

GO ZOO P

KEY COMPONENTS

1. Suppliers and supply chain management
2. Warehouse operations
3. Shipping and returns
4. CRM – software and policies
5. E-commerce catalogue and product display
6. Marketing and loyalty programs
7. Showroom and offline purchases



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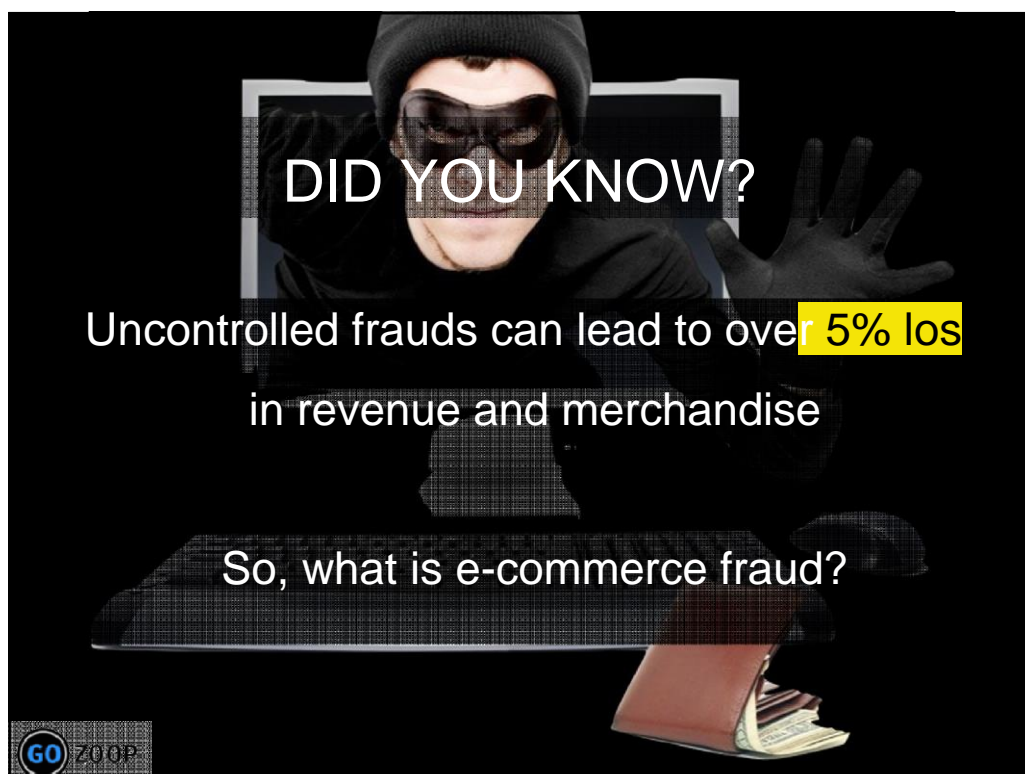
ADVANTAGE	E-COMMERCE	MARKETPLACE
Competition	✓	✗
Customization	✓	✗
Revenue share	✓	✗
Professional	✓	✗
Quick transaction	✓	✗
Brand building	✓	✗
Traffic	✗	✓
SSL	✗	✓
Quick Setup	✗	✓
Fraud	✗	✓

3RD COIN PAYLINE 7 7 7 1000 GO ZOO P

FOR A SUCCESSFUL E-COMMERCE

- Instant gratification
- Attractive shipping & return policies
- No hidden costs
- Learn from fulfilment ratio
- Trusted Payment Gateways
- Check on Frauds

ALL WINS PAID BY MACHINES



CHARGEBACKS

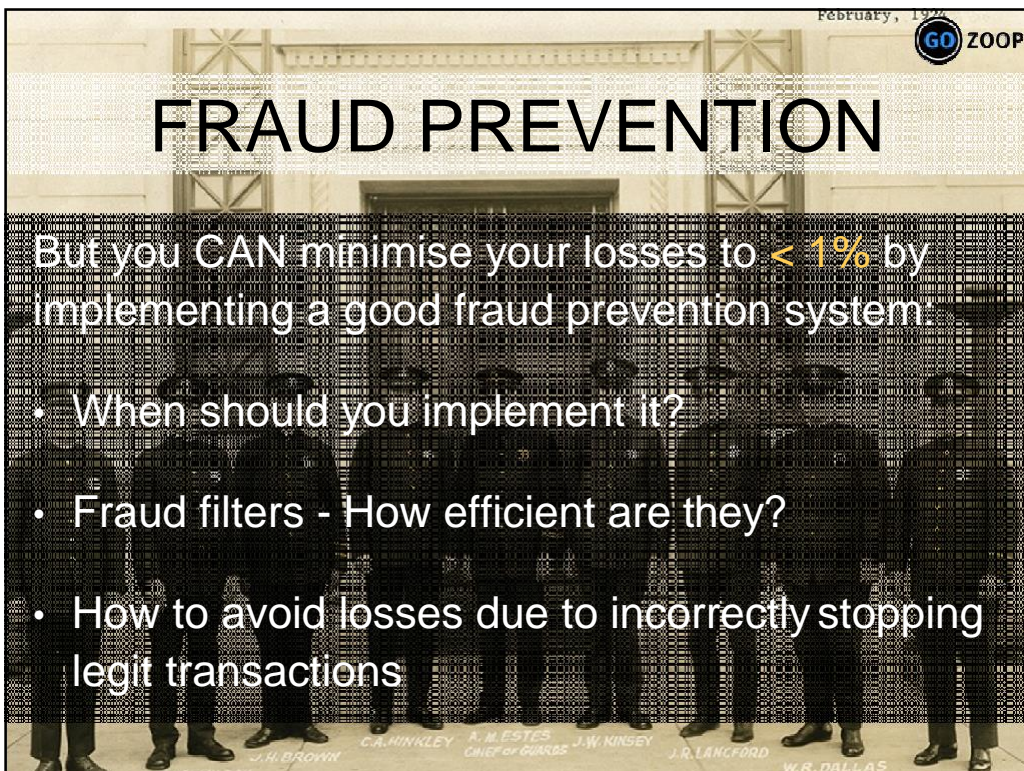
- Types of chargebacks:
 - Friendly
 - Fraudulent
- Amount of chargebacks
 - Normal
 - Excessive
- **80%** of e-commerce chargebacks are for fraudulent



FRAUD PREVENTION

But you CAN minimise your losses to **< 1%** by implementing a good fraud prevention system.

- When should you implement it?
- Fraud filters - How efficient are they?
- How to avoid losses due to incorrectly stopping legit transactions



STAY STRONG



SELL ON !



DIGITAL EXPERIENCES FOR A NEW WORLD.

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