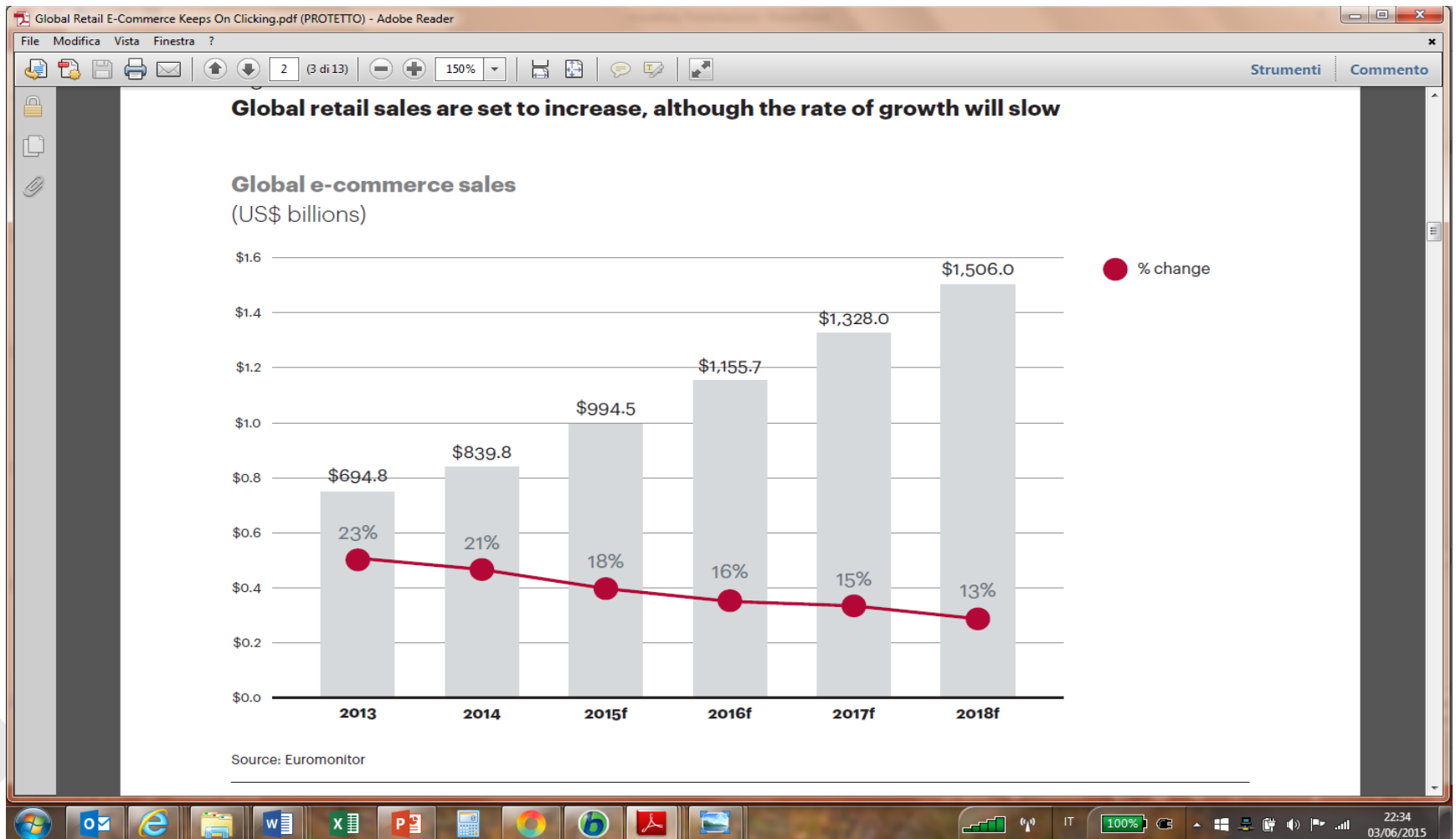


E-COMMERCE

E-COMMERCE COME NUOVO
STRUMENTO DI VENDITA OR
A NEW BUSINESS MODEL

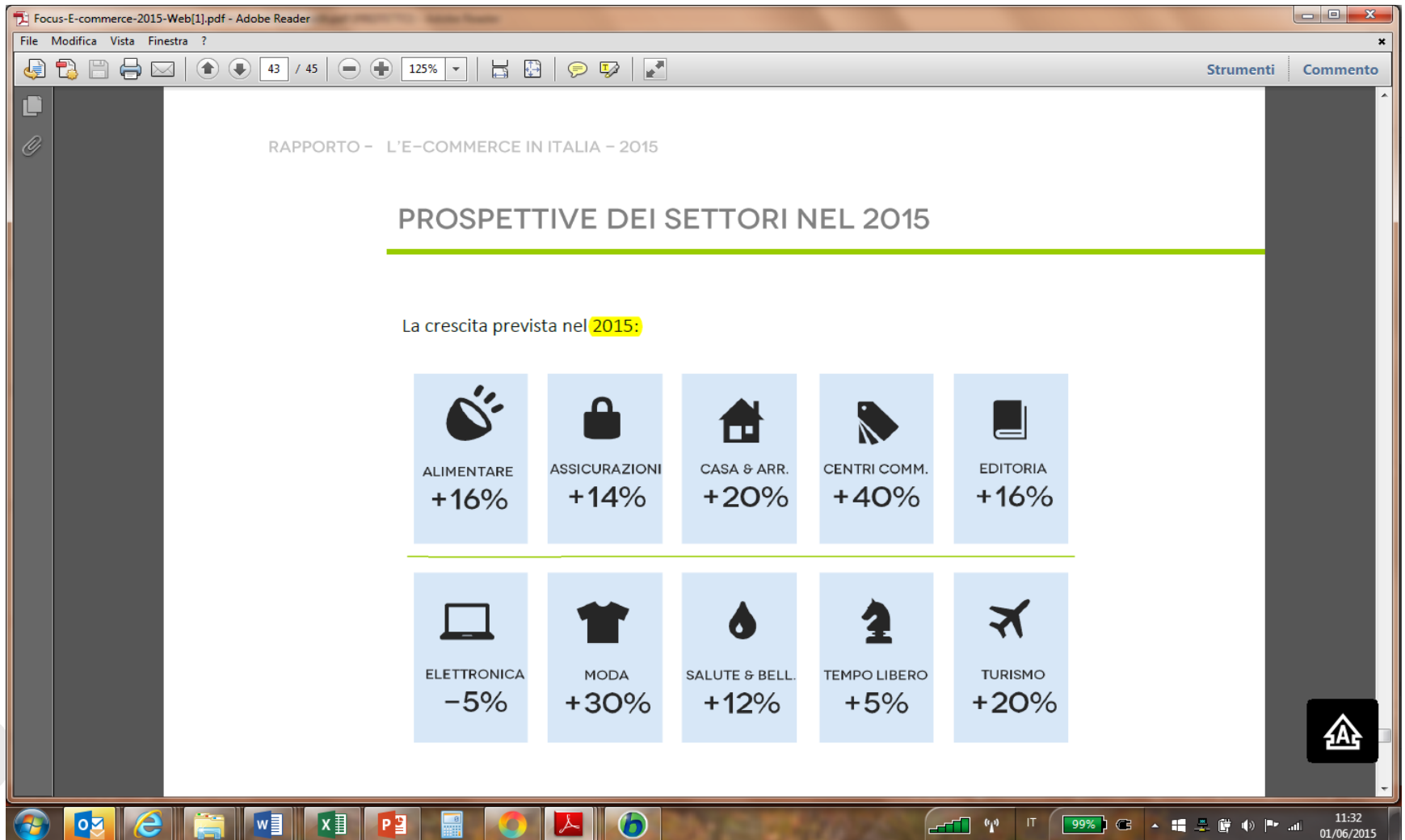
IMPRESSIVE GROWTH WORLD E-COMMERCE



E-COMMERCE IN ITALY



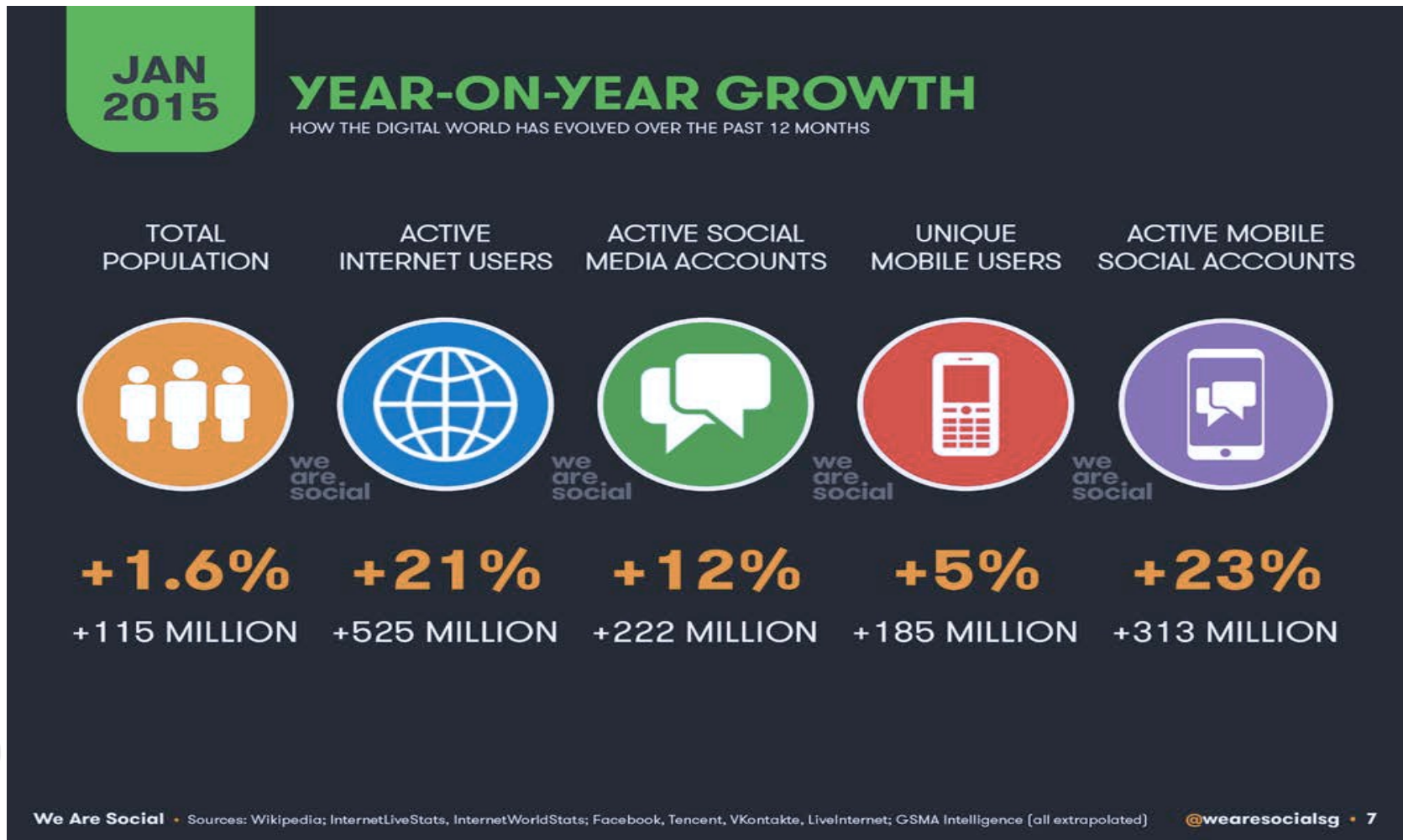
ON LINE FOOD SALES GROWTH 2015



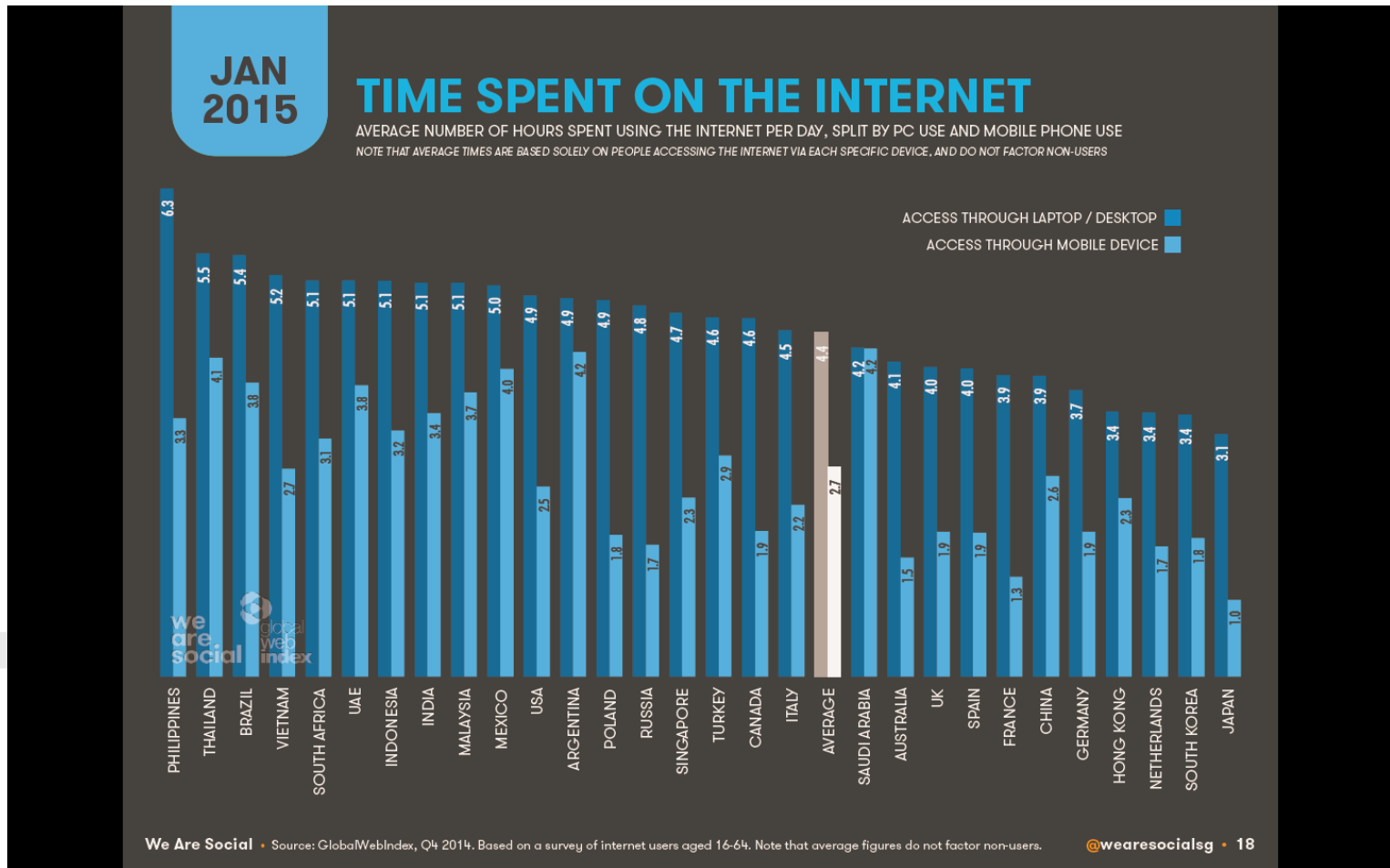
3 BILION in internet, 2 in social, MOBILE consolidated



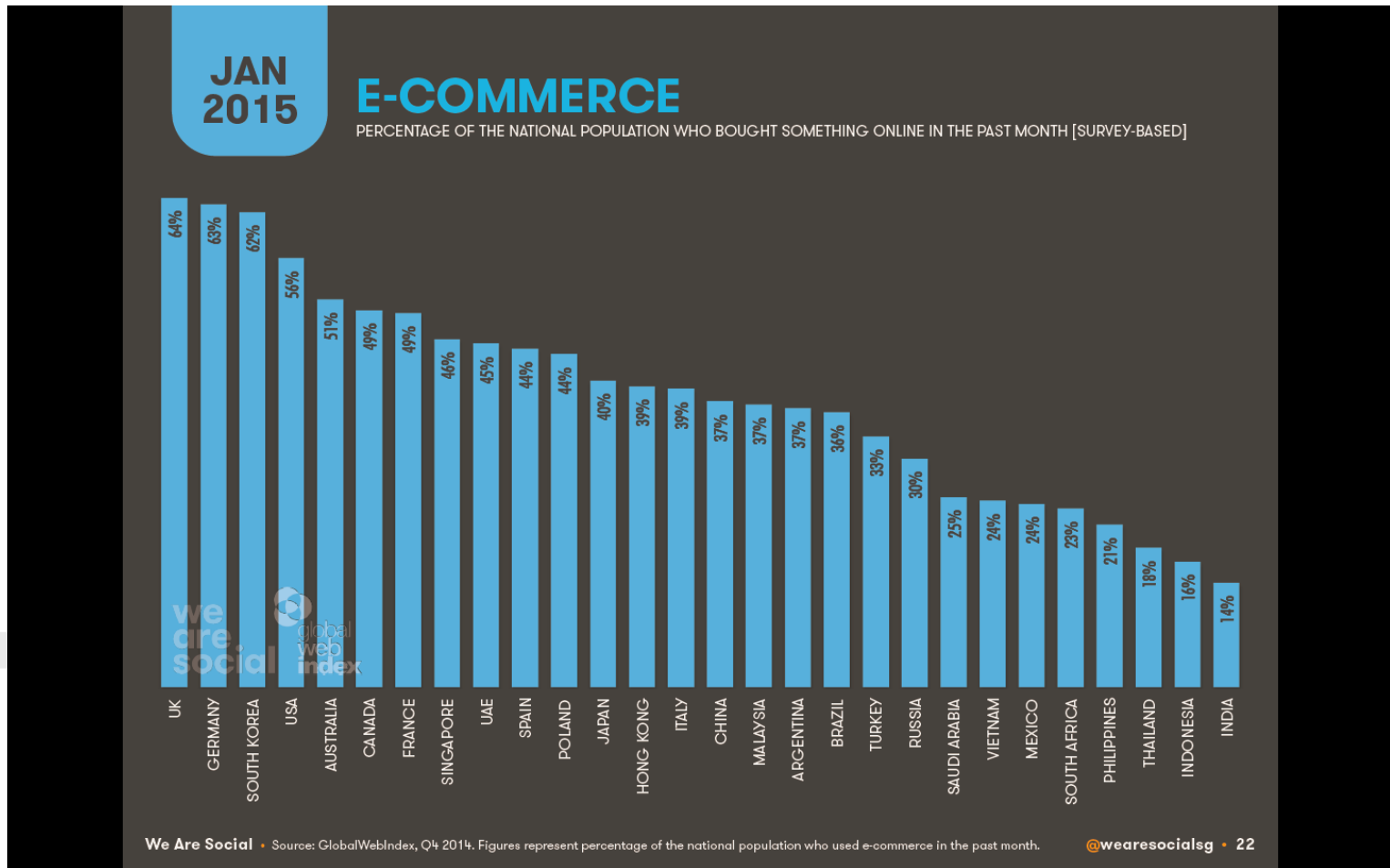
POPULATION +1,6%, INTERNET + 21%



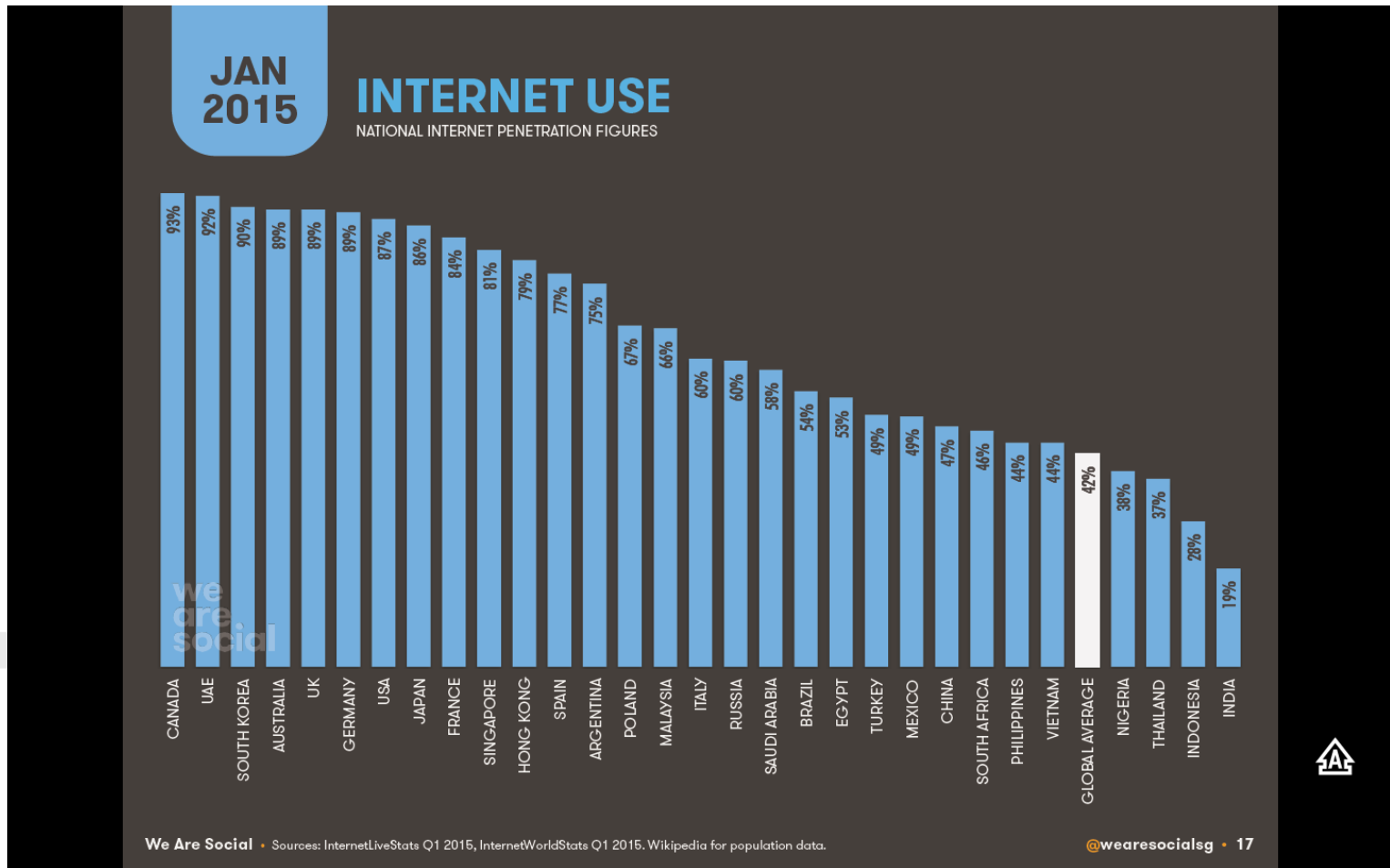
AVERAGE NUMBER OF HOURS PER DAY



PERCENTAGE OF THE NATIONAL POPULATION WHO BOUGHT



INTERNET USE – PENETRATION RATE

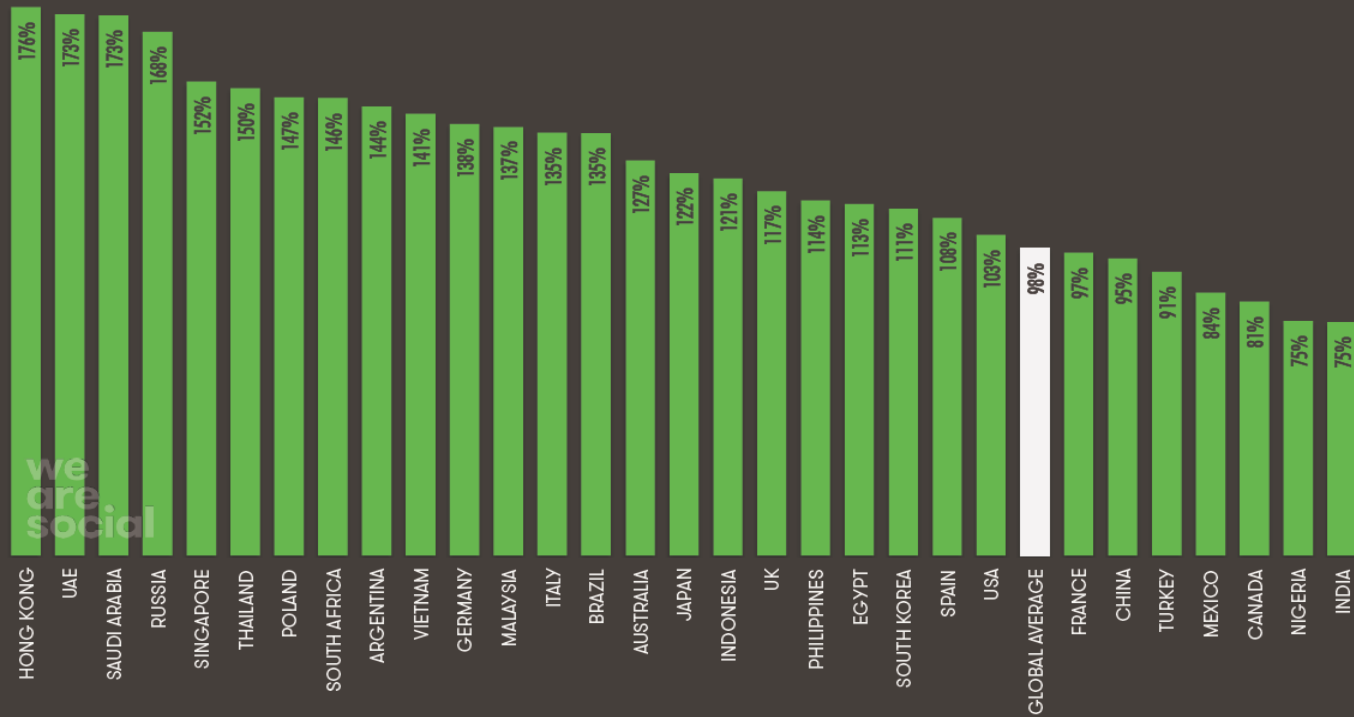


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JAN
2015

MOBILE CONNECTIONS

MOBILE CONNECTIONS BY COUNTRY, COMPARED TO NATIONAL POPULATIONS



We Are Social • Source: GSMA Intelligence, Q4 2014

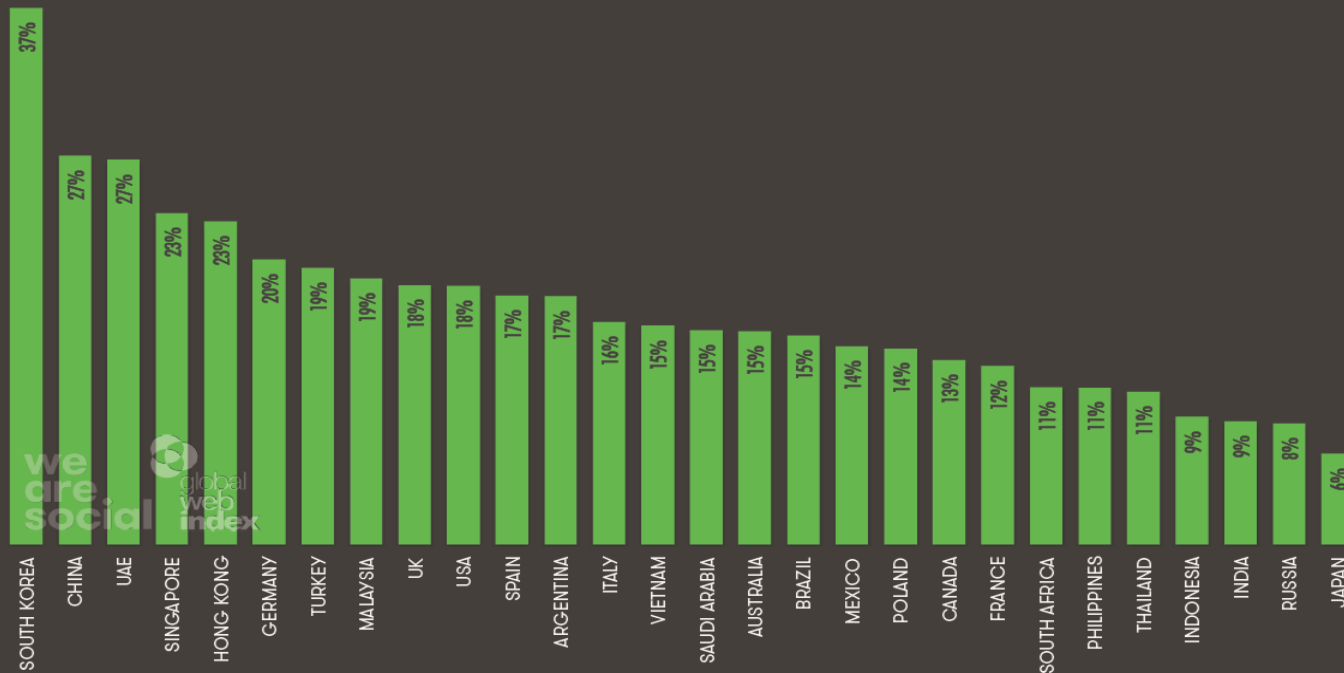
@wearesocialsg • 37

MOBILE COMMERCE

JAN
2015

MOBILE COMMERCE

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A PHONE IN THE PAST MONTH [SURVEY-BASED]



We Are Social • Source: GlobalWebIndex, Q4 2014. Figures represent percentage of the national population who used m-commerce in the past month.

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E-COMMERCE INDEX

Global Retail E-Commerce Keeps On Clicking 2015.pdf (PROTETTO) - Adobe Reader

File Modifica Vista Finestra ?

Strumenti Commento

The 2015 Global Retail E-Commerce Index™

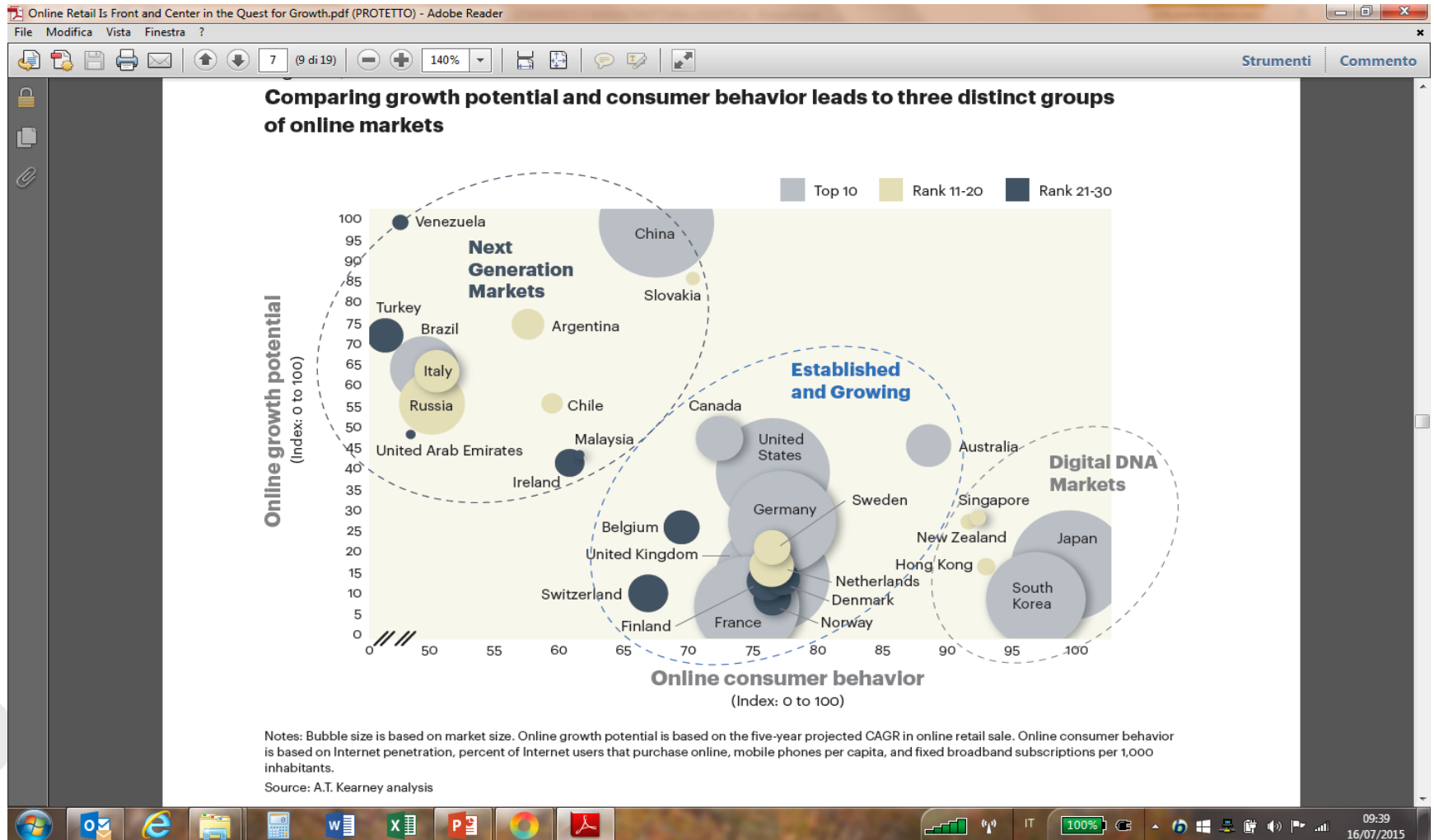
Rank	Change in rank	Country	Online market size (40%)	Consumer behavior (20%)	Growth potential (20%)	Infra-structure (20%)	Online market attractiveness score
1	+2	United States	100.0	83.2	22.0	91.5	79.3
2	-1	China	100.0	59.4	86.1	43.6	77.8
3	+1	United Kingdom	87.9	98.6	11.3	86.4	74.4
4	-2	Japan	77.6	87.8	10.1	97.7	70.1
5	+1	Germany	63.9	92.6	29.5	83.1	66.6
6	+1	France	51.9	89.5	21.0	82.1	59.3
7	-2	South Korea	44.9	98.4	11.3	95.0	58.9
8	+5	Russia	29.6	66.4	51.8	66.2	48.7
9	+15	Belgium	8.3	82.0	48.3	81.1	45.6
10	-1	Australia	11.9	80.8	28.6	84.8	43.6
11	-1	Canada	10.6	81.4	23.6	88.9	43.1
12	+2	Hong Kong	2.3	93.6	13.0	100.0	42.2
13	+6	Netherlands	8.9	98.8	8.1	84.6	41.8
14	-3	Singapore	1.3	89.4	15.7	100.0	41.5
15	+13	Denmark	8.1	100.0	15.1	75.5	41.4
16	0	Sweden	8.8	97.2	11.8	77.7	40.9
17	Not ranked	Mexico	10.0	53.3	58.6	68.0	40.0
18	Not ranked	Spain	13.2	73.1	20.2	80.1	39.9
19	+1	Chile	2.7	71.8	49.3	73.2	39.9
20	+6	Norway	8.2	99.4	5.6	76.3	39.5
21	-13	Brazil	19.6	57.4	28.0	72.4	39.4
22	-7	Italy	12.3	71.6	27.8	70.7	38.9
23	+6	Switzerland	7.1	89.6	7.4	82.5	38.8
24	-1	Venezuela	1.7	54.1	79.4	55.7	38.5
25	-4	Finland	6.4	98.3	3.8	77.3	38.4
26	-8	New Zealand	1.7	86.4	25.9	75.4	38.2
27	Not ranked	Austria	5.9	85.3	19.0	74.8	38.1
28	Not ranked	Saudi Arabia	1.1	46.6	67.3	74.6	38.1
29	-17	Argentina	5.7	70.3	43.9	64.3	38.0
30	-3	Ireland	4.9	74.4	27.6	74.1	37.2

05/08/15

Confidential

17:36 18/07/2015

THE «KEY THREE» MARKET TYPES



I TRE DISTINTI GRUPPI DI MERCATO

- Next Generation Market (NGM):
 - Basso tasso di penetrazione Internet
 - Popolazione rurale
 - Limiti e o vincoli nelle infrastrutture finanziarie e logistiche
 - Italia, **Russia, Cina, Brasile**, Argentina, ecc.
 - Problemi logistici, fuori dai centri urbani, hanno penalizzato la crescita dell'e-commerce in Cina. **JD.com ha creato** una propria struttura logistica e consegna **nello stesso giorno** in 23 città ed in **2 giorni** in 151 città.
 - In Italia, nelle zone rurali, abbiamo lo stesso problema della Cina? Consegne in 4 o 5 giorni
- Established and Growing (EaG):
 - consegne rapide e resi gratuiti, eccellente servizio ai clienti
 - USA, Canada, UK, Germania, Francia, Belgio, ecc.
- Digital DNA Markets:
 - Paesi molto sviluppati, alti tassi di adozione di tecnologia, infrastrutture molto avanzate, efficienza fino all'ultimo miglio, consegna nello stesso giorno
 - Giappone, Corea del Sud, Singapore, ecc.

SAME DAY DELIVERY? (Source: Logisticamente.it)

Negozi online italiani con opzione Same Day Delivery

No 94%



6% Sì



Sono stati presi in esame i 50 shop con i migliori valori dell'Alexa Traffic Rank a livello nazionale tra i 100 più performanti in termini di click ricevuti su idealo.it.

Logistica ed e-commerce in Italia

- Aumento delle vendite al dettaglio (B2C) +17%
- Italia 3,6% del totale consumi, UK 15%
- Boom dell'e-commerce trainerà anche la logistica O L'E-COMMERCE CRESCERA' GRAZIE ALLA LOGISTICA?
- TNT, UPS E DHL MAGGIORI SOGGETTI INNOVATORI
- I clienti desiderano le consegne sempre più brevi: nel mondo si parla di predictive shipping, droni ...
- E l'Italia? Si riuscirà a migliorare i tempi di consegna?
- E' più importante il primo o l'ultimo miglio?
- Per vendere, sicuramente il primo, cioè dal fornitore in poi
- Efficienza e tempestività: dal primo all'ultimo miglio
- Quando? E come?

MOODITALY – COMUNICA UN INTERO TERRITORIO

**Little drops of water,
Little grains of sand,
Make the mighty ocean
And the pleasant land.**

Mrs. J. A. Carney

- **NEW BUSINESS MODEL - METTERSI INSIEME, IN UNA ESPLOSIONE DI COLORI, PROFUMI, SAPORI, EMOZIONI, BENESSERE, PER FARE SISTEMA E RENDERE FELICE CHI AMA I NOSTRI PRODOTTI**
- **PROMUOVE THE TRUE ITALIAN LIFE STYLE**

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EMOZIONE ITALIANA

INSIEME SI VINCE

Bordeaux Menu (for 4/6 people)

Cremisi Menu (for 4/6 people)
[Dettagli](#)

Carminio Menu (for 4/6 people)
[Dettagli](#)

RATAFIA - ELISIR D'ABRUZZO Lt. 0.5
[Dettagli](#)

Borgogna Menu (for 4/6 people)
[Dettagli](#)

Canned fruit | Cheeses | Chocolate | Cold cuts | Desserts | Dips and crusche spreads | Flavoured oils | Flours | Gift vouchers | Home brewed beers | Honey | Jams | Legumes and cereals | Liqueur | Menu collection | Oil | Olives | Pasta | Preserves | Sauces | Soups and purees | Spices | Tools | Truffles | Vegetables in oil | Vinegars | Wines



FREE SHIPPING

on orders over € 115.00



in case of right of withdrawal

FREE RETURN SHIPPING



TYPICAL ITALIAN FOOD PRODUCTS

Beyond the doors of our Shop there is a world where discover the wide range of products we have selected with care and passion, to express your table under the sign of the precious flavor and the High Quality.

100% ▾