

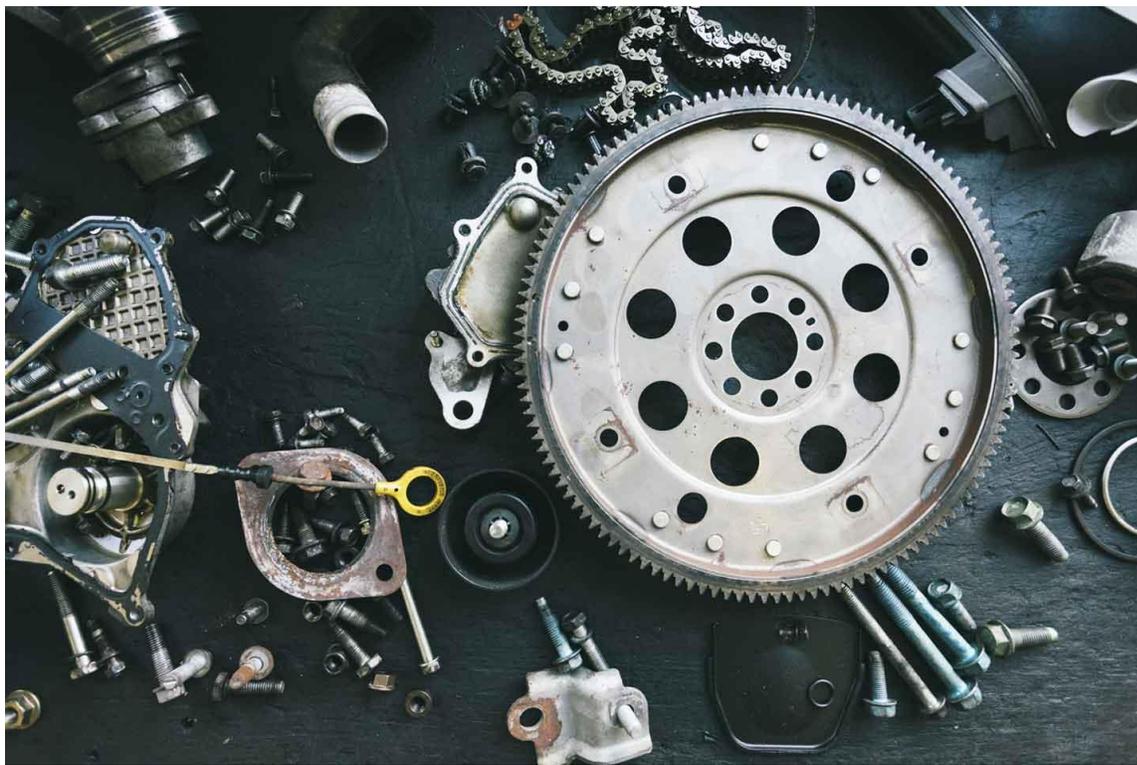
SHETRADES

Rwanda

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COFFEE AND HORTICULTURE

By Ashwini Sathnur (UNDP), International Trade Centre



E-commerce

Internationalization and localization

Product number 1 – Supply management e-commerce platform channels of the coffee and the horticulture sectors!

This product solution would be an e-commerce platform channel.

Created for the two sectors, namely, the coffee sector and the horticulture sector.

Globalization of the marketable products of the natural ingredients of coffee, such as drinking coffee powder and so on and so forth.

Also, marketing of the horticultural products for certain types of occasions, such as festivals and so on and so forth.

The coffee products are durable in their original form. Thus they are marketable for the International markets also. Thus leading to increased exports from Rwanda, thus creating trade opportunities for the businesses of the coffee sector in Rwanda.

But the products of horticulture are aimed for the local markets within Rwanda. Thus leading to the creation of local businesses in Rwanda.

Thus the e-commerce platform would host two sections, namely, the coffee sector markets and the horticulture sector markets.

Within the coffee section, there would be two parts, which are mentioned here below:-

- 1) Local markets – for distribution in Rwanda
- 2) International markets – for supply worldwide

Within the horticulture section, there would be only the local markets e-commerce platform.

Prior to the product's addition to the e-commerce platform, there is a verification of the quality of the product, wherein the durability of the

product is measured. Upon successful value of the durability indicator, it is added to the appropriate e-commerce platform section. This verification methodology would compare the product's durability with the minimum durable index. This is for the objective of maintaining the quality of the product solutions during the transportation of the journey and to reach the consumers in good conditions, without any defect. Wherein the minimum durable index is 60%.

Value durability =

$$\left\{ \frac{\text{(Date of receiving the product - Date of sending the product)}}{\text{Number of days for the product to decay into expiry}} \right\} \times 100\%$$

If value durability \geq minimum durable index of that product

Then

The product is added to the e-commerce platform for international trade and also local marketing sales channels.

If this durability test is not passed, then the products are added into the local marketing business e-commerce section. This durability test would be executed for the International e-commerce section. Thus aimed only for the coffee sector.

For the local businesses of the coffee section and the horticulture section, the products are added into the e-commerce channels with the detailed information about their characteristics and the utilization patterns.

Prior to the addition of the products into the horticulture section, the quality of these products is checked. The supplier visually verifies the quality of those products. Upon gaining a successful value of the quality, the supplier confirms this verification in the e-commerce platform channel. Then these horticultural products are added to the local businesses of the horticulture e-commerce section.

Product number 2 – Demand management system in the E-commerce Platform channels for the coffee and the horticulture sectors

The e-commerce sections are then provided with the linkage to the external interfacing online payments facility solution. This is for the objective of receiving the funds for the products which are sold to the end consumers.

Then there is a creation of a demand management portal system. This creates a platform for selecting the various products for the objective of purchasing.

This selection is made available in the coffee section and also the horticulture section.

The list of all the products that are selected are added into the selling platform. The total cost of these selected products is calculated and then displayed to the consumer.

Then the payment is done via the online digital platform channel facility.

Upon successful completion of the payment processing, the digital version of the bill is presented to the consumer.

Then the products are picked up by the delivery services. If the business is local, shipping is local within Rwanda.

Else the purchased products are delivered to the consumer via the international logistics shipping mechanism, thus enabling International Trade!