



# DIY e-commerce

*(online store)*



or

how to be

# SMART



# The current economic climate

During the present hard times and, most probably, the upcoming economic crisis due to the global pandemic, people cease to strive towards progress, expenditure, etc.

Many nations worldwide are on the verge of despair, aiming to escape the consequences of struggling economies, praying for the balance in their country to be restored.

In fact, what they are trying to do is to simply detain whatever they have left.

For example - a lot of businesses are completely “dead”, some can barely operate because many of their activities have been seized as a result of governmental orders.

# Build your own e-store at minimal cost

As they say - desperate times call for desperate measures. So, in the current situation, the world turns its face towards the 'Do it yourself' projects, aka DIY.

\*The need for DIY or what inspires people to DIY could vary - from economic benefit, for ex. - lack of products, need for customization, etc., to the need for an identity enhancement in various ways. But the main reason for DIY businesses to climb the global economic stage is precisely the gradual build-up of tension in almost every economic aspect due to the economic crisis.

\* 'Do it yourself' (DIY) is the method of building, modifying or repairing things without the direct aid of experts or professionals.



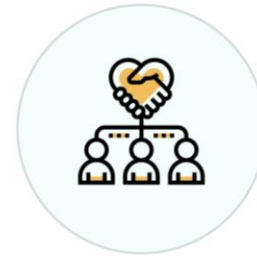
# So, what do we have to offer people?

It is an unquestionable fact that people cannot control what occurs right now. What they can control, however, is the way they react to a possible crisis.

If put under equal conditions, it is up to people to make a choice – whether they remain passive spectators and suffer the consequences or they put themselves together and find the means to fight back and survive.



DEALSINVICTA connect the unconnected business to the Global trade at affordable cost



Reach customers around the world



Quick payment process



Community



Creative approach

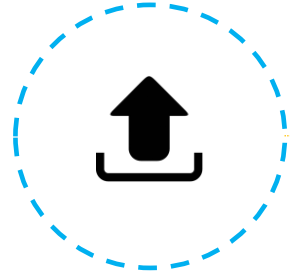


Increase customer engagement



# DIY tools on how to build your e-commerce in

## 4 Steps



### 1. Services and KYC

You are provided with free self-service portal.

- ✓ Free KYC process
- ✓ No onboarding fee for your first deal
- ✓ Worldwide verification mechanism
- ✓ Easy listing of your individual or bulk product



### 2. Trade across the Globe

Increase your sales by reaching more online customers

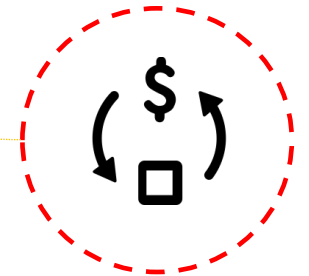
- ✓ Logistics management software and invoicing
- ✓ Analytics support
- ✓ Simple navigation dashboard
- ✓ Flexible advertising and promotion of products



### 3. Start earning

Receive your payment 15 days after purchase delivery

- ✓ Quick payment process
- ✓ Easy track of cancelled or refunded deals



### 4. Additional incentives

Get your referral bonus from DealsInvicta

- ✓ Become a part of the DealsInvicta Affiliate programmes



Make Your dream Business Live ■



But even if you are determined to fight, you must find yourself the right weapon, guided by:

### **The SMART Goals Strategy**

SMART goals are a relatively new idea. In 1981, George T. Doran, a consultant and former director of corporate planning for Washington Water Power Company, published a paper called, "There's a SMART Way to Write Management's Goals and Objectives." In the document, he introduces SMART goals as a tool to create criteria to help improve the chances of succeeding in accomplishing a goal.

How we can apply the idea of SMART goals through our business as means of providing opportunities and freedom to people?





### Measurable

What metrics are you going to use to determine if you meet the goal? This makes a goal more tangible because it provides a way to measure progress. If it's a project that's going to take a few months to complete, then set some milestones by considering specific tasks to accomplish.

### Relevant

Relevance refers focusing on something that makes sense with the broader business goals. For example, if the goal is to launch a new product, it should be something that's in alignment with the overall business objectives. Your team may be able to launch a new consumer product, but if your company is a B2B that is not expanding into the consumer market, then the goal wouldn't be relevant.

S

M

A

R

T

### Specific

When setting a goal, be specific about what you want to accomplish. Think about this as the mission statement for your goal. This isn't a detailed list of how you're going to meet a goal, but it should include an answer to the popular 'w' questions:

### Achievable/Attainable

This focuses on how important a goal is to you and what you can do to make it attainable and may require developing new skills and changing attitudes. The goal is meant to inspire motivation, not discouragement. Think about how to accomplish the goal and if you have the tools/skills needed. If you don't currently possess those tools/skills, consider what it would take to attain them.

### Time-Bound

Anyone can set goals, but if it lacks realistic timing, chances are you're not going to succeed. Providing a target date for deliverables is imperative. Ask specific questions about the goal deadline and what can be accomplished within that time period. If the goal will take three months to complete, it's useful to define what should be achieved half-way through the process. Providing time constraints also creates a sense of urgency.

When setting a goal, be specific about what you want to accomplish. Think about this as the mission statement for your goal. This isn't a detailed list of how you're going to meet a goal, but it should include an answer to the popular **'W'** questions:

**Who**

Consider who needs to be involved (all the agents)  
YOU, suppliers, logistics, platforms involved

**What**

Think about exactly what you are trying to accomplish – Sell 10,000 units of product, acquire 100 new clients, open off-line store

**When**

How much do you need to sell all of your products – 4 weeks, 6 months, a year

**Where**

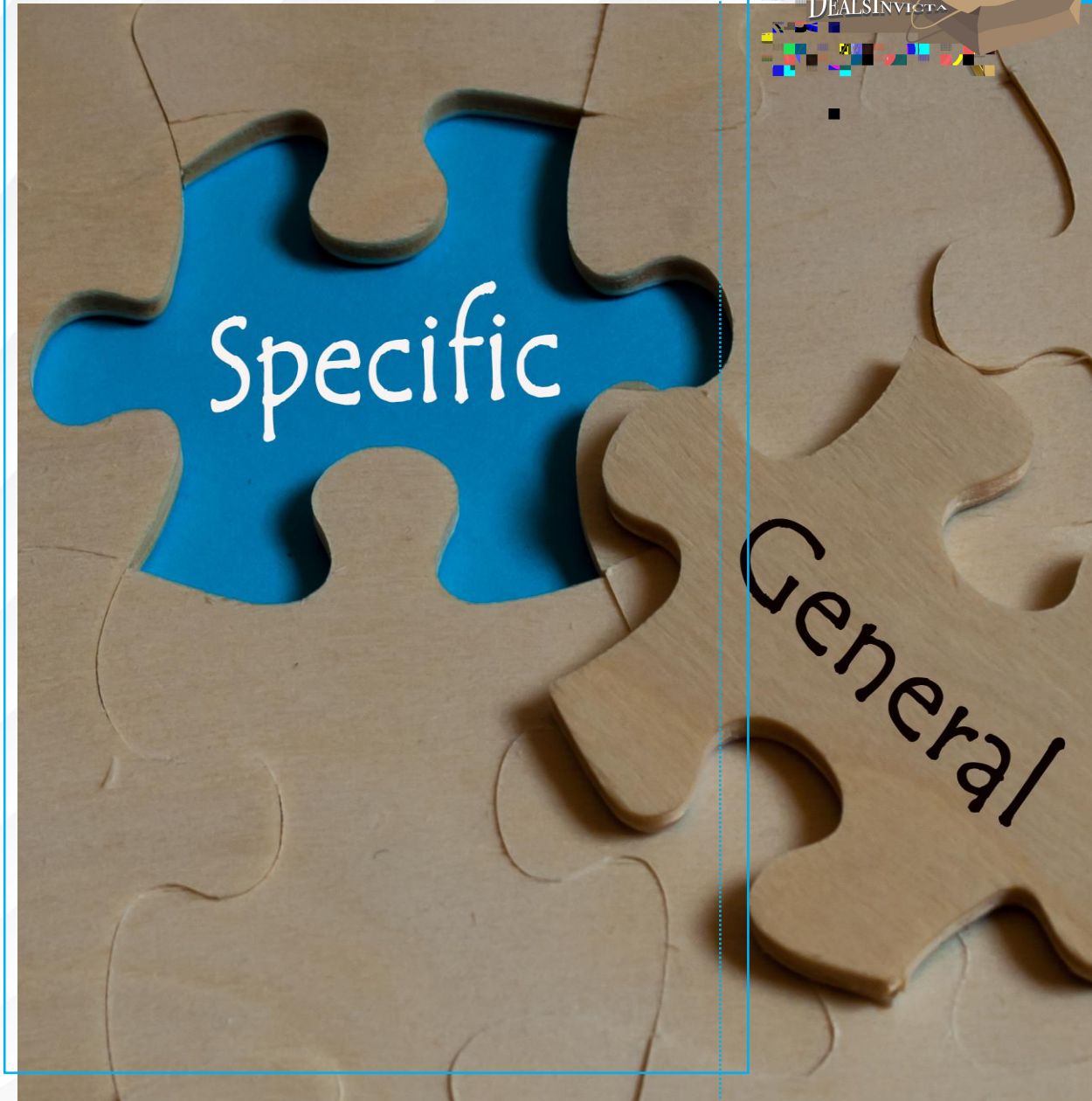
Where are you going to promote your product? Where are you going to store your product?

**Which**

Determine any related obstacles or requirements. Learn new skills and gain new knowledge, involve highly skilled people, hire an accountant

**Why**

What is the reason for the goal? Be financially independent, have your own business, be geographically independent, travel





**What metrics are you going to use to determine if you meet the goal? This makes a goal more tangible because it provides a way to measure progress.**

**For instance:**

- 1. measure your unit sales and profit every week**
- 2. measure how quick your product reaches the customers**
- 3. measure your productivity by setting standards at your production factory/office**

This focuses on how important a goal is to you and what you can do to make it attainable and may require developing new skills and changing attitudes.

**The goal is meant to inspire motivation, not discouragement!**

1. For instance, do not make the goal to be a billionaire by 30-years old. Instead, focus on profit and actual units sold. For instance, an achievable goal is selling 100, 000 units of product in a year, worldwide
2. If you do not have the inventory or logistics, work on these issues. Get a degree in economics, sign a contract with logistic company or get a store off-line.

# ACHIEVABLE





**BE RELEVANT**

Relevance refers to focusing on something that makes sense with the broader business goals.

**If the goal is to launch a new product, it should be something that's in alignment with the overall business objectives. For instance, your team is able to launch a new consumer product, work on product design, packaging, after-sale services in order to improve your business.**



**Anyone can set goals, but if it lacks realistic timing, chances are you're not going to succeed. Providing a target date for deliverables is imperative.**

**Set a timeframe for yourself. Set small goals every month or every quarter. Sell 100 units per week or raise your gross profit from \$ 1,500 to \$2,000 a month, for instance.**



**Thank you!**

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