



**Australian Government**

**Austrade**

## **APEC Women in Export Trade Day 2007 E-business and Exporting Online**

**Edwin Kuller  
Austrade**



# Austrade - E-business Workshops Observations

NT, WA, SA, QLD, Vic, NSW, and Tasmania in a city, metro and rural areas (2,300 companies)

1.

The majority of SMEs are inclined to have a website and it indicates a commitment to export and a tool that facilitates discussion with potential overseas customers.

2.

Most of the companies that have a website are using it for Information, Sales and Marketing activities. Approximately 10% of the companies we have seen with website have an ecommerce facility on their site.



3.

Most of companies with ecommerce facilities (receiving payments via their website) are quoting and charging their O/S customer in Australian dollars. And infact, most don't nominate a currency at all.

- Most don't see the need to quote and charge in the local currency of the buyer.
- Some don't know what currency they are charging in anyway.
- A few are quoting in the local currency of their buyer (for eg \$US) and are using a facility like Paypal to do it.



4.

Approximately 15% of companies with websites are capturing visitors email addresses for follow up. About half of these are doing it correctly with regards to having a Privacy policy in place and understanding the Spam legislation.

5.

Approximately 15% of companies with websites are accessing and using their web statistics. Most aren't aware that web statistics exist and that they should be provided by their web hosting company.

6.

Approximately 20% of companies with websites appear to conduct business planning that incorporates what they are doing online.

Most companies are unaware of the techniques they can use (paid advertising, email marketing and optimised sites) to attract visitors to their site.



7.

Perhaps 15% of companies attending the workshops are aware of Pay-per-click models such as Google Adwords and perhaps 5% understand how it works.

8.

Principles of Search Engine Optimisation would be known by less than 15% of companies attending, with a handful actively managing their websites in this way.

9.

The majority of companies do not know where to go for e-business advice, to find web developers or consultants to help them maximise their online businesses.





**Australian Trade  
Commission**



**UNSW  
School of Marketing**

# The impact of e-commerce on export business

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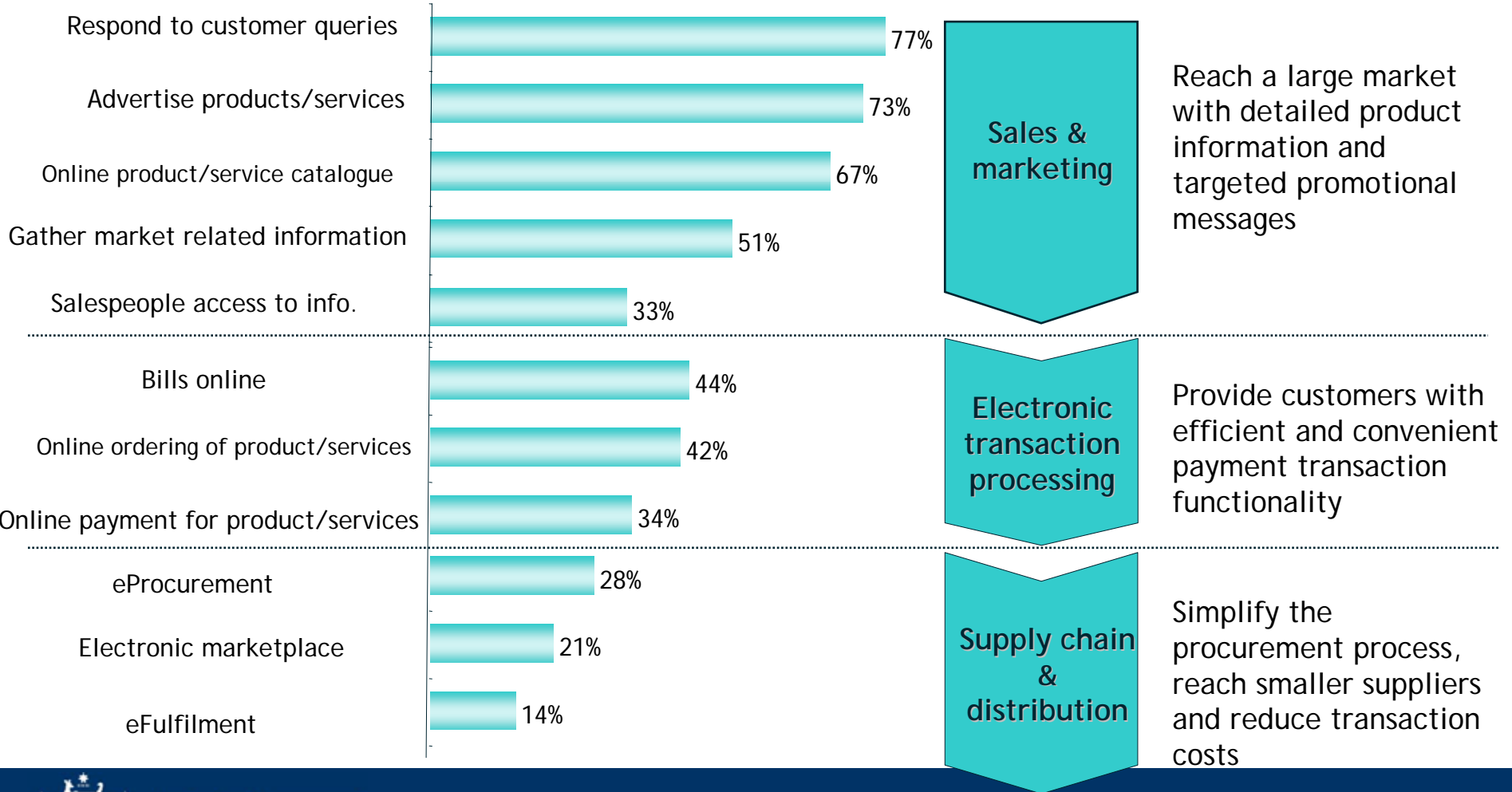
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**e-commerce is still mainly used for sales & marketing**  
 ...but usage in transaction processing and supply chain/distribution is also considerable

### Utilisation of e-commerce

### Major impact of e-commerce





## Do more business with Electronic marketplaces

Expand your current market, enter new markets, and find new customers and products.

An electronic marketplace allows several buyers and sellers to meet on a common Internet platform to do business.

Electronic marketplaces should be a part of your company's international business toolkit.



### Expand your market

The Internet offers new opportunities for small businesses to conquer new markets and to find better and cheaper suppliers. Electronic marketplaces and other B2B Internet platforms play a central role in realising these opportunities.

If you are involved in a small company's marketing, sales or purchasing decisions, then our [handbook](#) is for you. It will help you understand how electronic marketplaces work and the opportunities they provide.

### Find new customers and partners

There are many [electronic marketplaces](#) where you can



## International News

31. May 2007

[Big Brother on the Web](#)

19. Apr 2007

[It's a new world of competitors](#)

12. Apr 2007

[International e-Invoice](#)

## Local News

12. Jun 2007

[eLandet Norge: Call for paper](#)

31. May 2007

[E o Futuro é... Second Life?](#)

21. May 2007

[Pode um invisual depender exclusivamente da Internet?](#)

### Search by location (Head Quarter or Sales Office):

- All parts of the world - ▾

- All countries - ▾

### Sorted by industry:

#### All eMarkets (715)

Advertising & Media (5)	Industrial Machinery & Equipment (40)
Agriculture (34)	IT Products & Services (43)
Arts & Entertainment (3)	Maritime products and services (9)
Automotive (18)	Metal & Mining (22)
Aviation (14)	MRO (Maintenance Repair Operation) (36)
Biotechnology (7)	Multiple Industry E-marketplaces (213)
Building & Construction (34)	Office Equipment (10)
Chemicals (20)	Other Industries (8)
Defence (8)	Packaging (8)
Education & Training (8)	Paper & Pulp (5)
Electronics & Electrical products (39)	Plastics & Rubber (14)
Energy & Fuels (27)	Pre-owned / Second-hand goods (31)
Environment (14)	Printing (6)
Excess Inventory & Barter (16)	Real Estate (7)
Finance & Insurance (23)	Retail & Consumer Goods (20)
Food & Beverage (45)	Science & Engineering (7)
Forestry & Wood (18)	Services (19)
Government and Public Sector (58)	Telecommunication & Bandwidth (14)
Healthcare & Pharmaceutical (29)	Textiles & Leather (26)
Hospitality & Leisure (13)	Transportation & Logistics (35)



**THANKYOU!!!**



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