

Como montar un E-commerce y generar ingresos en 3 días

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22 de junio de 2016

Lima, Perú

A stack of colorful sticky notes (yellow, pink, and white) is layered on a textured, light brown fabric background. The topmost note is a bright green one with the text "MAKE THINGS HAPPEN!" written in bold, black, hand-drawn capital letters. The exclamation point is particularly large and stylized.

**MAKE
THINGS
HAPPEN!**

How to set up an ecommerce and get revenues in 3 days

by

EZ coffeeshop.com

@jmhuamancayo



#EZCSenUPC

*EZ*coffeeshop.com

colchones.com.pe

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The logo for EZ coffeeshop.com, featuring the letters 'EZ' in a stylized, bold font with a horizontal line through them, followed by the text 'coffeeshop.com' in a lowercase, sans-serif font.





tagtica e-learning

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I don't know too much about coffee...



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Raul does



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lets go to immerse...



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let's go to immerse...



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lets go to immerse...

- 📍 *2.5% annual increase in coffee intake*
- 📍 *First global coffee consumer*
- 📍 *Consumption of 500 million cups a day*
- 📍 *75% are knowledgeable on the subject*
- 📍 *255 million consumers (P: 318M)*



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time to apply learning...



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time to apply learning...



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my equipment



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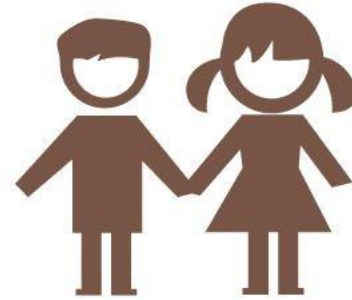
EZcoffeeshop.com

The team



Juan Manuel
Marketing Online

Gisella
*International Commerce
& Logistic*



Raúl
eCommerce & TI

Sandra
Coffee Expert

Next step: get suppliers



Next step: get suppliers



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Next step: get suppliers



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Next step: get suppliers



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Next step: get suppliers



Next step: get suppliers



We choose two suppliers



And now... what?



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But where do we start?

- Company name (domain)
- License
- Logo
- Stationery
- Provider orders
- Differentiation
- Online shop provider
- Products pics and information
- Logistics
- Promotion activities
- Distribution
- Funding

But where do we start?

- Company name (domain) \$19
- License \$100
- Logo \$50
- Stationery \$30
- Provider orders \$5 (place in VA)
- Differentiation UX
- Online shop provider \$29
- Products pics and information \$0
- Logistics \$1 per product
- Promotion activities \$\$\$\$\$
- Distribution (USPS - customer) --
- Funding (FFF)

Let's do it!



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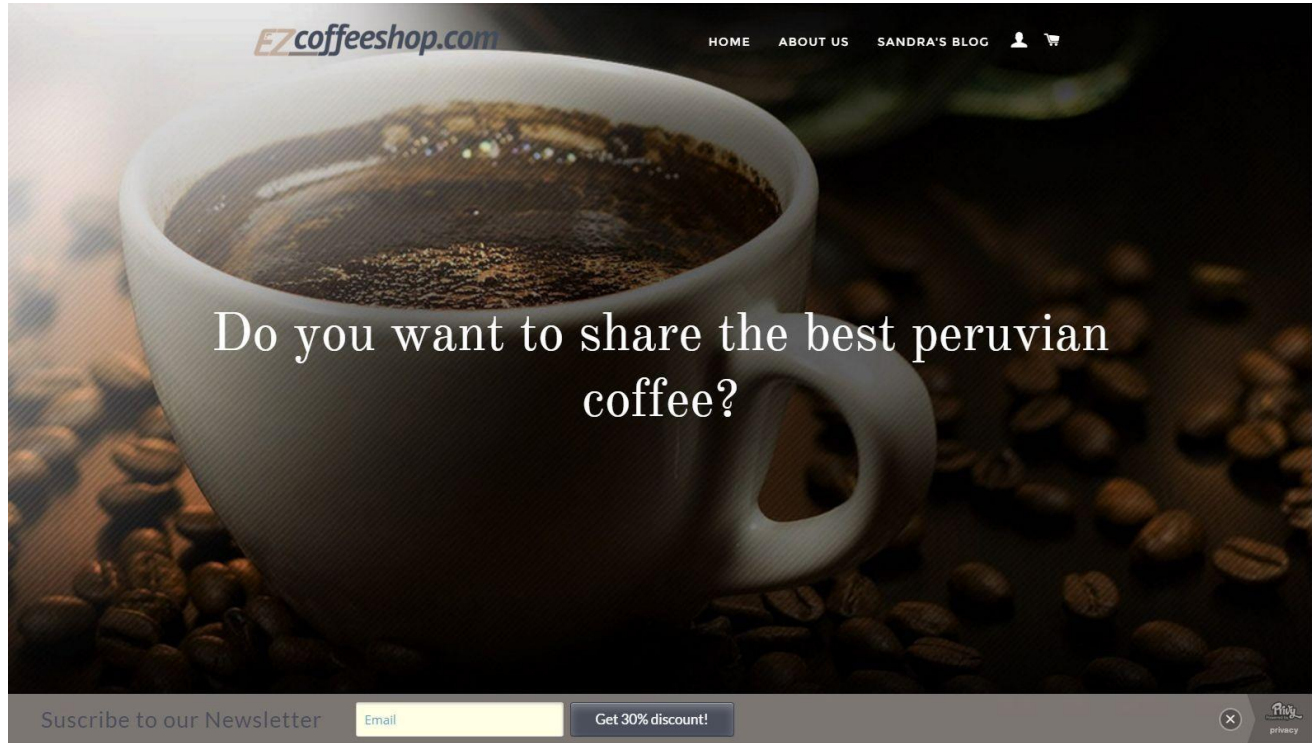
Let's do it!



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Featured Products



Kross Premium Dark Roast Coffee – \$ 12.89



Kross Premium Medium Roast Coffee – \$ 12.89

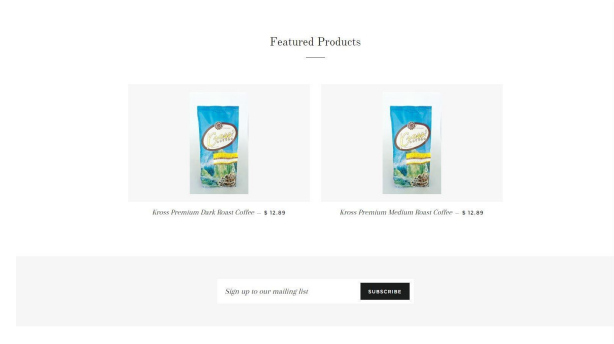
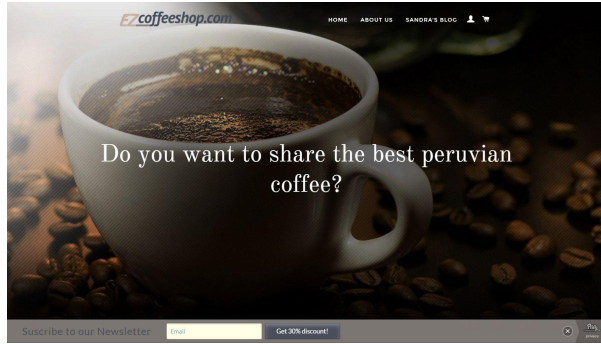
Sign up to our mailing list

SUBSCRIBE

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Let's do it!



We defined processes, tasks and responsibilities

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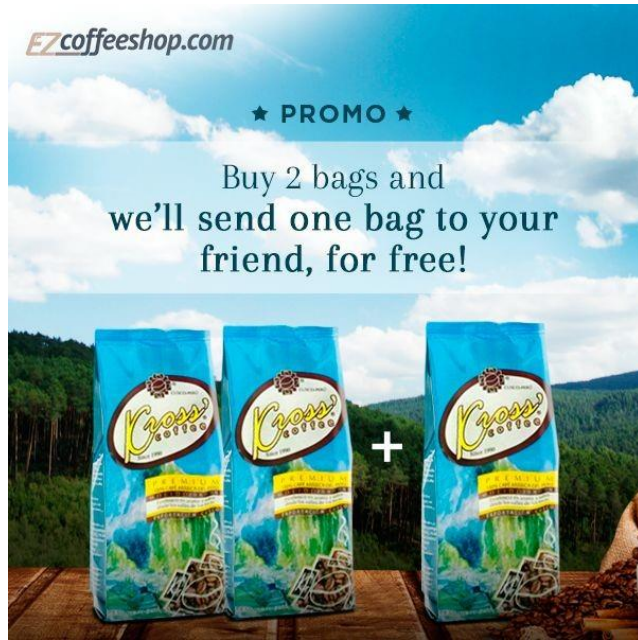
Tastings

- Costs: \$60
- 2 tastings
- 50 people
- Product validated
- 8 sales

Earnings: \$56

Let's try another promotions activities

Let's do it!



Facebook Ads

- Investment: \$30
- Reach: 3K people
- Conversion: 0.13%

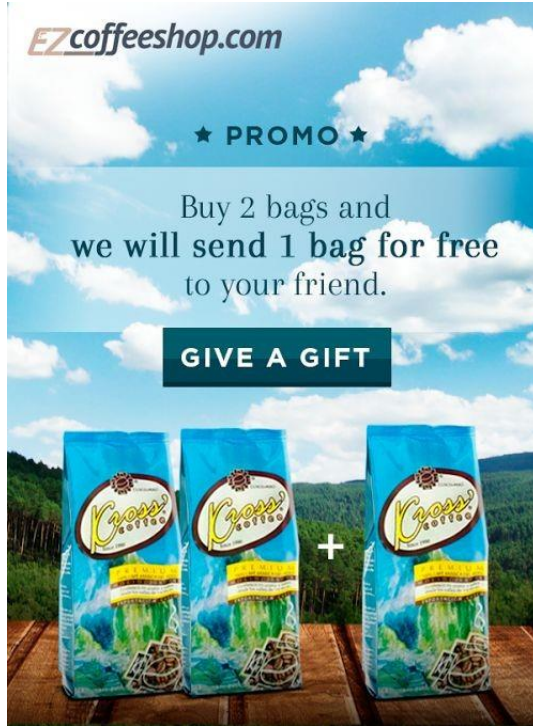
Earnings: \$28

We can do it better

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Let's do it!



Email Marketing

- Investment: \$0
- Contacts: 560 people
- Open: 169 (30%)
- Clics: 89 (16%)
- Conversion: 7%

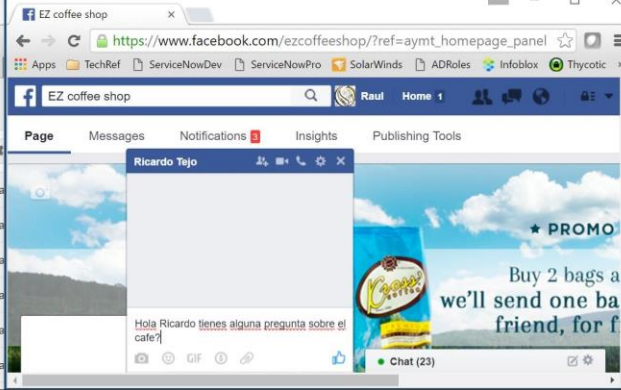
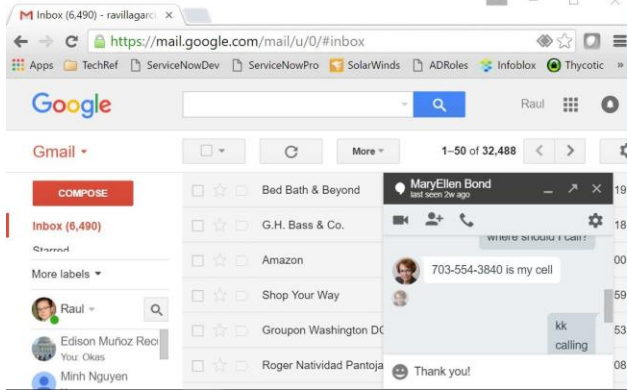
Earnings: \$42

It's ok

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Let's do it!



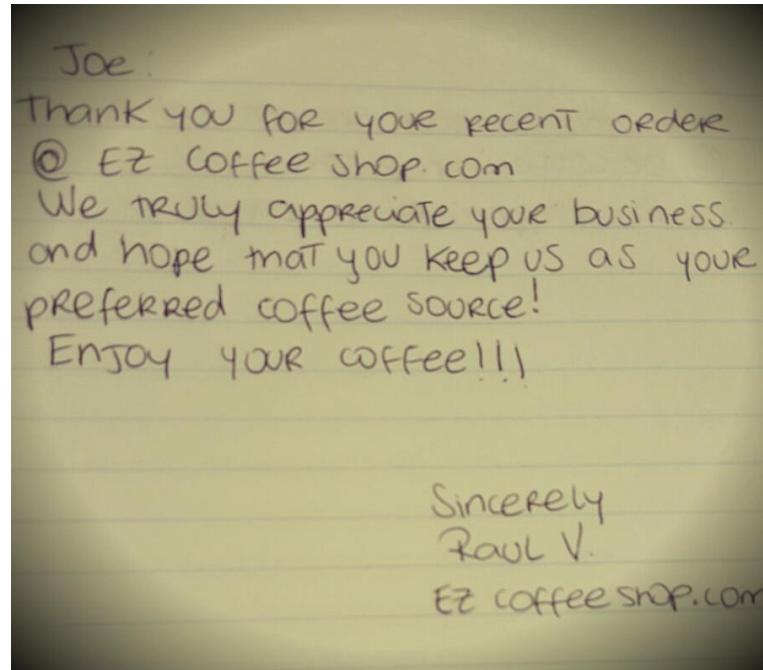
PR

→ Investment: \$0

Earnings: \$84

It's ok

Let's do it!

A photograph of a handwritten note on lined paper. The text is written in black ink and reads: "Joe: Thank you for your recent order @ EZ Coffee Shop.com We truly appreciate your business and hope that you keep us as your preferred coffee source! Enjoy your coffee!!! Sincerely Raul V. EZ coffee shop.com".

Joe:
Thank you for your recent order
@ EZ Coffee Shop.com
We truly appreciate your business
and hope that you keep us as your
preferred coffee source!
Enjoy your coffee!!!

Sincerely
Raul V.
EZ coffee shop.com

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Let's do it!

Promotion activities Summary

Testings

- Costs: \$60
- Earnings: \$56

Facebook

- Costs: \$30
- Earnings: \$28

Email Marketing

- Costs: \$0
- Earnings: \$42

PR

- Costs: \$0
- Earnings: \$82

- Total Costs: \$90
- Total Earnings: **\$208**
- Investment: **\$230**

Let's do it!



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Let's do it!



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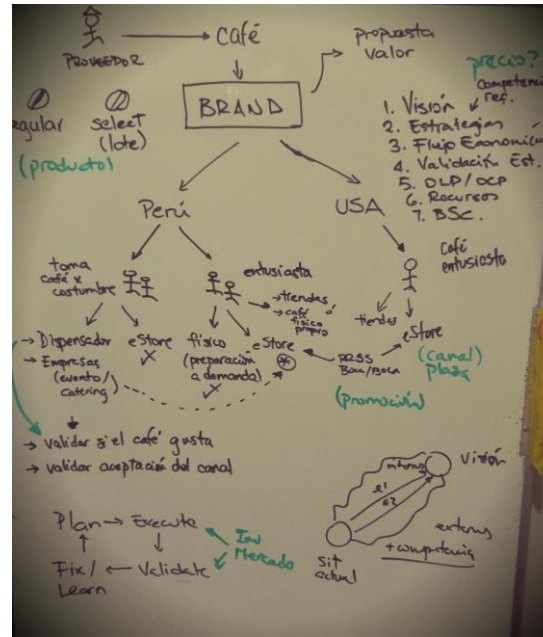
What's next?

- Coffee Truck
- App
- Coffee stores and restaurants
- Companies
- Other cities
- UX

Time to pivot?

- Traer el negocio al Perú
- Tener nuestra propia marca de café
- Innovar en la experiencia del usuario

Time to pivot?



Lessons

- Be sharp-eyed
- Surround yourself with people who add
- Immerse
- Research
- Go to the experts
- Converts suppliers into strategic partners
- Take a chance
- Get out of the building
- If you are testing an idea, keep your costs as low as possible
- Failure is allowed
- Just try and learn
- Do not hesitate to pivot

Thank you

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