



**E-business to replace the
retail business in a
decade?**

What is E-Business?

“E-Business is the electronic connection of business operations to customers, suppliers, employees & other business partners.”



Why?

- Consumer perspective
 - Choice of products at a single platform
 - Detailed information of products (quality, price, variants, customer rating etc.)
 - Saves time and travel cost
 - 24/7 availability
 - No geographical boundaries
- Retailer perspective
 - Lower fixed cost
 - Immediate and wider consumer coverage
 - Low initial investment for new entrant
 - Cheaper and personalized marketing

Developments supporting E-Business

- Cost efficiencies and better sales prospects through E-Business versus traditional retailer businesses, for retailers offering both models.
- Online banking further supports the online buying business.
- Compatibility of online applications with android and IOS users.
- The Finance Act 2017 has introduced some relief for the e-commerce sector. The minimum tax on turnover of online marketplaces has been reduced to 0.5% instead of 1.25%. Tax on commissions has been set at 5% instead of 12%
- Introduction of 4g internet resulting in greater internet penetration.

Market potential

- Currently the market of transactions conducted through E Business is estimated at over \$ 120 million
- Growing at a compound annual growth rate of over 100%
- Yayvo has exceeded its revenues of the previous year in the first five months of this financial year
- Estimated e-business sales of retail industry to surpass \$ 1 billion by 2020
- Pakistan's internet penetration – estimated at 18% currently - is the real facilitator for the recent growth in e-commerce.

Examples of successful e-businesses

- www.Daraz.pk
- www.aliexpress.com
- www.Amazon.com
- www.Kaymu.pk
- www.yayvo.com

The background of the slide is a blurred, high-angle photograph of a modern building's interior. It shows a staircase with a glass railing on the right side, leading down. The walls and ceiling are light-colored, and there are large windows or glass panels that create a bright, airy atmosphere. The overall aesthetic is clean and architectural.

Thank You