

Key Deliverables

1)Daily Operations:

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| 1. Master catalogue is shared with the merchant | - On Boarding |
| 2. Catalogue Curation | - On Boarding |
| 3. Market Place Catalogue Creation | - On Boarding |
| 4. Product Research | - Account Management Team |
| 5. Pricing/ Repricing analysis | - On Boarding/ Account Management Team |
| 6. Competition mapping | - Account Management Team |
| 7. Keyword Optimization | - On Boarding/ Account Management Team |
| 8. Content Optimization | - On Boarding/ Account Management Team |
| 9. Logistics channel Optimization | - On Boarding/ Account Management Team |
| 10. Listing Quality Index Analysis | - Account Management Team |
| 11. Listing | - On Boarding |
| 12. Quality Check by Market Places | - Market Place |
| 13. Go Live | - Market Place |
| 14. Order Processing | - Account Management Team |
| 15. Order Tracking | - Account Management Team |
| 16. Payments Facilitation | - Account Management Team/ Finance |
| 17. Reports Generation | - Account Management Team |
| 18. Customer Service | - Account Management Team |
| 19. Review/Feedback Generation | - Account Management Team |

2) Strategic Input to Scale Up the Business:

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| 1. Participation in Market Place Promotion | - Category Manager |
| 2. Creation of deals and offers | - Category Manager |
| 3. Assortment Analysis | - Category Manager |
| 4. Paid Marketing (With Market Places or External) | - Category Manager/
Marketing Team |
| • CPC, PPC, Banner Ads, Adwords | |
| • Social Media Campaigns | |
| • Content Marketing | |
| • Affiliate Marketing | |
| • Conversion | |
| 5. Co- Marketing With in The Market Place | - Customer Manager |
| 6. Consultation for New Product Lines, Pre-seasonal Analysis | - Customer Manager |
| 7. Sortation Centre Enablement | - Logistics Team- Paid Extra |
| 8. Liaison within Market Places for Promotion the Brand | - Market Place Manager |

3) Technology:

1. Real Time centralised inventory management.
2. Centralised order Management
3. Smart Logistics Aggregation Platform to provide best logistics options by region, category of Goods, Shipping time/ rate and Market Places.
4. Global Payments repatriation at lowest in Market Rates through integrations with Global Payment Partners.
5. Intelligent Pricing Analysis
6. Intelligent Content Analysis
7. Intelligent Inventory Allocation
8. Intelligent Portfolio Analysis
9. Predictive Sales and High-Level Information.

Thus Eunimart is your End to End Service management partner for your Cross Border Ecommerce