*Electronics*

***Vendor Session***

***May 2021***

JUMIA

# Agenda

1. Welcome!
2. Category Insights
3. Jumia anniversary
    i. Commercial
    ii. Operations
    iii. Marketing
    iv. Jumia Lending
4. Q & A
5. Concluding Remarks

# Business Update During Covid 19

## Jumia has been fortunate to grow in 2021

Despite disruptions to supply chain for our vendors, negotiations with government to stay open and conservative marketing spend, Jumia has achieved growth in 2021

## We continue to make strides towards profitability

Our marketing approach is tailored to our consumers needs during the “corona season” allowing us to reach new customers, drive significant repurchase & virality.

## Keep our staff, customers & vendors safe

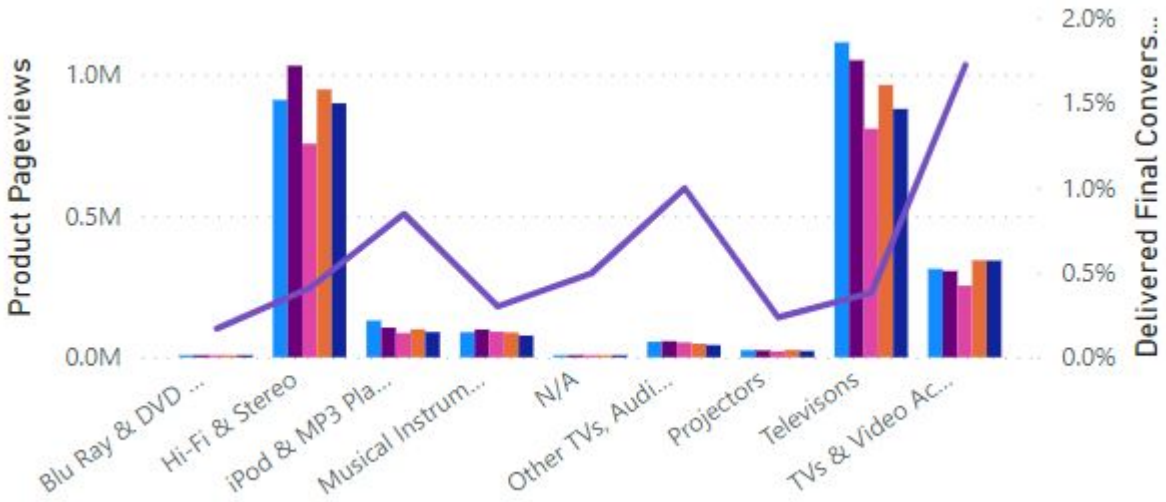
Social distancing in effect at hubs, contactless delivery, no cash payments

90% of success rate on deliveries, our highest year-to-date

# 1

# Category Insight

# Category Insights 2021 Page Views and CR




Televisions as a category segment takes 80% share on revenue while Hifi take 10% rest is across all the other segments.

Low AIV categories i.e accessories , wall brackets have the huge CR of over 1.5%

Traction on accessories shows ability of increasing buying customers within the ecosystem

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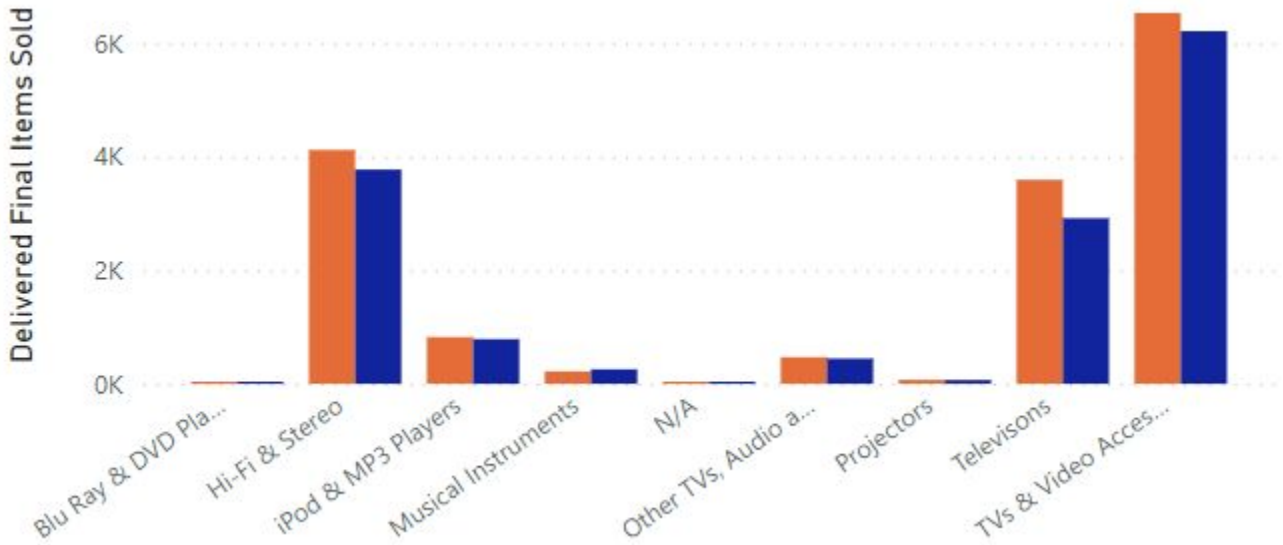
Source IDC report and Jumia Internal Data

# Category Insights Volume

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# 2

# How do i become a Successful Seller ?

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# How to become a successful Seller?

## 1. Events and campaigns

- *Submit deals on deals of day.*
- *End month period put your best sellers on sale.*
- *Sponsored Products Offering.*
- *Social media pages and handles. Put links of your shop on jumia.*
- *Small Investment with Jumia Advertising Services*

## 2.Assortment

- *Refresh what you are offering. Add more top sellers.*
- *Check website for top seller SKU with best ratings and reviews.*
- *Attend trainings/ research.*
- *Get authorisation if you want to sell a restricted brand..*

## 3. Operations

- *Delivery timelines for customers. Offer good experience to your customer >> good rating >>seller score.*
- *Stock replenishment. best sellers always in stock.*
- *Quality of stock. No risk of low quality items.*

## 4.Novelty in offering / Freshness

- *Creative offers. Eg bundles, GWP, Loss leader strategy.*
- *Content A++*

# Having A+ Content

- Brand Name
- Product Title. precise?
- Hero Image: Same as product?
- Size of products

- Supplementary Images
- Bullet Points.
- Factual statements on benefits
- How to use?

- Ratings and Reviews
- Humanised Content. Afrocentric Models.
- Before and after
- Videos

- Range of products
- Can be used together with.

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# 3

# Jumia Anniversary?



Source IDC report and Jumia  Internal Data

# What is Jumia Annivessary?

CONTEXT

- **Jumia Anniversary is one of the biggest event of the year.**
- The Campaign offers vendors the opportunity to double their regular sales by attracting peak numbers of customers to the website

TIMELINE

- **14th June to 4th July 2021**
- The event runs for 3 weeks

VALUE PROPOSITION

- The biggest sale of the Year
- New deals every friday driving peak customer visits throughout the event

DEALS

- **Flash Sales** on top SKU or store
- **Thousands of deals** on all categories
- **User needs customized stores** which will allow the user to see offers based on their needs. These pages will be filtered by ratings , brands etc

# How to make best use of Jumia Anniversary

***SHIPPING SPEED***

- [ ] Drop off your packages as soon as you receive an order. **Ship same day for all orders**
- [ ] Arrive at the hub early to avoid long queues (before 12:00)
- [ ] Ensure you have your carrier manifest and shipping label when dropping off your items

***OUT OF STOCK***

- [ ] Stock up! Order volumes will be high- We do not want you to get out of stock
- [ ] Keep your stock status up to date- Check multiple times daily

***Out of stock will negatively impact your Daily order limit which means you fulfill less orders**

***PRODUCT QUALITY***

- [ ] Ensure that what you are dropping off at the hub matches your content
- [ ] Follow the packaging guidelines

***Poor quality items will be rejected at drop off. If returned, it will affect your seller score**

# How to make best use of Jumia Anniversary

## Commercial

- [ ] Provide the best price you have for each of your products
- [ ] Have about twice the amount of stock you typically have for each product
- [ ] Join Open CP Promotions that you apply to your products

## Marketing

- [ ] Take advantage of Sponsored Products Promotions and purchase a package

# 4 Q&A



Source IDC report and Jumia  Internal Data

# Q & A

1. Genuine Vs imitation?
2. How to increase sales?
3. Product sourcing and marketing (directing potential clients to your Jumia store)?
4. How to boost my items?
5. How to deal with returns for Electronics?
6. Is there market for niche products. New to Kenya market... can I venture at being a trendsetter for unique items ?
7. How to know what my customer need ?



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# Thank You

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