

What to Sell Online

Contents

Introduction

Choosing Products

Selling Online

Introduction

When you decide to create an online store, you must think of all the details, from naming the store, choosing products, creating a brand, designing the website, planning marketing strategies, loyalty programs, shipping and delivery, and the list goes on. When deciding all the above, you should focus on the following points:

- The fierce competition
- Saturated market
- Consumer convenience

While all the above are essential to a successful store strategy, they are worthless without a great product.

What products can I sell online?

No matter what sector you're in, there are two types of products you can sell:



Consumer products

The basic, high-demand, or popular goods or services -physical or digital- that everyone needs. These products make up most Internet sales, such as food, clothing, children's toys... etc.



Specialty products

The goods or services that serve a specific customer base and product category. In many cases, these products are considered unique and distinctive, thus they are not sold in large quantities, but are made on demand only, such as unique food or a distinctive leather case.



Store owners can sell both

Offering consumer and specialty products to your customers while creating a unique and compelling brand experience can set your online store up for success.

Choosing Products

Every online store owner aspires to become among the big companies taking the Direct-to-Consumer (D2C) approach, which is a business model where brands sell their products directly in their own channels, but today's saturated market makes it difficult to create new product ideas.

1. Identify or creating products that solve a problem

What factors contribute to the success or failure of the product? Defining the problem clearly is the first step to solving it easily and considering that sometimes products succeed in unexpected areas.

2. Find products that you and many love

Starting your own business takes effort and hard work, so being passionate about what you do will help you get through tough times.

Why e-commerce?

By being passionate about your product, you can better deliver its value and mission while helping you stand out from competitors.

3. Research potential branded products

After identifying the product to solve consumer problems, the next step is to create a brand vision that can compete. Crafting your brand is a long-term investment; so you must take the time to do the research and understand what your audience needs and desires.

Choosing Products

4. Staying on top of trends

Make emerging markets work in your favour by always finding trending products and services then launching your store or related products. Navigating trends early can give your business a huge upside, allowing you to have SEO keywords and establish yourself as a leader in your sector.

5. Look for products that meet customers' desires

Shoppers often spend more money on their wants than on their needs as loyalty goes to brands that understand their wants and cater to their needs.

6. Define and serve specific groups

Meeting the needs of specific groups often leads to positive interaction and thus the success of your business because building a product that solves a problem helps build brand awareness and increases the turnout of the store.

7. Discover trading opportunities

As an entrepreneur, you must pay attention to how society behaves.

- Are there rules to be broken?
- Any opportunities to improve quality of life?
- What products reach customers fast?

Some questions may nudge you to stay informed about current events and spot online business opportunities, as well as evaluate your strengths and interests, look for various methods to manage human and technical resources, and adopt a systematic approach to launching a product and business of great benefit.

Selling online

How do I sell online?

Before you start creating an online store, make sure to complete the following steps:



Launching an e-commerce store is not difficult, and with the right tools and an organized plan before and after the launch, you will be on the right track to success.

منشآت
monsha'at
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority