



Offer Overview

Pricing and Overview Valerie Dichtl Authentic E-Commerce Consulting

Valerie Dichtl Authentic E-Commerce

Dear E-Commerce-Starter,

finding the best way for your **online sales business** in this e-commerce jungle can be exhausting. I support you to get an overview and to **find the best online strategy** for your brand.

I can teach you and your team how you can **sell your articles online on big online-shops in Europe** via online wholesale or **marketplace**. We will do this step by step and you can decide what's the best solution and strategy for your brand.

I am looking forward support you

Valerie



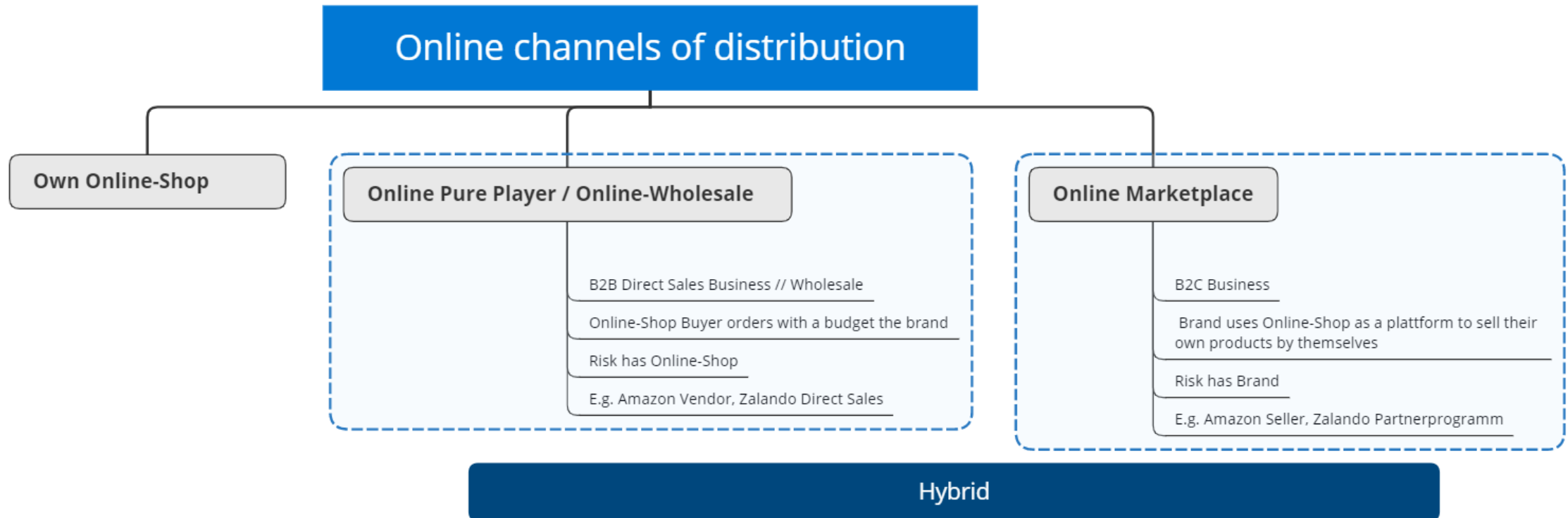
The State of Fashion **2018**



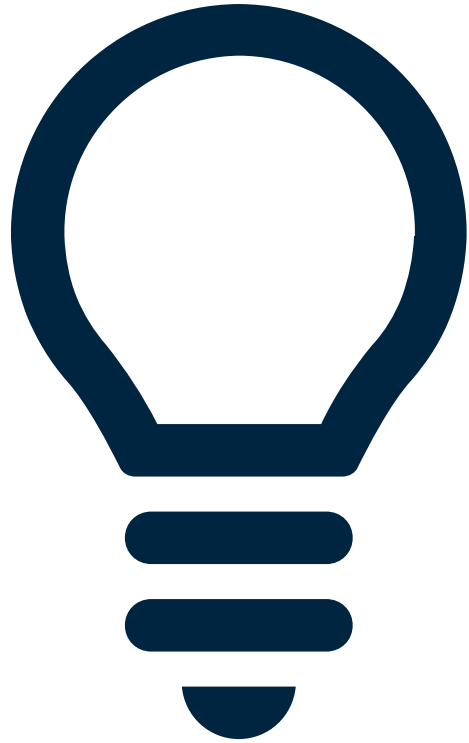
BOF McKinsey&Company

The question for fashion brands is no longer „if“ but „how“ to collaborate with big online platforms.

Ways of online distribution



In my consulting business we are focussing us on the how to sell your products via Online Pure Player (wholesale) and/or marketplace. Many big Online-Shops are already offering both possibilities for example Amazon, Otto or Zalando.



Basic Online Sales

Module I + II



Module I

Online Sales Starter

- Understand online sales
- Differences between online wholesale and marketplace business
- Define your online sales strategy for your brand
- Understand processes of marketplace business and ways to implement
- Check your products about online sales suitability for marketplaces

→ Be able to decide the focus of your brand either for online wholesale or marketplace

What you get:

- Kick-Off talk incl. interview (approx. 1,5 hours)
- Implementation in apporx. 4 weeks
- ½ day presentation on your location*
- Composition of recommendations and next steps

* excl. travel time and travel costs



Module II

Marketplace Starter

- Set-up marketplace strategy
 - Check-up basic set-up to get online (products, textes, product images)
 - Introduction and selection of marketplace service partners (get contact, invite offers, compare offers)
 - Calculate business cases (turnover, costs, profitability)
 - Recommendation for process set-up, marketplace set-up and implementation
- Next steps to start marketplace onboarding

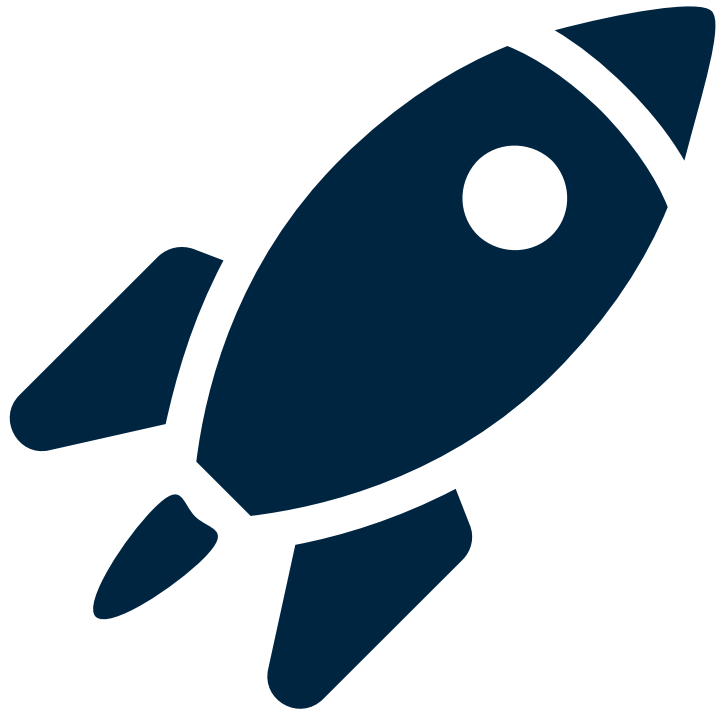
What you get:

- Including Modul I as package
- Single booking of MII also possible

Plus:

- Implementation in approx. 6 weeks
- 1 day presentation on your location*
- Composition of recommendations and next steps

* excl. travel time and travel costs



Marketplace Onboarding

Module III



Module III

Marketplace Onboarder

- Integration marketplace strategy to your brand
- Set-up and negotiate contracts with marketplace service partners
- Process implementation and project management
- Briefing internal staff members
- Implement all content requirements to start (product images, textes, etc. set-up and organise)

→ Operative onboarding of marketplace business till your first products are online

What you get:

- Requirement: Module I or II
- Implementation in approx. 4-6 weeks, flexible and remote

Plus:

- Staff member training (e.g. webinars)
- Negotiations about offers and other terms & conditions

* excl. travel time and travel costs



Additional Services



Additional Services

I offer additional also those services:

- Online wholesale consulting (working together with e.g. Amazon/Zalando buyers)
- Online wholesale negotiations support
- Speaker
- Workshops

I can send you an offer on request.

Experience

9+ years Online Sales E-Commerce Fashion

4+ years Fashion Buyer (Vendor Manager) at Amazon

2+ years Sales Online Wholesale International & Marketplace business at Huber Tricot for Skiny and Huber

Since 2019



*“Authentic” comes from who I am
& how I work with customers.*

Valerie Dichtl

Owner



Clients

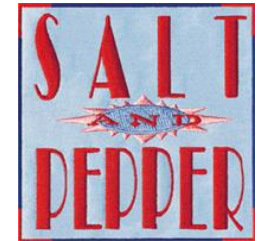
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Get in contact with me today!

