

Gatekeeper Briefing Pack

E-Channel opens the door to new markets using E-Commerce

Introduction

E-Channel is a project run by two leading e-commerce companies, one based in Plymouth Devon and the other in Vannes, Brittany. These companies have joined together to share their expertise on entering new markets to create E-Channel.

E-Channel is a consultancy project whose aim is to work with a small and carefully selected number of companies who want to grow into new markets using e-commerce. This could be new markets in the UK, outside of the UK or specifically, new markets in France.

As our partners are based in France, we do expect more impact for companies who are looking to expand their markets into France and then onto the rest of the EU. E-commerce supported growth is something many companies have tried but with a varying degree of success, even within their own markets. Accessing new markets is something which can provide good rewards but can also present a number of distinct challenges.

E-Channel aims to create and provide a framework for new market entry for companies using a unique action-based consultancy model and a unique data management control platform designed to help SMES conduct new market entry successfully.

Why is the E-Channel Project unique, exciting and innovative?

The E-Channel Project offers the opportunity for companies to gain access to experienced e-commerce consultants who will guide them through the process of new market evaluation and entry using digital information. Our remit is to provide advice on new market growth techniques and to provide help and advice for companies wishing to enter new markets successfully.

Who are we?

Two companies run the E-Channel Project: Vertical Plus (V+), an English company based in Plymouth and Soledis, a French company based in Vannes, have teamed up to become partners. Together, we share complementary expertise and knowledge of our respective business areas as well as inside knowledge about our host countries which is vital to suppliers and manufacturers wishing to export but who might otherwise be put off by 'going it alone'.

How ready for new markets do companies need to be?

SMEs will be at different stages of new market readiness; from approaching new market readiness or having had a go already, to maybe just thinking about it.

The E-Channel Project offers a flexible 'onboarding' service which will take both English and French SMEs through the preparation process from where they are to putting their product into the new market.

The E-Channel Project offers an elegant partnership solution with a personalised team ready to support your company through dedicated consultancy services and technical solutions.

Where are we doing this work?

The E-Channel Project (supported by the EU) focuses specifically on companies wanting to grow in two geographic areas: Brittany and Normandy in France and Devon and Cornwall in England. We will create sustainable trade models for small suppliers and manufacturers in these areas.

We are endorsed by Chambers of Commerce on both sides of the Channel who share our goal of creating long term, sustainable, international business relationships, employment opportunities and regional regeneration.

A unique offer

E-Channel provides e-commerce support in a joined-up package which would otherwise require working with a wide range of unconnected businesses and agencies; many of which will not be focused on the needs of SMEs.

Working together, our two companies, Vertical Plus and Soledis will create unique launch pads for SME new market growth by pooling our Business to Business (B2B) and Business to Customer (B2C) knowledge and expertise of our respective national markets to provide a unique range of services for SMEs on both sides of the Channel.

Getting Involved

Further information about the project and how you can engage with us is available at www.e-channel.org

If you would like to discuss your company's potential involvement in the E-Channel project please contact info@e-channel.org.