



E-İHRACAT

Orxan ISAYEV
orxan@worlddef.net



/orxan.isayev.official



/orhanisacom



/orxanisayevcom

E-İHRACAT NEDİR



Mikro ihracat, Elektronik Ticaret Gümrük Beyanı (ETGB) kapsamında yapılan bir ihracat türüdür. Buna göre, ETGB kapsamında yurt dışına yapılan KDV'siz paket tutarı **15.000 Euro'yu**, ağırlığı ise **300 kilogramı** aşmamalıdır. Bu tür satış uygulaması, genel olarak “mikro ihracat” olarak tanımlanır.

WORLD MAP OF SOCIAL NETWORKS

January 2019



HİPER REKABET

Ders Notu



	80 \$	
Üretici	100 \$	75 \$
Toptancı	130 \$	115 \$
İthalatçı	180 \$	160 \$
Perakendeci	240 \$	230 \$
....		
Nihai Tüketici	300 \$	280 \$
	170 \$	

“Önümüzdeki 30 yıl içinde, küreselleşme daha bundan faydalanmamış özellikle de Küçük ve Orta Ölçekteki Firmaların %80’ne güç katacak.

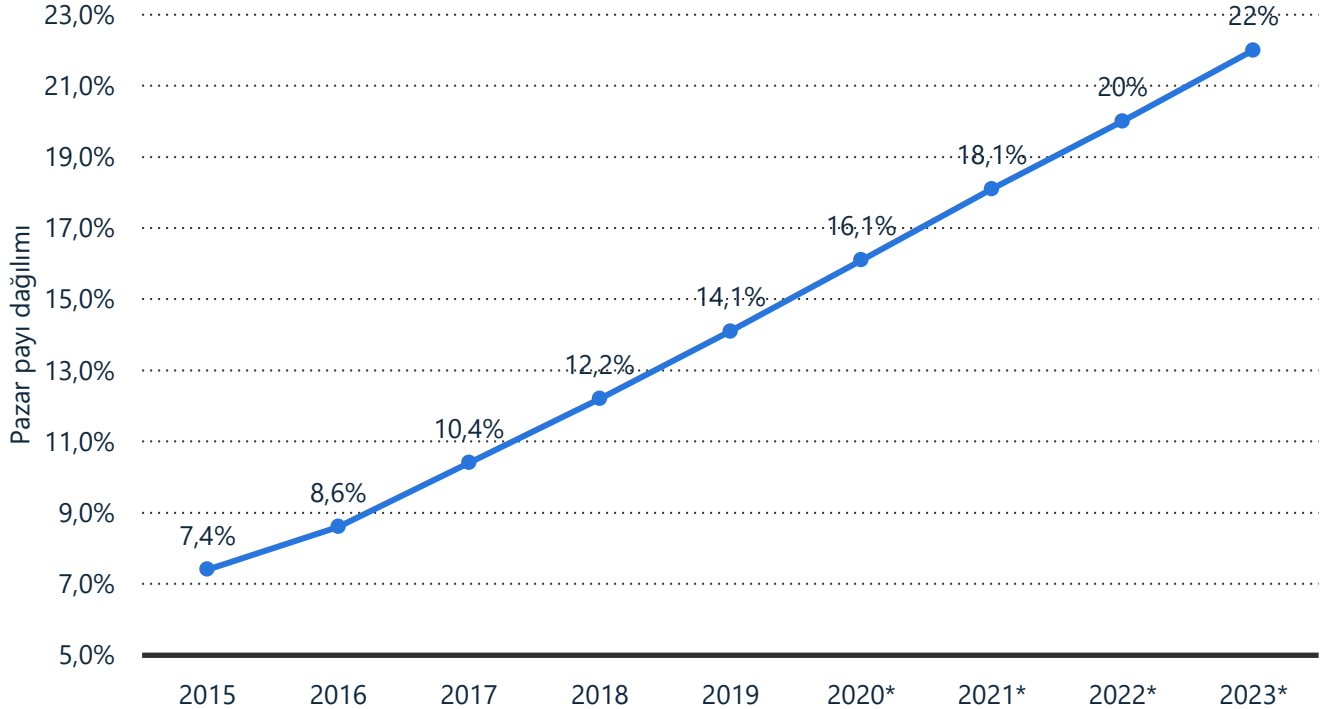
2030 yılına kadar ticaretin %85’den fazlası e-ticaret yolu ile gerçekleşecek. Bugün dünya ticaretinin büyük çoğunluğu konteynerler ile gerçekleşmektedir, 2030’da büyük bir kısmı B2C paketlere dönüşecek...”

JACK MA —Alibaba Group Tesisçisi



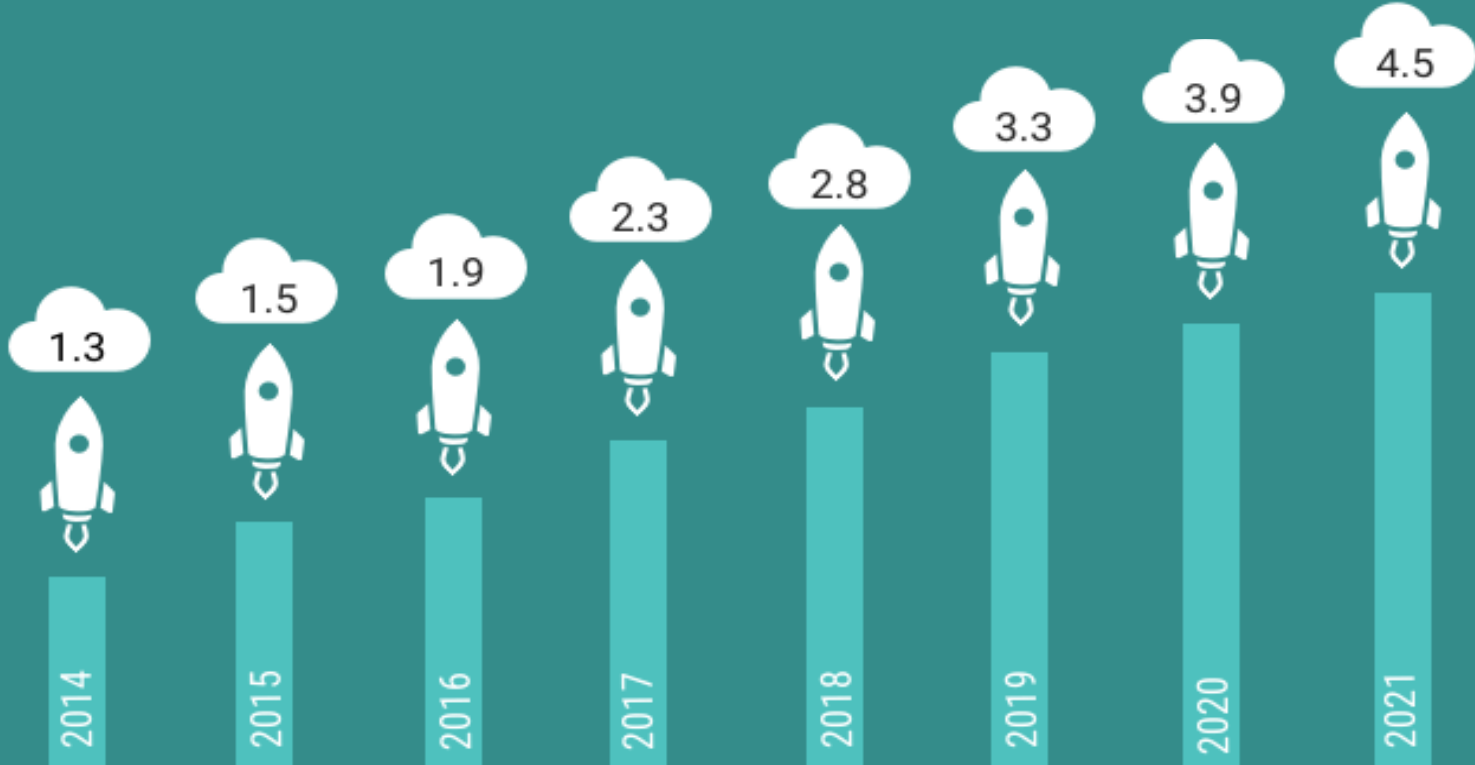
IT'S A SMALL WORLD!

E-TİCARETİN PERAKENDE İÇİNDEKİ PAYI



Kaynak: eMarketer; ID 534123

DÜNYADA E-TİCARET (Trilyon \$)



SINIRÖTESİ E-TİCARET

BÜYÜYEN TREND

1

trilyon USD

2020 itibariyle sınırötesi
alışverişte
harcanacak



2015'in
ÜÇ KATI

TÜKETİCİNİN
DAVRANIŞI
DEĞİŞİYOR

Her şeyin 'talep esaslı', her
zaman ve her yerde
alınabilir olması bekleniyor!

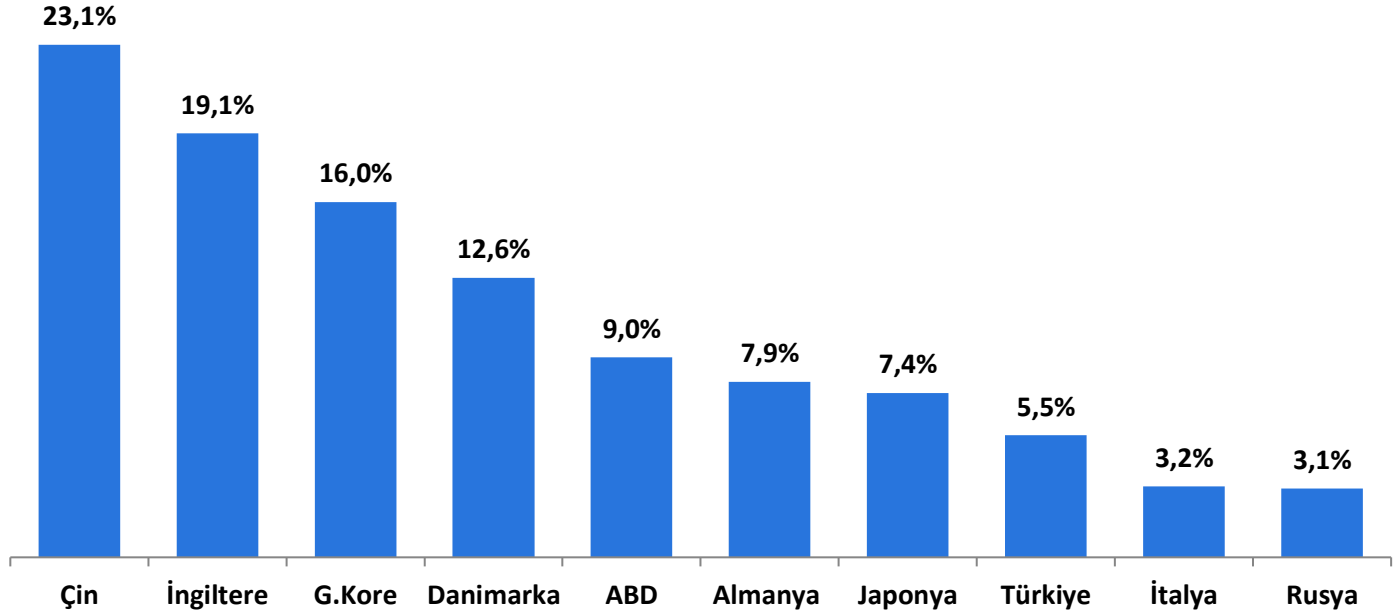
25%

Dünya Çapında
Yıllık Ortalama
Büyüme

Eğer milattan bugüne her gün 180.000\$ kazansaydınız, yine de bugün Jeff Bezos kadar zengin olamazdınız.



E-TİCARETİN PERAKENDE İÇİNDEKİ PAYI

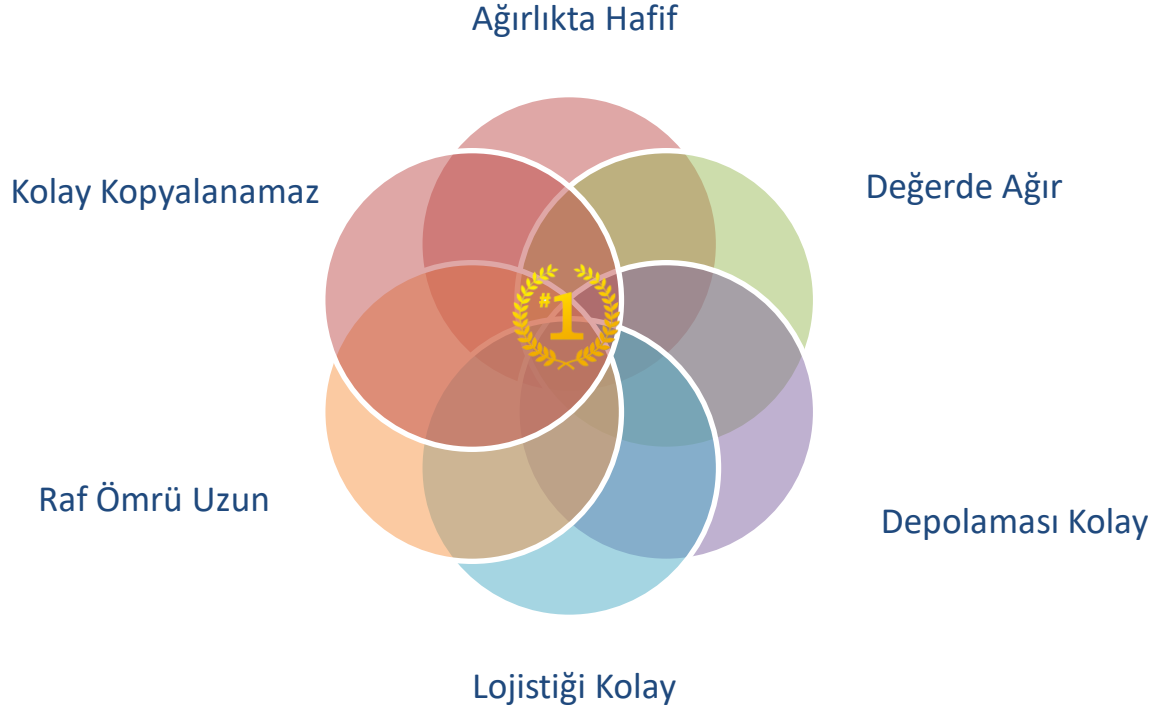


Kaynak: eMarketer; ID 255083, 2019

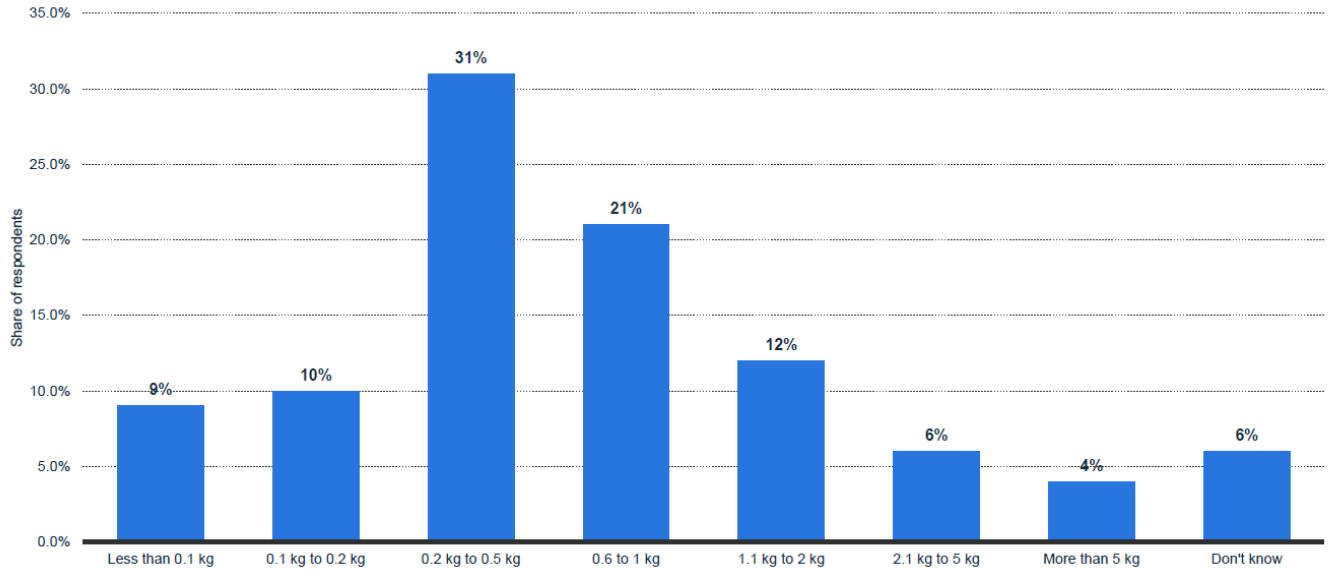
A long-exposure photograph of a multi-lane highway at night. The image shows numerous light trails from vehicles, with blue and white trails on the left side of the road and orange and yellow trails on the right side. The road curves to the left in the distance. The background is dark, with some distant city lights visible on the right.

1. NE?

DOĞRU ÜRÜN SEÇİMİ

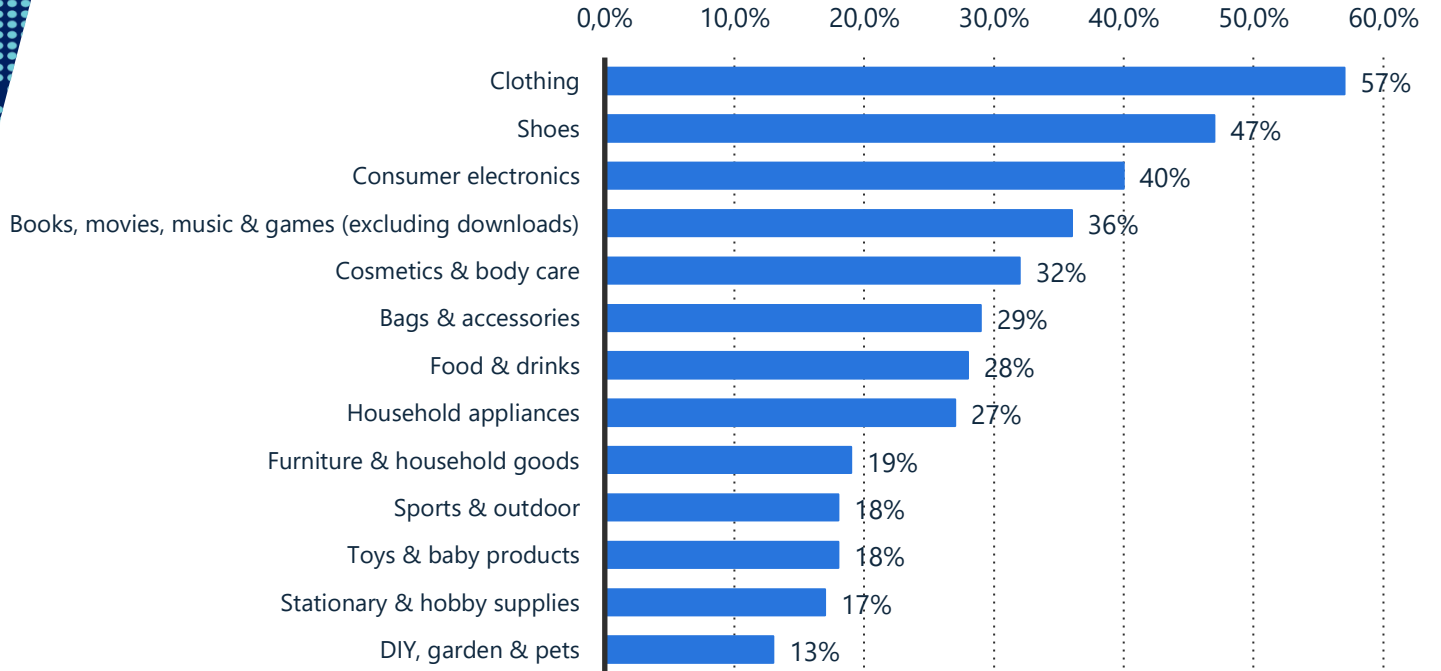


DOĞRU ÜRÜN SEÇİMİ



Source(s): IPC; Survey Sampling International

TEMEL SEKTÖRLER



Kaynak: We Are Social; Statista; ID 276846, 2018

FİYAT STRATEJİSİ



Satış Fiyatı | 100 Birim

15 Birim
Kargo

10 Birim
Tanıtım

25 Birim
Ürün Mal.

15 Birim
Komisyon

10 Birim
Bek. Mal.

25 Birim
Kar

A long-exposure photograph of a multi-lane highway at night. The image shows numerous light trails from cars, with blue and white trails on the left side of the road and orange and yellow trails on the right side. The road curves to the left in the distance. The text "2. KİME?" is overlaid in the center, underlined.

2. KİME?

HEDEF PAZAR ANALİZİ



Hedef Ülke ve Pazar Araştırması



SWOT Analizi



Hedef Kitlenin Belirlenmesi



Competitor Array Analizi



Eksiklerin Belirlenmesi

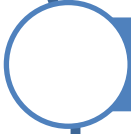


Önceliklendirmelerin Yapılması

TEMEL PAZARLAR



Amerika Pazar Bilgisi



Avrupa Pazar Bilgisi



CIS Pazar Bilgisi



Orta Doğu Pazar Bilgisi

GÜMRÜK MUAFİYET SINIRLARI



800 \$



270 \$



22 €



1000 \$



200 €



100 €



500 \$



1000 \$ AU

AMERİKA PAZAR BİLGİSİ

- Pazar Bilgisi
- Tüketici Kitleleri
- Sosyal Medya Kullanımı
- Ödeme Altyapısı
- Lojistik Altyapısı
- Pazaryerleri ve Satış Kanalları

ABD PAZARI



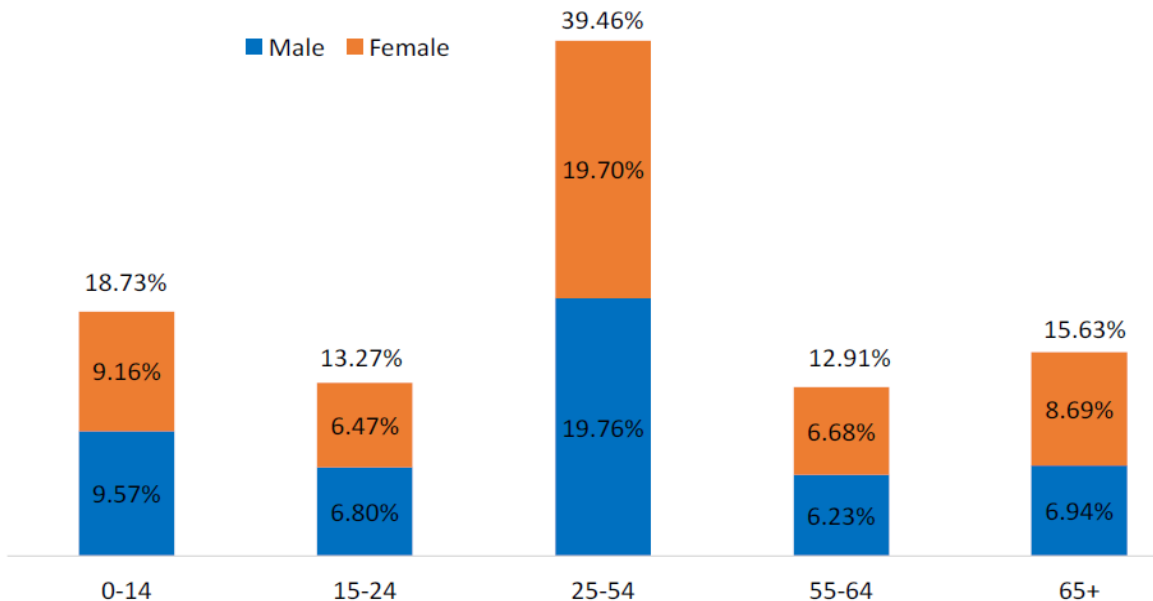
Area: 9,629,091 km²
Capital: Washington
Currency: U.S. Dollar (USD)



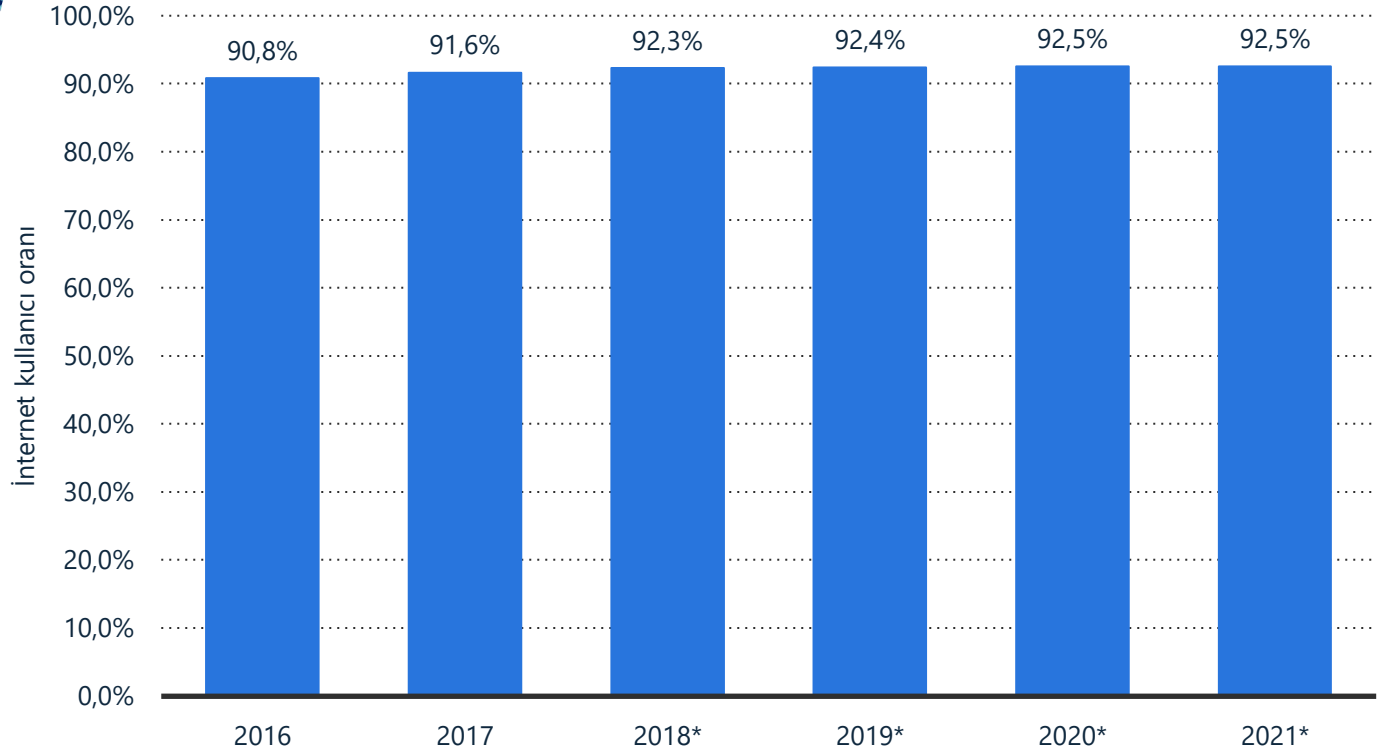
Population 2017(f): 326,474,013
Institution: Democratic Republic
Internet users: 77.87%
URL country code: .com
Official language(s): English, Hawaiian
Widely spoken languages: Spanish, Chinese, Arabic, French

AGE AND GENDER¹

Population by age and gender, 2016

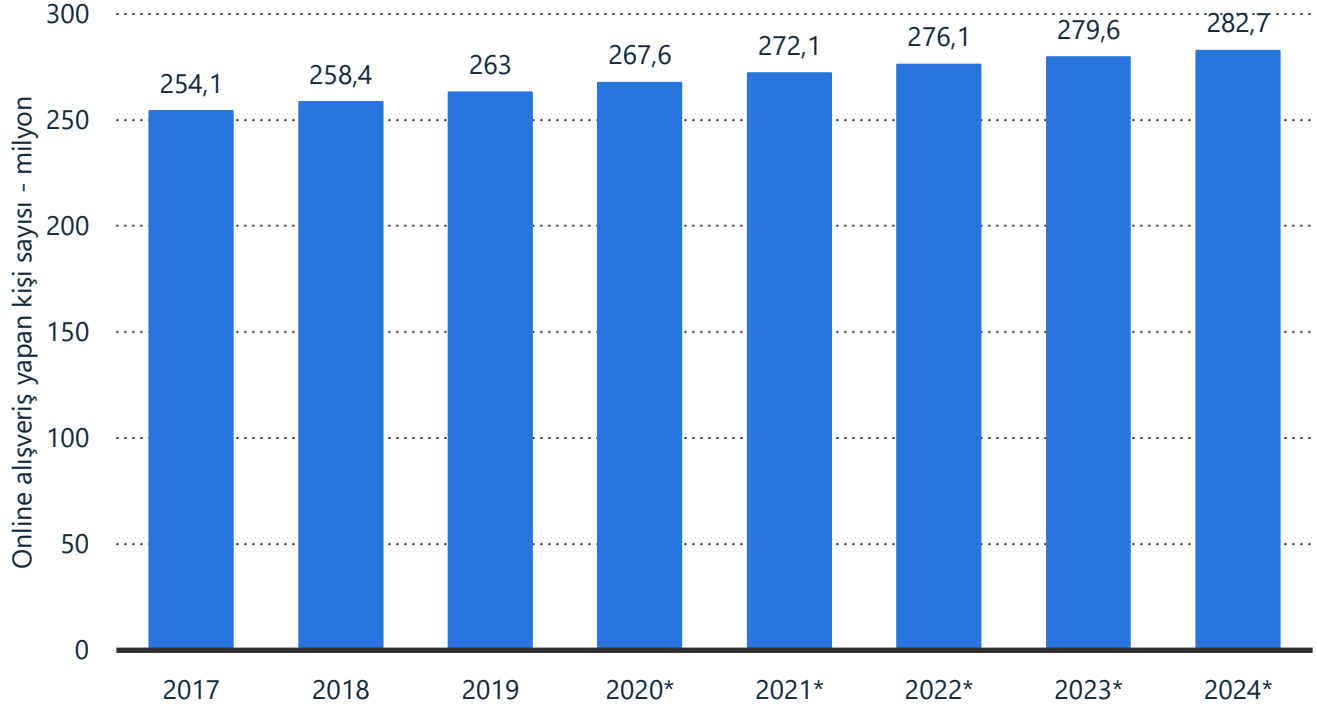


ABD PAZARI



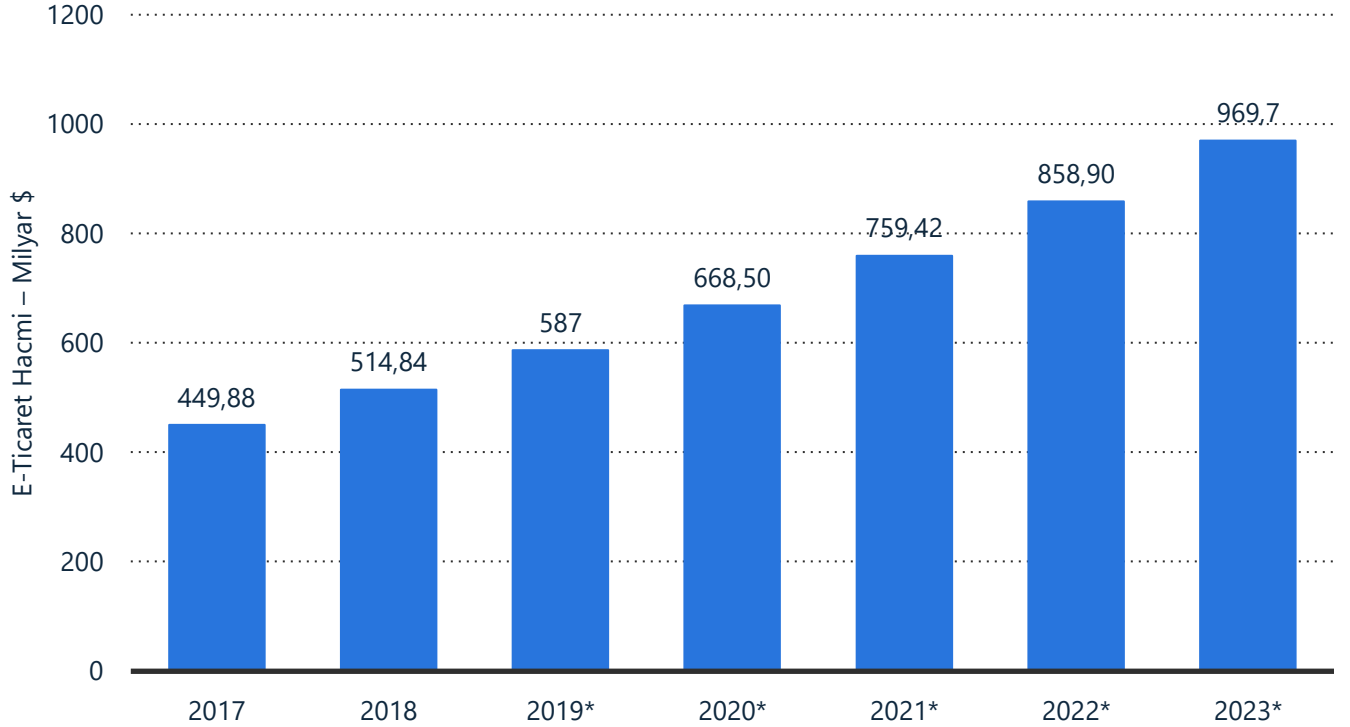
Kaynak: eMarketer, ID 298461

ABD PAZARI



Kaynak: Statista; Statista Digital Market Outlook; [ID 273957](#)

ABD PAZARI



Kaynak: eMarketer; ID 183750

ABD PAZARI

E-Commerce vs. In-store Sales Growth Rates



Source: emarketer.com, U.S. Census Bureau, CBRE Research

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U.S. online - consumers buy from

49%

UK

39%

China

34%

Canada

20%

Hong Kong

18%

Australia

China

84%

UK

70%

Australia

69%

Germany

48%

Canada

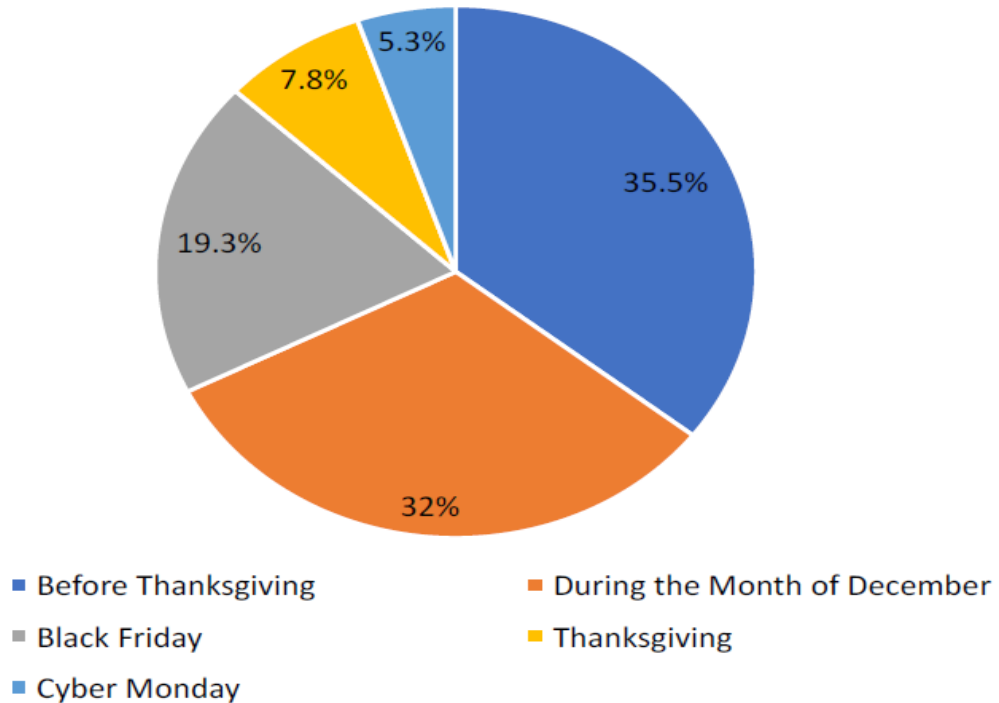
33%

U.S. online merchants sell to

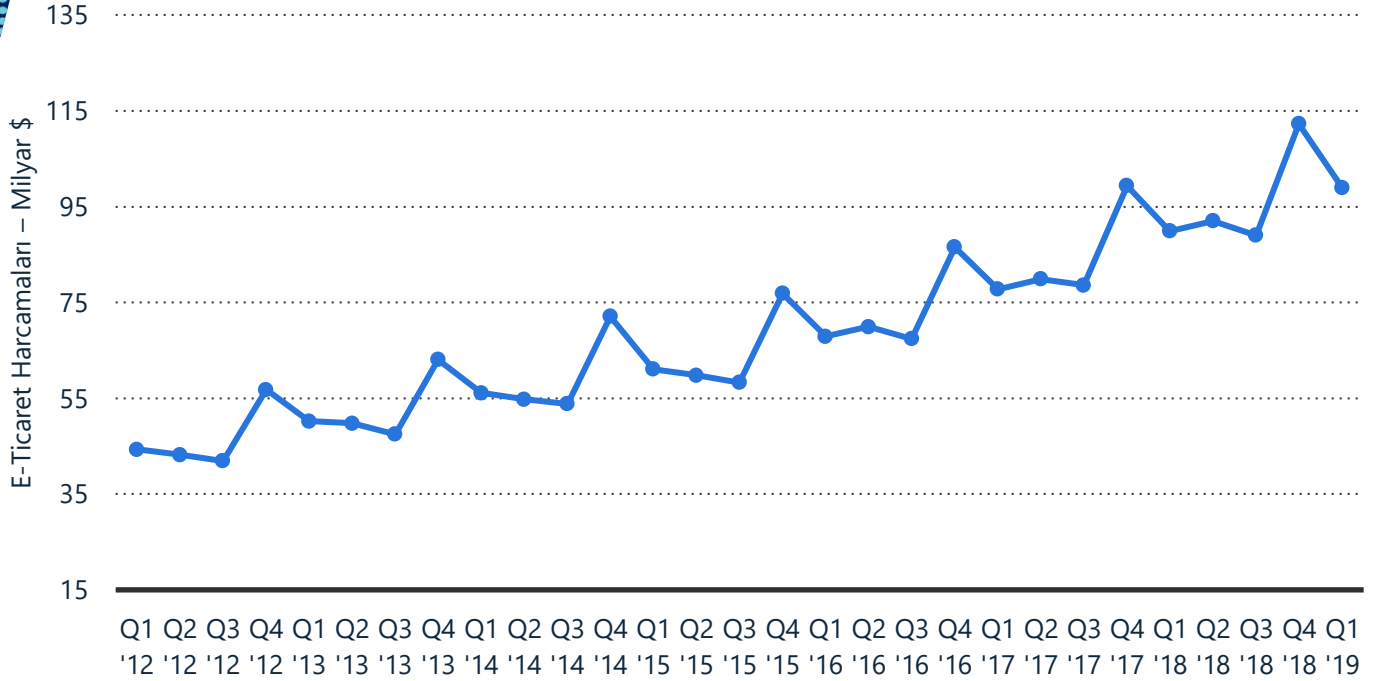
ABD PAZARI

CONSUMER BEHAVIOR: HOLIDAY SHOPPING²

When consumers plan to start shopping for holiday gifts this year, 2017

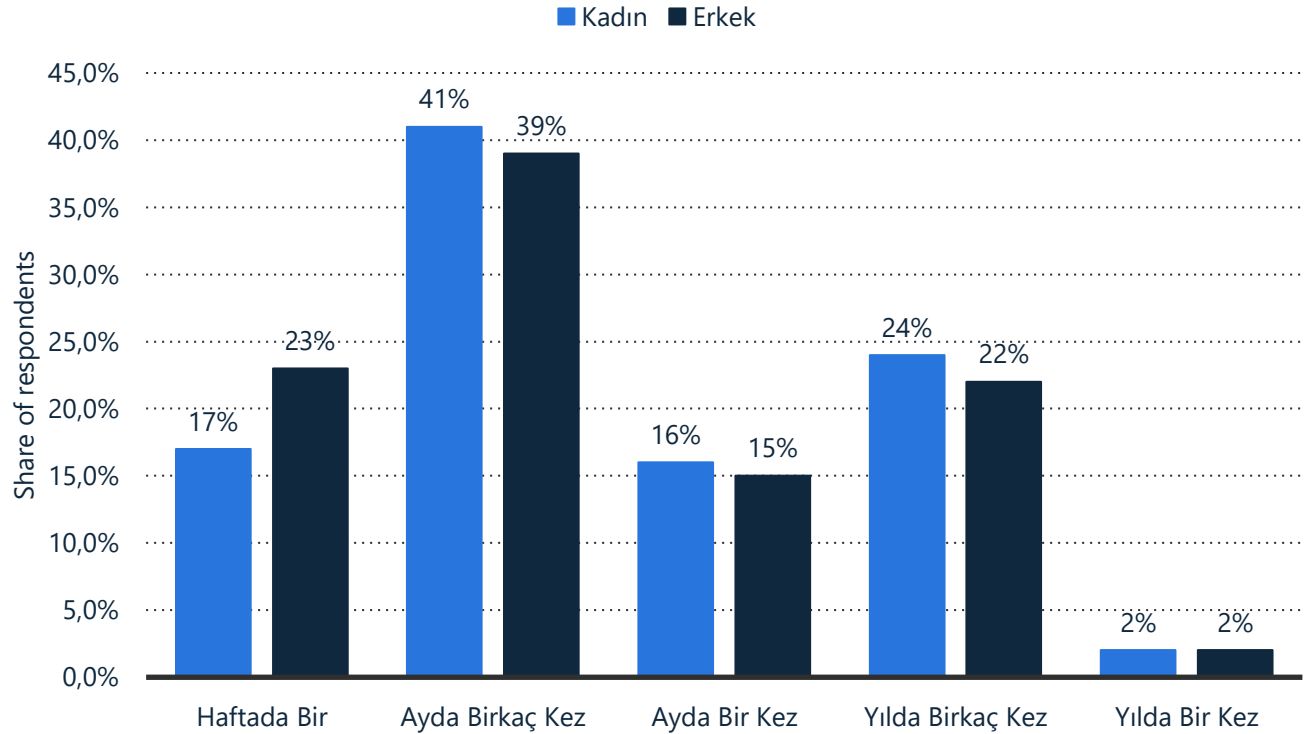


ABD PAZARI



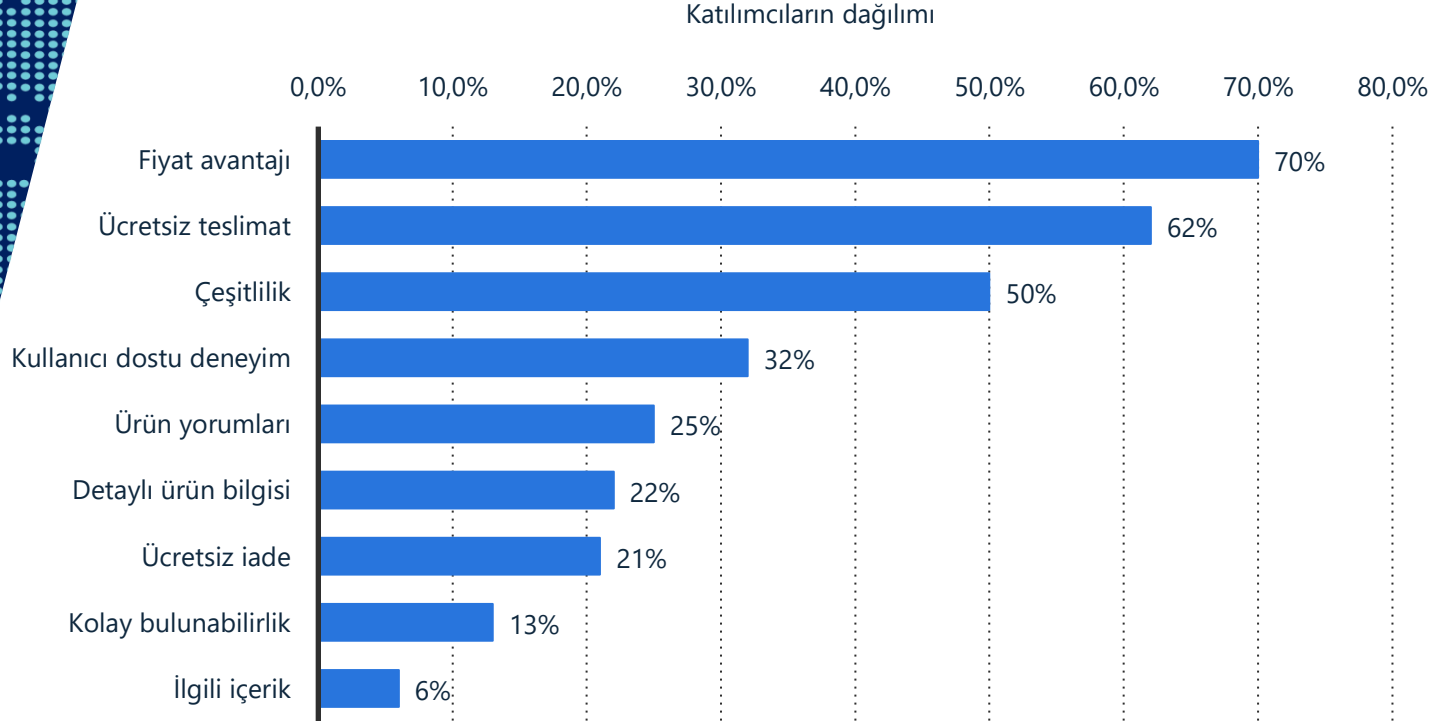
Kaynak: comScore; ID 276387

ABD PAZARI



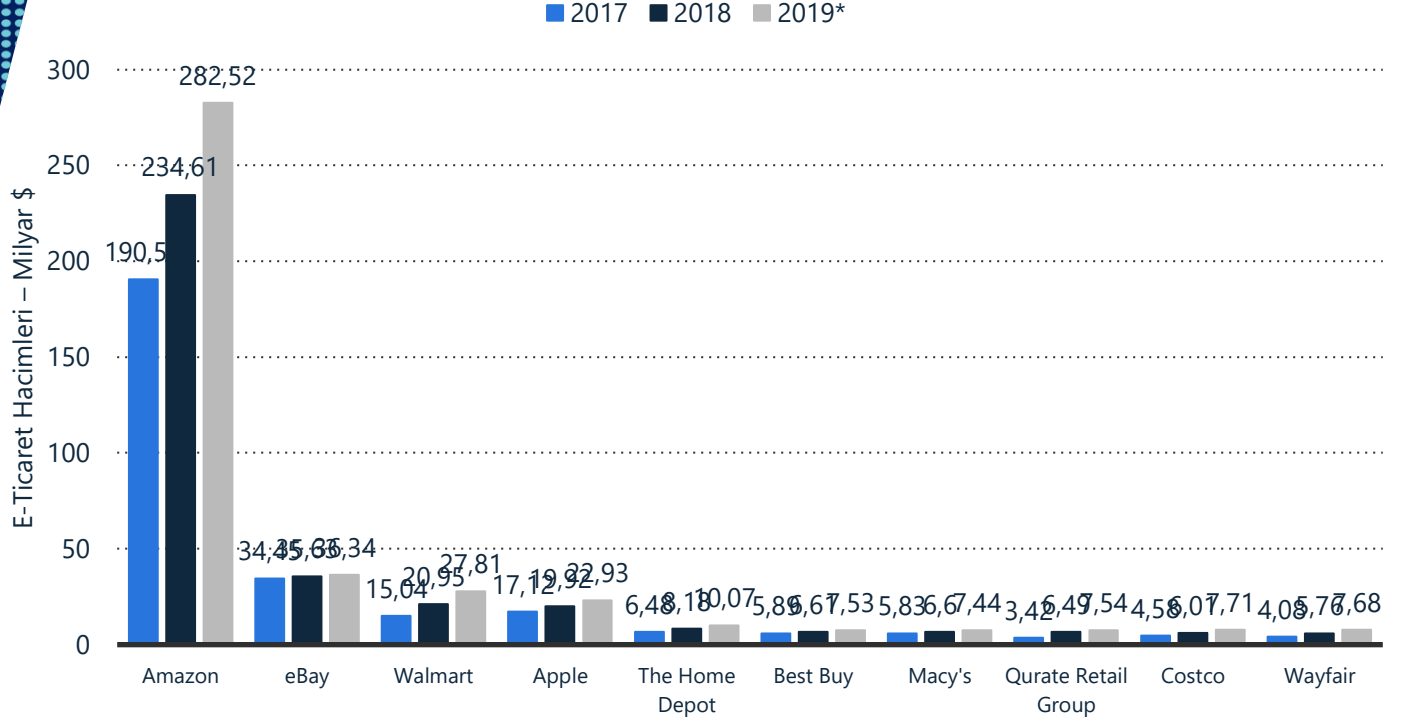
Kaynak: Statista Survey, [ID 703707](#)

ABD PAZARI



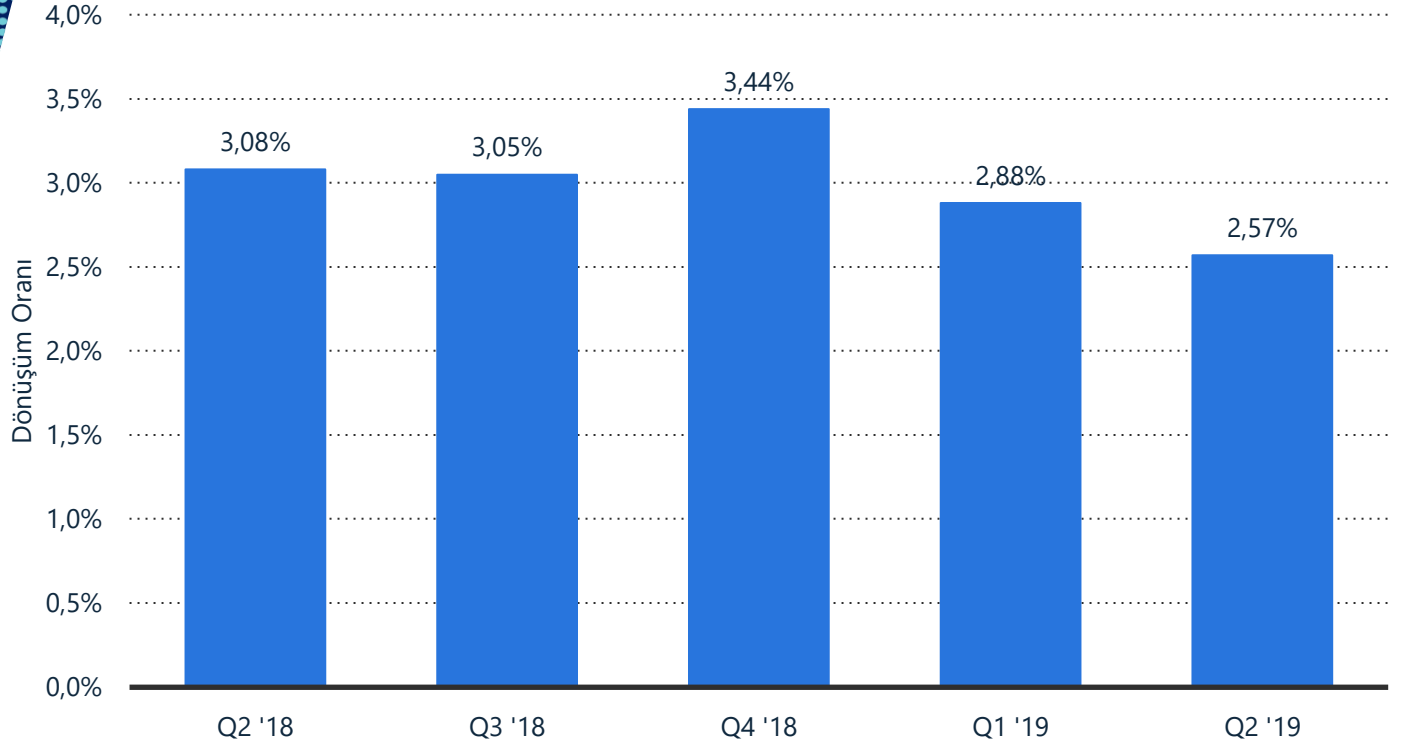
Kaynak: Retail TouchPoints; ID 800547

ABD PAZARI



Kaynak: eMarketer; ID 976083

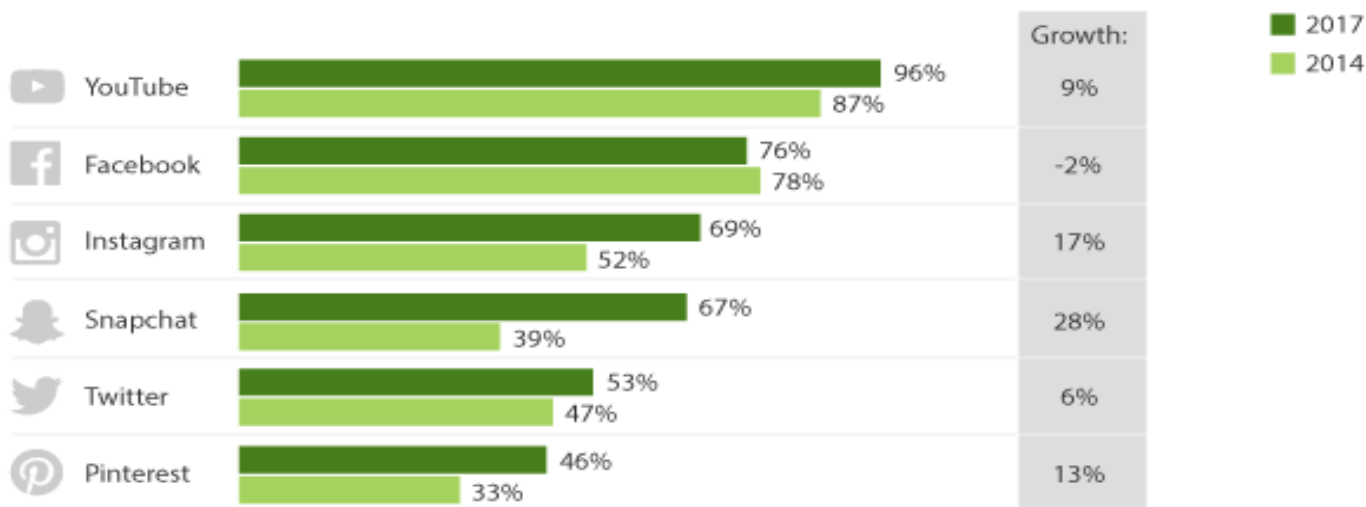
ABD PAZARI



Kaynak: Monetate; [ID 439558](#)

ABD PAZARI

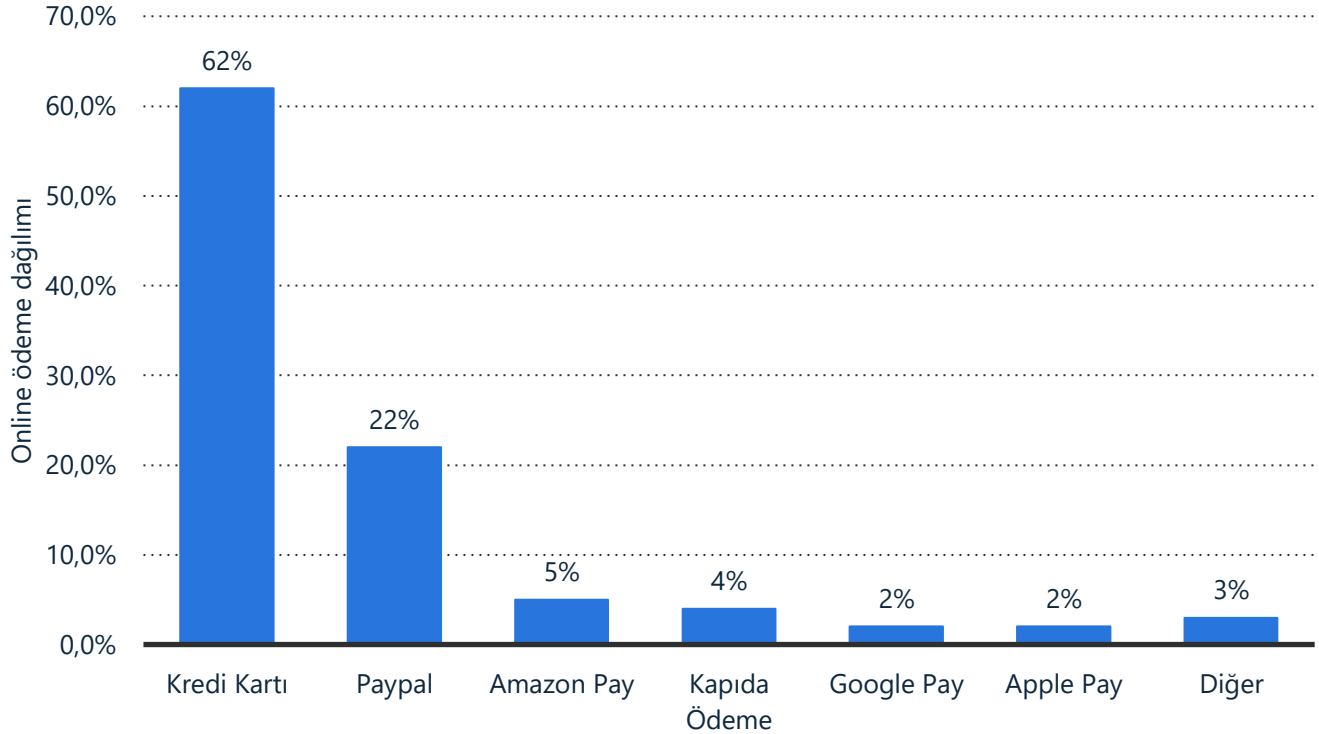
US online youth that use the following social media sites:



Base: 4,502 (2017) and 4,517 (2014) US online youth (ages 12-17)

Source: Forrester Data Consumer Technographics® North American Youth Survey, 2017 (US)

ABD PAZARI



Kaynak: Ipsos; ING; ID 935676

ABD PAZARI



A long-exposure photograph of a multi-lane highway at night. The image shows numerous light trails from vehicles, with blue and white trails on the left side of the road and orange and yellow trails on the right side. The road curves into the distance under a dark sky. The text '3. NASIL?' is centered over the image, underlined.

3. NASIL?

AliExpress



TÜKETİCİ NEREDE İSE SİZ DE ORADA OLUN!

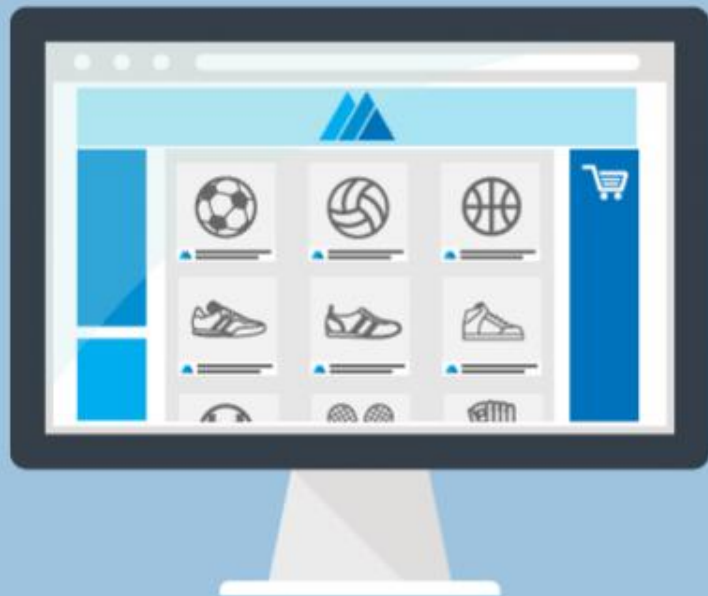


MARKETPLACE



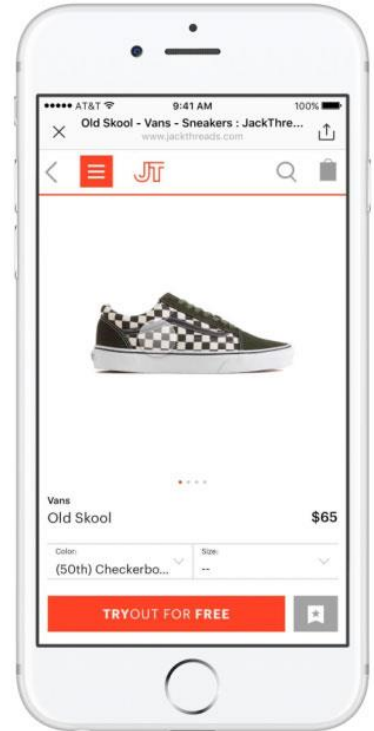
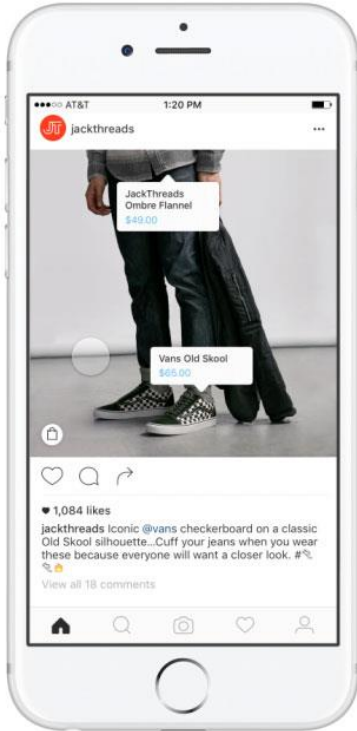
Multiple Brands

DIRECT

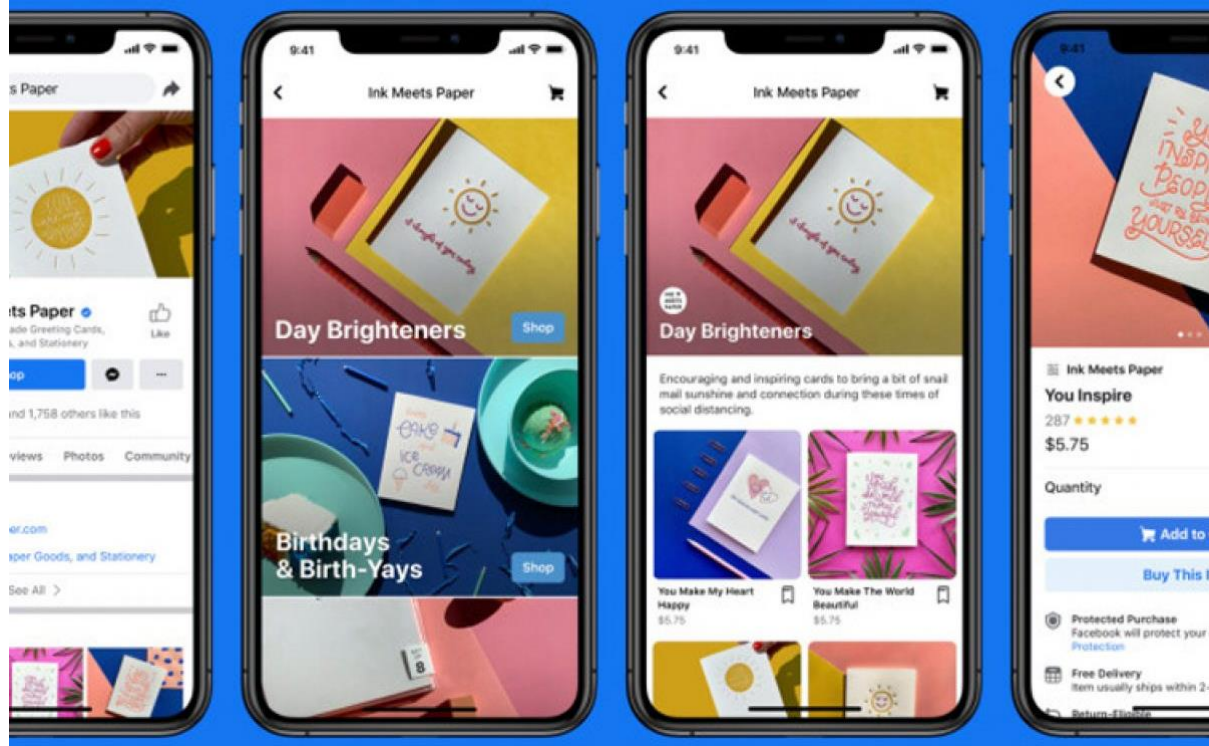


One Brand

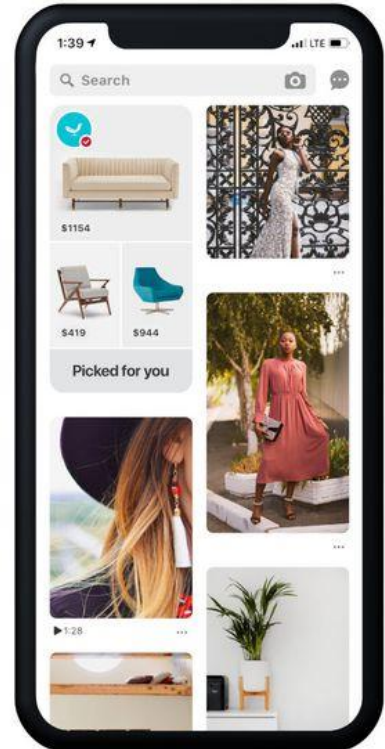
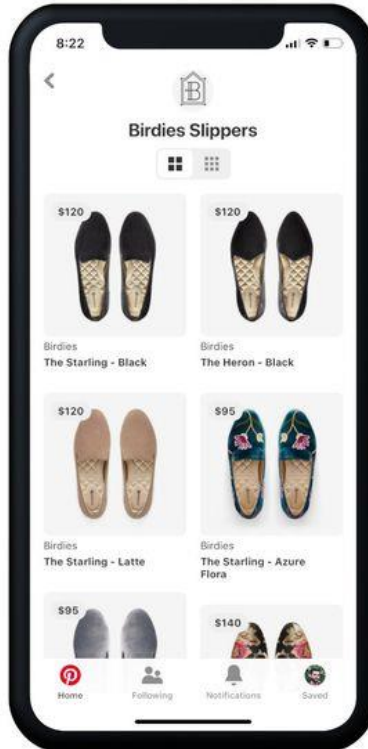
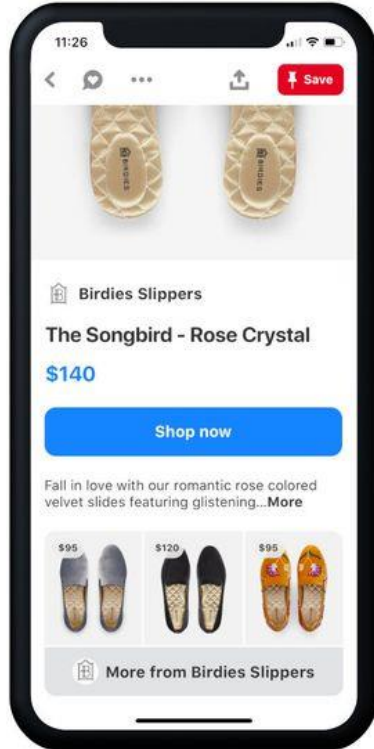
SOSYAL MEDYA İLE E-TİCARET



SOSYAL MEDYA İLE E-TİCARET



SOSYAL MEDYA İLE E-TİCARET



PAZARYERLERİNE GİRİŞ



Hedef Pazaryerinin Araştırılması



Pazaryeri Başvurusu ve Evrakların İletilmesi



Hedef Pazaryerinin Belirlenmesi



Entegrasyon Süreçleri

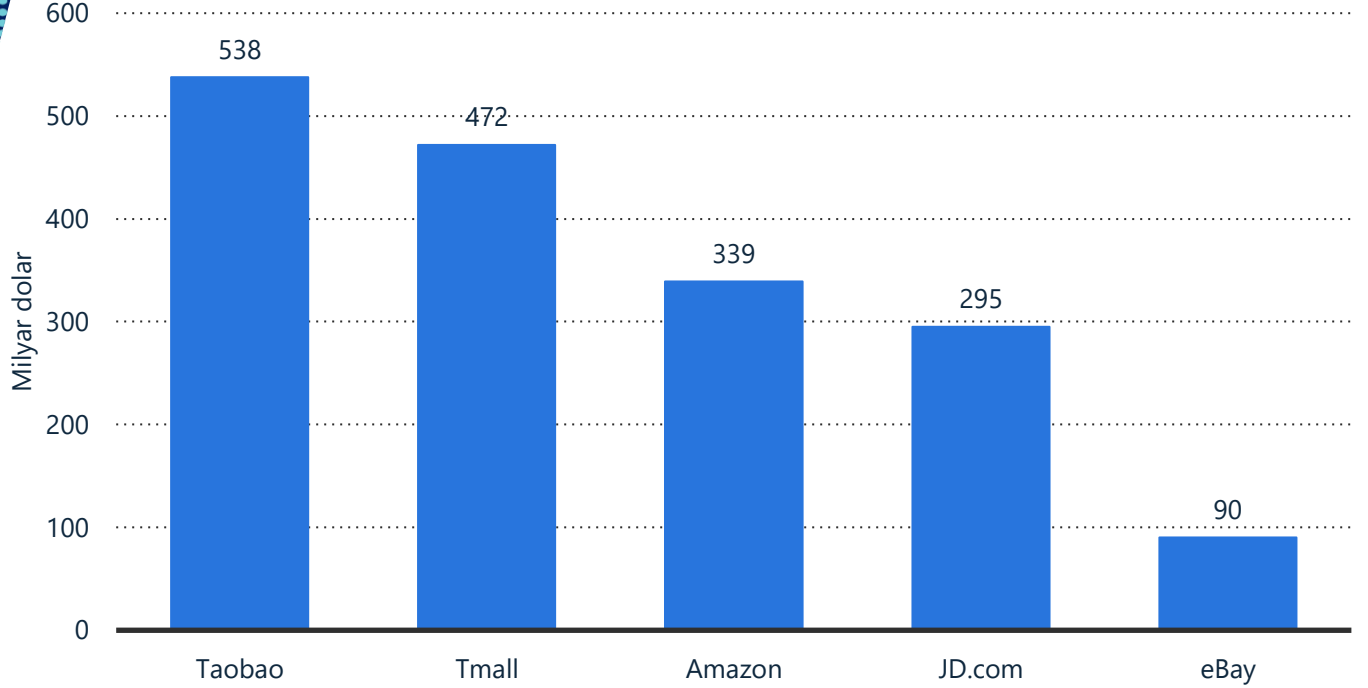


Pazaryeri Giriş Koşulları (görsel)



Ürünlerin Listelemeye Açılması

PAZARYER PAZAR DAĞILIMI



Kaynak: Digital Commerce 360; [ID 885354](#)



amazon
ebay Google
Walmart
overstock.com

amazon
ebay
allegro ePRICE
bol.com OTTO
Cdiscount
fnac

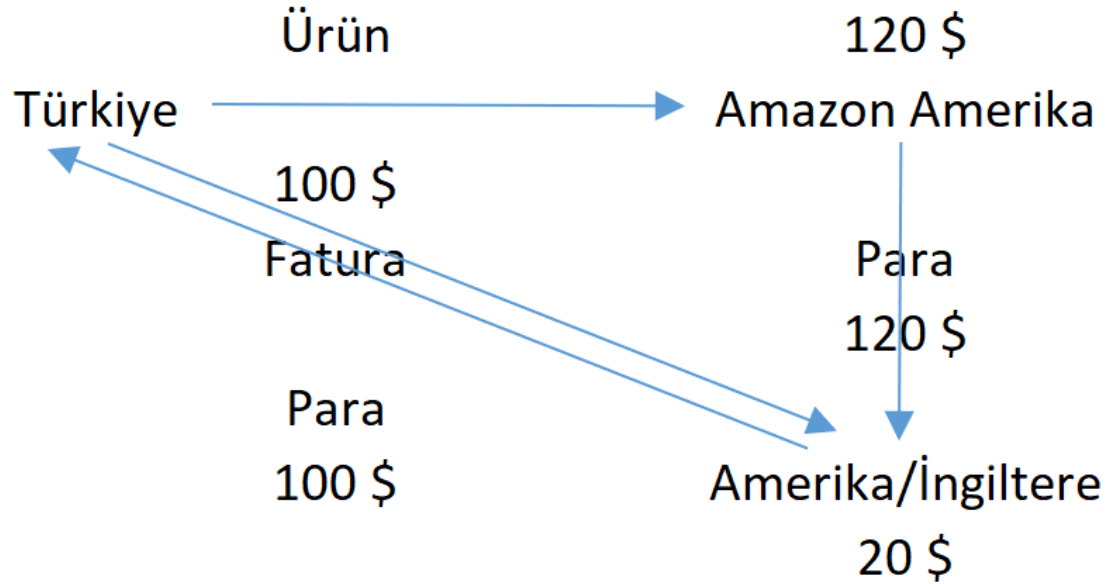
amazon
天猫 Tmall.COM
JD.COM 京东 Rakuten 乐天
LAZADA Effortless Shopping
NAVER

Cnova
mercado libre
americanas.com
a maior loja. os menores preços.
LINIO

SOUQ.com
noon

ebay
amazon
trademe
catch.com.au

AMAZON ÖDEME SÜRECİ



YURTDIŐI ŐRKET KURULUMU



PayPal

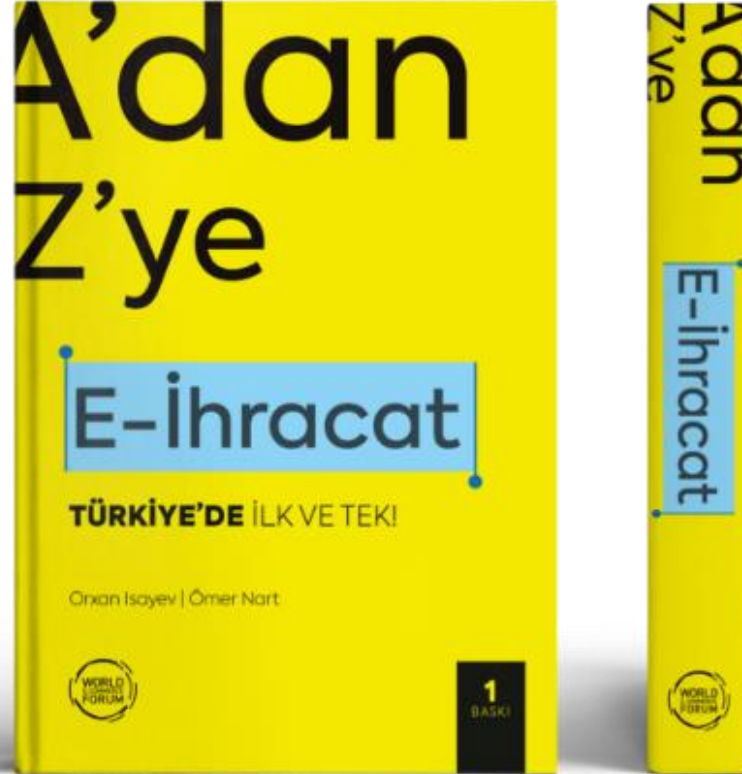


Payoneer




Stripe

A'dan Z'ye E-ihracat Kitabı



TEŞEKKÜRLER

Orxan ISAYEV
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 /orxan.isayev.official

 /orhanisacom

 /orxanisayevcom