

MANAGEMENT BAROMETER

Mauritius, in the race for e-commerce platforms?

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The latest results TNS Shopper Study and TNS Audience Tracking (2013) show that purchasing habits are evolving, boosted by dynamic international offers (including the shipping services).

Daily impact of digital or Internet cannot be denied: 51% of Mauritians are daily on the net, with 35% actively using e-commerce platforms for information on products before purchase.



Figures from the study show that 25% of the segment buys regularly, and consumer behaviour is expected to change very rapidly with new online strategies used by companies to facilitate and enhance consumer online experience. The most popular websites used for purchase are: Ebay, amazon.com, La Redoute and Alibaba.

Traditional, offline marketing models are already being confronted with this shift in behaviour and will eventually be extremely challenged in the years to come on the Mauritian market.

Innovative local companies have understood this and are investing in e-commerce services and platforms. For example, MariDeal.mu and PriceGuru.mu are gaining growing popularity with 30% and 18% of awareness respectively. It is clear that with no barriers (for the moment) to entry, new players are expected to surface very soon.

Survival of the fittest will apply to those companies and marketers / communicators who understand this market shift and seize the opportunity to deliver what the consumer wants.

Act locally and think global

By consequence, local companies are more and more competing with worldwide companies. Proactive players have already anticipated this move while still many lag behind.

Finding the right balance when designing a media campaign is always critical and continuous adjustments are imperative. The time has come for marketers to actually focus on the CONSUMER who is changing, mutating at such a rate that traditional offline campaigns have a hard time to touch. The digitalisation of marketing campaigns should not be ignored. So pause, restart, rethink and put consumers and their changing behaviour at the center of your strategy. Back to the basics: who is my target, what are their needs, what can I propose, how speak to them and convince them?

Coming Soon: Connected Life Study in Mauritius – TNS Analysis 2015

PROGRAMME HIGHLIGHT

Building a communications strategy

Upcoming Intake: 27 - 30 May 2015

Targeting experienced marketers, brand planners and strategists, this 4 days programme will address many challenges faced by professionals. This programme will enable participants to build an integrated communications strategy (online and offline) and manage their advertising/PR campaigns in line with their brand management objectives.

[Learn more about the upcoming seminar](#)



UPCOMING EXECUTIVE PROGRAMMES

Executive training in Mauritius, Madagascar and Reunion



Media Online Strategy 19 - 20 May 2015

You are : *Marketers, sales, communication or brand managers and executives who wish to improve their mastery of strategic planning.*

This programme will enable you to understand the concept of Lean Startup and Customer Development. You will apply the key principles of Lean Startup through practical sessions and understand how it can be applied to your company.

[More info](#)



Social Media Marketing | 22 - 25 July 2015

You are: *Marketers, sales, communication or brand managers and executives who wish to improve their mastery of strategic planning.*

This programme will enable you to understand the challenges, analyse best practices in Social Media Marketing and learn how to develop a social media marketing strategy and plan which integrated and in-line with the overall marketing strategy.

[More info](#)

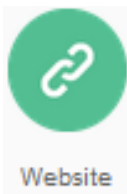
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