

MAKING ECOMMERCE WORK FOR MANUFACTURERS



U.S. ecommerce will grow to **\$327 billion** dollars by 2016.

In 2010, ecommerce accounted for **46.4%** of total shipments and **24.6%** of total sales for Manufacturers.



With ecommerce, Lafayette 148, an apparel manufacturer saw their sales grow by **132.2%**.

\$12 million
– to –
\$27.9 million



The ideal manufacturer ecommerce solution would:



Provide a **separate** and **secure** online buying experience for wholesale distributors and vendors.

Allow for the creation of **manufacturer-direct** online sales.

Allow vendors and distributors to **“private label”** the manufacturer’s online storefronts with their own branding.



Create and operate **dozens to hundreds** of local/regional/country or product category/brand/ solution stores.



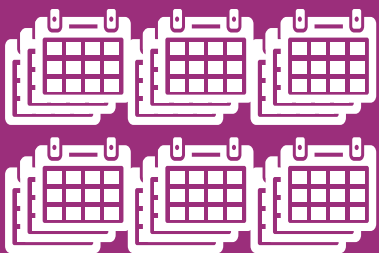
Allow vendors and buyers **direct access to the manufacturer’s catalog** inside their own ecommerce solution.

10% of ecommerce dollars are spent on **mobile**.



Time to implement:

18 Months



4 Months



vs.

Manufacturers should seek ecommerce systems that enable them to get up and running quickly.



The benefits of selling direct:



increased sales



better customer service



increased product development



Remember, manufacturers have a unique opportunity in implementing ecommerce. You can succeed with online sales if you approach the opportunity with right tools to help achieve your goals.

