

# NORDIC LAUNCH SUPPORT



# LAUNCH SUPPORT NORDICS

## **Are you establishing your e-commerce business in the Nordics?**

Congratulations, the successful companies can look forward to one of the most e-commerce mature markets where e-commerce growth stands for over 55 % of the total retail turnover.

But how to become successful in your new market? We know that even tough international companies often have a local team, they are usually not as big as the normal teams in the companies before you are completely up and running.

We know that e-commerce isn't only a tech system, it's an ecosystem and though your employees are the best, a few persons can't be experts on all areas that is the ecosystem of e-commerce. That's why we're here to help.

## **Where does a better tomorrow starts?**

It starts with the curious ones. With the eyes, seeing things differently. It starts with the ones getting things done. Regardless of where you are on your journey, we'll make sure your launch in your new market becomes successful. With over 30 years of experience, we have improved web experience for some of the world's most successful companies. Founded in Gothenburg, Sweden we're now active in 14 countries and can help you with your do's and don'ts in the Nordics.



## How can we help?

Did you know that in the Nordics we have some of the world's top System Developers? That cash is not king, or that it's almost 3000 km from the north to south of Scandinavia? That's the same distance as between Hamburg and Athens so it puts quite high demands on your logistics.

Luckily, you don't have to keep track of all of these things. We know the Nordic e-commerce market and we'll help you navigate the landscape.

With a unique offer on insights in the Nordic retail landscape we know:

- System Development (Sweden is one of the world's top software developing countries)
- Logistics (yes, this is a rather large area for the population)
- Payments (Cash is not king)
- Strategy (Winter is coming, are you ready?)
- Target Audience analysis (We'll help you navigate the Nordic Consumers)
- Buying Behavior (Did anyone say "smooth payments?")
- Retail Landscape (Where and how do we buy?)

And if you are looking to extend your local team but don't want to hire new people just yet, we have just the consultants for you. Our e-commerce consultants are senior e-commerce experts, where many has been employed by some of the world's most successful e-commerce companies, and some even lead the launches of these to new markets. Others has lead the development of new e-commerce businesses with a strong track record. We know what success looks like. Among our consultants we have experts in

the field of e-commerce within: Tech, development, business development, analysis, marketing and logistics.

## Why choose Unified Commerce by Sigma as your launch partner?

Do you need help with a specific area or project? Or do you need to grow your team but doesn't want to hire? Regardless of your challenge, we are here to help. And with our experience and knowledge in the field of e-commerce we have grown to become one of Sweden's most successful companies within IT and tech. If you need an expert on both e-commerce and your new market, choose us. Because if you are successful, we are successful.



## WANT TO KNOW MORE?

Contact me

[sofie.hedman@sigma.se](mailto:sofie.hedman@sigma.se)

Tel. 073 723 79 55