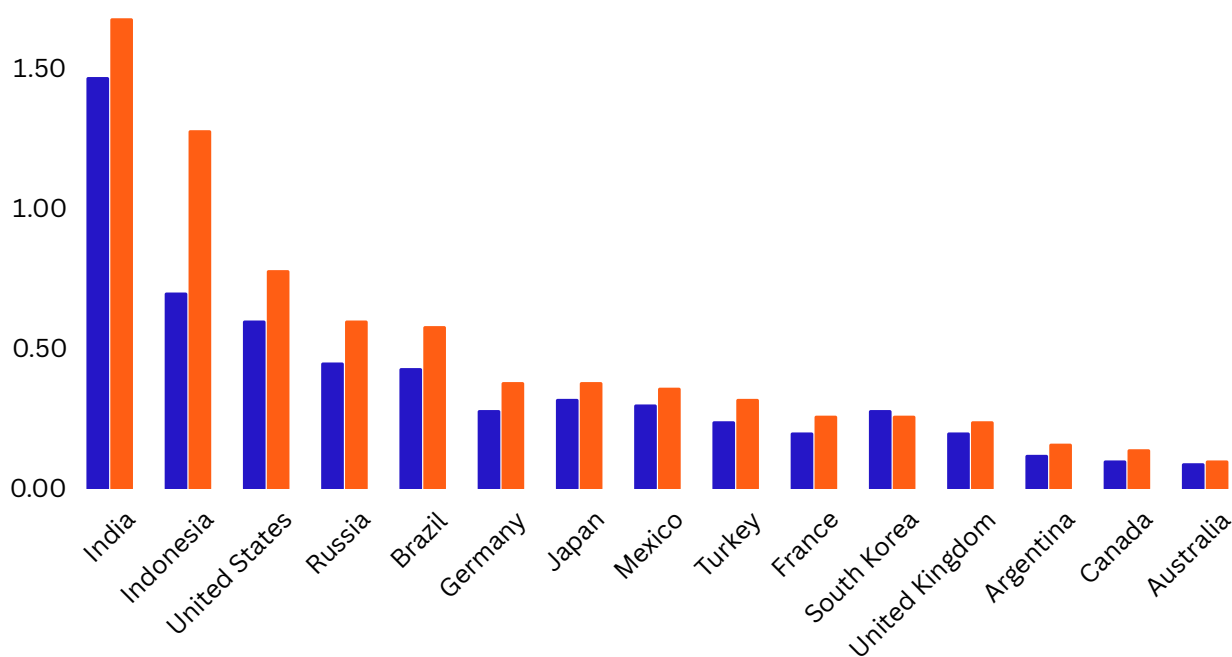
3. Emerging Trends in Mobile Commerce

Thanks to the prevalence of smartphones in consumers' lives, related trends are on the rise, such as mobile shopping trends, mobile payments, and social commerce.

3.1. eCommerce App

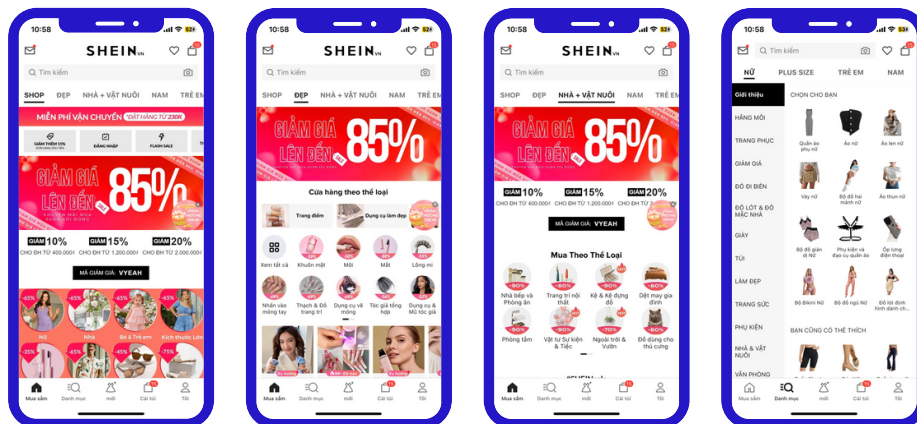
Mobile shopping apps are becoming increasingly popular and are the most prominent trend in mobile commerce. Many retail brands in various sectors such as fashion, cosmetics, etc., invest in building and developing their e-commerce apps. This not only helps businesses increase conversion rates and sales but also makes the customer shopping process easy and convenient, as they can search for products and complete purchases right within the app.

The surge in popularity of shopping apps began in 2020, coinciding with the emergence of the COVID-19 pandemic and the establishment of social distancing measures. By the first quarter of 2021, the global usage of shopping apps increased by 49%, according to the Mobile Shopping Report 2021.



In the effort to develop sustainability amid the pandemic crisis, the SHEIN app, with nearly 15.5 million users globally, played a crucial role in contributing to a revenue of USD 9.81 billion in 2020. Moving into 2021, the SHEIN mobile app reached 43.7 million users and simultaneously became the second most downloaded app globally after Shopee.

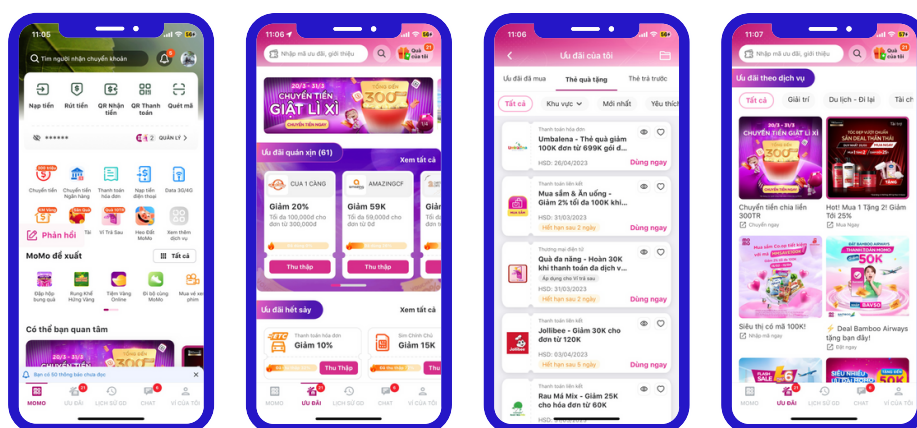
Not stopping there, in 2022, the number of SHEIN users increased to 74.7 million, officially becoming the most downloaded mobile app globally in the shopping category, with over [229 million downloads and installations](#) from the App Store and Google Play.



3.2. Mobile Payment Apps

The utility of smartphones goes beyond supporting online shopping; they also make transactions and payments more convenient and accessible during the peak of the pandemic. Alongside Mobile Banking apps from banks, users have shown a particular preference for mobile wallet apps or electronic wallets.

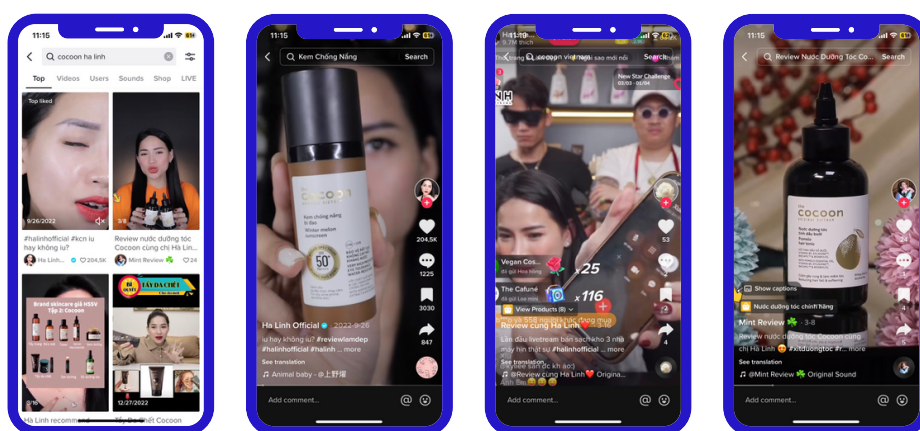
In the Vietnamese market, when mentioning electronic wallets, people often think of the super app MoMo. However, MoMo is not just known as a regular electronic wallet but is also a leading super app. To date, MoMo has built a platform offering around 400 different services in various fields such as e-commerce, consumer finance, insurance, money transfer, payments, entertainment, shopping, dining services, charitable donations, and more.



The number of MoMo users has significantly increased in recent years, from around 10 million users in 2019 to approximately 31 million users in 2022. The company's next target is to reach at least 50 million users.

3.3. Social Commerce

In addition to building individual shopping apps, selling on social media apps is also one of the widely applied strategies. The popularity and large user base of social networks have solidified the foundation for the development of Social Commerce, providing a playground for sellers of all sizes. Social Commerce is the online selling format through social media platforms.



Instagram, Facebook, and TikTok are typical examples. Selling on social media helps brands reach the large existing user base of those platforms and leverage influencers for marketing campaigns.

For example, the vegan beauty brand Cocoon has established its [TikTok Shop](#), collaborating with popular beauty vlogger Hà Linh. Cocoon, known for its environmentally friendly and cruelty-free products, achieved success by breaking through sales and connecting with nature-loving, animal-friendly, and younger audiences on the TikTok platform.

2 | ECOMMERCE APP DEPLOYMENT PROCESS

eCommerce App is the prominent trend in the Mobile Commerce market, providing convenience for online shopping, enhancing personalized experiences, and offering valuable reporting and analytics support for businesses.

Therefore, building an eCommerce App is a necessary step for every e-commerce business. This requires significant investment and serious work because it involves a complex process with multiple stages and the involvement of various stakeholders. Below are 8 generalized deployment steps to help businesses understand the process of building an eCommerce App for effective business operations.

1. Establish Goals

The first step in the process is to determine the purpose of the eCommerce App, including deciding which products will be sold through the app and identifying the business's target audience. With clear goals and defined target customers, businesses can build an app that meets customer needs and quickly achieves business objectives.

Businesses may consider conducting market research to understand the needs, preferences, and behaviours of the target audience through surveys, interviews, etc. This helps in determining the features needed in the e-commerce app and the marketing strategies to promote the app. Additionally, finding the unique selling proposition (USP) of the app compared to competitors makes it easier to attract customers and stand out in the market.



2. Identify Core Features

After establishing goals, the next step is to determine the essential features for the eCommerce App.

Some crucial features include:

- **Product Catalog:** Clear product categories with well-managed pricing, high-quality product images, detailed descriptions, specifications, and user comments and reviews.
- **Search Function:** A search bar allowing customers to easily find products of interest.
- **Shopping Cart:** A feature enabling users to add products to the cart, view the cart's product list, and add or remove items.
- **Payment Integration:** Integration of various payment methods for quick and convenient transactions, such as cash on delivery, credit/debit cards, mobile wallets, etc.
- **Social Media Integration:** Quick and easy login through social media accounts, encouraging users to connect with the business on social platforms.
- **Push Notifications:** Playing a vital role in communication with customers and supporting marketing campaigns.

Identifying core features helps businesses optimize the [benefits](#) that the eCommerce App can bring to the company.

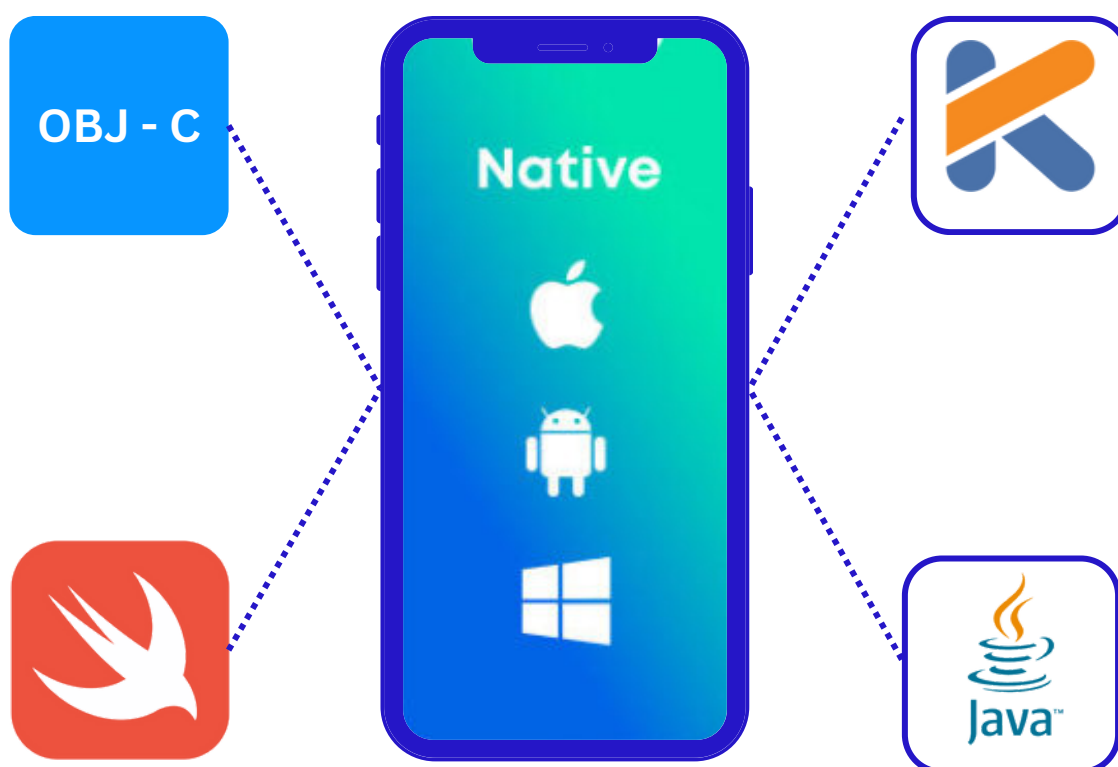


3. Select App Type and Suitable Platform

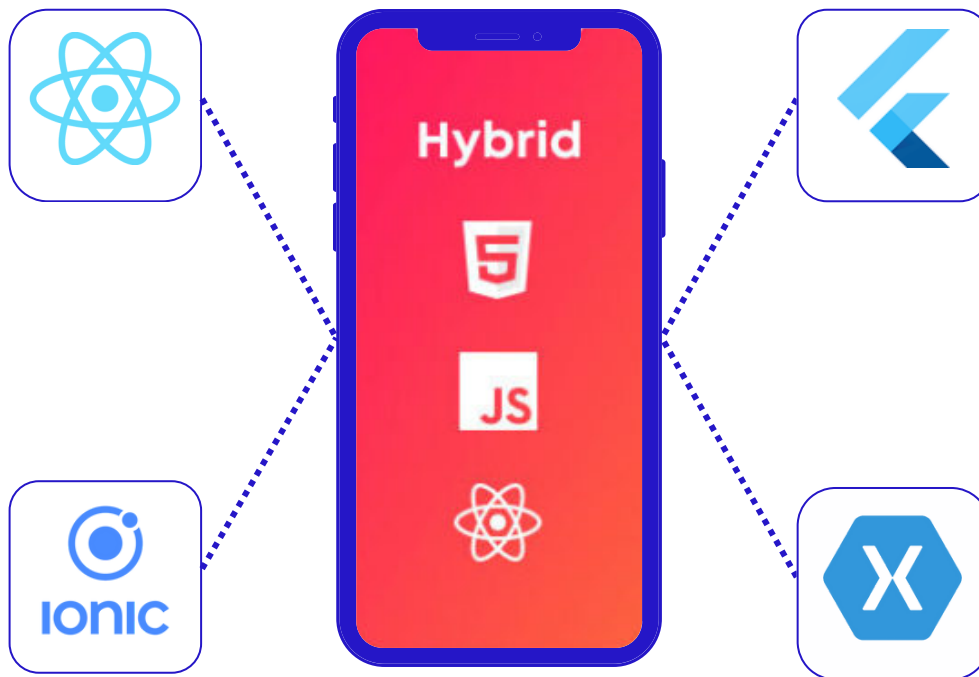
3.1. Choose the App Type (Native App/Hybrid App)

Companies developing an eCommerce app face the decision of choosing between a Native App and a Hybrid App.

Developing a Native app or a native app refers to building separate applications for each platform – iOS and Android – using the respective programming languages for each platform: Swift/Objective-C for iOS and Java/Kotlin for Android. Native apps are known for providing excellent performance and user experience as they are optimized for the specific platform they are built on. However, building native apps can be costly and time-consuming.



Developing a Hybrid app or a hybrid application involves creating a single app that operates on both iOS and Android platforms, utilizing web technologies such as HTML, CSS, and JavaScript. Hybrid apps can accelerate development cycles and are less costly and time-consuming compared to native apps. However, hybrid apps may not deliver the same level of performance and user experience as native apps.



Therefore, the choice between developing a Native app or Hybrid app depends on the budget, development process, and the business's desire for user experience. If the business has a sufficient budget to invest in user experience, developing a native app is a good choice. However, if the business needs to bring the e-commerce app to the market quickly with budget constraints, it is advisable to focus on developing a hybrid app.

CRITERIA	NATIVE APP	HYBRID APP
Programming languages	Depending on the platforms (Objective-C/Swift for iOS) and (Kotlin/Java for Android)	Using web technologies: HTML, CSS, JavaScript, and framework to develop a hybrid app such as React Native, Flutter, Xamarin, Ionic
Codebase	Separate codebase	Single codebase
Performance	Performance is fast and the user experience is richer and smoother	Performance is slower and the user experience is less seamless
Internet request	Can be used offline	Less likely to use offline
Device feature accessibility	Can access device hardware features	Restrict access device hardware features
Security	Higher secured	Lower secured
Time and budget	Take a lot of time and budget	Save time and budget

Comparison Table of Differences Between Native App and Hybrid App

3.2. Platform Selection

Choosing the platform to build the eCommerce App depends on various factors, including the target customers, budget, development stage, necessary features, expansion needs, the type of app to be built, etc. For native apps, iOS and Android are two popular platforms in the current market. In most cases, businesses will build eCommerce apps on both platforms. For businesses with limited resources, starting with one platform and later expanding to the other is recommended. Additionally, if the business is targeting customers in Europe and North America, iOS would be a suitable choice as it dominates the market in these regions. However, due to Android's superior market share in Asia, businesses planning to penetrate the Asian market should consider this factor.

For Hybrid apps, cross-platform frameworks like React Native, Xamarin, Flutter, Ionic, etc., can be used. These frameworks allow businesses to build mobile apps once and deploy them on various platforms, saving time and effort compared to developing separately for each platform.

4. Resource Development Selection

In the next step, businesses should decide whether to use an in-house team or collaborate with a specialized unit to develop the eCommerce app. The choice will depend on the budget, experience, expertise, and resources of each business. Here are some pros and cons of the two options: In-housing and Outsourcing.

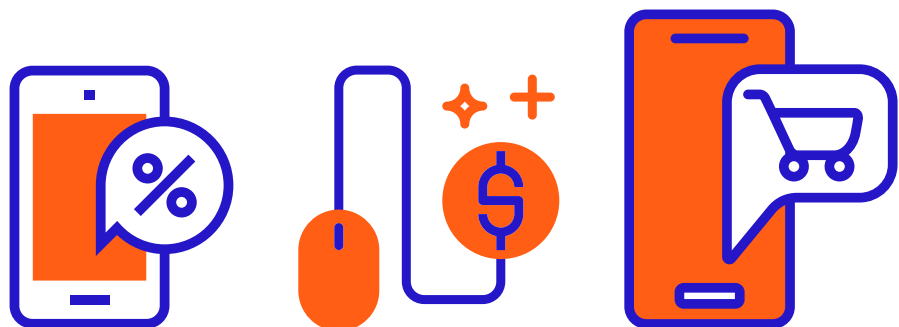


PROS	CONS
Enterprises will control the entire construction process	It can be costly and time-consuming to recruit, train, and maintain an in-house development team
Being able to communicate and make decisions directly	If internal expertise and resources are not high enough, it may take a long time to build an eCommerce app and lead to the product launch process being affected.
Have a deeper understanding of your project and business goals	

Pros & Cons of development in-house team

PROS	CONS
Businesses cooperate with partners who have extensive experience in building eCommerce apps	It takes a lot of time for the business analysis phase so that partners can understand business operations as well as the business's goals in deciding to build an app
The eCommerce app development process may be faster than an internal team because the partner's expertise and problem-solving abilities have been proven through many projects	The mutual communication and decision-making process of both parties may be hindered because of geographical distance
Save budget and time in recruiting, training and maintaining internal teams	If the wrong partner is chosen, the end result may not meet the business's requirements

Pros & Cons of development outsourcing team



5. Designing UI/UX

UI/UX design for eCommerce involves creating an attractive and user-friendly interface that helps users easily find and purchase products. Here are some considerations for businesses when designing UI/UX for their eCommerce app:

- Design should reflect the brand image and values of the business
- Keep the design simple to enhance user experience and easy navigation
- Use high-quality product images while keeping file sizes small to minimize loading times
- Maintain consistency throughout the app, including colors, fonts, etc
- Ensure the design is responsive and functions well on various screen sizes
- Use clear and intuitive navigation systems to help customers find what they need
- Collect user feedback and make necessary adjustments to improve UI/UX

6. Building MVP

MVP, or Minimum Viable Product, can be roughly translated as a product that can be used at its minimum functionality. In the development of eCommerce apps, the MVP is essentially a streamlined version of the application, often released to the market with the most basic features before the official completion of the app.

Developing an MVP for an eCommerce app typically involves focusing on core features and ensuring that these features operate efficiently before adding supplementary functionalities. As listed, the fundamental and crucial features may include product categories, search functionality, shopping cart, payment gateway, and more.

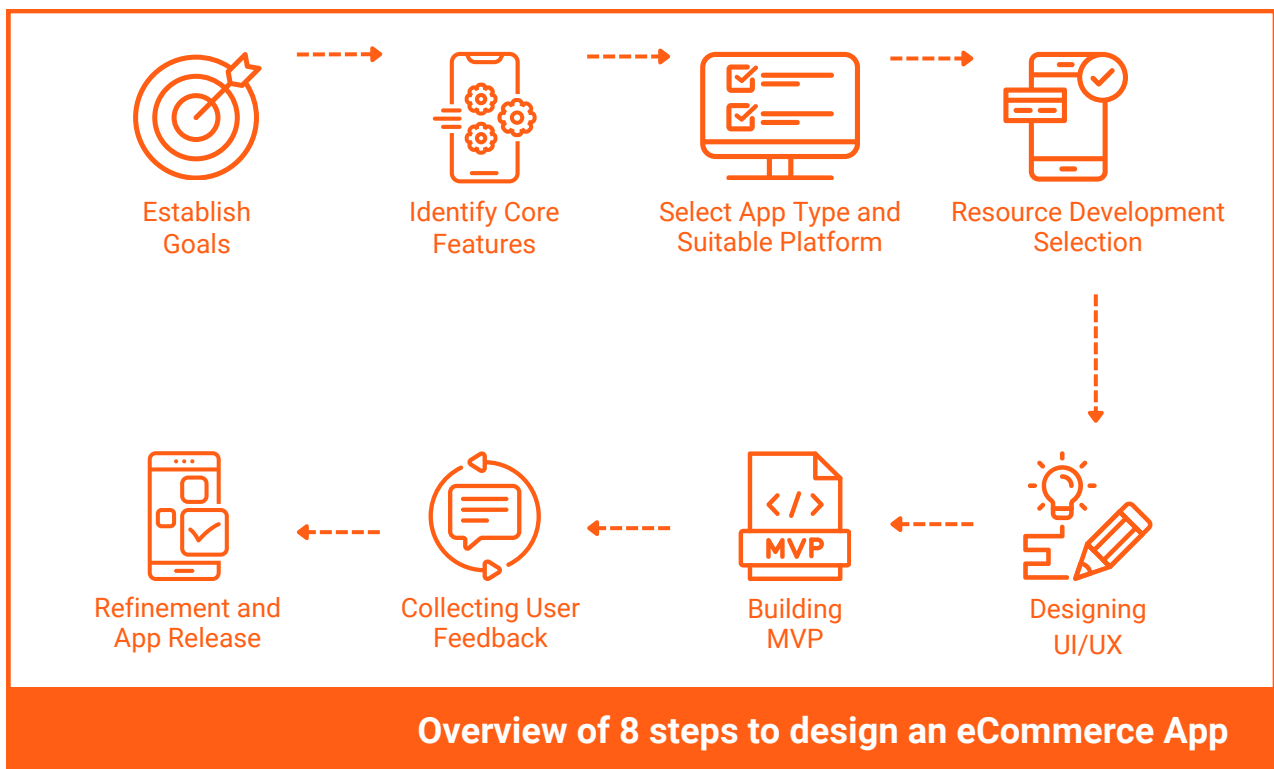
When releasing the MVP version, businesses need to ensure that it is free of errors and effectively meets the needs of the target customers. The goal of the MVP is to understand the thoughts of customers about the product, minimize risks, and allocate resources efficiently before launching the fully completed product to the market.

7. Collecting User Feedback

After constructing and releasing the MVP, businesses should gather feedback from users through various channels such as social media, surveys, or reviews on the App Store or Google Play to collect their opinions on the eCommerce app experience. Businesses need to carefully review customer feedback and use it to make informed decisions on how to improve the application. In this process, businesses should prioritize addressing the most crucial user issues and resolving them promptly.

8. Refinement and App Release

Following the collection and review of user feedback, businesses will refine the application and conduct further testing to ensure its smooth operation and that the improvements enhance the user experience. Once refinement and testing are complete, businesses can launch the product to the market and execute marketing campaigns to reach their target customers. However, businesses need to closely monitor the performance of the eCommerce app, coupled with regular collection of customer feedback, to continuously enhance and meet user needs, maintaining a competitive edge in the market.



9. Important Considerations in Building an eCommerce App

9.1. Security

Security is a top priority for businesses when developing eCommerce applications. As users download, register accounts, and start using the app, sensitive data such as login information, personal details, and payment information are stored in the app's system. Therefore, businesses need to adhere to general security regulations and provide customer information securely. Implementing secure payment gateways, utilizing SSL encryption, or employing two-factor authentication are essential measures to protect the data of eCommerce app users.

9.2. Stability

A business's eCommerce app must be stable and reliable to provide the best possible user experience. Customers prefer apps that operate smoothly without glitches or errors during usage. However, releasing a flawless eCommerce app without any issues is impractical. Therefore, businesses need to conduct thorough testing to identify and address any issues before the launch. Regular maintenance and updates are crucial to improving app performance and preventing and fixing any arising errors.

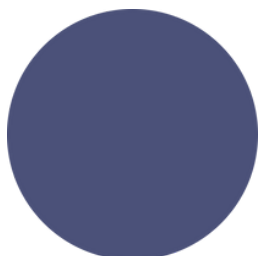
9.3. Scalability

Scalability refers to an eCommerce app's ability to handle increasing traffic, user numbers, and shopping transactions without affecting its performance or functionality. Hence, when initiating the development of an eCommerce app, businesses should consider its scalability for future growth. Planning for easy scalability is essential, and businesses should also plan to add new features to meet expanding needs.



10. Deployment Costs of eCommerce App

The complexity of the application is a key factor influencing the costs of developing an eCommerce app. To provide a conceptual overview, the complexity of the application is typically categorized into three main types: Simple App, Standard App, and Complex App.



Simple
Application



Standard
Application



Complex
Application

10.1. Simple Application

This is an application with a simple functional system, serving the buying and selling needs on mobile devices, such as:

- Category Management
- Store Management
- Cart and Checkout
- Customer Management
- Marketing Management
- Sales Management
- Content Management
- System Management
- Analysis and Reporting

The best examples of basic eCommerce applications are those developed on SaaS platforms that do not require programming skills, such as Shopify, Weebly, Wix, etc. Therefore, the cost to develop a simple application will be relatively low, **around \$10,000 - \$15,000 per year**.



10.2. Standard Application

This is an application with advanced features that require APIs and some specific customization, such as:

- Shipping status updates
- Push notifications
- Wishlist
- Advanced product search and filtering
- Social media integration
- Product reviews
- Customer support (live chat, chatbox, help desk)
- Abandoned cart features

Usually, businesses will use frameworks like React, Node.js, Vue.js, Flutter, etc., to develop these eCommerce applications. These frameworks require high programming skills and extensive experience, so the budget for developing standard applications is typically **around \$20,000 - \$50,000 per project.**

10.3. Complex Application

A complex application will have more advanced features and require customization for industry-specific needs, such as:

- Multi-platform integration
- Real-time synchronization requirements
- Omnichannel sales
- Scheduled delivery options
- Multi-level menus
- 360-degree views
- AR/VR integration

To develop a complex eCommerce application, businesses can use frameworks like React, Node.js, Vue.js, Flutter, etc., or open-source platforms like Adobe Commerce (Magento), WooCommerce, etc. Therefore, businesses need to meet both technical and domain expertise requirements to deploy complex applications, catering to the specific needs of the brand. Due to the complexity involved, the deployment cost for such applications is high, **ranging from \$100,000 - \$200,000 per project.**

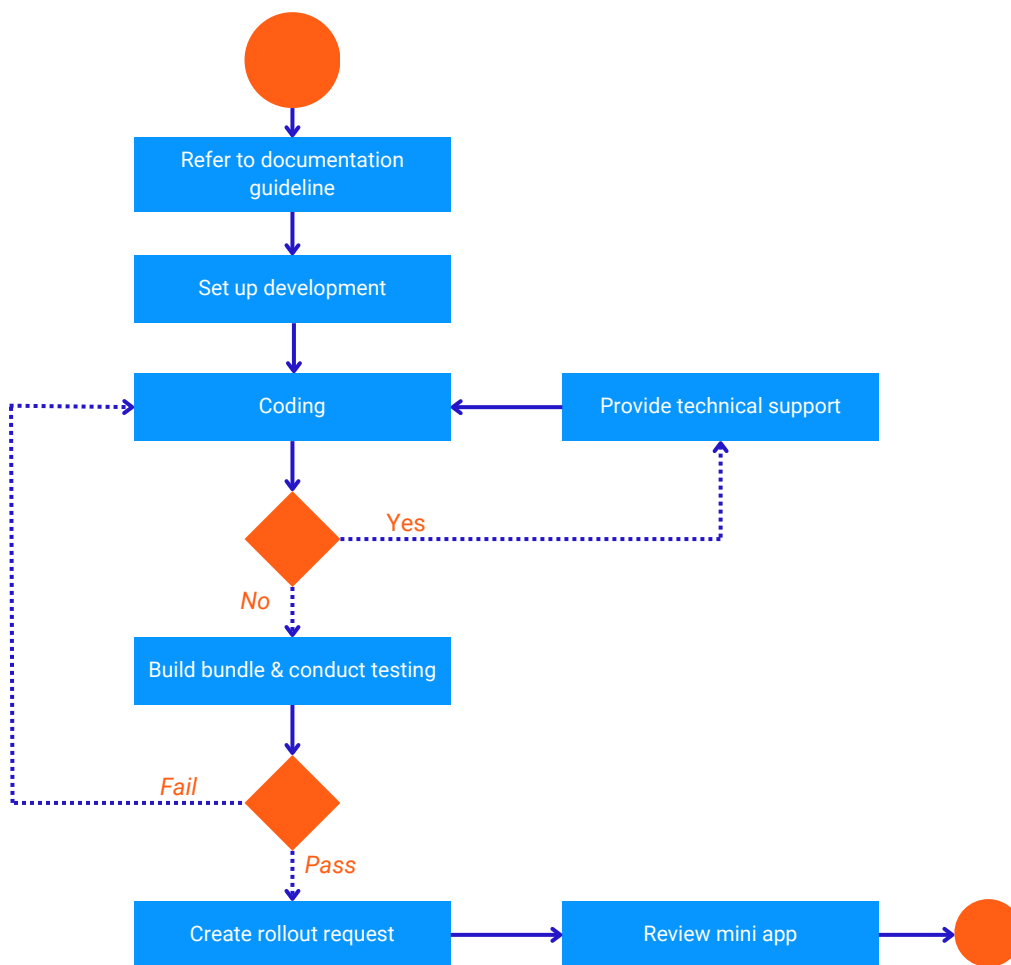
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MOBILE PAYMENT APP DEPLOYMENT PROCESS

In addition to developing an eCommerce App, businesses can deploy Mini Apps to leverage the rise of Super Apps in mobile payments, especially platforms like MoMo and Zalo.

1. Mini App Deployment Process on MoMo

Firstly, businesses need to register an account on [MoMo for Business](#). Subsequently, they proceed to register for the Mini App Plan on the [Mini App Center](#), after which they are granted the authority to develop a Mini App on MoMo.

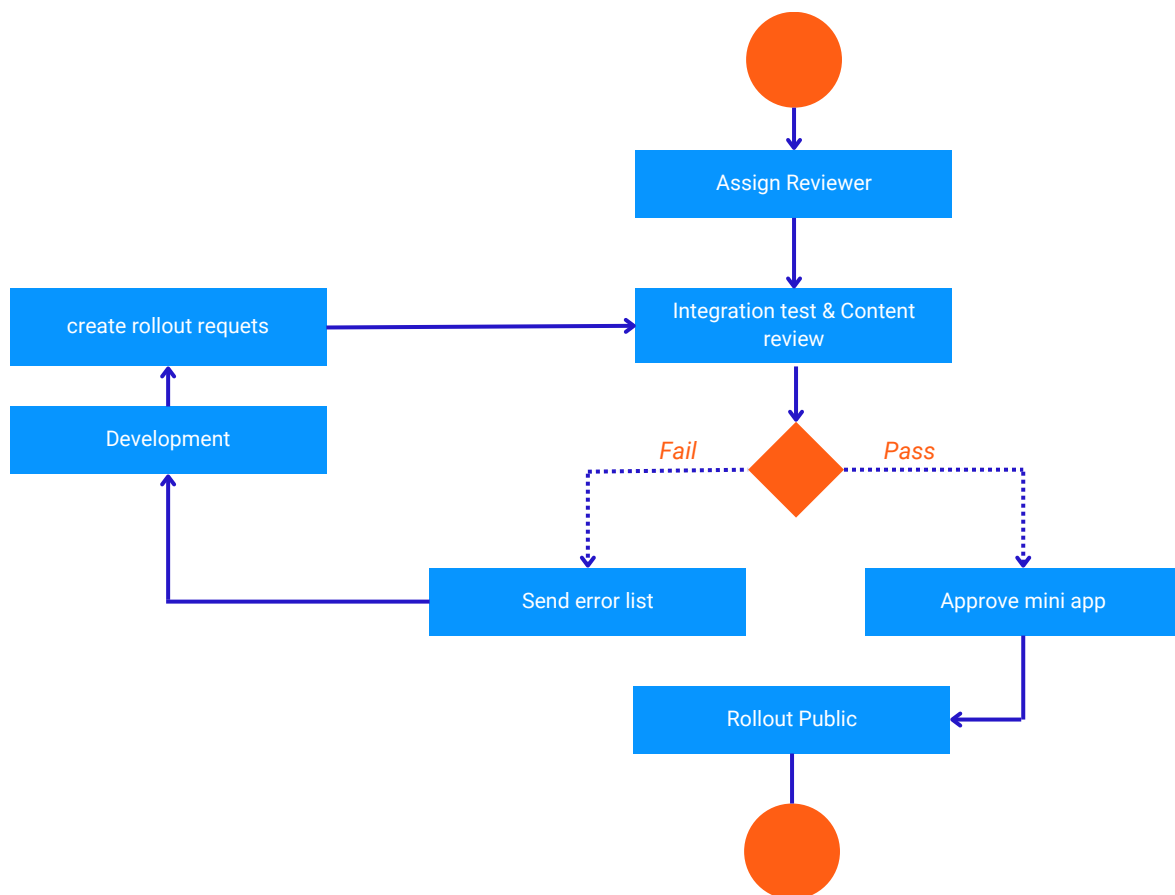


Mini App development process

STEP	DESCRIPTION
1	Partner refers to and reviews the documentation and tools provided by MoMo, including development and design guideline, Mini API, Component Kits. Documentation is public and can be reviewed before development started.
2	Based on the provided information, Partner proceeds to setup development environment, setup Mini App project, and link it to repository on Mini App Portal.
3, 4, 5	Partner proceeds to develop Mini App and conduct necessary testing/QA to ensure the quality of Mini App before submit for review. During the development process, MoMo will provide technical support based on partner request.
6	Partner creates Rollout Request to submit Mini App for review. This includes submitting the Mini App name and icon, and Mini App version for Android and IOS.
7	MoMo proceeds to reviewing process.

Mini App development process description

Additionally, MoMo's Mini App review process is also relatively complicated. Below is MoMo's assessment process:



Mini App review process

STEP	DESCRIPTION
1	MoMo assigns corresponding reviewers to the Mini App Rollout.
2	MoMo proceeds relevant reviewing processes to ensure the Mini App quality and review the content.
3, 5, 6	If there are any errors, MoMo will send the error to the partner. Partner will need to fix the error and create Rollout Request again.
4	If there is no error, MoMo proceeds to approve the Mini App.
7	After approval, MoMo will proceed to rollout Mini App to production.

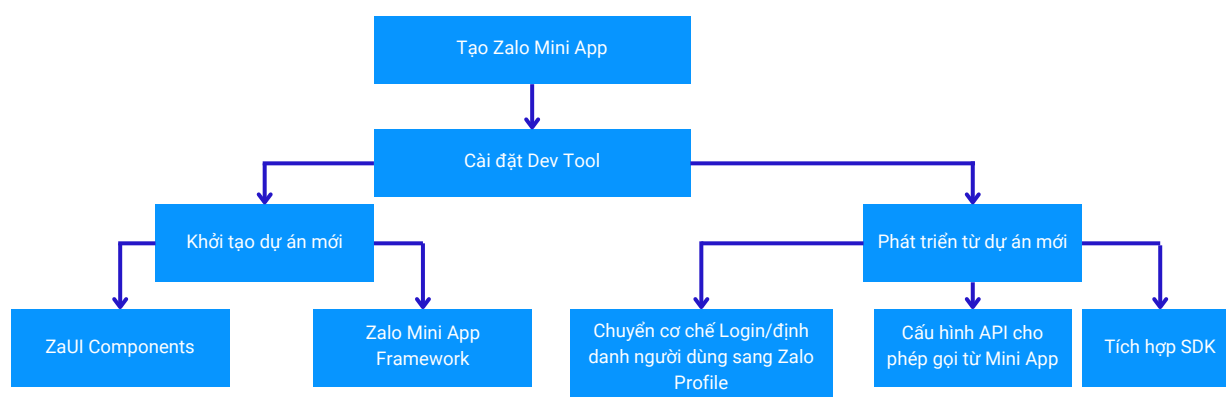
Mini App review process description

2. Building a Mini App on Zalo

Similar to MoMo, businesses need to create an account on the [Zalo Platform](#). They then proceed to register on [Zalo Mini App](#) to be granted the authority to develop a Mini App.

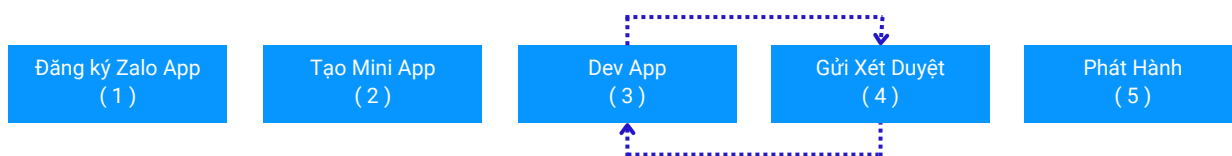
For businesses with an existing Web App, they should follow Zalo's instructions to synchronize with the current Zalo system.

For businesses initiating a new Mini App, they can use Zalo's existing Framework or Components.



Developing a Mini App on MoMo

In general, the development process of a Mini App on Zalo will proceed similarly to MoMo's Mini App.

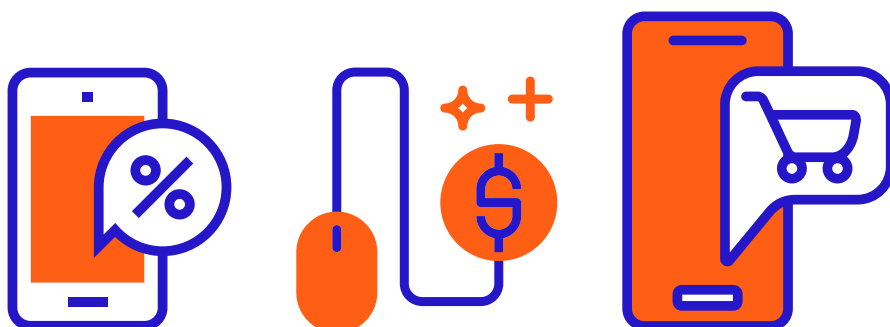


Approval Process for Zalo Mini App

3. Deployment Cost for Mini App

As shared in part 2, the average cost to deploy an eCommerce App typically falls within the range of \$20,000 - \$50,000 per project. This estimate does not include operational costs, upgrade costs, issue resolution costs, marketing costs, and personnel costs that may arise during the application's operation.

For Mini Apps like those on Zalo and MoMo, deployment costs can be 50% - 70% lower than eCommerce Apps, **around \$1,000 - \$3,000 per project**. This is because businesses can leverage the entire technology and base platform of the "parent" apps to develop, saving time and personnel costs for deployment.



4 | SOCIAL COMMERCE DEPLOYMENT PROCESS

Deploying social commerce involves combining elements of e-commerce and social media to create an engaging shopping experience on platforms such as Facebook, TikTok, Instagram, etc.

1. Building Social Media Pages

Leverage social media platforms like Facebook, Instagram, Pinterest, TikTok, or Zalo to create a social media channel for your business.

At these channels, businesses can post products, share images, videos, and relevant content to generate interest and interaction from customers.

2. Integrating Direct Shopping Features

Cung cấp tính năng mua sắm trực tiếp trên các bài đăng, bài viết hoặc video trên mạng. Provide direct shopping features on posts, articles, or videos on social media.

This enables customers to purchase products directly from the social media platform they are using, eliminating the need to redirect to the business's own e-commerce website. Businesses can also utilize built-in e-commerce platforms on social media platforms, such as Facebook Marketplace, Instagram's Creator Marketplace, TikTok Shop, etc.

Additionally, businesses can use developed tools and applications to support social commerce, from order management and online payments to customer care and interaction.

3. Social Media Advertising

Use social media advertising tools to bring the business's products to potential customers.

On platforms like Facebook Ads, Instagram Ads, or TikTok Ads, businesses are provided with basic advertising options such as Engagement, Lead Form, and Message to increase the visibility of products and generate traffic to the business's e-commerce website/app.

Businesses can also deploy new marketing trends such as Livestream, Affiliate Marketing, or collaborate with influencers to promote products and the brand.

4. Building and Managing Communities

Building an online community around the business brand on social media is a crucial but often overlooked step. Creating a space for customers to share opinions, comments, product reviews, and interact with each other enhances customer interaction and loyalty.

Besides establishing loyal communities, businesses should skillfully manage these communities to minimize unwanted risks.

5. Monitoring and Evaluating Effectiveness

Use analytics tools to track, evaluate, and understand the effectiveness of the business's social commerce campaigns. Metrics such as interaction volume, traffic, sales figures, and customer feedback should be monitored to adjust and improve strategies.

Essential tracking tools for businesses deploying social commerce include Facebook Pixel, TikTok Pixel, Looker, etc.





Above is an overview of the steps to deploy Mobile Commerce across the three main trends: mobile shopping apps, mobile payment apps, and social commerce.

However, the most crucial aspect that businesses need to focus on is understanding their target customers to effectively implement Mobile Commerce trends.



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⁺

COUNTRIES

9⁺

YEARS OF EXPERIENCE

25⁺

PARTNERS

50⁺

CLIENTS

250⁺

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.

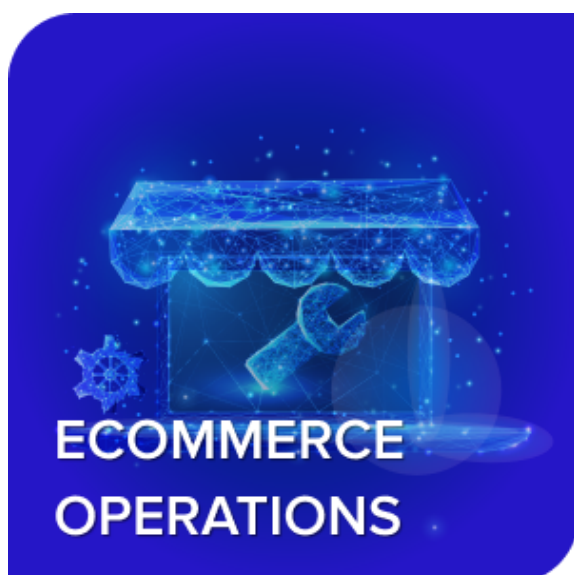
● ECOMMERCE SERVICES



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.

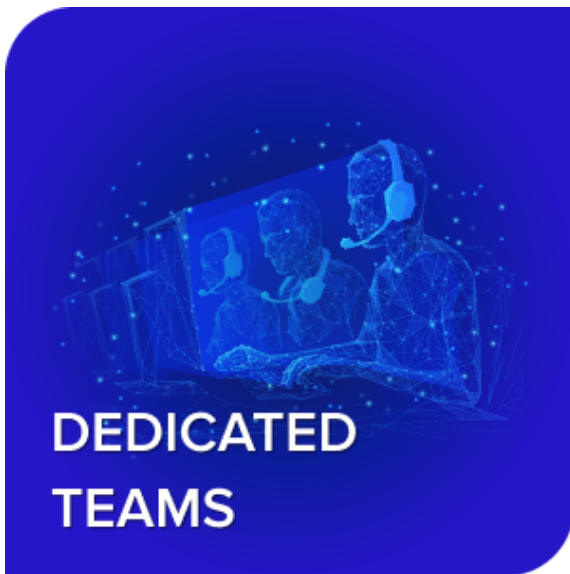


As your dedicated partner, we strive to provide ongoing maintenance and updates for your systems.



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

OTHER SERVICES



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



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



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



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

CLIENT



FEATURED PROJECTS



Từ B2C đến sàn thương mại điện tử bên vũng theo mô hình "Mua Trước Trả Sau" với Magento

📍 Úc, Mỹ, New Zealand



Phát triển website mua sắm các loại rượu thượng hạng iShop Changi Wines với lượng truy cập lớn

📍 Singapore



Nâng cấp hệ thống 2 website thương mại điện tử đồ chơi theo mô hình B2B từ Magento 1 sang Magento 2

📍 Úc



Chuyển đổi nền tảng và thiết lập website thương mại điện tử cho nhà sản xuất rượu vang hàng đầu nước Úc

📍 Úc



Tái xây dựng website thương mại điện tử bách hoá theo mô hình D2C bằng nền tảng Magento 2

📍 Hồng Kông



Phát triển hệ thống website bán lẻ rượu vang trực tuyến trong dự án đầu tiên hợp tác với Annam Group

📍 Việt Nam



Vinamilk - Cú Lật Xác Ngoạn Mục của ông lớn ngành sữa với Shopify Plus và kiến trúc Headless Commerce

📍 Việt Nam



Nâng cấp hệ thống Magento 1 sang Magento 2 phục vụ nhu cầu mở rộng quy mô kinh doanh của Rodshop

📍 Úc



Dự án tiếp theo với Annam Group - Phát triển website bán lẻ cho chuỗi cửa hàng bách hoá Annam Gourmet Market

📍 Việt Nam



Phát triển hệ thống đặt vé trực tuyến tham quan toà nhà chọc trời 88 tầng Eureka tại Melbourne

📍 Úc




Xây dựng và tối ưu hiệu năng của BCP - nền tảng kết nối kinh doanh và xúc tiến thương mại cho B2B

📍 Việt Nam



Từ B2C đến sàn thương mại điện tử bên vũng theo mô hình "Mua Trước Trả Sau" với Magento

📍 Toàn cầu



Nền tảng Shopify Plus Đưa Suzuverse Vươn Ra Biển Lớn Như Thế Nào?

📍 Việt Nam



Seconds Deals - Xây sàn thương mại điện tử ở Úc với Magento 2 (nay là Adobe Commerce)

📍 Úc



Xây dựng hệ thống thương mại điện tử dành cho mô hình B2B

📍 Mỹ

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