



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

Canada



# DIGITAL CHANNELS TO SUPPORT WOMEN'S ECONOMIC EMPOWERMENT (WEE) FOR INCLUSIVE AND SUSTAINABLE GROWTH

Existing e-commerce platforms to Support WEE's Beneficiaries





## CONTENTS

INTRODUCTION	5
EGYPTIAN E-COMMERCE OVERVIEW IN 2021 (WORLD BANK)	5
EXISTING E-COMMERCE IN EGYPT (DATES, MAPS, AND HANDICRAFTS VCS)	7
1. Jumia Egypt - website, Android, IOS	7
2. I Make This! - website	9
3. Creative Egypt - website, physical store	10
4. MSMEs Portal - website	11
5. Noon Egypt - website, Android, IOS	12
6. Turath - website	15
7. Amazon Egypt - website, Android, IOS	16
8. 3attar - website, Android, IOS	18
9. Ayady Misr - website	19
EXISTING B2B E-COMMERCE PLATFORMS IN EGYPT	20
1. Buymassry - website	20
2. GIT-ZONE - website	21
3. Cartona - website	22
4. Gosoor - website	23
SEARCH ENGINE MARKETING IN EGYPT	24
SOCIAL MEDIA IN EGYPT	24
MOBILE MARKETING IN EGYPT	24
ONLINE DISPLAY ADVERTISING	25
THE RISE OF SOCIAL MEDIA INFLUENCERS: THE NEW AGE OF MARKETING	25
CONCLUSION	25

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## INTRODUCTION

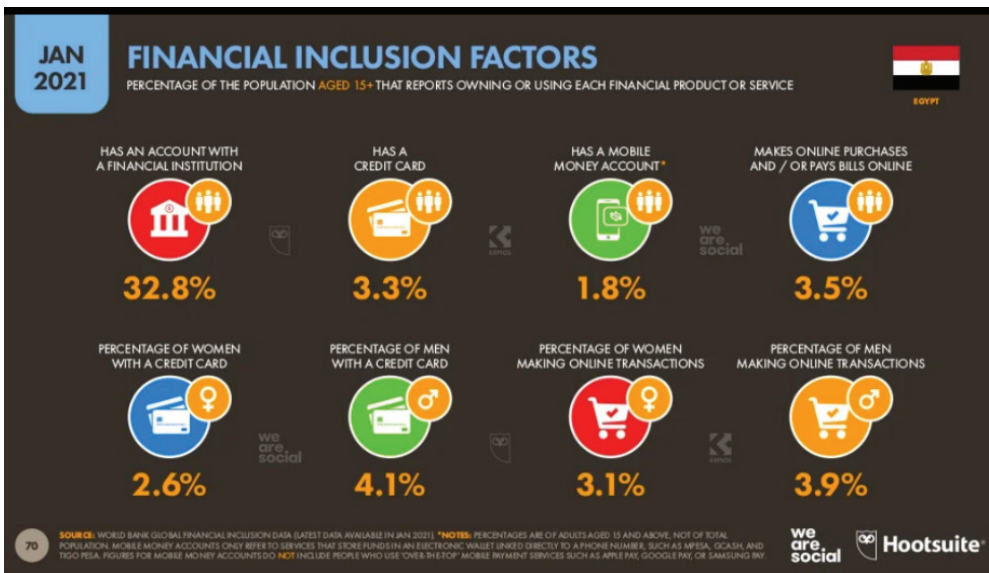
Despite some challenges, e.g., the limited number of banks that allow users to buy products online using credit cards, Egypt remains a very attractive market for e-commerce companies. The cost of doing business is low, and Egyptians simply love buying things online.

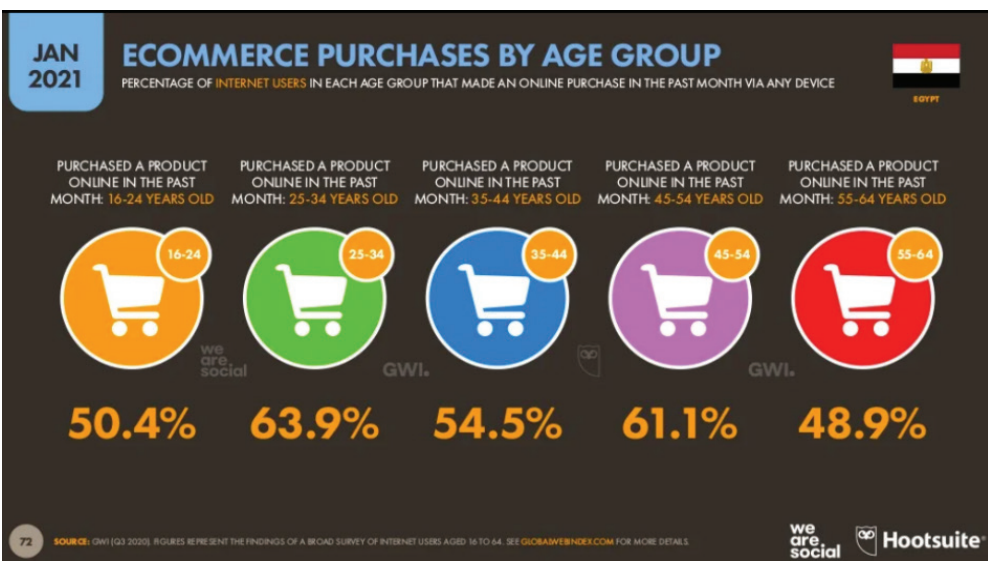
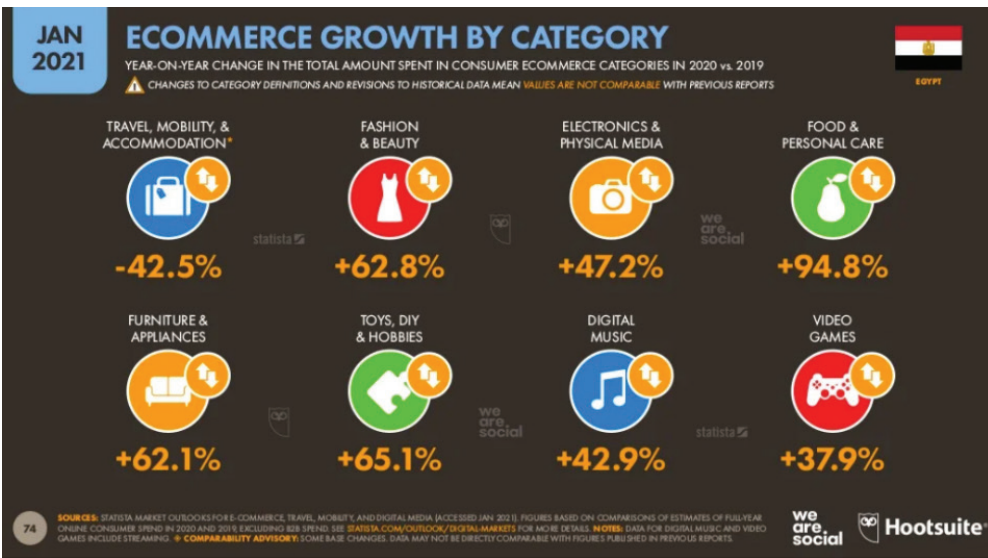
Over 56.6% of internet users in Egypt aged 16 to 64 purchased a product using e-commerce services in January 2021, which amounts to at least 41.39 million people. Electronics are the most popular product purchased online in Egypt (28%), followed by fashion (21%), food and personal care (19%), toys, hobby and do-it-yourself products (19%), and furniture and appliances (12%) (Hootsuite Digital Report 2021).

Moreover, the internet penetration is rising, reaching 57.3% in January 2021.

Since 2017, Egypt has seen an explosion in online sales and shopping. Egypt's e-commerce sector was growing at 30% annually, considerably higher than the international average, due to Egypt's culture of ordering, deliveries, and its young population who are up-to-date with new technological solutions. Amid the COVID-19 pandemic, Egyptians increased their online shopping by 940%, which creates a potential gold mine for women in Egypt to increase their sales and access markets (NileFM Report on E-Commerce growth in Egypt).

## EGYPTIAN E-COMMERCE OVERVIEW IN 2021 (WORLD BANK)





## EXISTING E-COMMERCE IN EGYPT (DATES, MAPS, AND HANDICRAFTS VCS)

### 1. Jumia Egypt - website, Android, IOS

<https://www.jumia.com.eg/>

#### Source of information:

Meeting with personnel of Jumia Egypt

#### Overview

- Jumia is one of the biggest Egypt's online malls, established in July 2012 with the aim and vision to become the one-stop-shop in Egypt through implementation of best practices both online and offline.
- Jumia is the largest online store in Egypt.
- During the inception phase, an average delivery time was one week, today the goods are delivered, on average, in 1-5 days.
- Jumia currently employs 350 young and entrepreneurial Egyptians.
- Deliveries to all cities in Egypt.
- Currently, Jumia offers 70,000 products online and has 2,000,000 visitors per month.
- Annual Revenue: \$25.0M - \$50.0M
- Arabic and English

#### Supported VCs

- Dates
- MAPs
- Handicrafts

#### Cost of selling through the platform

1. The Order Processing Fee covers the following:

Successful completion of order.

Example: If the order consists of 2 fashion items, and if the products are in "your Marketplace/warehouse" you will be charged 5 EGP for each. If the products are in Jumia's warehouse you will be charged 4 EGP for each.

2. The commission is mandatory for each order and will be charged once the order is successfully delivered to the customer.

Jumia deducts the commission only when the order is successfully delivered to the customer. It will be directly applied to the weekly account statement.

Example: If you are selling an item X for EGP 1000 on JUMIA, and the item commission is 5%, the item commission will be EGP 50. You will be charged a total commission of EGP 50.

3. If you choose to receive the product from the seller, 15 EGP will be added to each request, the cost of the representative service.

4. Storage fees for Jumia Express products: storage fees are added to the Jumia Express service depending on the size of the product, as shown in the following table, since October 1, 2020.

رسوم التخزين التصاعديّة (التكلفة اليومية للقطعة الواحدة بالقرش المصري)				
منتجات الأزياء	منتج كبير الحجم	منتج متوسط الحجم	منتج صغير الحجم	عدد ايام التخزين
0	0	0	0	0 -15
1.67	40.00	6.67	1.67	16 - 30
3.33	80.00	13.33	3.33	31 - 60
10.00	240.00	40.00	10.00	61 - 90
16.67	400.00	66.67	16.67	91 - 180
25.00	600.00	100.00	25.00	181 - 360
33.33	800.00	133.33	33.33	اكثر من 360

5. Packaging Materials: each seller must purchase packaging materials to protect their products from damage during shipments. The seller must comply with the packaging guidelines by ordering appropriate packaging materials and knowing their prices.

Additional expenses that may be incurred by the seller due to potential mistakes:

- Non-original products

1. The first time: the product will be removed and a fine of 3200 EGP will be applied if the seller does not submit documents confirming that the products sold are original products. The documents have to be submitted within 10 working days from the notification date.

2. The second time: the store will be permanently closed, and the seller will be subject to a fine of 3200 EGP.

- Smart Check

The following fines apply:

200 EGP if a mismatched size, color, shape, or brand is discovered, or in case of a wrong different invoice.

200 EGP if the product is damaged.

200 EGP if the product is used.

3200 EGP in case of a non-original product.

The percentage of the commission paid for participation in business operations increases based on the evaluation, If the rating drops below 3, an increase in commission rates is applied based on the table below:

مثال على بائع عمولته على جوميا = 5%				
شريحة المساهمة للتكاليف (بالجنيه)	العمولة (بالجنيه)	المبيعات الاسبوعية (بالجنيه)	شريحة المساهمة للتكاليف (%)	تقييم البائع
0 = 0% x 50	50 = 5% x 1000	1000	0%	3 او أكثر
10 = 20% x 50	50 = 5% x 1000	1000	20%	أقل من 3
15 = 30% x 50	50 = 5% x 1000	1000	30%	أقل من 2.5
25 = 50% x 50	50 = 5% x 1000	1000	50%	أقل من 2
37.5 = 75% x 50	50 = 5% x 1000	1000	75%	أقل من 1.5

### Profile of businesses promoted on the platform

Jumia promotes different scales of businesses, from individuals to international brands.

### An overview of the logistics

Jumia offers two main solutions to deliver the orders:

- Prepare and drop off packages at JUMIA Vendor Drop off (VDO) stations.

In this case, the seller takes care of the storage of the products, is responsible for packing the orders, brings the orders to the VDO stations, and Jumia only takes care of the delivery to the customers. Subscribe to Jumia

- Express service.

The seller ships the products to Jumia, and Jumia takes charge of their inventory and makes them quickly available for sale. Jumia packs and ships the product directly to the customer.

### Skills required

- Computer and internet basics (ICDL)
- Photography
- Content writing

### Other

The following points were discussed during the meeting:

- Jumia Egypt suggested starting official communication to initiate cooperation with WEE to sell the WEE's beneficiaries' products under the "Rabeha" theme.
- Jumia Egypt signed an MOU with MSMEDA in February 2022 to help enterprise owners market their products through Jumia's platform, which can be a base for the cooperation between WEE and Jumia Egypt.
- Jumia Egypt has an initiative to support SMEs in the Handicrafts sector in Egypt under the slogan "Support Them ... Buy Their Products."
- Jumia Egypt will provide the WEE's beneficiaries with a free virtual training to help them increase their online sales.



## 2. I Make This! - website

<https://imkthis.com/>

### Source of information:

Meeting with personnel of I Make this!

### Overview

- I Make This! is a marketplace connecting creative “Makers” with “Appreciators” of art and design.
- I Make This!’s main mission is to support women with small businesses reach big markets at a minimal cost so that they can focus all their attention on creativity and production. The platform helps them find “appreciators” and helps appreciators find an alternative to the mainstream.
- The platform is owned and managed by women.
- Reach: more than 30 customers per month.
- Arabic and English

### Supported VCs

- Handicrafts
- Essential Oils
- Beauty products
- Services provided by women

### Cost of selling through the platform

I Make This! charges 10% commission on each sale.

### Profile of businesses promoted on the platform

Women with small businesses.

### An overview of the logistics

I Make This! takes care of the delivery of the products from any destination without charging the producer any fees.

### Skills required

- Computer and internet basics (ICDL)
- Photography
- Content writing

### Other

The following points have been discussed during the meeting:

- I Make This! is very interested is very interested to be a part of the project.
- I Make This! can offer a discount on the charges for WEE’s beneficiaries.
- I Make This! will provide a free training for WEE’s beneficiaries.

### 3. Creative Egypt - website, physical store

<https://www.creativeegypt.org/>

#### Source of information:

Meeting with personnel of Creative Industries, Industrial Modernization Centre (IMC)

#### Overview

- Creative Egypt, the first registered trademark for Egyptian handicrafts, is a national initiative established by the Industrial Modernization Centre (IMC) under the sovereignty of the Ministry of Trade and Industry (MTI) in 2015. It was established to promote Egypt's heritage to achieve sustainable development for the Egyptian artisans.
- Creative Egypt's mission is to support artisans and designers to produce premium creative products and promote them in local and international markets to fulfil the customers' needs, preserve Egypt's heritage and achieve sustainable development for the Egyptian artisans and designers.
- The platform is owned and managed by women.
- Reach: less than 50 customers per month.
- Arabic and English

#### Supported VCs

- Handicrafts
- Essential Oils
- Beauty products

#### Cost of selling through the platform

Creative Egypt charges up to 20% commission on each sale.

#### Profile of businesses promoted on the platform

SMEs and clusters

#### An overview of the logistics

Creative Egypt takes care of the delivery of the products from any destination without charging the producer any fees.

#### Skills required

No skills required as creative Egypt takes care of each step.

#### Other

The following points have been discussed during the meeting:

- Creative Egypt can help mobilize promising women entrepreneurs to become the beneficiaries of WEE.
- Creative Egypt will discuss with the management of IMC the possibility to sell the WEE's beneficiaries' products without any charges.
- Creative Egypt can sell the WEE's beneficiaries' products in its physical store.

## 4. MSMEs Portal - website

<http://www.msmeda.org.eg/>

### Source of information:

Meeting with MSMEDA

### Overview

The aim of the services is to:

- Contribute to the development of the medium, small, and micro enterprises sector.
- Motivate all segments of society, both females and males, to engage in self-employment.
- Encourage workers in the informal sector to join the formal sector and take advantage of the available facilities and investment opportunities.

The platform is an interactive website, established on the basis of an international information network, that the MSMEDA initiated in 2018 to provide various information and financial and non-financial services as well as inform about related national initiatives and other initiatives implemented by various authorities in line with the challenges of the era and its requirements in terms of activating remote dealing, technological applications and digital transformation.

- Reach: less than 20 customers per month.
- Arabic only

### Supported VCs

- Handicrafts

### Cost of selling through the platform

Free

### Profile of businesses promoted on the platform

SMEs and clusters

### An overview of the logistics

Producers/Vendors take care of the product delivery.

### Skills required

- Computer and internet basics (ICDL)
- Photography
- Content writing

### Other

The following points have been discussed during the meeting:

“Rabeha” products will be sold under the “Rabeha” theme.

## 5. Noon Egypt - website, Android, IOS

<https://www.noon.com/>

### Source of information:

Online research

### Overview

- Noon is an easy and secure platform for people to discover and shop the products they love. With fast delivery, easy payment and return options, and a 24-hour customer service, the customers can find everything they need at competitive prices. All products are backed by authenticity promise and Noon warranty.
- Arabic and English

### Supported VCs

- Handicrafts
- MAPs
- Dates

### Cost of selling through the platform

Note: all fees are exclusive of VAT and will be applied on the Selling Price inclusive of VAT for all marketplace business models: FBN (Fulfilled by Noon), Cross-dock, and Direct Ship.

### Types of fees

Default fees: Fees automatically charged to all sellers for every sale on Noon, depending on the selling model they choose to use to sell their products. The different selling models available are:

- a. FBN: Fulfilled by Noon.
- b. FBP: Fulfilled by Partner, which offers the following operating models to suit your needs:
  - Cross-dock FBP: Stock remains in the seller's facility, and the seller will be accepting orders upon receipt of e-mail notifications; then Noon's logistics team Noon express will collect the orders from the facility and bring them to the customer fulfilment centre where they will be packed and delivered to the customers on time and with a great customer experience.
  - Direct ship:

Fee	Cross-dock FBP	Direct-ship FBP	noon Express - FBN
<b>FBN Fee</b>	-	-	yes
<b>Commission</b>	yes	yes	yes
<b>Pickup</b> (if chosen as your default transfer mode)	yes	yes	-
<b>Drop off</b> (if chosen as your default transfer mode)	yes	yes	-
<b>Long Term Storage Fee</b>	-	-	yes
<b>Cancellation Fee</b>	yes	yes	-

### Circumstantial fees:

Fees that apply/reversed in a variety of irregular scenarios that may take place while selling products on Noon. They are deducted at the end or at the beginning of the month, whenever applicable.

**i. Cancellation fees (CNCL):** A charge for seller-initiated order cancellations for FBP customer orders.

**ii. Warranty (WNTY):** A charge for warranty claims made by the customers whose demands the seller couldn't fulfil as per the local laws and Noon's policies.

**iii. Alternate Seller Fulfilment Fee (ALTF):** When a seller cancels an order, Noon will try to procure the item from another seller to ensure the customer receives the product they ordered. This charge applies to the seller who cancelled the order to cover the price difference in case the price of the procured item is higher.

**iv. Retention Penalty Fee (RETP):** A fee that is charged to the seller to compensate the customers in case the seller caused them any grievances by not adhering to the local laws and Noon's policies. Such grievances can be as a

result of, but not limited to:

Cancelling/delaying/not delivering orders;

Fulfilling orders using items that have missing parts, or are fake, damaged, defective, used, expired, not matching the listed product on the website.

**v. Monthly Storage Fee (MSF):** An accumulative daily charge that applies to the seller's daily recorded available FBN stock. Applicable to SKUs that are "Live" & "Not Live" on the site, and with a quantity equal or greater than 5 units (calculation will be considered per item).

**vi. Following Long Term Storage Fee:** Applicable to all FBN inventory stored in Noon fulfilment centres in the ageing bucket of more than 180 days, at the end of a given month.

**vii. RTV Delivery Fee (SRTV):** A fee charged to the seller for the delivery of their RTV shipments upon their request.

**viii. Miscellaneous fees (MISC):** An amount charged to the seller for any irregular occurrences that they may cause which engender grievances to the customers or/and are against the local laws and Noon policies, such as counterfeit penalties.

**Fee breakdown:**

1. FBN Fee: The below warehousing fee will be charged for each delivered item.

- For all FBN items: 5% of selling price (incl. of VAT) of item in FBN fee, with a minimum of EGP 5 per item and a maximum of EGP 15 per item.
- Minimum FBN fee for grocery items is 2.5 EGP.
- FBN fee is exclusive of VAT.

2. Direct Ship Fee: The below Direct Ship fee will be charged for each delivered item:

**Standard Rate:**

- For all Direct Ship items: 7.5% of the selling price (incl. of VAT) of an item in Direct Ship fee, with a minimum of EGP 7.5 per item and a maximum of EGP 22.5 per item.
- The minimum Direct-ship fee for grocery items is 3.75 EGP.
- Direct Ship fee is exclusive of VAT.

**Drop Off Option:**

- For all Direct Ship items: 6.5% of the selling price (incl. of VAT) of an item in Direct Ship fee, with a minimum of EGP 6.5 per item and a maximum of EGP 19.5 per item.
- The minimum Direct-ship fee for grocery items is 3.25 EGP.
- Direct Ship fee is exclusive of VAT.

3. Cross-dock Fee: The below Cross-dock fee will be charged for each delivered item.

**Standard rate:**

- For all Cross Dock items: 10% of the selling price (incl. of VAT) of an item in Cross Dock fee, with a minimum of EGP 10 per item and a maximum of EGP 30 per item.
- The minimum Cross-dock fee for grocery items is 5 EGP.
- Cross Dock fee is exclusive of VAT.

**Drop Off Option:**

- For all Cross Dock items: 8% of the selling price (incl. of VAT) of an item in Cross Dock fee, with a minimum of EGP 8 per item and a maximum of EGP 24 per item.
- The minimum Cross-dock fee for grocery items is 4 EGP.
- Cross Dock fee is exclusive of VAT.

4. Cancellation: The below seller order cancellation fee will be charged for seller-initiated/seller fault cancellations of FBP customer orders. The order cancellation fee is exclusive of VAT.

- Dates: 6%
- MAPs: 6-10%
- Handicrafts: 10%

5. Long-term Storage Fee: The following Long Term Storage Fee will be applicable to FBN for all the inventory in the ageing bucket of more than 180 days at the end of a given month (LTSF rates are exclusive of VAT).

- Dates: 2 EGP
- MAPs: 2 EGP
- Handicrafts: 5 EGP

6. Sales Commission:

**Dates:**

- Fulfilled by Partner (FBP) - % of sale Price: 6%
- FBN (noon express) - % of sale price: 5%

**MAPs:**

- Fulfilled by Partner (FBP) - % of sale Price: 6-10%
- FBN (noon express) - % of sale price: 5 - 9%

**Handicrafts:**

- Fulfilled by Partner (FBP) - % of sale Price: 10%
- FBN (noon express) - % of sale price: 8%

**Profile of businesses promoted on the platform**

SMEs, clusters, and international brands

**An overview of the logistics**

1. Fulfilled By Noon (FBN): Noon will store your items, then pick, pack, and ship them to customers. An end-to-end selling model, we will also take care of any post-sale queries.

2. Fulfilled By Partner (FBP):

- Cross-dock: Seller processes customer orders before handing items over to Noon logistics for packing and fulfilment via pick-up or drop-off at a Noon hub.
- Direct ship: Seller processes customer orders, picks and packs the item themselves before handing the package over to Noon logistics for delivery only.
- Direct delivery: Ideal for sellers who list bulky items such as sofas and fridges and/or items that require installation like washing machines.

**Skills required**

- Computer and internet basics (ICDL)
- Photography
- Content writing

**Other**

N/A

## 6. Turath - website

<https://www.turathegypt.com/>

### Source of information:

Meeting with personnel of Turath

### Overview

Turath was established in 2009 with the aim of preserving Egyptian handicrafts and providing artisans with an outlet for their products. Over the years, the company has worked with over 60 suppliers and as many as 250 families. We specialize in high-quality products.

- Reach: more than 20 customer per month.
- English

### Supported VCs

- Handicrafts

### Cost of selling through the platform

Up to 20% commission on each transaction

### Profile of businesses promoted on the platform

MSMEs and individuals

### An overview of the logistics

Turath will take care of the product delivery.

### Skills required

- Computer and internet basics (ICDL)
- Photography
- Content writing

### Other

- Turath is very interested to be part of the project.
- Turath can offer a discount on the charges for the WEE's beneficiaries.
- Turath will provide free training for the WEE's beneficiaries.
- Turath will open a physical store in Zamalek and invite WEE to be part of this store.

## 7. Amazon Egypt - website, Android, IOS

<https://www.amazon.com/>

### Source of information:

Online research

### Overview

- Amazon.com, Inc. is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.
- Amazon has been operating in Egypt since 2017 through Souq.com. The company operates a widespread local logistics and operations network across Egypt, including its main fulfilment centre supported by 15 delivery stations across the country.
- Amazon has also established corporate and customer services offices, and a total local workforce of over 3,000 across corporate, customer service, and operations in Egypt.
- Annual revenue: \$50 – 100 M
- English only

### Supported VCs

- Handicraft
- MAPs
- Dates

### Cost of selling through the platform

Amazon Selling Fee Structure. The fee rates for selling on Amazon vary based on the category & fulfilment channel you are using to deliver orders. All listed fees are displayed excluding applicable VAT. We will apply 14% VAT to all fees displayed above.

#### 1. Easy Ship Fees:

**Referral Fee:** Sellers pay a Referral Fee on each item sold.

- MAPs: 10 – 15%
- Dates: 10%
- Handicrafts: 10%

#### **Shipping Fee:**

- Starts at 26 EGP per shipment, varies by size of shipment.
- Amazon Easy Ship Weight-Handling Fees is computed on volumetric or actual weight, whichever is higher. Volumetric weight is calculated as  $\text{Volumetric Weight (kg)} = (\text{Length} \times \text{Breadth} \times \text{Height}) / 5000$  where LBH are in cm.
- Sellers can collect a shipping charge from customers up to 21 EGP per shipment.

#### **Fixed Closing Fee:**

Amazon Easy Ship sellers also pay a fixed closing fee per item sold below 100 EGP. This is 5 EGP per unit, across all categories.

#### 2..Self-Ship Fees & Shipping Cost:

**Referral Fee:** Sellers pay a Referral Fee on each item sold.

- MAPs: 10 – 15%
- Dates: 10%
- Handicrafts: 10%

**Shipping Cost:** Cost you will incur for shipping your order through a 3rd party carrier of your choice.

#### 3.Fulfilment by Amazon Fees:

**Referral Fee:** Sellers pay a Referral Fee on each item sold.

- MAPs: 10 – 15%
- Dates: 10%
- Handicraft: 10%



**Fulfilment Fee:**

Starts at 4 EGP per unit, varies by size of unit.

**Monthly Storage Fee:**

- Cost per cubic foot per month: 4 EGP.
- Calculating cubic feet from centimetres

1. Multiply length x width x height in centimetres to get the volume.
2. Divide the volume by 28,316.84 cubic centimetres (30.48 cm x 30.48 cm x 30.48 cm = 28,316.84), which is the equivalent of 1 cubic foot.
3. Example: A unit measuring 47 cm x 12 cm x 10 cm divided by 28,316.84 = 0.199 cu. ft.

**Long Term Storage Fee:** Inventory that has been in our fulfilment centres for 365+ days incurs a long-term storage fee (LTSF):

On the 15th of each month, Fulfilment by Amazon (FBA) conducts an inventory clean-up. On these dates, inventory that has been in EG fulfilment centres for more than 365 days incurs a long-term storage fee (LTSF) of 40 EGP per cubic foot

**Profile of businesses promoted on the platform**

Individuals, businesses, and international brands.

**An overview of the logistics**

There are 3 ways for an Amazon.eg seller to deliver the products to the customer:

- Fulfilment by Amazon (FBA): Amazon will store, pack, and deliver the products to the customers.
- Easy Ship (ES): The sellers will store and pack the products and Amazon will deliver them to the customers.
- Self-Ship: The seller will store, pack, and deliver the products to the customers.

**Skills required**

- Computer and internet basics (ICDL)
- Photography
- Content writing

**Other**

Amazon is offering a guide for beginners on how to sell on Amazon.

## 8. 3attar - website, Android, IOS

<https://3attar.com/>

### Source of information:

Meeting with personnel of 3attar

### Overview

- 3attar is a health-focused tech/e-commerce platform
- Founded in 2018 by two Egyptian entrepreneurs
- Delivers to all of Egypt
- 5,000 SKU's
- More than 8 million visits since 2018
- 50,000 App users
- 600,000 social media followers
- 3attar's mission is to provide communities with a dedicated platform that they can use on App and Web in their daily routines by accessing its unique services
- Arabic only

### Supported VCs

- MAPs
- Dates

### Cost of selling through the platform

Up to 20% commission on each transaction

### Profile of businesses promoted on the platform

MSMEs

### An overview of the logistics

3attar is working through the following logistics models:

1. Consignment inventory: The stock is in hands of a third-party retailer (consignee), while the wholesaler (consignor) retains ownership until the products are sold.
2. 3attar white label: Sold by 3attar with its own branding and logo but the products themselves are manufactured by a third party.

### Skills required

- Computer and internet basics (ICDL)
- Photography
- Content writing

### Other

- 3attar can provide live coaching programs, additional subscription, and e-payment models.
- 3attar is very interested to be part of the project.
- 3attar can offer a discount on the charges for the WEE beneficiaries.
- 3attar will provide free training for the WEE beneficiaries.
- 3attar can help the WEE beneficiaries to brand their products.

## 9. Ayady Misr - website

<http://ayadymisr.com/>

### Source of information:

Customer support hotline

### Overview

- Ayady Misr is an e-commerce platform to support Egyptian women in particular and Egyptians in general to market their handicrafts under the umbrella of the Ministry of Local Development and under the auspices of the World Food Organization.
- The electronic platform helps Egyptian products access markets, improve internal and market efficiency, as well as offers lower transaction costs.
- Arabic only

### Supported VCs

- Handicrafts

### Cost of selling through the platform

Up to 10% commission on each transaction

### Profile of businesses promoted on the platform

MSMEs

### An overview of the logistics

Ayady Misr is working through the following logistics models:

1. Consignment inventory: the stock is in hands of a third-party retailer (consignee), while the wholesaler (consignor) retains ownership until the products are sold.
2. Direct delivery by the seller

### Skills required

- Computer and internet basics (ICDL)
- Photography
- Content writing

### Other

Ayady Misr will provide free training for the WEE beneficiaries.

## EXISTING B2B E-COMMERCE PLATFORMS IN EGYPT

### 1. Buymassry - website

<https://buymassry.com/>

#### Source of information:

Meeting with personnel of Buymassry

#### Overview

- Buymassry is a multi-vendor e-commerce platform.
- Buymassry is dedicated to promoting made-in-Egypt products, wholesale and export.
- Reach: less than 20 customers per month.
- English only

#### Supported VCs

- MAPs
- Dates
- Handicrafts

#### Cost of selling through the platform

Buymassry offers 3 subscription plans:

##### 1. **Freemium: 0 USD**

- 25 products only
- Unlimited revenue
- Vendor micro-store

**2. Gold:** 100 USD/month. Priority on leads, personalized SEO, data analytics, market intelligence, company's Instagram page

- 100 products
- Unlimited revenue
- Vendor micro-store

**3. Premium:** 150 USD/month. Gold + digital marketing, on-demand customized services and vendor store sub-domain.

- 250 products
- Unlimited revenue
- Vendor micro-store

#### Profile of businesses promoted on the platform

MSMEs

#### An overview of the logistics

Direct delivery by the seller

#### Skills required

- Computer and internet basics (ICDL)
- Photography
- Content writing

#### Other

Buymassry offers premium plan with discount 50% for the WEE beneficiaries.

## 2. GIT-ZONE - website

<https://www.git-zone.com/>

### Source of information:

Meeting with personnel of GIT-ZONE.com

### Overview

- GIT-ZONE.com is an e-commerce to bridge the gap between the buyers and suppliers not only in local markets, but global ones as well. GIT-ZONE.com platform is designed to make wholesome trading easier for all parties concerned by creating a safe, technology-driven, and sustainable business environment for buyers, suppliers, and investors.
- GIT-ZONE.com is not limited to a certain category or a certain country so that our buyers and suppliers can enjoy borderless trading. Our categories range from electronics to apparel, accessories, agriculture and many more.
- Reach: more than 20 customers per month.
- English, Arabic, Turkish, German

### Supported VCs

- MAPs
- Dates
- Handicrafts

### Cost of selling through the platform

GIT-ZONE.com offers 3 subscription plans available on their web-site:

<https://www.git-zone.com/subscription-plans>

### Profile of businesses promoted on the platform

MSMEs

### An overview of the logistics

Direct delivery by the seller

### Skills required

- Photography

### Other

GIT-ZONE offers free export development training for the WEE beneficiaries.

### 3. Cartona - website

<https://cartona.com/>

#### Source of information:

Online research

#### Overview

- Cartona is a B2B marketplace which empowers retailers by connecting them to hundreds of wholesalers, suppliers, and producing companies. Enabling them by providing easy price comparison, exclusive offers, and seamless ordering and fulfilment experience – all by digitizing the traditional trade market.
- Cartona is one of the fastest-growing B2B e-commerce marketplaces in Egypt.
- Products: +10
- Suppliers: +1000
- Partner: +100 producers
- Reach: over 100 customers.
- English only

#### Supported VCs

- MAPs
- Dates

#### Cost of selling through the platform

Up to 15% commission on each transaction

#### Profile of businesses promoted on the platform

MSMEs

#### An overview of the logistics

Direct delivery by the seller

#### Skills required

- Computer and internet basics (ICDL)
- Photography

#### Other

N/A

## 4. GOSOOR - website

<https://gosoor.com.eg/>

### Source of information:

Meeting with personnel of GOSOOR

### Overview

- GOSOOR is an essential and a strategic partner of an Egyptian exporter and one of the arms of the Egyptian economy. It is committed to expand its operations around the globe and fully satisfy the aspiration of its stakeholders by presenting creative and integrated solutions for logistical, financial, and export problems backed up with highly qualified industry experts.
- GOSOOR branches are located within the biggest international commercial centres to promote Egyptian products on behalf of Egyptian producers through its sales team supported by a strong network of agents and wholesalers in exchange of intermediation fees payable upon completion of the deal.
- Reach: over 20 customers per month
- English, Arabic, Turkish, German

### Supported VCs

- MAPs
- Dates
- Handicrafts

### Cost of selling through the platform

Free

### Profile of businesses promoted on the platform

MSMEs, associations, clusters

### An overview of the logistics

Direct delivery by the seller

### Skills required

No skills required as the company will support with each step.

### Other

"Rabeha" products will be sold under the "Rabeha" theme.

## SEARCH ENGINE MARKETING IN EGYPT

As of 2021, Google remains, by far, the most popular and leading search engine in Egypt, taking up 97.24% of the search market. Other international players include Bing with 1.39% and Petal Search with 0.82%.

Google AdWords dominates the Egyptian Pay Per Click advertising market, and the potential for online advertising is on the rise. Comprising over 41 million users, Egypt is the largest online market in MENA. Moreover, apart from the travel, electronics, and software markets, there is little competition in most industries and plenty of room for newcomers. Such a combination of a massive audience and little competition makes Egypt an incredibly appealing market for online advertising.

## SOCIAL MEDIA IN EGYPT

Egypt is a leading country in social media usage in the MENA region and on a global scale. Due to the limited modes of communication and conservative culture in Egypt, social media networks introduced new ways of communication and self-expression both locally and abroad.

Penetration of social networks among the Egyptian internet users reached 99.5% in 2021, 47.4% of the total population use social media on a daily basis – over 3 hours a day. Egypt dominates MENA's Facebook usage with the largest number of users across the region. Over 99% of social network users have a Facebook account, and these numbers are only rising. Being the single most accessed website in Egypt, it is no wonder that local businesses use Facebook as a portal for retail. Twitter is also widely used in Egypt. Egyptians produced 17% of all tweets in the Arab world in 2021 (coming in second place after Saudi Arabia).

YouTube is also a major social media player in Egypt, with 48% of the total population streaming videos online monthly, putting Egypt on the 2nd place in the highest number of YouTube playbacks, after Saudi Arabia. The top video streaming websites after YouTube are cima4u.com, shahed4u.dev, and cima-club.cc. Ads and promotions make up 29% of the content streamed online. Others include movies and educational material.

It is important to note that the language interface of preference for Egyptian users is Arabic, over 60% of them prefer this language. They also appreciate local content, as almost half of the Egyptian youngsters read blogs, mostly from Egypt. Fashion is the most viewed topic at 52%, followed by tech-gear topics at 31%.

## MOBILE MARKETING IN EGYPT

Mobile internet marketing in Egypt continues to grow, driven by several factors:

A rise in internet penetration, accelerated by a post-revolution Egypt.

Increased use of smartphones, primarily driven by low-cost Androids.

A drop in data costs: abundant and permeating Wi-Fi and cheap monthly plans.

Although mobile adoption is lower in Egypt than in other countries, it is certainly on the rise. The following are some figures from a most recent Google research report showing how smartphones affect people's behavior in Egypt and what that indicates to marketers. These stats give insight to advertisers on how to best engage their customers using smartphones:

- Smartphone penetration grew to 92.7% in 2021 and is still on the rise.
- 57.3% of smartphone users in Egypt access the internet from their devices daily.
- Almost 78.9% of the Egyptian population look for a service or a product to buy on their devices, and 56.6% of them take action as a result.
- Almost 90% of the users in Egypt are multi-tasking when using their smartphones.

Smartphones are a critical shopping tool:

- 78.9% of users in Egypt have searched for products and services on their phones.
- 56.6% of those users have made a purchase on their device as a result of the search.
- 80% of smartphone shoppers make mobile purchases at least once a month.
- 90% of smartphone users notice mobile ads.
- Traditional advertising is just as important as the one on smartphones, as 82% of users searched for products after seeing an offline ad.
- 46% of users in Egypt expect to make even more mobile purchases in the future.



It is also important to note that the number one barrier to mobile commerce in Egypt is the lack of security people feel in the process of buying things on their phones. Therefore, a company interested to market their products in Egypt would do well to apply security measures that strengthen the feeling of safety in their target consumers (SafePay or Cash on Delivery are both highly appealing in the Egyptian market).

## ONLINE DISPLAY ADVERTISING

There is a growing preference for local Arabic content in Egypt, so the more local the content is, the more popular it will be among the consumers. More than 60% prefer browsing in Arabic, 80% prefer watching TV in Arabic, and there is a high demand for internet content that is specific to and originating from Egypt.

Since 2009, the country represented 16% of the total regional advertising expenditures – the second largest in the MENA region. The majority of advertising came from the public sector and the telecommunications industry. According to the Hootsuite research, the most significant growth of advertising in Egypt will come from the internet. This will become apparent as advertisers in the country shift their budgets to the internet not only to increase their audience share, but also to get a more accurate and measurable ROI.

## THE RISE OF SOCIAL MEDIA INFLUENCERS: THE NEW AGE OF MARKETING

Influencer marketing is growing at a very fast pace and more money are being invested in the sector than ever before. This is because influencer marketing is significantly cheaper than celebrity marketing or renting out a billboard. It is more cost-effective, and the seller gets more in return for their money. It can target the intended audience better and quicker and is also provides a more realistic picture of the product, as the influencers are talking about their real experiences with it.

The new influencers fall under two types: macro-influencers and micro-influencers. While macro-influencers usually have a much bigger number of followers than micro-influencers, the latter tend to be more connected to their followers, with most followers feeling a more personal connection toward them, increasing the chance that they will listen to their recommendations.

In Egypt, Facebook and Instagram are the two big players in the field, depending on the content, audience type, the content's lifespan, and the experience intended.

## CONCLUSION

- Recommendation on the B2C platform: AyadyMisr, 3attar, Turath and Amazon.
- Recommendation on the B2B platform: Git-Zone, Gosoor.

Egypt is the largest online market in the MENA region with the highest potential for growth. Companies that are willing to invest in this country will have access to a wide range of user groups; every business is bound to find the target audience of their interest.

To do so, companies plan to increase internet access, at a higher speed for better prices. Thus far, less than a quarter of small business and less than half of medium businesses have a web presence in Egypt. The competition is still very low for now, even though the majority of companies that have invested in online advertising in Egypt were able to grow their businesses by 20% or more annually.

The Egyptian online market is riper now than ever before, with all the right conditions for successful online marketing campaigns already in place. This market is thirsty for entrants to tap into it and take advantage of everything it has to offer.

The existing e-commerce platforms provide an exceptional opportunity to support the women economic empowerment for inclusive and sustainable growth. The study recognized nine (9) existing B2C platforms and 3 B2B platforms which can support WEE's targeted VCs and the beneficiaries.

Also, the social media and influencers can be a great added value to the WEE beneficiaries to promote their products and access the market.



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