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ELECTRONIC COMMERCE

TERM PROJECT

COMPANY

TRADEKEY

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5 Million Buyers & Sellers

FREE BUYERS ALERT

Post FREE SELL OFFERS

Post Products For FREE

Your OWN COMPANY PROFILE



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COMPANY INTRODUCTION

Tradekey.com started its operations 2006 with the objective to facilitate the global trade. Along with main objective tradekey.com wanted to bring buyers and sellers of the entire world closer and provide them one single market place where they can easily trade.

Tradekey.com was started with the capital investment of US \$ 20 million. Tradekey.com is one of the leading market place which helps seller to connect with buyers from all over the world as well as assist buyers to find suppliers, wholesalers and distributors for his or her desired product requirement.

Tradekey.com is the market place which is providing quality services to its members and that the main reason because of which they have got the ISO-9000 certification of quality management. Additionally tradekey.com is the first market place which has got the ISO-27001 of security system certification which shows the strength of it in the field of data privacy and security.

Tradekey.com provide extra-ordinary exposure to the sellers because there are almost 32 million page visit of tradekey.com in every month and this shows that how much an exposure can business get from this marketplace.

The most important service of tradekey.com is there customer support because it has developed a completed department which deals with the problems and queries of its members. High qualified and skilled staffs deal all the queries and problems on the urgent basis so that members get the desired solution done.

TRADEKEY'S VISION

The vision of tradekey.com is to “become the number one business to business portal in the world”

CULTURE AND VALUES

CUSTOMER LOYALTY

We go beyond customer satisfaction to earn customer loyalty.

INTEGRITY

Our employees are expected to maintain high standard of integrity and honor their commitments.

TEAM WORK

We believe in each other and aim for one shared goal.

AGILITY

We should be flexible, quick to respond and adapt to fast changing business environment.

INNOVATION

We must find new and better ways to make doing business smartly.

CONTINUOUS IMPROVEMENT

Our today should be better than yesterday.

LEARNING CULTURE

Creating a learning culture by providing our associates opportunities to learn and grow.

SOCIAL RESPONSIBILITY

SERVING THE COMMUNITY OF PHYSICALLY CHALLENGED PEOPLE

To support the community of physically challenged individuals, TradeKey.com has introduced innovative light weight and easy to carry wheelchairs. These chairs got specially manufactured through Chinese suppliers and made available for physically challenged individuals on highly subsidized rates through FeatherWheelchairs.com

TradeKey.com is also in contact with the renowned NGOs for the distribution of these specialized wheelchairs among the needy individuals on timely basis.

These specialized wheel chairs are:

- Lightweight wheelchair
- Powered with electric motorized technology
- Compact and easy to carry
- Weight not more than 25KG including all accessories

WOMEN BUSINESS INCUBATION CENTER (WBIC)

TradeKey.com has launched a full fledged Women Business Incubation Center in order to empower women and develop them as successful e-business entrepreneurs. This initiative will not only help women to play their crucial role in economic development but it will also help them develop and grow their own Internet-based businesses with the flexibility of working from anywhere and anytime. It will also allow them to fulfill their family responsibilities while building their careers and taking care of their financial needs.

E-BUSINESS INCUBATION CENTER (EBIC)

TradeKey.com has initiated the E-business Incubation Center (EBIC) to provide a platform to the people who want to excel in E-Business, by supporting them in the areas like product development, marketing and finance

STOPPING TRADE OF ILLEGAL PRODUCTS

Since the beginning of its operations, TradeKey.com has defined and implemented the “product posting policy” that restricts trade of any product that is illegal or has any adverse impact on the society

LIAISON WITH ACADEMIA ENTREPRENEURSHIP AND E-BUSINESS –PROMOTING

ELECTRONI COMMERCE TERM PROJECT

TradeKey.com has developed liaison with Academia, and participated in and promoted different trainings for making students familiar with E-business and its strengths and to make them believe that companies, using the power of internet, can do a great deal even in the developing countries like Pakistan

INTERNATIONAL INTERNET TRENDS

The top twenty countries with highest number of internet user are China, USA, Japan, India and Brazil. Tradekey.com is currently present all these countries but in India and China there is not properly exploited, whereas there internet usage showed potential in these markets. Following table shows that the world top twenty highest number of internet user countries.

TOP 20 COUNTRIES WITH HIGHEST NUMBER OF INTERNET USERS						
#	Country or Region	Population, 2009 Est	Users Latest Data	% Population (Penetration)	Growth 2000-2009	% of World Users
1	China	1,338,612,968	360,000,000	26.9 %	1,500.0 %	20.8 %
2	United States	307,212,123	227,719,000	74.1 %	138.8 %	13.1 %
3	Japan	127,078,679	95,979,000	75.5 %	103.9 %	5.5 %
4	India	1,156,897,766	81,000,000	7.0 %	1,520.0 %	4.7 %
5	Brazil	198,739,269	67,510,400	34.0 %	1,250.2 %	3.9 %
6	Germany	82,329,758	54,229,325	65.9 %	126.0 %	3.1 %
7	United Kingdom	61,113,205	46,883,900	76.4 %	203.1 %	2.7 %
8	Russia	140,041,247	45,250,000	32.3 %	1,359.7 %	2.6 %
9	France	62,150,775	43,100,134	69.3 %	407.1 %	2.5 %
10	Korea South	48,508,972	37,475,800	77.3 %	96.8 %	2.2 %
11	Iran	66,429,284	32,200,000	48.5 %	12,780.0 %	1.9 %
12	Italy	58,126,212	30,026,400	51.7 %	127.5 %	1.7 %
13	Indonesia	240,271,522	30,000,000	12.5 %	1,400.0 %	1.7 %
14	Spain	40,525,002	29,093,984	71.8 %	440.0 %	1.7 %
15	Mexico	111,211,789	27,600,000	24.8 %	917.5 %	1.6 %
16	Turkey	76,805,524	26,500,000	34.5 %	1,225.0 %	1.5 %
17	Canada	33,487,208	25,086,000	74.9 %	97.5 %	1.4 %
18	Philippines	97,976,603	24,000,000	24.5 %	1,100.0 %	1.4 %
19	Vietnam	88,576,758	21,963,117	24.8 %	10,881.6 %	1.3 %
20	Poland	38,482,919	20,020,362	52.0 %	615.0 %	1.2 %
TOP 20 Countries		4,374,577,583	1,325,437,422	30.3 %	359.9 %	76.4 %
Rest of the World		2,393,227,625	408,556,319	17.1 %	461.5 %	23.6 %
Total World - Users		6,767,805,208	1,733,993,741	25.6 %	380.3 %	100.0 %

INCOME

Tradekey is experiencing the positive trend in its memberships as well as in their revenues since their inception. Following is the table which shows their yearly revenues from 2008 to 2011:

Year	Tradekey (in millions)
2008	\$7.8
2009	\$9.9
2010	\$12.3
2011	\$14.6

EARNING SOURCES

The major source of earning for tradekey is its membership's fees but in total following are the sources which contribute in their total revenue, such as follows:

- Membership fees
- Transaction charges
- Advertisement fees
- Keywords selling
- Google ad sense

MAJOR CATEGORIES

Tradekey is the marketing place which is virtually selling all the things in the world ranging from sharpener to helicopter. But following are the few categories in which it has very responses, such as:

- Agriculture
- Apparel & Clothing
- Automobiles
- Beauty & Personal Care
- Business Services
- Chemicals
- Computer Hardware & software
- Construction & Real estate
- Consumer Electronics
- Electrical & Electronics
- Energy Products

- Environment
- Excess Inventory
- Fashion Accessories
- Food & Beverage
- Furniture
- Gifts & Crafts
- Hardware & Mechanical parts
- Health & Medicines
- Home & Garden
- Home Appliances
- Industrial Machinery
- Jewelry & Watches
- Lights & Lighting
- Luggage & Bags

GEOGRAPHICAL PRESENCE



Tradekey has its physical presence in the seven cities of three countries such as follows:

PAKISTAN

Karachi: the office in Karachi is working as the head office of Tradekey from where all its strategies are made and operations are done.

CHINA

In China, Tradekey has its presence in two cities such as Guangzhou and Beijing. The main reason for having its presence in China is that Chinese people are much more comfortable in dealing with either Chinese people or the other person must know Chinese. Secondly, the agents (sales agents) were not able to cover the entire Chinese territory efficiently.

ELECTRONIC COMMERCE TERM PROJECT

SAUDI ARABIA

The parent company of tradekey is from Saudi Arabia so its financial matter are being dealt from Saudi Arabia.

SERVICES

There are two main types of services which tradekey is providing such as follows:

- Paid membership
- Paid advertisement

PAID MEMBERSHIP

In paid membership there are two types of paid memberships such as follows:

GOLDKEY

Goldkey is the most premium membership of tradekey for its sellers. In this sellers will get the following benefits and services from tradekey, such as :

- 3000% more buyer inquiries
- Priority listing in buyers searches
- Unlimited access to the Buyers Directory
- Option to advertise on TradeKey homepage
- 10 products and 300 Sell Offers (extendable)
- Get up to 3000 Trust Points
- Options to use Fax service
- Extensive Search Engine marketing
- Dedicated Relationship Manager

SILVERKEY

Silverkey is also paid membership which is specifically targeting to the small businesses in which they will get the following services, such as:

PAID ADVERTISEMENT

In paid advertisement tradekey is offering the following spot on its website for the sellers to promote their businesses, such as:

KEYWORD PRIORITY LISTING

It enables sellers to beat their competitors by increasing premium membership worth. It will place you on top of the search results against your specified keyword. 90% of the buyers send inquiries to those suppliers who are appearing in top positions.

BANNER ADVERTISEMENTS

Banner Advertisement on the most valuable Online Real-Estate provides an exceptional exposure to your target audience along with the maximum room to express your Promotional Campaigns in a way that suit your specific needs and requirements.

With the availability of specific Targeted Audience Areas, you can promote your Products, Services & Brand Awareness Campaigns on Tradekey with Confidence.

BANNER ON HOME PAGE



PRODUCT PAGE BANNER



SELL OFFER PAGE BANNER



BUY OFFER PAGE BANNER















COMPANIES' PAGE BANNER



FEATURED PRODUCTS

Featured Products [View More >>](#)

					
Curved Wire Fence	Car Oil Recycling Machine	Electromagnetic Door Lock	Men's Sport T-Shirts	High Quality Zoom Binocul	Soudronic Welding Machine
					
Hair Scissors	Screw Packaging Machine	LongPass Filters (LPF845)	Indoor Pvc Sport Flooring	Plastic Conveyor Chain 8	Rolled Thread Close Steel

PREMIUM SUPPLIER

Premium Suppliers 1 2 3 4 [View More >>](#)

 <p>Hong kong Young Brother ... Founded in 2002, Shenzhen Brother Young Development Co., ...</p>	 <p>China Rock Industrial Co... China Rock Industrial Co., Limited is located in "the..."</p>
 <p>NINGBO MOREELS HARDWARE T... NINGBO MOREELS Hardware Tools Co , LTD is founded in 1995...</p>	 <p>LEE&TNIRP Electronics... We are a Chinese company specialized in the field of comp...</p>

SELLING DEPARTMENT OF TRADEKEY

Tradekey is the company which is heavily relying on personal selling when it comes to sales. Almost 70% of their sales is generated through personal selling. Tradekey is dealing two types of personal selling such as follows:



Figure 1: Personal selling teams of Tradekey

AGENTS

Tradekey has outsourced its personal selling to some companies to which they call as “agents”. Agents are developed in those countries in which Tradekey’s internal sales team is either unable to generate results or some areas where language is a barrier such as some areas of china.

INTERNAL SALES TEAM

Internal sales team of Tradekey is consist of almost 160 employees. The entire sales team is divided into two main categories such as follows:

- Re-active
- Pro-active (business development)

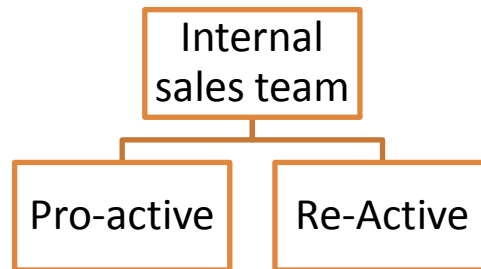


Figure 2: Internal Sales teams

PRO-ACTIVE

Pro-active that department of sales which attracts prospects from different sites and then tries to convert them into customers. In pro-active there are two team such as following:

- Business development
- Web-marketing sales

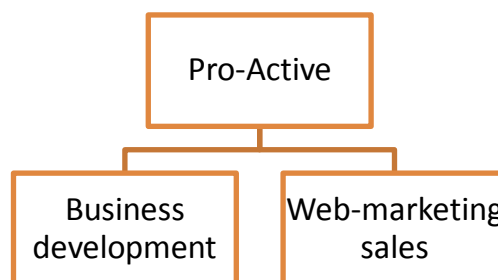


Figure 3: Pro-Active personal selling Teams

RE-ACTIVE

Re-active is the personal selling team which deals to those prospects and customers which are either already a member as free or paid.

There are few main teams in re-active, such as follows:

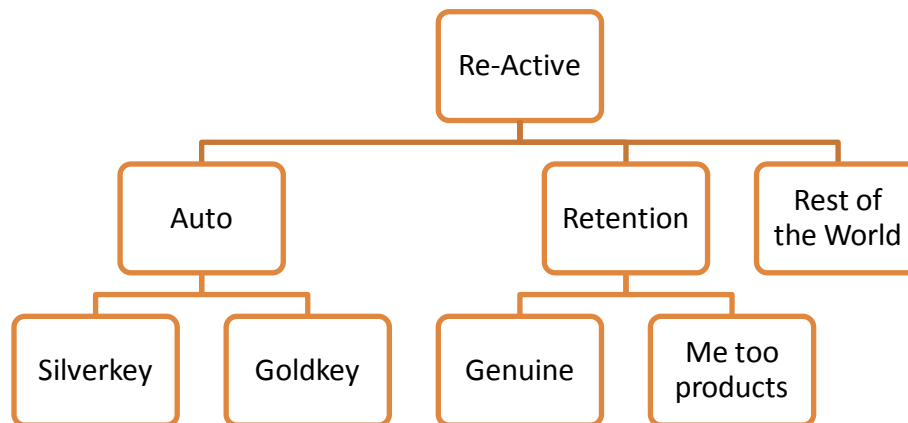


Figure 4: Re-Active personal selling teams

These are main the five main teams which works in re-active sales. Some of them work with the customer according to their packages requirement, some of them deal it geographically and some are working on to retain customers.

PERSONAL SELLING PROCESS IN TRADEKEY

The personal selling process is different in pro-active and re-active sales team.

Personal selling process starts in pro-active from the lead generation where the sales person is assigned any particular lead in which he just have some basic information such as name, company, email, phone number and chat ID. Now it's the job of the sales person to first convince that lead to become the free member of tradekey.com and then later on he starts qualifying that prospect on the basis its size and budget it can spend on B2B portal membership. After qualification stage the sales person start gathering information about the prospects industry and its need. After doing all the research work the sales person starts its sales call by telling prospects the benefits of the paid membership at Tradekey and also how

Tradekey will go to help them in increasing their business. Here follow up plays very important role because there are so many competitors are trying to reach the same prospect and most of the time that sales person won that had better follow up. Here follow up is also very critical because major portion of their sales is done in china and there the person who is dealing with the sales person is mostly either interpreter or secretary, so getting your message conveyed to the decision maker.

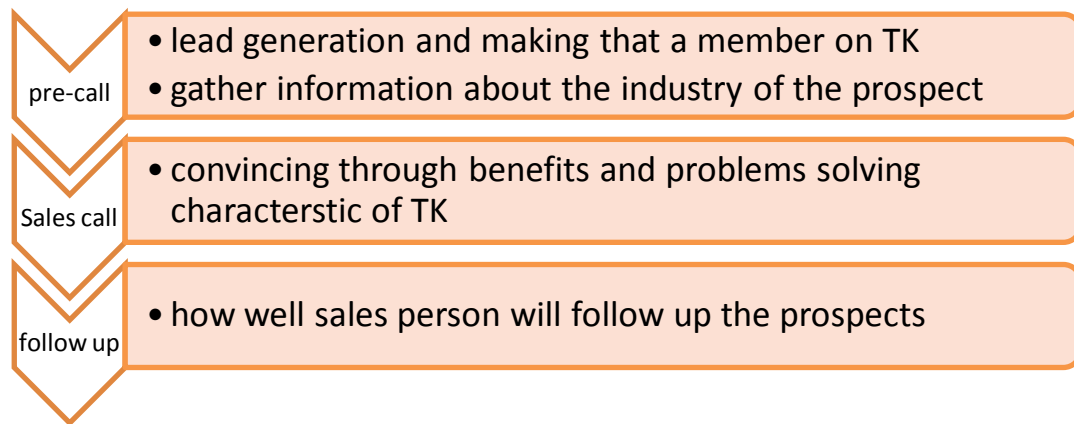


Figure 5: Sales process in Pro-Active

Sales process is different in retention team because here the sales person has to deal with those who already paid members. Here you just have to educate more about the services and what is new offered by Tradekey and how that particular new service will be assisting them to increase their business. Here two important things which assist the sales person in winning the customer is that how well he deal with the queries and arguments of the customers and how well his follow up is.

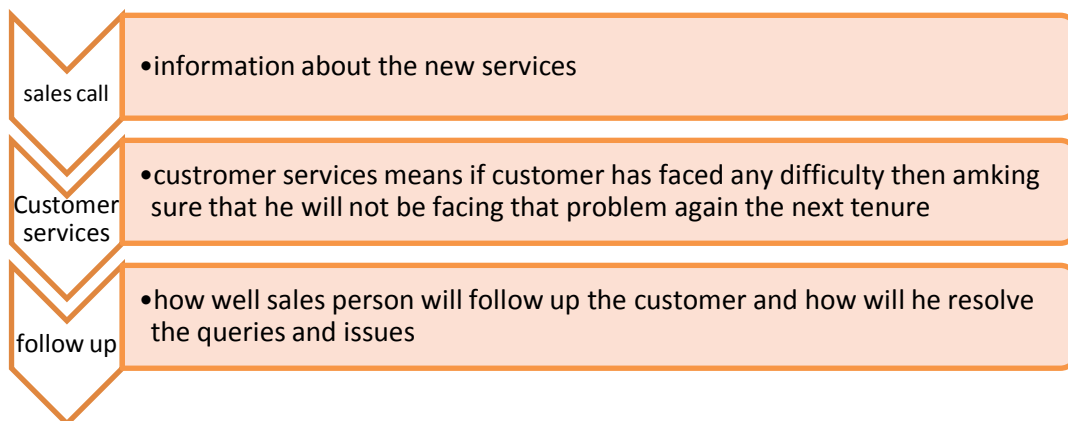


Figure 6: Sales process in Retention

USAGE OF INTERNET IN PERSONAL SELLING OF TRADEKEY

The personal sales teams of Tradekey except the agents totally work through the internet for the purpose sales. All the sale teams either in pro-active or re-active run their entire sales process through internet based technologies. The tools and application which they use for this purpose are as follows:

CHATTING

the most common used internet based software they use is chatting this includes different messengers such MSN, Yahoo, Gtalk, Skype and their own developed messenger TK mate. The benefit of using is that many of the Chinese and Vietnamese are not able to speak English so with the help of these messengers they are able to deal with the sales team Tradekey.

CALLING

For the purpose of making initial sales call or prospecting and qualifying sales team call prospects and customers but for doing this they once again use internet based calling software named as Exelite.

EMAIL

Email is one of the most important tools for information sharing and also for making sales calls as well. For this purpose they have assigned personal email addresses to all sales team members and also Tradekey has allotted some centralized email according to different basis. Through this personal and centralized email system they share information and resolve queries of prospects and customers.

OTHER MARKETING CHANNEL USED BY TRADEKEY

There are some other marketing channels which are being used by Tradekey as well except personal selling; some of them are as follows:

- SEO marketing
- Google adverts
- Websites advertisement
- Trade forums of china
- Featured article in newspapers and magazines
- Billboards (recently in Karachi)

BUDGET ALLOCATION

Above mentioned are the marketing channels which are being used by Tradekey; following is the share of each channel as per allocation of their budget:

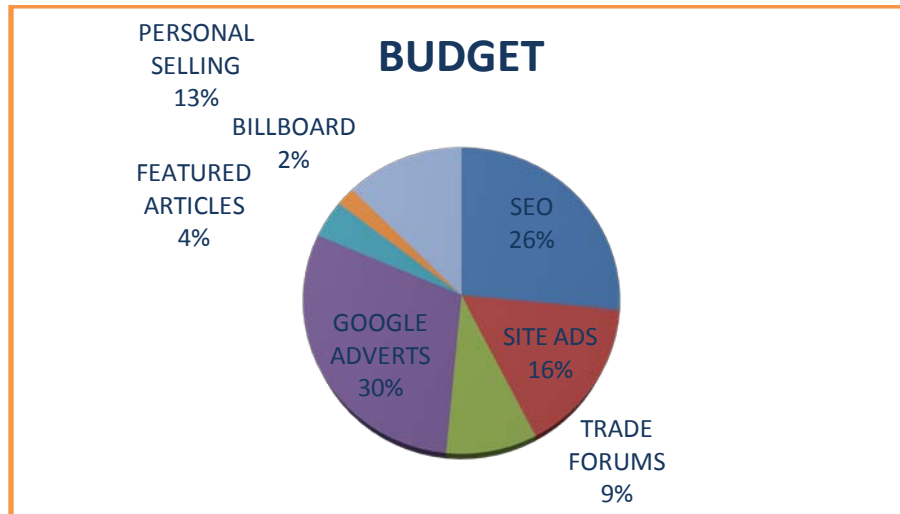


Figure 7: Budget Allocation to different channels

TRADEKEY'S SALES

Tradekey generate its sales from 4 main sources such as follows:

- Internal sales team
- Agents
- China office of Tradekey
- Direct payment link on website

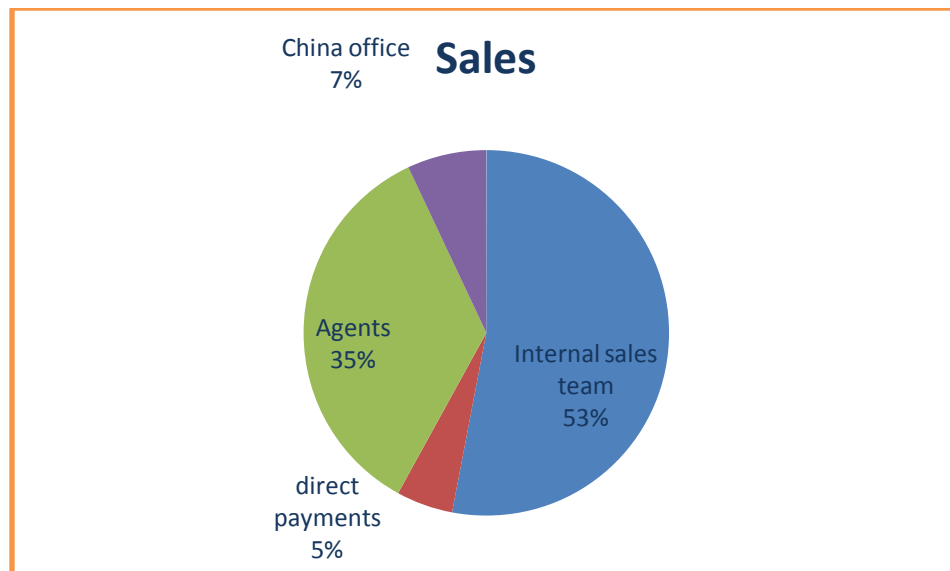
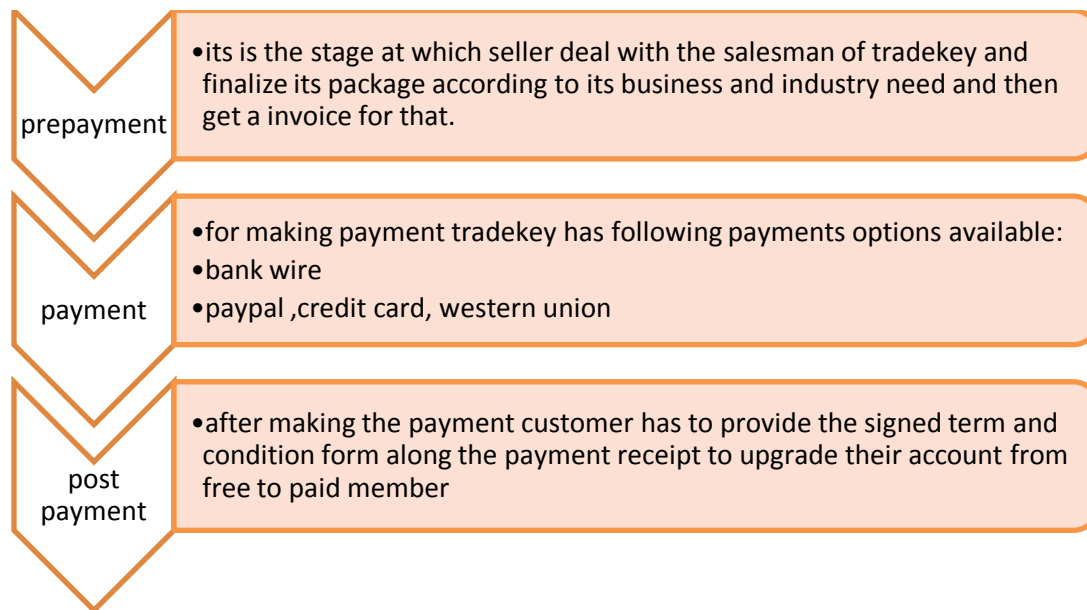


Figure 8: Sales generation sources

TRANSACTION MODEL OF TRADEKEY



TRUST MODEL

For the purpose of generating trust, TradeKey has different trust-generating things for sellers as well as buyers. For sellers, they have done ISO 9001, which shows that they have some specified and fixed methods of doing things, and ISO 27001, which shows that their website is very secure and safe for sellers to operate their online businesses through it. For buyers, TradeKey allots "trust points" to sellers, which shows how much trust-worthy any supplier is on TradeKey; more trust points mean the supplier is more trust-worthy on TradeKey.

HELP AND SUPPORT

The most important service of TradeKey.com is their customer support, because it has developed a completed department which deals with the problems and queries of its members. High-qualified and skilled staffs deal with all the queries and problems on an urgent basis so that members get the desired solution done.

Support staff is 24 x 7 available for its paid members as well as for members. The support staff is well equipped with all required technologies such as telephone, chatting software, skype and email facility they try to solve the problem of the customer there and then. But in any case if that query hasn't solved immediately then customer support department will solve the issue within 24 hours.

Covering over 240 Nations across the Globe ...


ELECTRONIC COMMERCE

TERM PROJECT'S PRESENTATION

PRESENTERS



OMAIR ABBAS
SHAHERYAR MARGHOOB
ADEEL SIDDIQUI


- * 5 Million Buyers & Sellers
- * FREE BUYERS ALERT
- * Post FREE SELL OFFERS
- * Post Products For FREE
- * Your OWN COMPANY PROFILE






COMPANY OVERVIEW

- o Tradekey.com started its operations 2006 with the objective to facilitate the global trade
- o Tradekey.com was started with the capital investment of US \$ 20 million

Please make sure the **SOUND** is 

Please make sure the **SOUND** is 

GEOGRAPHICAL PRESENCE



Global Operations



TRADEKEY'S VISION

The vision of tradekey.com is to "become the number one business to business portal in the world"

CULTURE AND VALUES

- o Customer loyalty
- o Integrity
- o Team work
- o Agility
- o Innovation
- o Continuous improvement
- o Learning culture



SOCIAL RESPONSIBILITY

- Serving the community of physically challenged people
- Women business incubation center (wbic)
- E-business incubation center (ebic)
- Stopping trade of illegal products
- Liaison with academia – promoting entrepreneurship and e-business



EARNING SOURCES

- Membership fees
- Transaction charges
- Advertisement fees
- Keywords selling
- Google ad sense



SALES

Year	Tradekey (in millions)
2008	\$7.8
2009	\$9.9
2010	\$12.3
2011	\$14.6



MAJOR CATEGORIES

- Agriculture
- Apparel & Clothing
- Automobiles
- Beauty & Personal Care
- Business Services
- Chemicals
- Computer Hardware & software
- Construction & Real estate
- Consumer Electronics
- Electrical & Electronics
- Energy Products
- Fashion Accessories
- Food & Beverage
- Furniture
- Gifts & Crafts
- Hardware & Mechanical parts
- Health & Medicines
- Home & Garden
- Home Appliances
- Industrial Machinery
- Jewelry & Watches
- Lights & Lighting
- Luggage & Bags

SERVICES

- There are two main types of services which tradekey is providing such as follows:
 - Paid membership
 - Paid advertisement



PAID MEMBERSHIP

• GOLDKEY [\$ 2499]

Some of the services provided in GK:

- 3000% more buyer inquiries
- Priority listing in buyers searches
- Unlimited access to the Buyers Directory
- Option to advertise on TradeKey homepage
- 10 products and 300 Sell Offers (extendable)
- Get up to 3000 TrustPoints
- Options to use Fax service
- Extensive Search Engine marketing
- Dedicated Relationship Manager



PAID MEMBERSHIP

• SILVERKEY

- Silverkey is also paid membership which is specifically targeting to the small businesses in which they will get the following services, such as:
- Increasing prospective buyers by 500% compared to free member
- 15 Products, 200 Sell Offers, 300 Buy Offers
- Unlimited access to the Buyers Directory
- Additional features not available to free members like Fax service, mini website, you own virtual office, etc.
- Higher priority at TradeKey.com listing compared to a free member
- An increased level of trust for buyers, hence enhancing your company's image
- More Trust Points
- Marketing on Search Engines like Google, Yahoo!, etc.



PAID ADVERTISEMENT

• KEYWORD PRIORITY LISTING

- It enables to beat their competitors
- place you on top of the search
- 90% of the buyers send inquiries to those suppliers who are appearing in top positions.



BANNER ADVERTISEMENTS



BANNER ADVERTISEMENTS



BANNER ADVERTISEMENTS



BANNER ADVERTISEMENTS



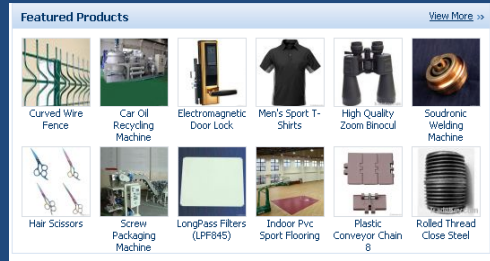
BANNER ADVERTISEMENTS



M Companies Section Right Banner



BANNER ADVERTISEMENTS



BANNER ADVERTISEMENTS



PERSONAL SELLING DEPARTMENT OF TRADEKEY

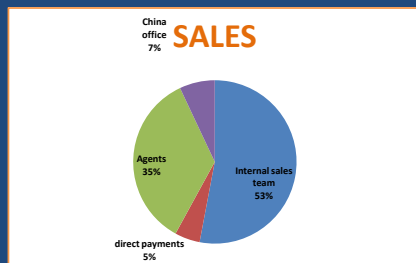
PERSONAL SELLING TEAMS OF TRADEKEY



INTERNAL SALES TEAMS



TRADEKEY'S SALES

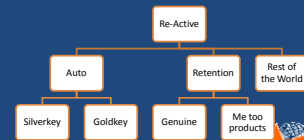


PERSONAL SELLING DEPARTMENT OF TRADEKEY

PRO-ACTIVE PERSONAL SELLING TEAMS



RE-ACTIVE PERSONAL SELLING TEAMS




PERSONAL SELLING PROCESS IN TRADEKEY

- PRE-CALL**
 - lead generation and making that a member on TK
 - gather information about the industry of the prospect
- SALES CALL**
 - convincing through benefits and problems solving characteristic of TK
- FOLLOW UP**
 - how well sales person will follow up the prospects



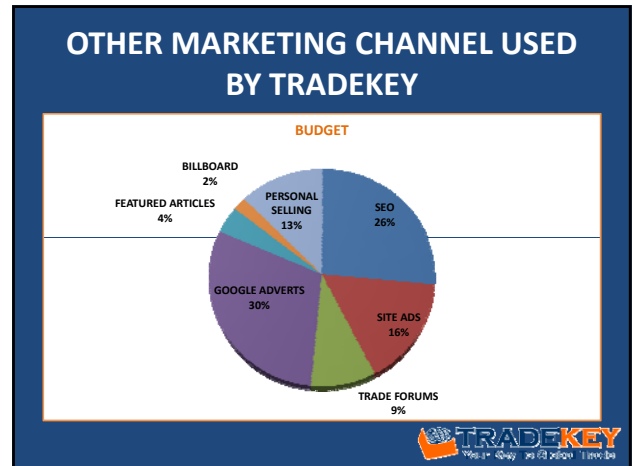
PERSONAL SELLING PROCESS IN TRADEKEY

- SALES CALL**
 - information about the new services
- CUSTOMER SERVICES**
 - customer services means if customer has faced any difficulty then making sure that he will not be facing that problem again the next tenure
- FOLLOW UP**
 - how well sales person will follow up the customer and how will he resolve the queries and issues




USAGE OF INTERNET IN PERSONAL SELLING OF TRADEKEY

- CHATTING
- CALLING
- EMAIL

TRANSACTION MODEL OF TRADEKEY

- prepayment**
 - its is the stage at which seller deal with the salesman of tradekey and finalize its package according to its business and industry need and then get a invoice for that.
- payment**
 - for making payment tradekey has following payments options available:
 - bank wire
 - paypal ,credit card, western union
- post payment**
 - after making the payment customer has to provide the signed term and condition form along the payment receipt to upgrade their account from free to paid member



TRUST AND SUPPORT

- **TRUST MODEL**
 - ISO 9001
 - ISO 27001
 - trust point
- **HELP AND SUPPORT**
 - 24 x 7 available for its paid members as well as for free members
 - to solve the problem of the customer there and then otherwise in 24 hours



