



Interreg
Estonia-Latvia
European Regional Development Fund



EUROPEAN UNION



PROJECT "BOOSTING CROSS BORDER ENTREPRENEURIAL ACTIVITY IN SOCIAL AND CREATIVE INDUSTRIES SECTOR" (SOCIAL&CREATIVE)

Joint training event

"To be the cross-border starter"

(2nd session)

10.10.2018, Tartu



RĪGAS
PLĀNOŠANAS REĢIONS



Jauno uzņēmēju centrs
LATVIJA



**LOOVUSE
VÄRSKE
VÄRV**





EXPORT THROUGH INTERNET PLATFORMS: AMAZON, ETSY VS COMPANY'S WEBSITE

Petrică Artene / Co-founder

www.stencilit.co

 [@stencilit.co](https://www.instagram.com/stencilit.co)

STENCILIT OÜ SCANDINAVIAN DESIGN WALL STENCILS



DESIGN & ADDED VALUE



TEAM



Merili & Petrică



Gytis



Laura, Birgit & Maigi

HOW WE EXPORT/SELL OUR PRODUCT



Online: Marketplaces, Our own Website, Partner Websites, Flash Sales Campaigns.

Offline: Retail physical stores.

Why we buy online?



When to go with your Brand to retail shops?

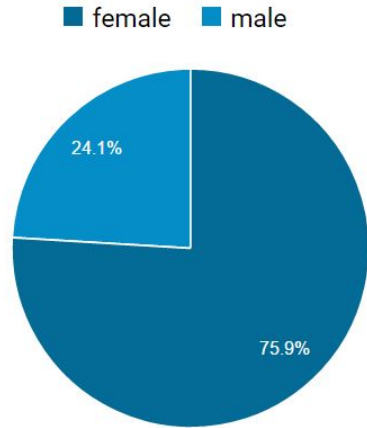
WHERE WE SELL (OR WE SOLD) ONLINE ?



TARGET CUSTOMER AND MARKET

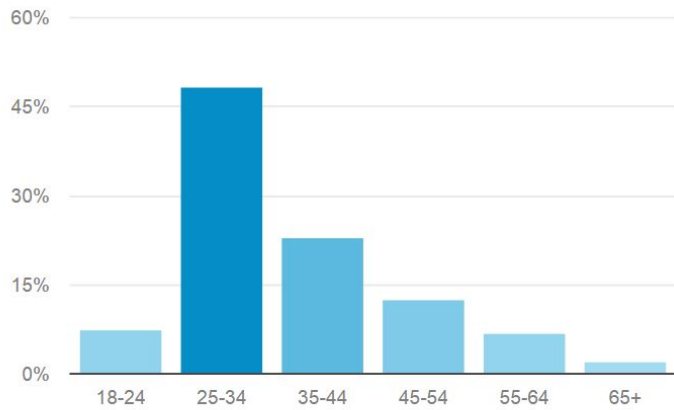
Gender

72.38% of Total sessions

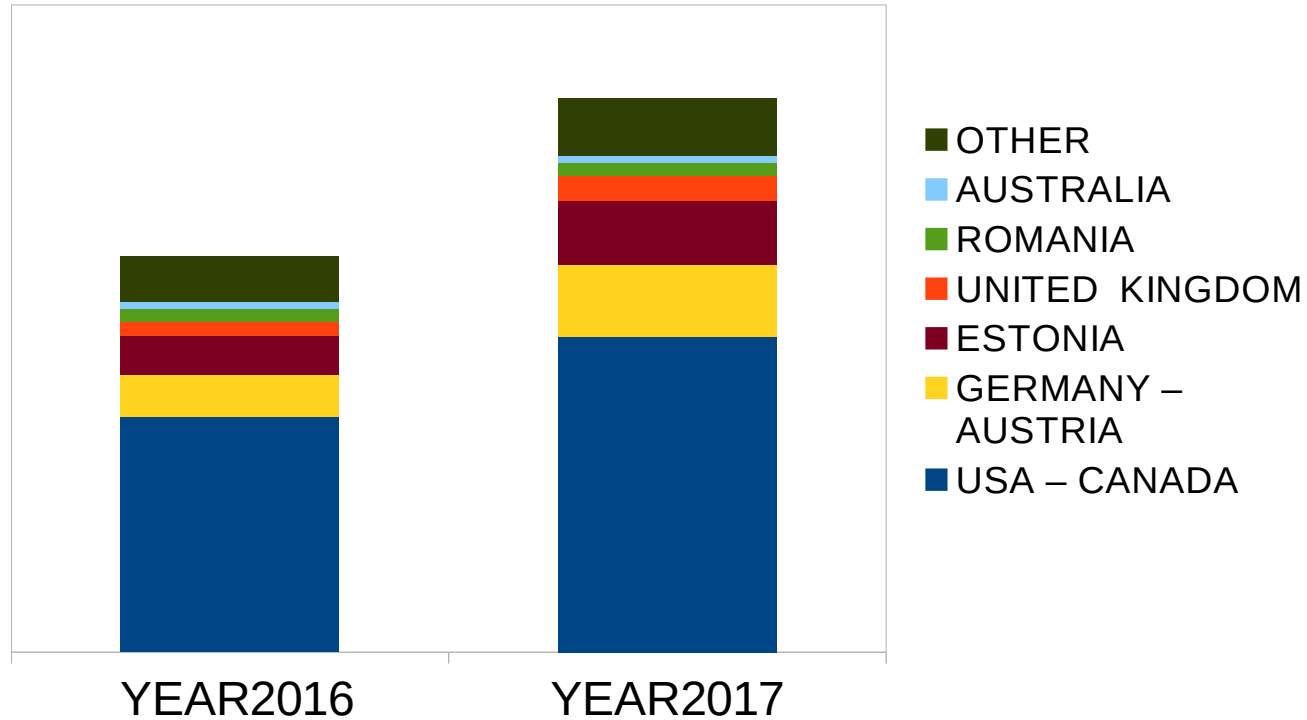


Age

71.73% of Total sessions



SALES BY COUNTRY 2016-2017



Etsy

FACTS

Why Etsy was 1st?



Scandinavian
StenCilit
S

StenCilit

Scandinavian Wall Stencils

Tartu, Estonia | 3183 Sales on Etsy | On Etsy since 2013

★★★★★ (415 reviews including ratings from DaWanda)

Edit shop | Favourite shop (24212) | Facebook | Pinterest | Twitter

SHOP OWNER

Merili Sulg
Contact

Items (53) | Reviews | About | Policies | More

Search items

- Forest Feather stencil - Scandinav...
\$49.57
- Herringbone simple wall stencil - ...
\$44.11
Bestseller
- Moroccan Double wall stencil, Mo...
\$44.17
Bestseller
- Porto Tile stencil - Floor stencil - G...
\$42.10

- Over 50 mil. worldwide registered online users.
- Etsy spent on online advertising: 78 mil. in 2017, and plan to spend 110 mil. in 2018 - 40% more.
- *Unique products plus Handcraft supplies* for DIY'rs.
- Seller and buyer mobile App.

Flowchart: **Google/Etsy/Pinterest > Discover > Follow > Reviews > Buy.**

[StenCilit shop >>>](#)

amazon Try Prime Stencilit

Deliver to Stencilit Tartu 50409 Departments Browsing History Merili's Amazon.com Today's Deals Gift Cards Sell Registry Treasure Truck EN Hello, Merili Account & Lists Orders Try Prime



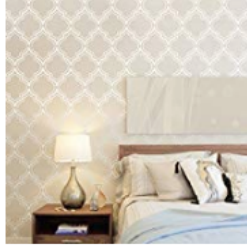

53 results for Stencilit Storefront: Handmade Products

StenCilit

Show results for Handmade Products Home & Kitchen

Refine by Artisan Location Estonia Custom Orders Accepts Custom Orders Avg. Customer Review

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up

 <p>Moorish Trellis Wall Stencil for Painting - Expedited 3 days Delivery - Wall Accent - Reusable Template - Large Mylar Washable Plastic -...</p> <p>\$44⁰⁰</p> <p>Only 6 left in stock - order soon.</p> <p>★★★★★ - 4</p>	 <p>Herringbone Simple Wall Stencil for Painting - Expedited 3 days Delivery - Geometric Wall Accent - Reusable Template - Large Mylar Washable...</p> <p>\$46²⁰</p> <p>Only 8 left in stock - order soon.</p> <p>★★★★★ - 5</p>	 <p>Moroccan Double Wall Stencil for Painting - Expedited 3 days Delivery - Wall Accent - Reusable Template - Large Mylar Washable Plastic -...</p> <p>\$46⁹⁰</p> <p>Only 6 left in stock - order soon.</p> <p>★★★★☆ - 10</p>	 <p>Diamonds Wall Stencil for Painting - Expedited 3 days Delivery - Scandinavian Wall Accent - Reusable Template - Large Mylar Washable...</p> <p>\$45²⁰</p> <p>Only 7 left in stock - order soon.</p> <p>★★★★★ - 1</p>
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- Over 300 mil. worldwide online users (90 mil. in the USA).
- **Handmade from Amazon** (no monthly fee until December 31, 2019, all the advantages of Professional Plan).
- *Factory manufactured plus Unique products & more.*
- Seller and buyer mobile App.
- Buyers know already what they want!

Flowchart: **Amazon Search > Price compare > Reviews > Buy.**

[StenCilit shop >>>](#)



Handmade
patterns



Expedited
shipping



Large size
wall stencils



High quality
material

WALL STENCILS

ALL

SCANDINAVIAN

TRIBAL

GEOMETRIC

RETRO

DAMASK



Wall stencils for DIY and painting projects!



The Website is an important part of our BRAND.
Very good Google Analytics Integration.
Less Sale associated Fees.



Custom layout.
No competition.
Own policies on sales, returns.

FACTS – CONS

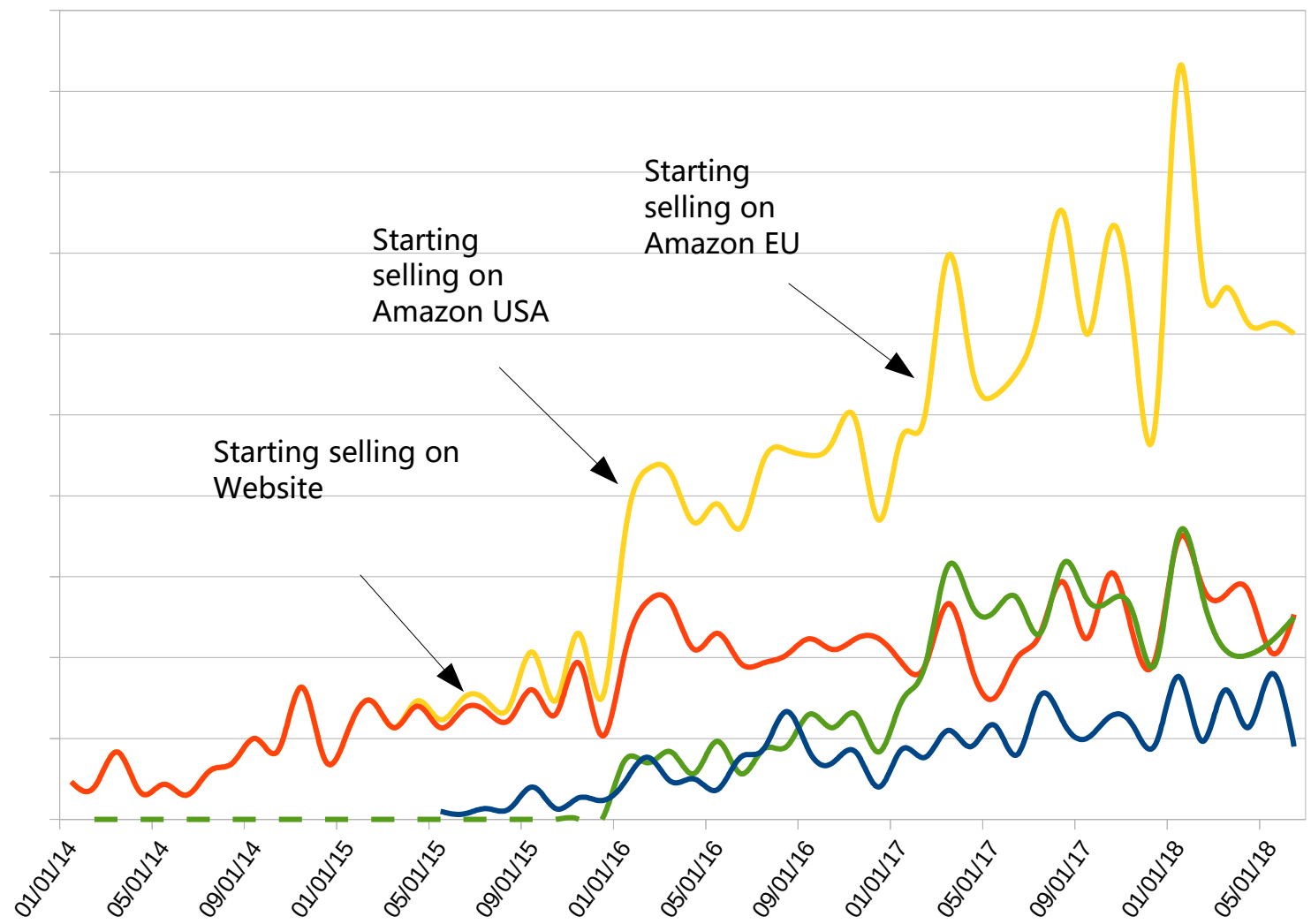
- Custom website developer price: 2000€ - >10000€ (for a custom one).
- Yearly maintenance costs: repair bugs, change layouts etc 200-300€.
- Plugins – e.g. Payment & Shipping layout, Multiple languages: 200€.
- Domain name and website hosting: yearly payment 220€.
- Google Search ranking: low - we need constant blog posts, active links towards our website from high ranked pages (bloggers, magazines).

Flowchart: **Social Media > Website > Follow > Social media > Website > Buy Website >>>**



MILESTONES

STENCILIT SALES 2014 - JUN 2018



- TOTAL
- ETSY
- AMAZON USA + EU
- WEBSITE

YEAR	INCREASE
2014	100.00%
2015	140.82%
2016	138.57%
2017	40.16%
2018	?

ONLINE FLASH SALE – 3 DAYS

WESTWING
Daily new sales

WESTWING *now*
Your interior shop

Free shipping from 30.-

Pop-up Store Hamburg

order catalog

0800 8767001

WESTWING *now*

Search for categories, products, brands ...

My account
Petrică

wishlist

shopping cart

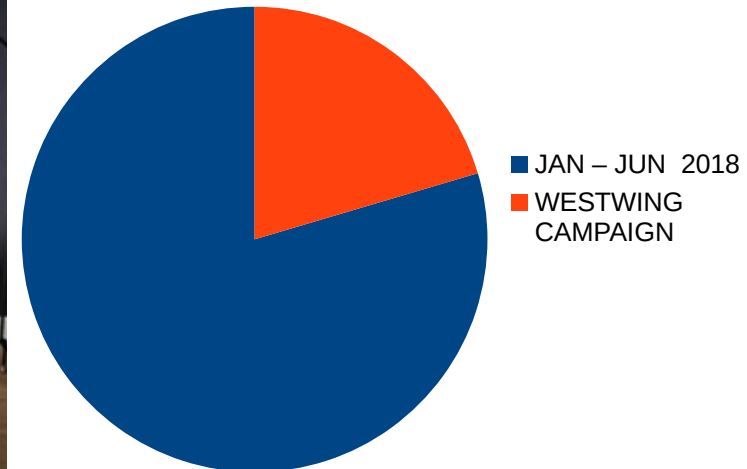
New looks Furniture Decoration lamps Textiles & Carpets Table and bar Gifts **Christmas** Interior Design Service

Mit diesem sinnlichen Trend-Look blüht jedes Schlafzimmer auf!

BLOOMY Nights

JETZT ENTDECKEN >

SALES JAN - JUN 2018



MODE & INTERIOR

SLEEPING SENSELY

WINTER HIGH

SALES FEE OVERVIEW

Marketplace	PRODUCT PRICE	POSTAGE	P + P	FEEs				NET TOTAL		TOTAL FEE %	
				Sale Fee 5%	Renew/Listing	PayPal Payment Fee (4.3% +0.26)					
<u>ETSY</u> PayPal/ Card	35.9	13.1	49	2.45	0.16	2.37		44.02		10.16	
				Sale Fee 10%	Renew/Listing	PayPal Payment Fee (4.3% +0.26)					
EBAY	35.9	13.1	49	4.90	0	2.37		41.73		14.83	
								PayPal	MK	PayPal	MK
				Sale Fee 0%	Renew/Listing	PayPal Payment Fee (4.3% +0.26)	<u>Maksekeskus</u> Payment Fee (2.5%+0.3)	4.83	3.11		
WEBSITE	35.9	13.1	49	0	0	2.37	1.53	46.63	47.48	4.83	3.11
				Sale Fee 15%	Renew/Listing	Conversion Fee 4%					
AMAZON	35.9	13.1	49	7.35	0	1.96		39.69		19.00	

Sales in our website are the most profitable but the hardest to reach, it's years of work!

CONCLUSIONS



MARKETPLACE	Time to get up our shop	Google Analytics Results	Smaller Fees	Customers Trust the most	Best Shop Customization & Look	Product Returns	Customer Reach	Sales	Growth opportunity	Problems with the seller account	Seller user friendly
	Green						Green	Green	Green	Green	
		Orange	Orange	Green	Orange	Orange			Green	Orange	Orange
	Orange	Green	Green		Green	Green	Orange	Orange	Green		Green

Build you Social Media (Instagram, Pinterest, Facebook) & go Sell Online first!
 Don't forget about Statistics – Statistics – Statistics!

THANK YOU! Q&A SESSION



TARTU
LOOME
MAJANDUS
KESKUS

