

# Strategic Consultancy

The global e-Commerce industry is changing fast as the result of continuing double digit growth, the entrance of new players, changing consumer expectations, new technologies and a changing regulatory environment.

Studies indicate the importance of delivery on consumer satisfaction or are illustrating that logistics is the major bottleneck in 80% of the cases in a successful implementation of multi or Omni-channel solutions are proving this case.

Cross Border e-Commerce is the fastest growing segment within the e-Commerce industry. Cross border e-Commerce is for many retailers still a massive problem keeping them from tapping into this potential sector.

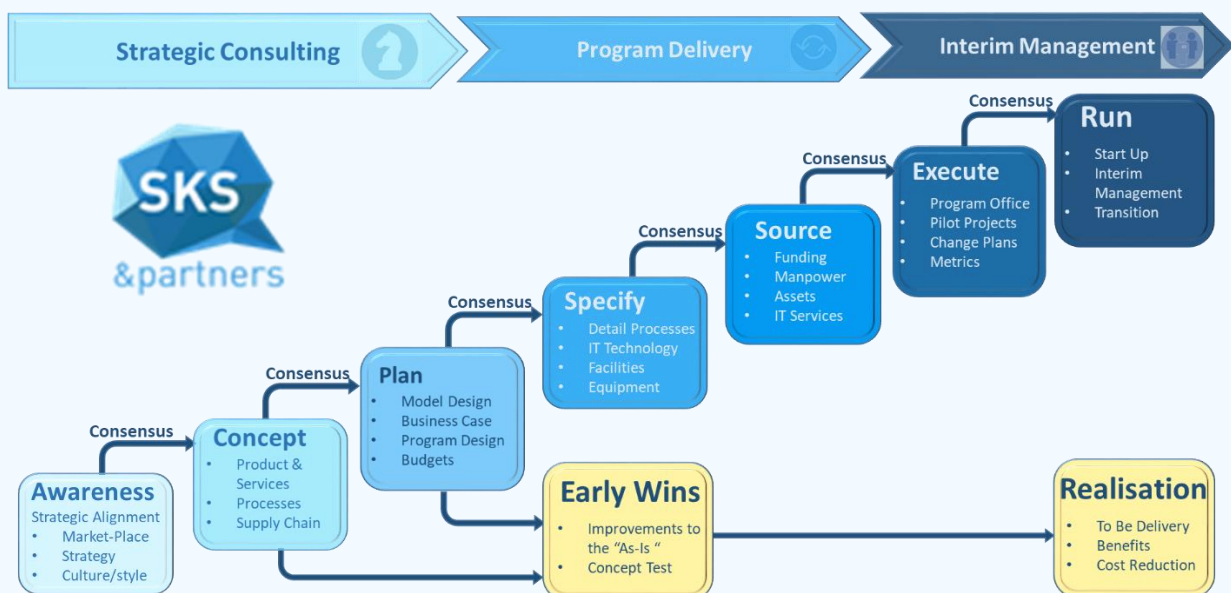
Trade wars and Brexit are the cause of a global flux in the regulatory environment. The financial risks of not (fully) complying with regulations are very serious and currently leading to huge fines or even imprisonment.

e-Commerce Marketplaces are becoming the preferred entry point for more and more consumer that are willing to purchase online. Those consumers are also increasingly using their mobile phones to do so.

Efficient and consumer friendly return solutions are a must have for domestic and cross border e-Commerce solutions.

**Organisations that are willing to enter and stay successfully in this highly dynamic market will have to continuously evaluating their sales approach and adapting their processes, equipment, IT, organisation and culture. This always within the boundary of their capabilities and possibilities.**

SKS & Partners is supporting companies and authorities with a unique delivery oriented end-to-end methodology of which the definition of a shared short term strategy is a part.



The SKS & Partners strategic consultancy often starts with the performance of a workshop that addresses:

1. The reasons why change is need.
2. The goals that have to be achieved the coming period
3. The way to realise those changes

Day 1	Day 2	Day3
Why	What	How
<b>Illustrating and discussing the context in which the organization is operating:</b> <ul style="list-style-type: none"> <li>• Industry</li> <li>• Requirements from different customers groups (senders, recipients and/or product market combinations</li> <li>• Competition</li> <li>• Domestic and cross border opportunities</li> <li>• Stakeholders</li> <li>• Relevant regulatory changes</li> <li>• Current organisation, results and capabilities</li> </ul>	<b>Brainstorming about the goals that should be reached:</b> <ul style="list-style-type: none"> <li>• Future services &amp; expected growth</li> <li>• Definition of ambition that can be formulated in an elevator pitch</li> <li>• Future positioning</li> <li>• Financial and quality targets</li> <li>• Required company culture or culture change</li> <li>• Important KPI's</li> </ul>	<b>Defining and Agreeing on short term actions:</b> <ul style="list-style-type: none"> <li>• Future organisation including sales and operations</li> <li>• Functional &amp; technical requirements for IT, equipment and/or infrastructure</li> <li>• Validation short term strategy and identification <b>low hanging fruit</b></li> <li>• First workout of planning and programme timelines</li> </ul>

From experience we can tell that this well prepared workshop is an excellent and very efficient step in the definition of the required strategy which as a deliverable results in:

- An operational model design
- A detailed business case
- A design for the implementation program
- An overview of the required budgets

SKS & Partners has successfully performed strategic exercises or workshops with:

- Several postal operators
- Carriers
- Multi-carrier platforms
- Cargo companies
- Governmental authorities.

For more information please contact .....

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