

## BENEFITS

### Businesses

- expand market reach
- increase sales opportunities
- cost-effective operations
- enhance customer engagement

### Consumers

- shop from the comfort of your home at anytime
- access to a wide range of products
- pay securely
- get personalized service

### Pros

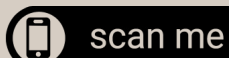
- Faster buying process
- Store and product listing creation
- Cost reduction
- Affordable advertising and marketing
- Flexibility for customers
- No reach limitations
- Product and price comparison
- Faster response to buyer/market demands.

### Cons

- Technical Implications
- Competition within the ecommerce industry
- Missing personal touch and instore engagement
- Customers cannot try before they buy
- Shipping times
- Marketing cost
- Fear
- Tax issues

## Explore Samoa E-commerce Strategy & Roadmap!

Scan the QR code with your smartphone camera to explore *Samoa Ecommerce Strategy & Roadmap*.



Get involved and be part of the journey towards a thriving digital economy!

## CONTACT US



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MINISTRY OF COMMERCE, INDUSTRY AND LABOUR  
MATAGALUEGA O PISINISI, ALAMANUIA MA LEIPA

ELEVATE YOUR BUSINESS:

## E-COMMERCE

COMES TO SAMOA!

Join the Digital Revolution Today



Australian  
Aid



# GET TO KNOW E-COMMERCE

## welcome to a NEW ERA

Get ready for something new!  
E-commerce is here to make life easier for businesses and shoppers in Samoa.

- E-commerce (electronic commerce) is the production, distribution, marketing, sale or delivery of goods and services by electronic mean.
- E-commerce relies on technology and digital platforms, including websites, mobile apps, and social media, to facilitate buying and selling.
- As of now, foreign countries have embraced online shopping, finding it convenient to access goods and services through smart devices without the need to physically visit stores.

## VISION

"By 2027, Samoa will be a place where everyone can buy and sell online safely, creating more jobs and bringing new opportunities for businesses."



## PURPOSE

"To accelerate Samoa's digital transformation by creating an enabling environment for government, businesses, and consumers to benefit from trade conducted online, domestically, and internationally.

## IMPACT

The implementation of E-commerce will have a positive impact on Samoa's economy, fostering:

- Economic diversification
- Job creation
- Increased trade opportunities
- Innovation and entrepreneurship

