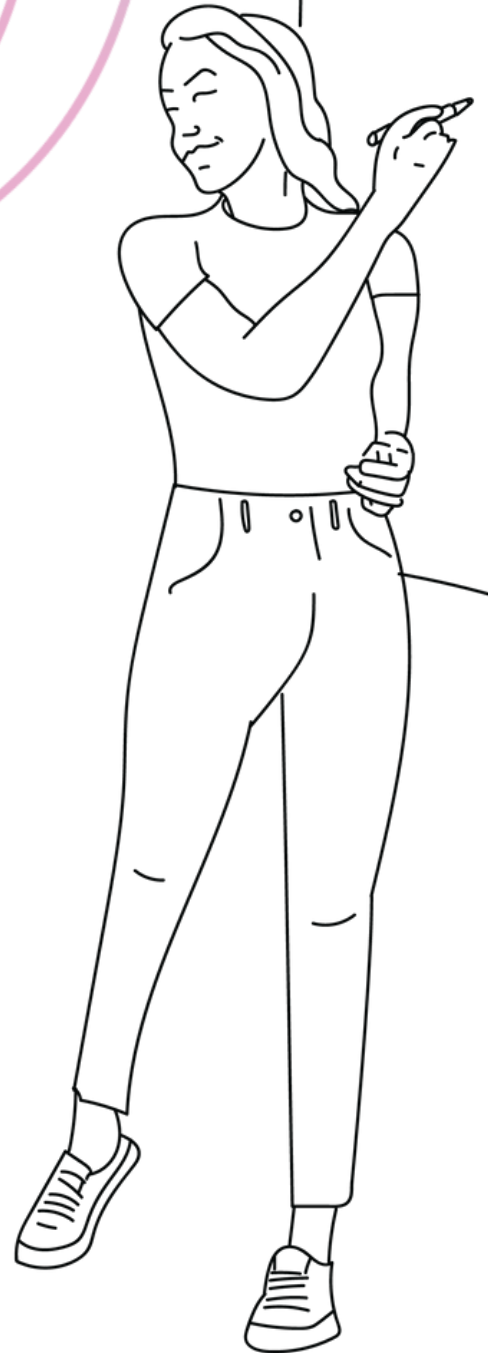
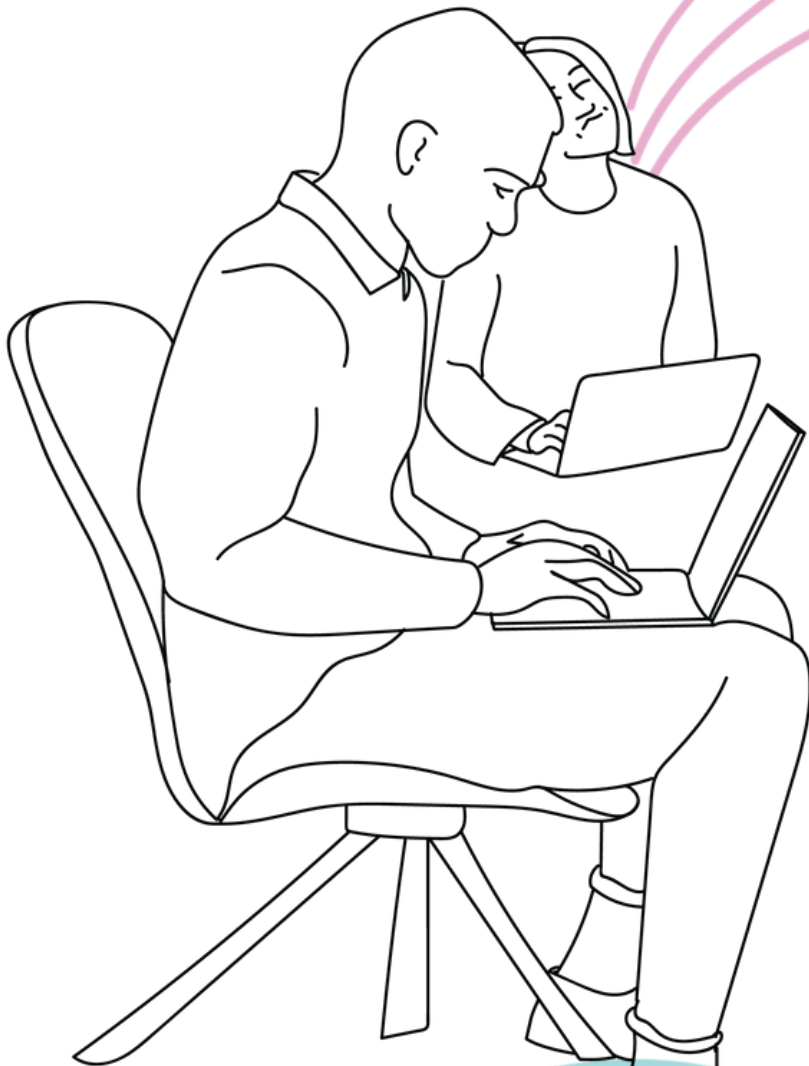


2024

# GAP ANALYSIS

PREPARED BY **MAKESYOULOCAL**



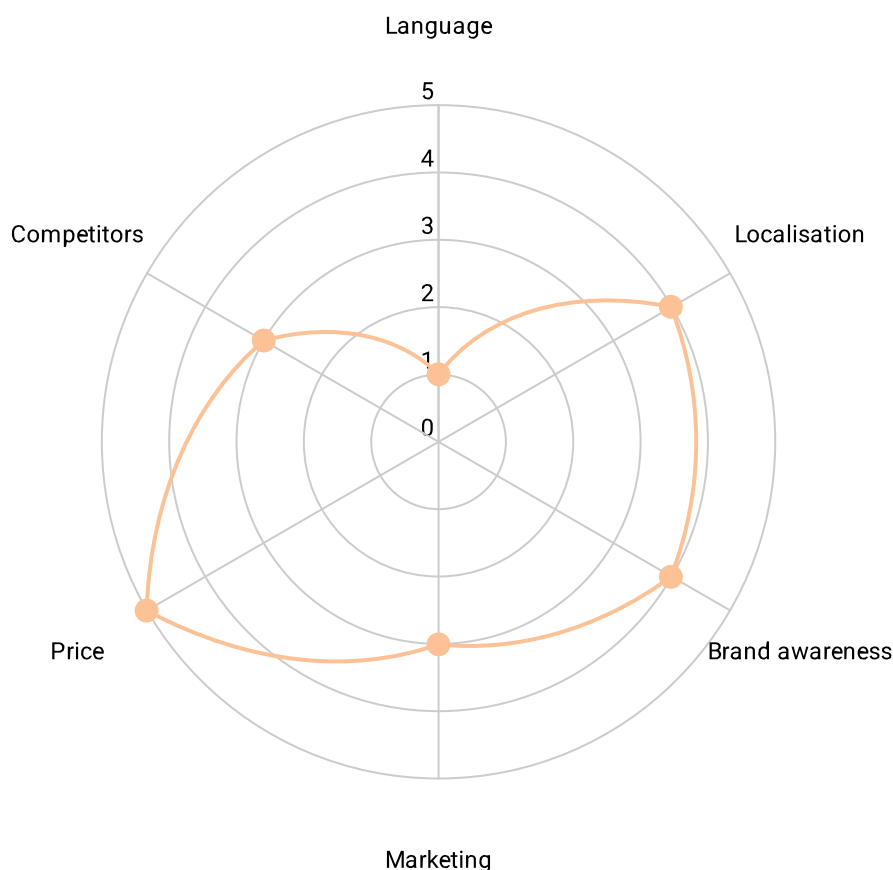
# Introduction

Expanding into new markets involves more than just being present; it demands understanding local consumer behaviour, culture, and market trends. Many businesses struggle with adapting marketing strategies, localising webshops, pricing products effectively, and streamlining processes to meet the needs of dynamic markets.

Our Gap Analysis offers more than just an overview; it provides a thorough market analysis, drawing on MakesYouLocal's expertise in international e-commerce. Each chapter focuses on different aspects of the webshop's performance, highlighting areas for improvement. Some chapters may be longer than others, depending on the depth of analysis required for each gap.

Throughout this report, we aim to identify issues across the customer journey contributing to the gap between current sales and forecasted expectations.

To address identified gaps and enhance conversion rates, we will create a roadmap with targeted action points, presented in order of importance.



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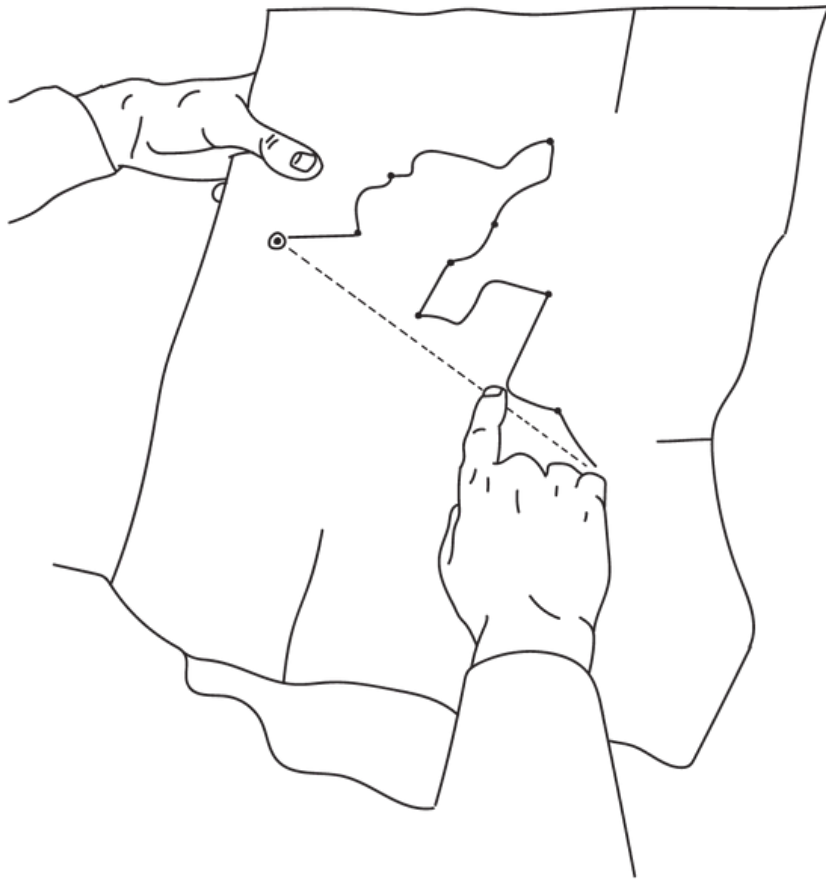
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# LOCALISATION & MARKET UNDERSTANDING

In this chapter, you will get a comprehensive understanding of the challenges you may face in localisation

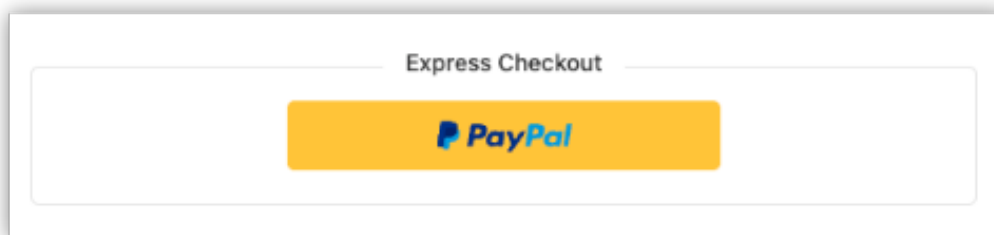
# Localisation & market understanding

As your business adapts to the market landscape, refining your current strategy is key to thriving in your existing market. Localisation goes beyond language and involves critical elements like preferred payment methods, reliable couriers, and providing support in the local language. Recognising and addressing potential gaps in your localisation approach is crucial for boosting your webshop's performance and gaining a nuanced understanding of your target market.

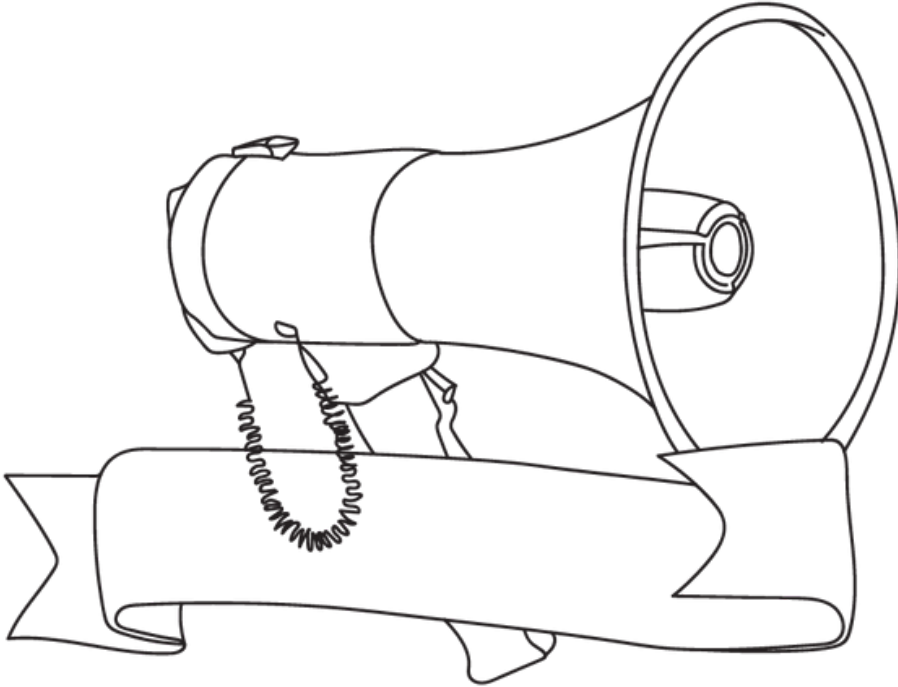
In the upcoming section, our focus will be on evaluating the local feel of your webshop and assessing your understanding of the market. The primary goal is to decide whether there is a sense of local presence and market understanding. We will go through the different parts of the website from a local perspective, trying to uncover possible gaps between your current efforts and what is ideally needed for enhancing conversion rates.

## Delivery and payment options

Aligning payment and delivery methods with local preferences is critical for maximising conversion rates, especially in this market. Currently, all relevant payment methods, including the effective express checkout with PayPal, cater to customer preferences.



The presented delivery options align with local standards. However, clarity is crucial, especially for new customers seeking information on the delivery provider and the conditions for free delivery. Promoting free delivery as a USP becomes counterproductive if customers only discover during checkout that it is fully free when orders are shipped to a pick-up point. This can be seen as deceptive and needs to be communicated more effectively to avoid abandoned carts.



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# **MARKETING & BRAND AWARENESS**

In this chapter, you will get a solid understanding of the challenges affecting your local marketing efforts

# Marketing & brand awareness

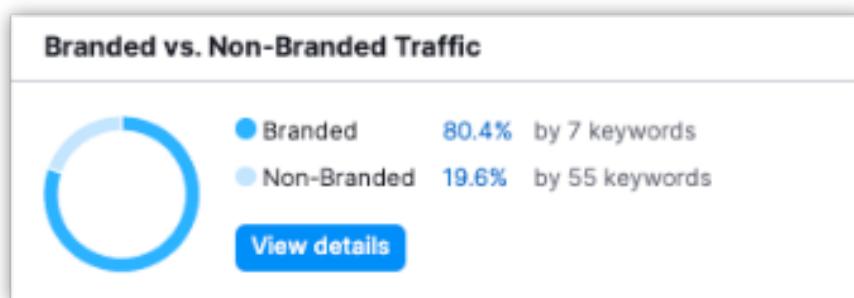
Neglecting localisation in marketing can lead to low visibility, ineffective communication, and a negative brand perception. This may result in reduced conversion rates, missed opportunities, and a longer time to establish a foothold and create brand awareness.

Competitors investing in localised strategies may gain an advantage, leaving those who do not localise with wasted resources and difficulties in building relationships.

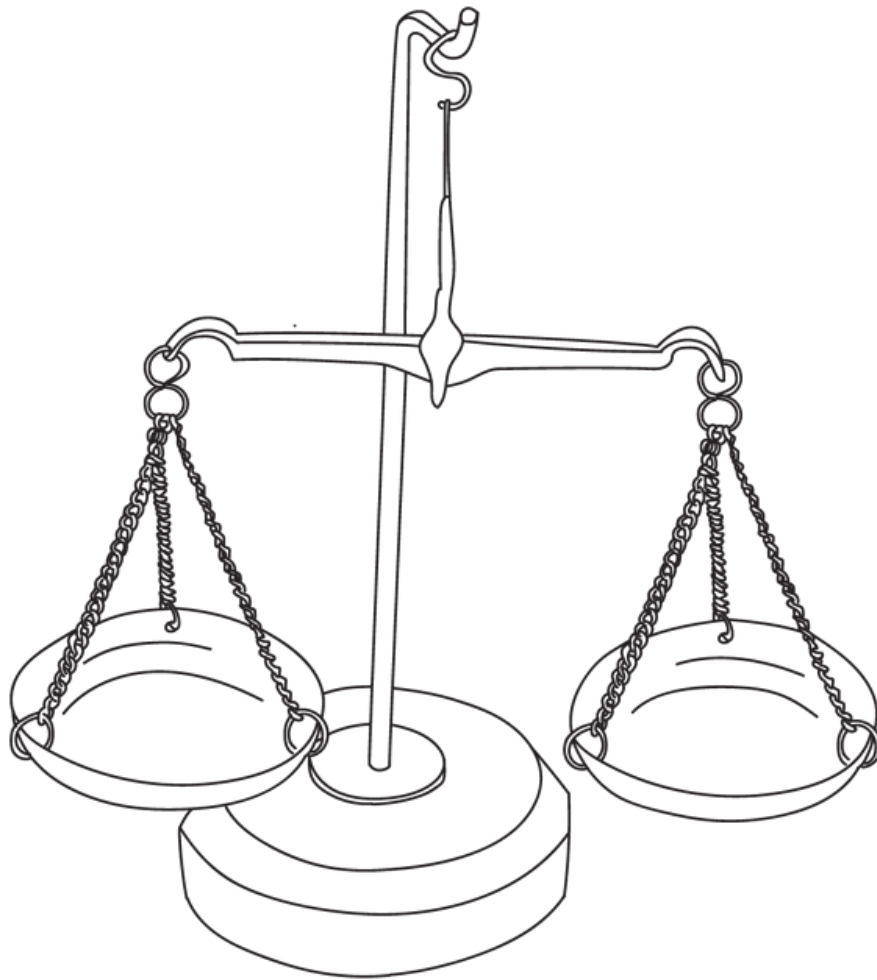
## Brand awareness

In evaluating the current awareness in the market, it is evident that the company supported by a high volume of branded traffic and branded keywords.

Branded traffic is valuable because it indicates a direct interest in the brand. This type of traffic tends to lead to higher conversion rates, lower bounce rates, and increased potential for building brand loyalty compared to non-branded traffic.



While this is a promising beginning for future success, we have noticed numerous grammatical mistakes on some of the best-performing sites on the website. These errors could lead to reduced credibility, a negative user experience and missed conversion opportunities.



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# **COMPETITIVE LANDSCAPE & PRICE COMPARISON**

In this chapter, you will gain actionable insights that allow you to identify gaps in the competitive landscape



# Competitive landscape & price comparison

As a webshop, understanding the competitive landscape is crucial for potential success and provides valuable insights into market dynamics. While acknowledging the importance of comparing prices for competitiveness, it is equally important to explore potential unmet needs, untapped opportunities, or areas where unique offerings could provide a distinct advantage, extending beyond mere price considerations.

Our goal is to uncover strategic opportunities that can significantly contribute to the success and competitiveness in the target market.

## Benchmarking

To get an understanding of what competitors are offering in terms of logistics, payment methods, and other important factors for German consumers, we have benchmarked the selected brands on different parameters.

Benchmark	Client	Competitor 1	Competitor 2	Competitor 3	Competitor 4
PAYMENT METHODS	Credit Card PayPal Klarna	Credit Card PayPal Klarna	Credit Card PayPal Klarna Apple Pay	Credit Card PayPal Klarna	Credit Card PayPal Klarna Direct Debit Bank Transfer
DELIVERY TIME	DHL (1-3 days) GLS (2-3 days)	2-3 days	3-5 days	3 working days	1-3 days
DELIVERY COST	Free delivery with DHL €4,99 GLS	4,95 €	5,99 €	5,95 €	Free delivery
FREE DELIVERY THRESHOLD	Always free delivery with DHL	39 €	30 €	-	-
FREIGHT PARTNERS	DHL, GLS	DHL	DPD	DHL, Hermes	DHL
RETURN COSTS	Free return	Free return	Free return	Free return	Free return

# **GET YOUR CUSTOMISED GAP ANALYSIS**

**CLICK ON THE BUY NOW BUTTON**

*or book a meeting to learn how we can help you*

**Book a meeting**