

# E-Commerce Platform

## Building a global e-commerce solution

Recognizing the opportunities of digitalization, e-commerce is continuously on the rise very rapidly at a global level, given the historical growth.

The AeTrade group as create the AeTrade digital commerce solution. A platform using a modular architecture that supports the unique requirements of each product category. By significantly reducing the complexities and dependencies of managing multiple brands, this approach enables each brand to transition to the platform quickly and seamlessly through an agile methodology and supporting customization.

## Empowering customers to shop anytime, anywhere, from any device

With the development of digital and mobile technologies, online and in-store channels should no longer be viewed independently but as integrated channels that benefit from each other.

Our AeTrade solution covers all aspect of conducting business in the digital, as well as real world, markets. Delivering solution for both

- Business-to-Business(B2B) activities, ranging from
  - o **Technologies selection and integration** to help kickstarting or growing your business
  - o To **Commerce operations** facilitation and enablement in your organization
  - o Through design the best **client experience** possible
- Business-to-Consumer(B2C) activities, ranging from
  - o **Strategizing**: help in defining your structure, your market approach, development of your sales channels and all aspect of your go-to-market strategy
  - o **User Experience**: helping you in designing the client experience and maximizing customer satisfaction
  - o **SaaS Solutions**: Provide end to end management of required Infrastructure and application solution to help provide the necessary functionalities (i.e. CRM, ERP, etc.) enabling you to perform better businesses

## AeTrade Group E-Commerce Platform Objective

*To empower and support small and medium enterprises across the continent so that they can take full advantages of the free trade agreement and its opportunities in the digital market.*

*By 2023, the AeTrade platform aims to create :*

*600,000 SME's which in turn will create 22 millions jobs across the continent.*

*\*Ecommerce is growing 23% year-over-year*

*\*In 2017, ecommerce was responsible for around \$2.3 trillion USD in sales and is expected to hit \$4.5 trillion USD in 2021 (according to a Statista report)*

*\*According to [DisruptiveAdvertising](#), May 2019*

The AeTrade Group provides customized e-commerce platforms and consulting services to cover all aspects of our customer requirements including, but not limited to :

#### **1. AeTrade E-commerce platform**



- Training Material
- Mindset material
- AI powered, AI personalized assistance to SMEs
- Operating Online Platform

#### **2. AeCompute**



- Cloud Computing Infrastructure and Service
- PPPs for application development
- E-government
- Business continuity; data recovery; data security services
- Secure e-mail services
- Data storage services
- Solar-powered laptops

#### **3. Multi-payment Gateway**



- Payment Gateway
- Online payment services for a business-to-business transaction in all African currencies
- Financial Transactions

#### **4. AeLogistics**



- Unified African logistics ecosystem
- Gather and structure various African logistic companies
- Strategic partnership with International Air-Cargo and courier organizations

#### **5. AeBusiness media**



- Share information by providing success story about SME's throughout the continent in local languages
- Training
- Awareness and learning

#### **6. AeCDI: Not-for-profit group**



- E-commerce readiness
- E-trade policy
- Regulatory frameworks policy and procedure, to assist on a digital economy regulatory framework

For more information, contact us at [info@aecdi.org](mailto:info@aecdi.org)

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