

### *2021 E-Commerce Game Plan*

E-commerce development is a top 2021 priority for all manufacturers and distributors. Create a game plan now or risk getting left behind.

- ✓ 2020 E-commerce business review for each country
- ✓ Amazon global key account performance review
- ✓ Set stretch objective for 2021 channel growth. + 30%?
- ✓ Create 2021 e-commerce development plan for each country
- ✓ Brand owners leverage corporate e-commerce resources for export help: training webinar, best practices, etc.
- ✓ Distributors: develop an e-commerce channel team
- ✓ Establish a specific plan for different e-commerce models: Amazon, Alibaba, supermarket web shops, new models
- ✓ Adapt all aspects of your export strategy to include e-commerce implications
- ✓ Hire/link with young people under 30 to achieve goals
- ✓ Set goal to become an international e-commerce expert
- ✓ Scorecard results

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