



Ministry of Agriculture & Forestry
Dpt Agricultural Extensions
& Cooperatives

Helvetas

- Presentation of results -
Study on e-Commerce by
agripreneurs in Lao PDR

03 February 2025 – v6

*Commissioned by Helvetas Laos, carried-out by EDC
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Agenda

Introduction

Objectives, limitations, methodology

Observations

Recommendations

Conclusion & suggested next steps

E-Commerce growing in the region on the back of digital economy

- Thailand:
 - eCommerce 13% of retail commerce, expected to reach 18% by 2028
 - 92% of Thai consumers shopped online in the past six months, whilst only 4% never shopped online.
 - B2C transactions are the largest and account for 50%, followed by B2B transactions at 27% and B2G transactions at 23%.
 - Mobile devices account for more than 80% of total online sales in Thailand, with mobile wallets account for 23% of all transactions. Still large proportion of C2D due to payment fraud concerns.
- Vietnam:
 - eCommerce 6.5% of total retail revenue
- Laos:
 - Digital economy 3% of GDP in 2022 (WB), 10% in 2030

eCommerce footprint in Laos significant but no figures

- High internet penetration and usage
 - January 2024: 3.75 million active Facebook users identities in Laos = 76% adult population ♠ 46.7% female. +17% vs. January 2023.
- COVID-19 revolution
 - Explosion in cities of food delivery services, later logistics companies.
- Footprint of domestic logistics companies
 - 3 private sector competitors (Lao Post sidelined): HAL, Anousith, Mixay
 - Huge network of agents: 600-700 per brand
- Glaring absence of Lao eCommerce platforms
 - No major foreign platform formally expanded into Laos: Taobao, Lazada, Shopee accessed by Lao customers from their overseas domains/apps or with local informal facilitators
 - FoodPanda the only eCommerce unicorn present in Laos
No Lazada – Shopee – Alibaba – Taobao – Grab with a dedicated Lao website/app
 - Domestic platforms still nascent
 - eCommerce apps doomed without large marketing investments or captive traffic

eCommerce platforms in Laos: no large traffic in sight



- ← **OTrustLA**: dedicated app for B2C organic produce
- 100 downloads only
 - 1 merchant present
 - Vientiane organic market only, not Luang Prabang
 - <100 transactions per month

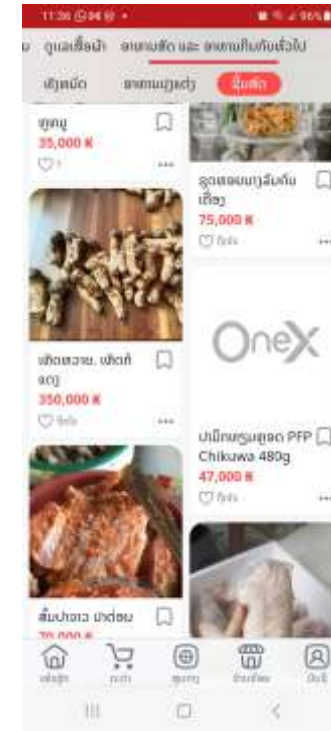


- **Made in Laos**: dedicated app for B2C eMarketplace
- 100 downloads only
 - Payment gateway
 - Any marketing budget??



- BCEL **OneX**: B2C eCommerce
- 11,000 transactions per month

Biggest perceived competitor is **Lazada**, delivering to Laos thru local logistics companies



- **e-Marketplaces of logistics companies?**
- HAL app >100,000 downloads
 - Claim link active from FB
 - No sales stats yet



eCommerce opportunities for agrifood and agripreneurs

- Niche products and higher added value
 - Sourcing difficult because uncommon
 - Higher value not recognized by traditional collectors/middlemen visiting villages
- Diversification buyers
Avoid **monopsony** = being dependent on 1 buyer (B2B)
- Fits small quantities and infrequent production
 - Advertise when batches to go on sales
- Limited investment
 - Active bank account to receive QR Code payments
 - Active Smartphone with Facebook and WhatsApp

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Objectives & limitations of the survey

- Objectives

- rapid assessment of the e-commerce situation
- potential for agriculture value chains in the Northern provinces for the benefit of smallholder farmers & agripreneurs

→ addressable market, produces/solutions with highest potential

→ typology of online agripreneurs

→ identify best practices in eCommerce

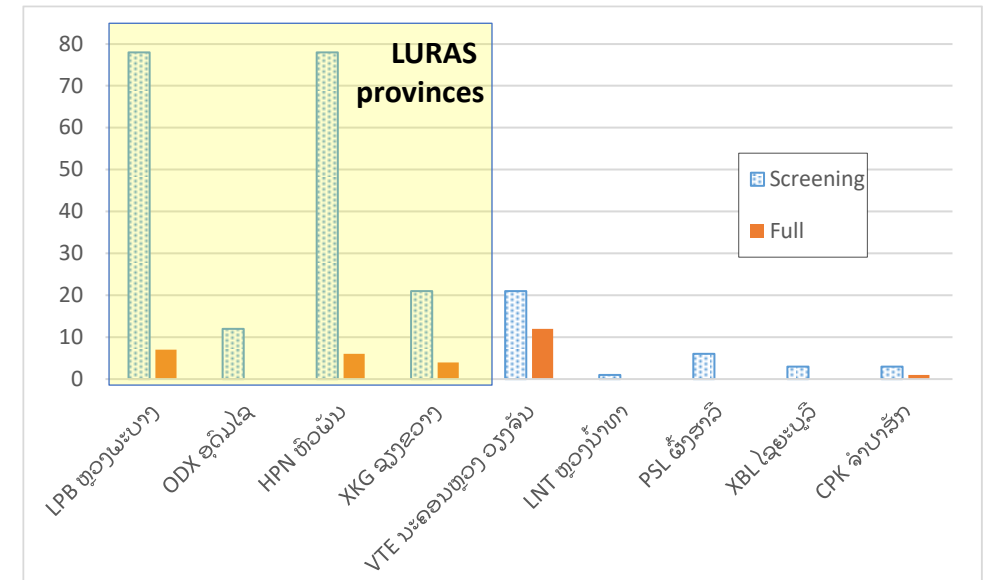
→ quickwin recos to agripreneurs seeking to increase their revenues

- Limitations

- Severe lack of data points → supplement through direct observations
- Donor Partners focused on specific agri value chains, not a systems approach
- GoL grand ambitions in digital economy but current status not investigated, therefore no concrete pathways

Methodology

- Desk review
 - Precedent research on Laos eCommerce and digital economy applicable to farming & agrifood processing
- Key Informants Interviews: donors, Government, support
- Interviews of agri eCommerce trailblazers
 - Focus LURAS 4 Northern provinces
 - Complement with external referrals and own research



Large acceptance of eCommerce to capture multitude of online practices adding revenues

- Steps of full online sales
 - Product/Packaging
 - Advertising/Promotion
 - Terms & conditions
 - Payment of order
 - Packing & Delivery
 - Aftersales service /dispute resolution
- Any step significantly online qualifies for eCommerce agripreneur
- Quantification of share of sales facilitated by an online step is the main indicator

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Typology of online agripreneurs

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eCommerce can be harnessed for any produce. Most potential for high value produce & long shelf life

- Diversity of agri produce where online facilitates sales significantly
 - Specialty crops: tea, vegetables, fruits
 - Husbandry of any type, for live animals (for fattening or consumption)
 - NTFPs
 - Processed food
- Online proves useful for sales in all kinds of situations
 - Extend traditional sales channels: market places
 - Link up with buyers in other geographies
 - Facilitate resupply orders
- High value produce and long shelf life greatly benefit from transportation by logistics companies
 - Bearable share of transport in total cost $\leq \sim 15\%$
- Exceptions: produces with well-established processing chains and field collectors
 - Rice, maize, cassava, latex
- Young agripreneurs supported by LURAS & LFA members with limited e-Commerce activity, particularly on husbandry, tea, NTFPs

eCommerce practices & intensity for interviewed sample 1/2

AgriVC_list_Eng	Inquiry on 2 produces								Inquiry on 3 produces						
	Screening interviews								Full interviews						
	Nb	Quantif-e-Ce	share N/A	Advertise online	Terms & conditions	Payment	Delivery	Aftersales	Nb	Quantif-e-Ce	Advertise online	Terms & conditions	Payment	Delivery	Aftersales
crop	79	12%	8%	41%	33%	37%	37%	30%	26	45%	100%	88%	100%	100%	73%
Total upland rainfed paddy	1	0%	0%	0%	0%	0%	0%	0%	0						
Sweet Potatoes	2	0%	0%	50%	50%	50%	50%	0%	1	0%	100%	100%	100%	100%	0%
Coffee	2	0%	0%	0%	0%	0%	0%	0%	0						
Tea	31	7%	3%	23%	16%	16%	16%	16%	3	43%	100%	100%	100%	100%	100%
Sesame	1	0%	100%	100%	100%	100%	100%	100%	0						
Leafy Stem Vegetables	8	41%	0%	88%	75%	88%	88%	75%	8	53%	100%	88%	100%	100%	75%
Root, Bulb and Tuberos	4	30%	0%	100%	75%	100%	100%	75%	4	43%	100%	75%	100%	100%	75%
Fruitbearing and Leguminous	3	67%	0%	100%	100%	100%	100%	100%	5	61%	100%	100%	100%	100%	80%
Fruit Tree	6	5%	0%	67%	50%	67%	67%	33%	4	31%	100%	75%	100%	100%	50%
Papaya	2	0%	0%	0%	0%	0%	0%	0%	0						
Cantaloupe and other melons	1	25%	0%	100%	100%	100%	100%	100%	1	25%	100%	100%	100%	100%	100%
Other (crop)	18	0%	22%	22%	17%	17%	17%	17%	0						
Husbandry	103	0%	2%	14%	9%	9%	9%	4%	14	28%	86%	50%	50%	50%	14%
Cattle	9	0%	0%	22%	11%	22%	22%	11%	2	40%	100%	50%	100%	100%	50%
Pig	20	0%	0%	15%	5%	5%	5%	0%	3	23%	100%	33%	33%	33%	0%
Goat	3	0%	0%	33%	0%	33%	33%	0%	1	50%	100%	0%	100%	100%	0%
Local chicken	16	1%	6%	19%	13%	13%	13%	6%	2	16%	100%	50%	50%	50%	0%
Commercial chicken	2	0%	0%	50%	50%	50%	50%	0%	1	80%	100%	100%	100%	100%	0%
Duck	7	4%	0%	29%	29%	0%	0%	0%	2	16%	100%	100%	0%	0%	0%
Fish	20	0%	5%	10%	10%	10%	10%	10%	2	25%	50%	50%	50%	50%	50%
Frog	10	0%	0%	0%	0%	0%	0%	0%	1	0%	0%	0%	0%	0%	0%
Others (husbandry)	16	0%	0%	0%	0%	0%	0%	0%	0						

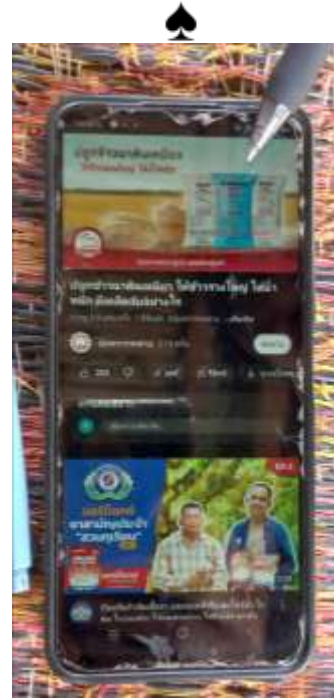
eCommerce practices & intensity for interviewed sample 2/2

AgriVC_list_Eng	Inquiry on 2 produces								Inquiry on 3 produces						
	Screening interviews								Full interviews						
	Nb	Quantif e-Ce	share N/A	Advertise online	Terms & conditions	Payment	Delivery	Aftersales	Nb	Quantif e-Ce	Advertise online	Terms & conditions	Payment	Delivery	Aftersales
NTFP	32	8%	0%	22%	19%	22%	25%	16%	7	46%	86%	71%	100%	100%	43%
Grass (broom)	3	0%	0%	0%	0%	0%	0%	0%	0						
Bamboo	6	0%	17%	17%	17%	17%	33%	17%	2	45%	50%	50%	100%	100%	0%
Mushroom	8	0%	0%	13%	0%	13%	13%	0%	1	70%	100%	0%	100%	100%	0%
Medicinal herbs	2	73%	0%	100%	100%	100%	100%	100%	1	45%	100%	100%	100%	100%	100%
Ornamental plants	2	0%	0%	50%	50%	50%	50%	0%	1	20%	100%	100%	100%	100%	0%
Bee: honey, wax,...	1	20%	0%	100%	100%	100%	100%	100%	1	20%	100%	100%	100%	100%	100%
Others (NTFP)	10	10%	0%	10%	10%	10%	10%	10%	1	75%	100%	100%	100%	100%	100%
Non-agri	9	0%	0%	0%	0%	0%	0%	0%	1	75%	100%	100%	100%	100%	100%
Food processing	9	0%	0%	0%	0%	0%	0%	0%	1	75%	100%	100%	100%	100%	100%
Total	223	5.5%	4%	24%	18%	20%	21%	15%	48	41%	94%	75%	85%	85%	52%

- Tea, NTFP, vegetables with greatest eCommerce sales potential
 - Screening interviews demonstrate eCommerce practices widespread: ¼ of sample
 - Commonplace for fruit & veggie producers, selling direct via traditional markets
 - Tea & food processing eCommerce severely underrepresented among Young agripreneurs supported by LURAS & LFA members
- NB: 3 instances of food processing found during deep dive on top of 1 in database (gooseberry wine)*

Agrifood eCommerce is both B2C and B2B

- Business-to-Consumers (B2C): the most obvious channel
 - Enviable business proposition for suppliers of supermarkets in agrifood: no waste resulting from sales on consignment, avoid hefty retailer margin
 - Business-to-Business (B2B) present in several instances
 - Buyers sourcing online: organic
 - Ordering small quantity to test produce
 - Insistent on point-to-point fast delivery to make do for no refrigeration
 - Event modest buyers: e.g. kai pen producer in LPB town sourcing online due to Nam Kan depleted
 - Online sourcing of inputs commonplace ♠
 - Traders province to province with limited time for sourcing
- Cases of resupply orders*
- Successful Agrifood online sellers sourcing externally to meet growing demand
 - Commodities in high demand: e.g. coffee beans
- Coffee roaster association at standstill due to divergent sourcing practices*



Nearly no pre-requisite needed Practice by even most modest agripreneurs

- Limited investment
 - Active bank account to receive QR Code payments
 - Active Smartphone with Facebook and WhatsApp
- Minimal skills to get started
 - No education pre-requisite
 - Practice of FB posting: ¼ of screened sample
 - Use of WhatsApp
 - Use of retail online banking, *e.g. BCEL One – LDB Trust – ACLEDA Mobile...*
- Few spontaneous opportunities arise, efforts needed to get beyond
All interviewed eCommerce trailblazers started-off with COVID-19 lockdown

eCommerce is mostly practised by women, in their 30s or 40s

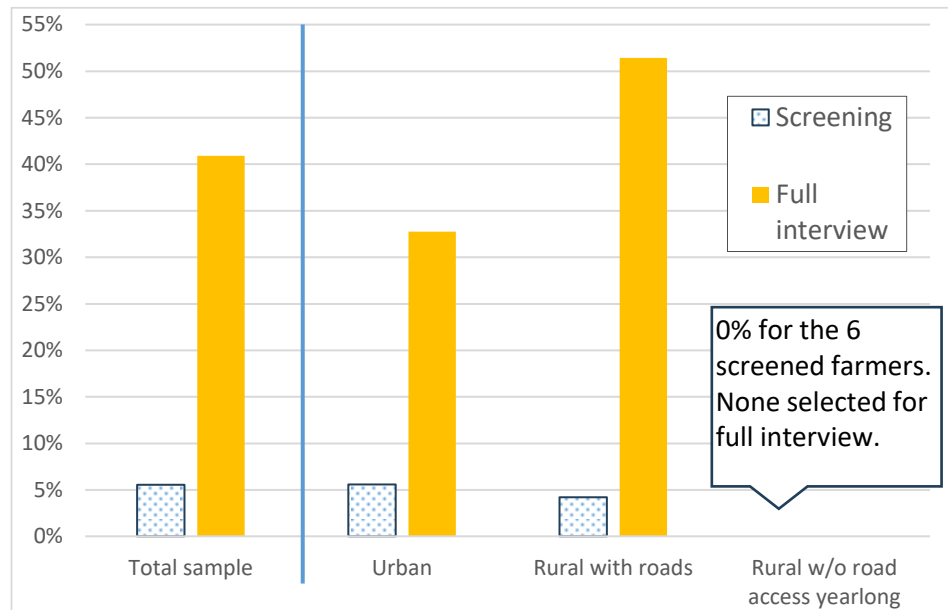
- eCommerce is practised mostly by **women**
 - Traditional Household division of labour:
men in charge production
women tasked with selling
- The age gap grows has transactions go online, counter-intuitive!
 - Need of traditional sales experience to move process online?
- Education level not surveyed but not a limitation to eCommerce practice

Screening itws with agri VC declared (#1)	Nb	Age	Female	Male	
Advertise online	24%	53	30.0	70%	30%
DO NOT advertise online	76%	171	25.9	46%	54%
Terms & conditions	18%	41	38.8	76%	24%
DO NOT terms & conditions	82%	183	24.2	46%	54%
Payment online	20%	45	35.3	73%	27%
DO NOT Payment online	80%	179	24.7	46%	54%
Delivery online	21%	46	34.5	74%	26%
DO NOT Delivery online	79%	178	24.9	46%	54%
Aftersales online	15%	33	48.2	76%	24%
DO NOT Aftersales online	85%	191	23.2	47%	53%
		224	29.8	51%	49%

Urban farmers tend to use more the online for sales, but eCommerce activists more in the rural areas

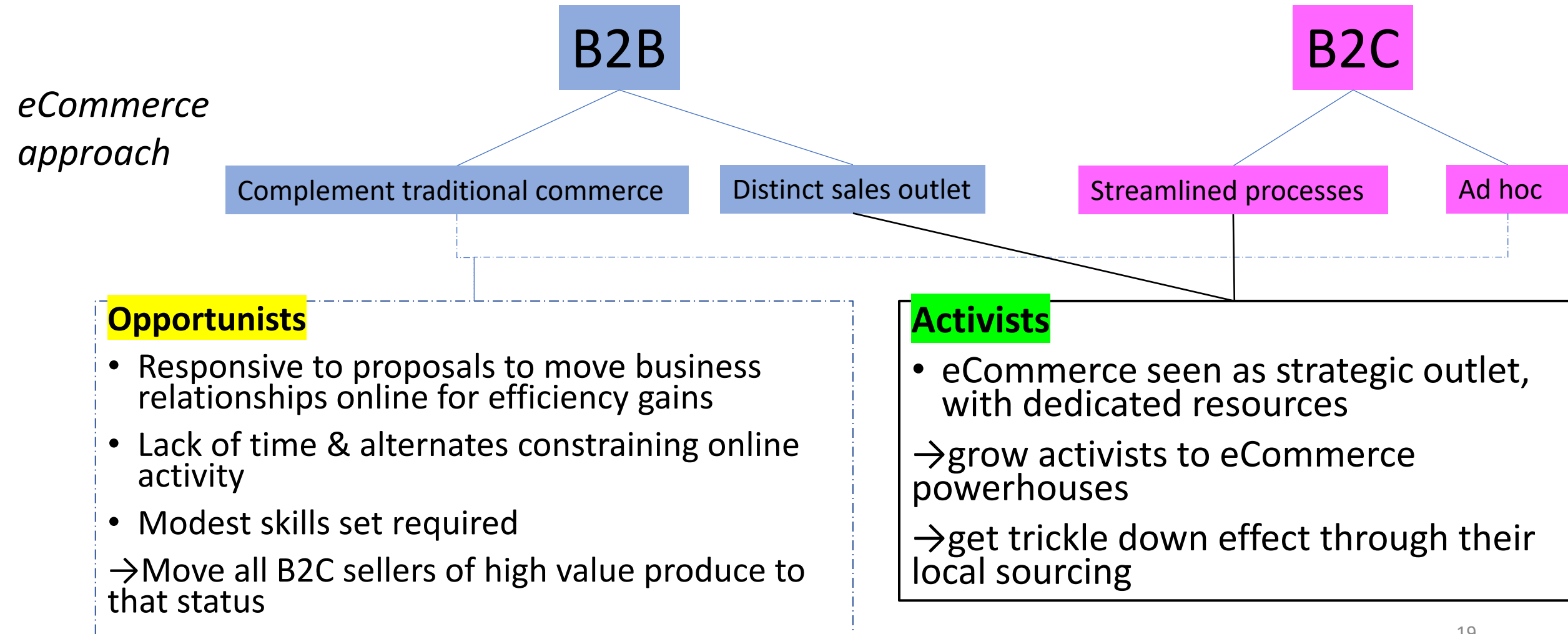
- eCommerce is in general slightly more practiced by farmers in **urban** areas
- However, eCommerce activists tend to be more located in **rural** areas
does eCommerce solve their access to markets issue?
- No example of eCommerce from **Rural without roads** areas, quite unlikely

Quantification of e-Commerce
in total sales
by interviewed farmers
by village type (LSB 2020)



Note: village in LSB list could not be identified for ~10% of screening interviews

Tentative typology of online agripreneurs



Case study of an eCommerce activist

Organic house ບ້ານບອດສານຜິດ Ms. Soudalin, founder

- Company catering to urbanites in VTE, via supermarkets 90% & restaurants 8%
 - Created during COVID-19 lockdown. Before wholesale import dry grocery to supply local supermarkets
 - Packing herself fresh produce to fit urban lifestyle: no time to spend at fresh food markets. Packing unit in urban area, close to customers and retailers
 - Willing to sell online B2C (2% sales) to avoid terms of supermarkets
 - Sourcing from 250 farmers, first Lao ITECC Organic market; +imports from Thailand to supplement production gaps (rainy season)
 - No chemical *random testing*
 - Large size vegetable/fruit
 - Cleaned
 - Forecast production capacity & seasonality
 - ♥♥ producers labelled organic (only issued by VTE PAFO, not yet by provincial PAFOs/DAFOs)
- Transport: ♥♥ public bus =guaranteed overnight delivery; ♥ Lao Airlines. ☹ Mixay, HAL = 3 days.
 - Resend plastic bags and baskets to farmers



Case study of an eCommerce opportunist

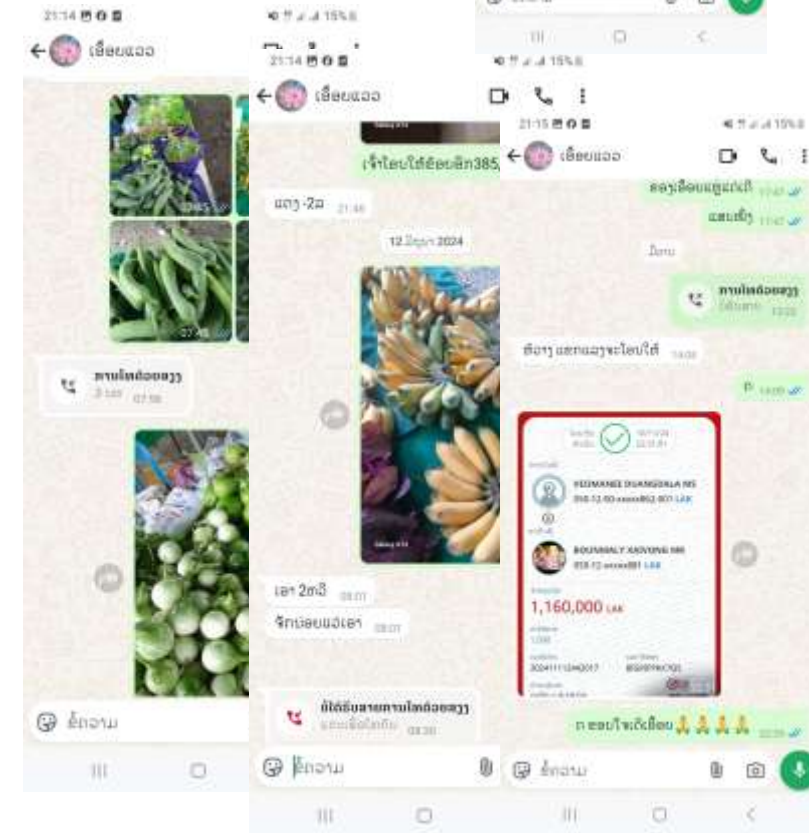
- Ms. Mong has 2 hectares for cattle, duck, chicken, fruit tree. From Oct to Apr she grew all kinds of vegetables such as broccoli, Hot pepper, cabbage, salad, green onion, gai choy, and coriander.
 - She feels what market wants and produce accordingly, B2B buyers no specific request orienting production
 - She occasionally posts on FB
- Sells direct B2C 70% thru organic market LPB.
 - Never thought about informing B2C customers of her FP page or WA posting
- Sells B2B 30% to 4 hotels & restaurants (+1 XKG trader she met one day at market)
 - Text them 1 by 1 via WA and call them to inform about new produce so that they can order before on sale to B2C
 - Pick-up at her market stall as soon as she arrives. Payment in cash or bank transfer.
- She would like to develop online sales but doesn't know how to
 - Heard about D2D delivery but hasn't thought about testing it
- Sourcing equipment online?
 - On FB she likes [Buy products ສິນຄ້າສຳຫຼັບຄອບຄົວ ລາຄາ ໂຮງງານ](#)



Posting to client A who then orders



Posting to client B who then orders and pays online



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Straightforward sequence of an online order

START

① Customer sees seller's ad or get phone number on pack to reorder. Customer and seller determine terms of order (over the phone or private message)

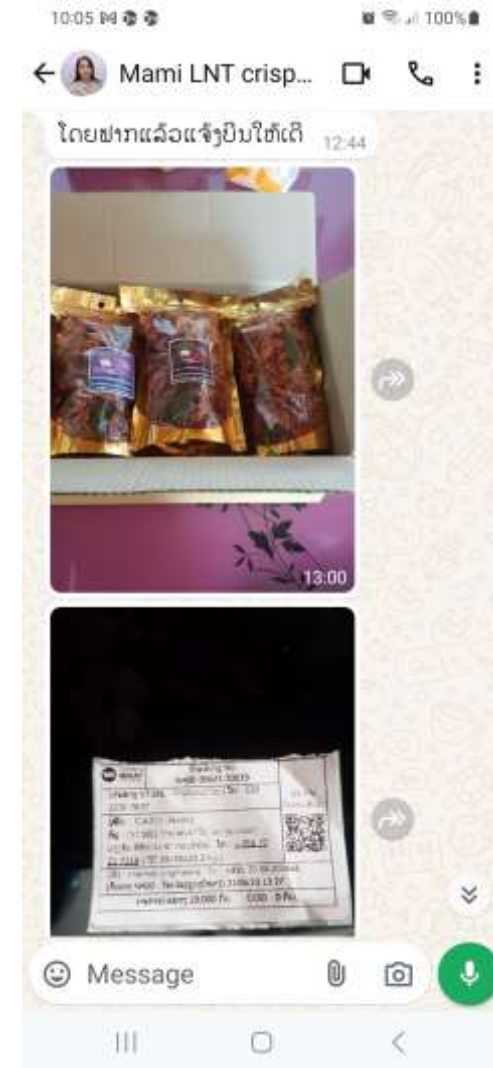
① customer indicates delivery mode

② customer receives seller's bank account QR code, pays via mobile banking and send screen shot back

③ seller prepares box and sends receipt from logistics company to customer

④ customer follows-up with receiving logistics agent, fetches the box and pays for shipment

END



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Product/Packaging

Advertising/Promotion

Terms & conditions

Payment of order

Packing & Delivery

Aftersales service

Definition of product through images

- Images present the product
 - Husbandry: videos to demonstrate alive & kicking ♠
 - Description often lagging in terms of technical characteristics
- Packaging important to preserve the quality of the product
 - Packaging conveys the identity of product: beware of misleading container ♣
 - Applicable also to bulk produce: e.g. green coffee beans vacuum bagged
 - Possible still to do away with packaging, e.g. buffalo chewing gum ♦

Definition of product through images

Before – Phongsaly tea assumed Made in China



After – box with no Chinese label + sticker in Lao



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Online promotion & advertising most practiced. No specific skills set required.

- Facebook (FB) page and posts as a starting point
 - Precedent research on Laos eCommerce and digital economy applicable to farming & agrifood processing
- WhatsApp preferred for follow-up
- eCommerce platforms barely used
 - Mostly meant for B2C and impulse purchases
 - No Lao equivalent/subsidiary of eCommerce giants Alibaba/Taobao, Lazada, Shopee, Grab
 - Initiatives bank-related: BCEL OneX /ACLEDA eCommerce
- Online market places sprouting but business model doubtful
 - No initiative yet driven by buyers
 - Market info relying on volunteers: what incentive?

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Pre-payment is the norm

Flexibility for repeating buyers

- Pre-payment for 1st time customers the norm for remote delivery
- Flexibility for repeating customers
- Importance of accurate lead times for delivery

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QR Code payment streamlined, even for proximity payment. Cash-flow financing starting

- QR Code payment (intrabank & interbank) mainstreamed♦
 - Screenshot of payment sufficient evidence
 - No mention of payment fraud
 - Merchant acquisition fee never mentioned
- Cash-On-Delivery (COD) never used, even by agripreneurs fully online ♠
- Proximity payment: mix of cash & QR Code
- Cash flow financing starting
 - ABL: specific overdraft facility without collateral for sellers with proven QR code sales records
 - BCEL: strong advantage in credit assessment for applicants that demonstrate >50% of their revenues through reception of electronic payments
 - MBI: noticing new breed of merchants, proven sales (QR code) but little collateral (without prime location shop)

QR Code payments most reliable for eCommerce



BCEL OneProof verify authenticity of any QR code payment screenshot

no account needed



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Delivery: logistics companies not a panacea. Packing too often overlooked

- Still rudimentary: no cold storage, no guaranteed lead times, no premium service. Agrifood low priority for transportation companies.
- High price sensitivity
- Competing methods:
 - Delivery by logistics companies: agrifood tolerated, but sidelined
 - Delivery point to point by specialized transporters: night buses, Lao Airlines
 - Delivery directly by seller (meeting point arranged)
 - Chartered trucks

Delivery: focus logistics companies

- 3 dominant market players with large franchise network.
 - Anousith & Hung Aloun (HAL) aiming for 700 agents nationwide end 2024. ~1,200 employees excl. agents. Also Mixay Express.
 - Other notable players: Flash Express, ZTO: Logistics
- Importance of consumer eCommerce mostly Cash-on-Delivery (COD) ♠
 - 70% to 90% of deliveries! (Rate of return of 50% stated once)
 - Low fees due high volume: Anousith 1,000 kip for every 500,000 collected
- Agent network very heterogenous with uneven quality standards
 - Turf not clearly delimited
 - Small share of revenues but growing activity
 - Add-on services at discretion of agent: D2D, packing
- Not yet differentiation
 - HAL hopeful on technology: rated ++ on traceability, superapp ambition, linkage with rail (claimed with Sinotrans but challenged on the ground). HAL e-marketplace, HAL Pay, merchant lending in future
 - Anousith perceives its strength on Value for Money, for shipping & COD
- Agrifood not strategic for them, accepted without bespoke services
 - HAL concluded ~2021 against investing in cold storage chain
 - Anousith insists agrifood produces shipped should sustain 3 to 5 days without refrigeration
 - No specific packing service offered, up to the agents. *No plastic boxes rented or sold, few agents properly equipped.*
 - Claim Next Day Delivery to VTE from: Luang Prabang – Oudomxay – Huaphanh (Anousith only) – Xieng Khuang (HAL only)

Semi-urban Consumer eCommerce via logistics companies: Anousith Ban Phoumork (Phosy market) LPB



↑→ mostly tiny parcels incoming (cosmetics, food supplements?)



↓ hard plastic container to protect small parcels, not rented out to clients



↓ packing DOs

↓ packing DON'Ts *agrifood pointed at*



← unique instance of cooler for shipping



Rural Consumer eCommerce via logistics companies



↑→unboxing of sewing machine sold with COD



↑90% sold Cash-On-Demand at Anousith rural agent (case if price with marker)



← equipment sold with COD
Value: 1,230,000 kip
Transport: 50,000 kip



↑rarity of incoming bulk items

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Little experience in aftersales service, dispute resolution completely ad hoc

- Few online agripreneurs with experience of proactive aftersales service
- Handling of shipment incidents: different variations
 - Ask for shipping back of rotten/damaged produce to send again new batch
 - Split some shipment costs
 - ~Voucher for future orders of same value

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MoIC's own 'honest marketplace' ຮ້ານຄ້າຄົນຈິງໃຈ epitomizes the nature of eCommerce in Laos



- Disintermediated
- Trustful bias
- QR Code payments pervasive

Hallway of the Ministry of Industry & Commerce (MoIC)

Lack of articulated demands from current eCommerce agripreneurs, ask those aspiring

- No strong demand for support from existing online agripreneurs
→ need to ask to those without sales facilitated by online yet advertising online, i.e. aspiring to eCommerce
- Support requests first geared towards production capacity and infrastructure issues (beyond LURAS influence)
echoed by LFA management and LURAS AGREE technical advisors
 - Need for irrigation • Financing
 - More affordable (imported) inputs
 - Improved and affordable transportation options
 - Processes upgrade rarely mentioned but observed: food safety knowhow
- Support on marketing requested but at varying degrees of skills
- Encouragement to peers to try out eCommerce relying patiently on word-of-mouth
 - Trailblazers positive on benefits eCommerce and supportive

Typology of challenges & areas of support requested

None	9
Production	6
Produce not selling, tradi & online	3
Customer awareness	2
Transport issue (cost, delay)	2
Cost of inputs (imported)	2
Marketing techniques	2
N/A	2
Product certification	1
Work overload	1

Agri-businesses to weigh the costs/benefits of going online to become eCommerce opportunists

- No capital expenditure required upfront, but need to be clear on expectations and ready for the time investment
- Can toe-in in addition to current activity: gradual start perfectly doable

Locate the potential gains

- Expected source of additional revenues?
 - Better price for existing production?
 - Diversify sellers
- To whom are you selling?
- Can you handle delivery?
 - Own transport and time
 - Can find transporter

Measure the efforts to undertake

- Responsive to online queries and calls; Focal point in household.
- Spend time online to promote business
- Ready to improve gradually product, packing, shipment

Consider development of a quick scorecard to screen beneficiaries to help go online

Develop a super-practical modular training focused on practising for the **eCommerce opportunists**

- Quick individual diagnosis of online skills
 - could be tied to scorecard
 - Structured around the 6 dimensions
- Thematic training with practice of actual transactions, comparing baseline and after training
 - FB post on presenting the agribusiness and actual produce
 - Practice remote QR code payments
 - Practice delivery of own produce in remote transaction
- Coaching and mandatory monitoring +6 months
 - Problem solving
 - Monitoring & evaluation

- Product/Packaging
 - Hygiene in food processing
- Advertising/Promotion
- Terms & conditions
- Payment of order
- Packing & Delivery
- Aftersales service

Sales on consignment a possible alternative, but accept deferred sales & returned inventory

- Sales on consignment: retailer takes your produce and sells it for you
 - Commission for retailer
 - Unsold stock is returned, very difficult to sell onwards (at expiry date)
 - Relevant for produce with long shelf life
- Trend for niche products
- BCEL OneX interested to pilot

Avail consulting services to eCommerce activists

- Introduce systems & processes to boost efficiency based on fine understanding of existant and aspiring business models
Beware of high transaction cost
 - Diagnostic of agri-business needed
 - Tailor Performance-Based Agreements to justify extensive support
- Issue of finding appropriate Technical Services Providers for such ad hoc work

Support eCommerce infrastructures *only* if buyers committed and backing

- Initiatives of online market info based on volunteering or government fiat likely to be short-lived
 - ‘Devil in the Details’ for market data: price for quality gradients, frequent updates needed → extremely cumbersome to be meaningful
 - Understand the solidarity bonds between producers that can backup such initiatives. *Transaction data too sensitive for sharing in a competitive market.*
- Buyers seem currently too divided to use a common infrastructure/service (e.g. Coffee roasters association)
- Watch market developments and come in support when a group of buyers seriously commit

Develop certification pathways with relevant ministries/entities

- Certificates are a differentiating factor vs. Competitors
 - Reinforces trust from prospective buyer
 - Offer relative brand protection from copycats
- No longer an option for sales to retailers and some B2B transactions
 - GHP a pre-requisite for all VTE supermarkets

→display prominently any certificate received

- MAF
 - Organic (OA)
 - 0 chemical →
 - Good Agricultural Practice (GAP)
- MoH
 - **Good Hygiene Practice (GHP)**
near must for processed food
- MoIC
 - One District One Product (ODOP)
- LNCCI
 - Made in Laos
more geared for export?



eMarketplaces and B2B information systems will thrive only with buyers' involvement

www.laoproduct.com
no longer active



Latest Rice Price

Province	Varieties	Rice Price (LAK / Kg)	Update
Vientiane Capital	-	7,995	30/06/2024
Vientiane	-	8,500	30/06/2024
Salyween	-	8,838	30/06/2024
Bulkhavan	-	8,590	30/06/2024
Khammouane	-	11,938	30/06/2024



Developed under WB LACP project. Accessed 10Sep24, taken down since.



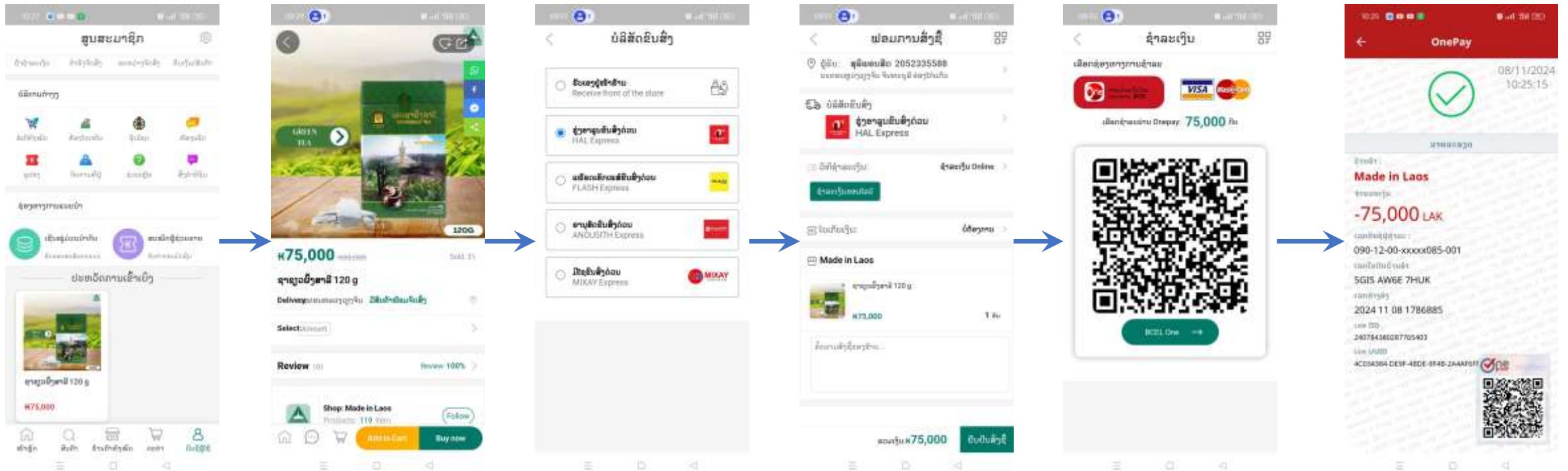
lfn.laoapps.com + Android app relying on volunteers' inputs

- Good starting point to expose members to potential of e-Commerce (ease of use & trainings in provinces)
- But risk of disinterest if not leading to transactions, hence the recommendation to prioritize buyers' onboarding

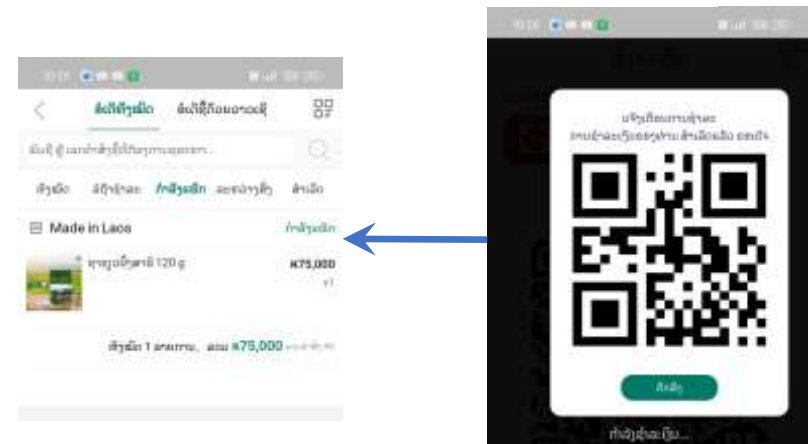


Backup

Online order fully automatized, e.g. Made in Laos

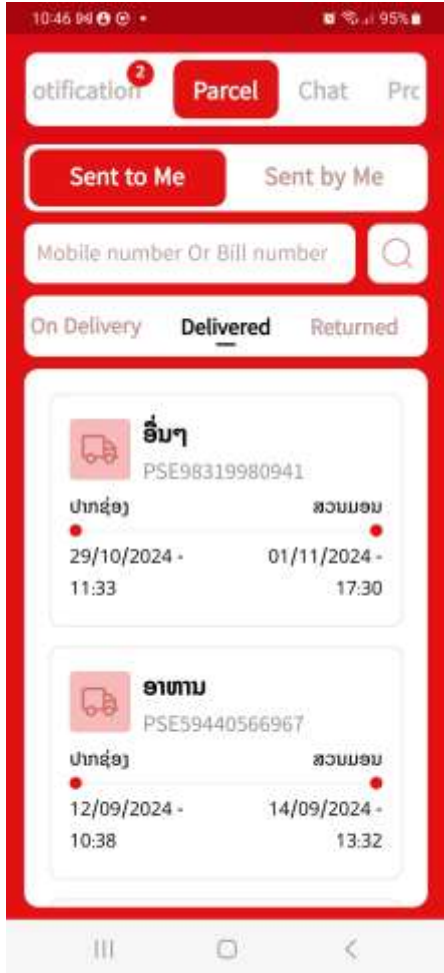


(All?) sales administration managed by OLA Group from its warehouse, (all?) produces sold on consignment. Merchant's back end available?



Parcel tracking 1of2: example from HAL Express

- Full history of parcels sent & received
- know status of delivery at end point and pick-up by client

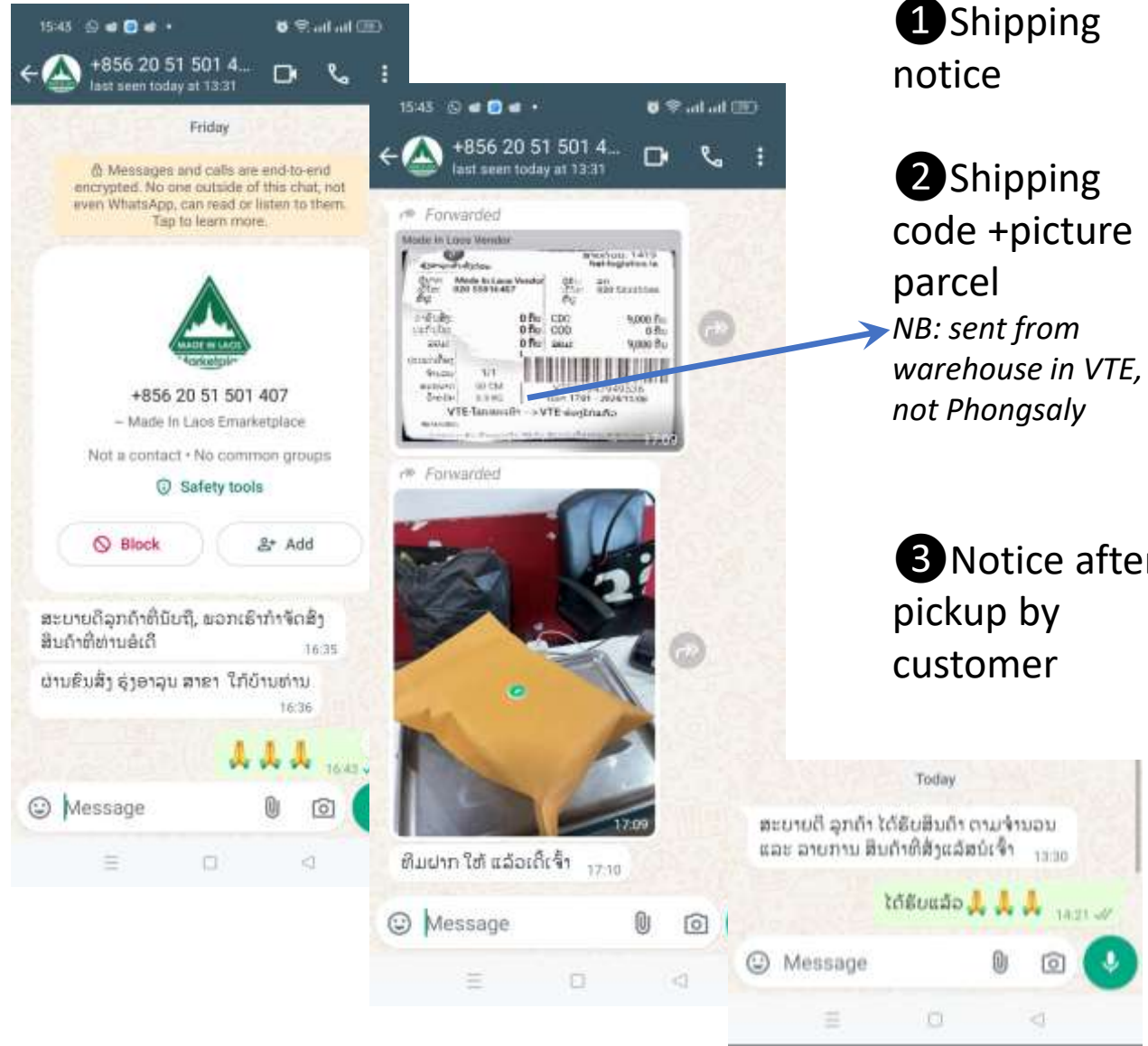


Parcel tracking 2of2: notices of delivery



Agent contacting systematically customer for any arriving parcel

Hello, customer package 502-41109-50011 has arrived at the destination branch, Myxay, Don Pa Nham branch, VT181- phone number 020 22 307 837
Come to pick up the goods. 🙏🙏🙏
📌📌📌 If the customer does not come to pick up the product after 7 days, we will send the product to the branch of origin 📌 Thank you 🙏



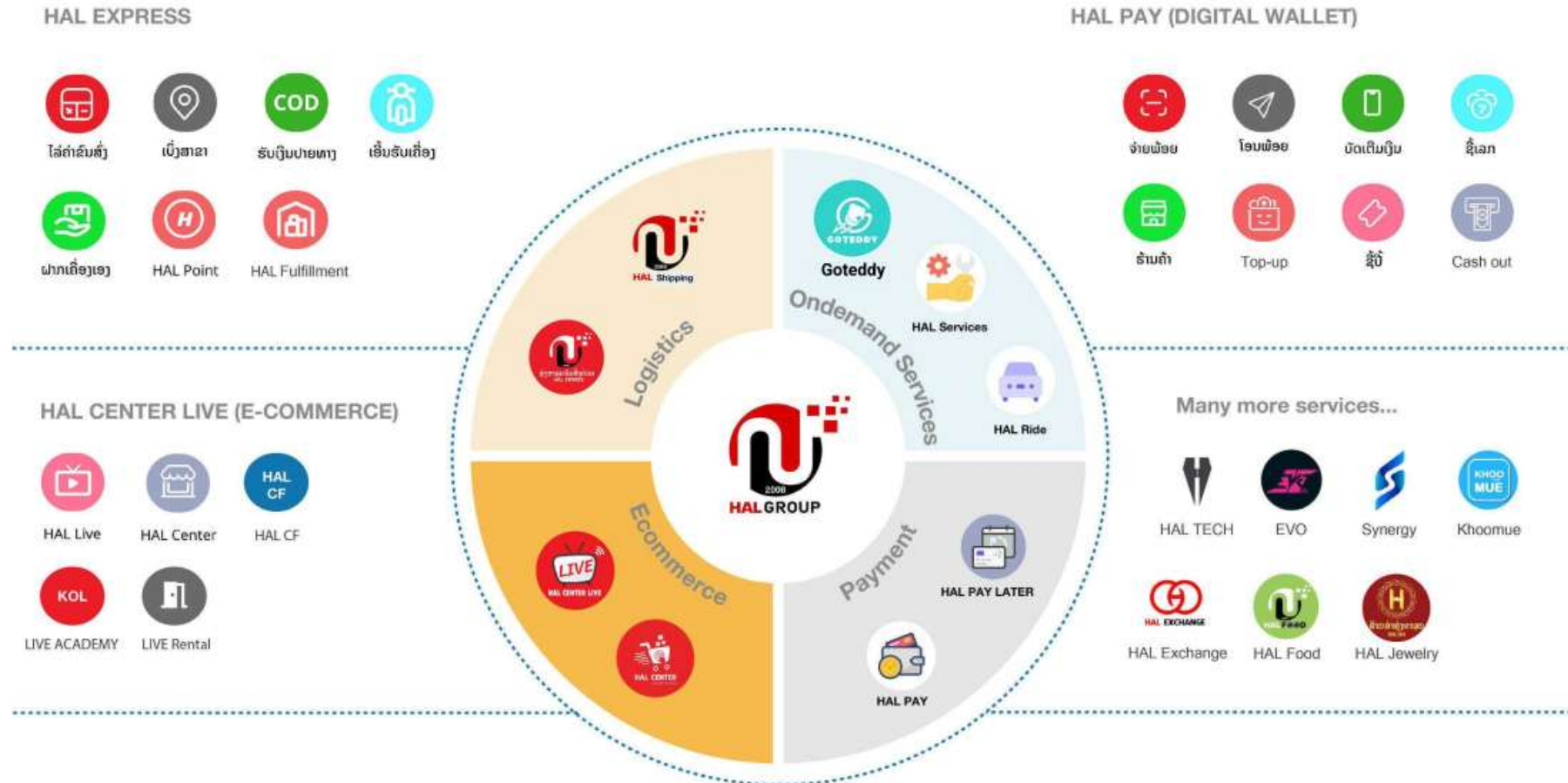
1 Shipping notice

2 Shipping code + picture parcel

NB: sent from warehouse in VTE, not Phongsaly

3 Notice after pickup by customer

HAL vision of an eCommerce 1-stop-shop, yet to be implemented



“More than Delivery Service”

Kokkok Mart: largest ODOP section ever in supermarket



ODOP sections in supermarkets: BIG C Lao ITECC



Parkson



Top end Lao poer tea
3,000,000 kip!
box on display is opened

LPB organic market - *Thursdays afternoon*: a lonely tent in a large parking lot, not a prime location

FB announcement by producers to generate traffic→



Case study of a B2B online sourcer: Organic House



- COVID-19 game changer: wholesale dry food to VTE supermarkets
→perishable fresh food
family tradition of vegetable gardening
- Harness changing urban lifestyle (no more time for fresh markets) with assortment packing
 - Warehousing in urban area
 - Repackaging produce to guarantee quality
- Constant supply with backup imported products, esp. rainy season
- Tough conditions supermarket: sales on consignment with retailer margin >25%
→to sell direct B2C after developing restaurants supply
- Sourcing online
 - Order sample 5-10kg for quality check before regular order 50-300kg
 - Delivery from producer exclusively by bus: overnight transport (unrefrigerated) for freshness
 - Growing number of posts: cannot distinguish intermediaries from producers
 - Random chemical testing using MAF lab
 - Ship back to farmers baskets & plastic bags
- Issue work overload: cannot delegate online sales
 - 7 permanent staff + 3 students. Minimal wages. Cannot find suitable sales mgt alternate.
- Observed: lack of inventory management, lack of time for promotion and processes customers mgt