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# New markets and online selling

Italian team:

Giulia Fanella, Ilaria Sabellico, Samuele Giorgilli, Simone Gussati, Emiliano Popa,  
Damiano De Parasis



Istituto Istruzione Superiore  
**SANDRO PERTINI**  
ALATRI

## *What is a market?*

The term “market” refers to a place where supply and demand meet, where the seller sells and the customer buys goods or services.

The fundamental element, that we find on the market, is the price.



In the past the term “market” referred to a physical place. Now it can be referred even to a virtual place

# What is an e-commerce?



An e-commerce is a commercial practice that connects a company and its customers in order to sell and buy goods and services via the internet.  
With the e-commerce we are in front of a “*B2C market*”.

# What is a marketplace?



AliExpress™



A marketplace is an e-commerce site that hosts several shops, offering users a vast catalog of products of different types.

With a marketplace we are in front of a “*B2B market*”.

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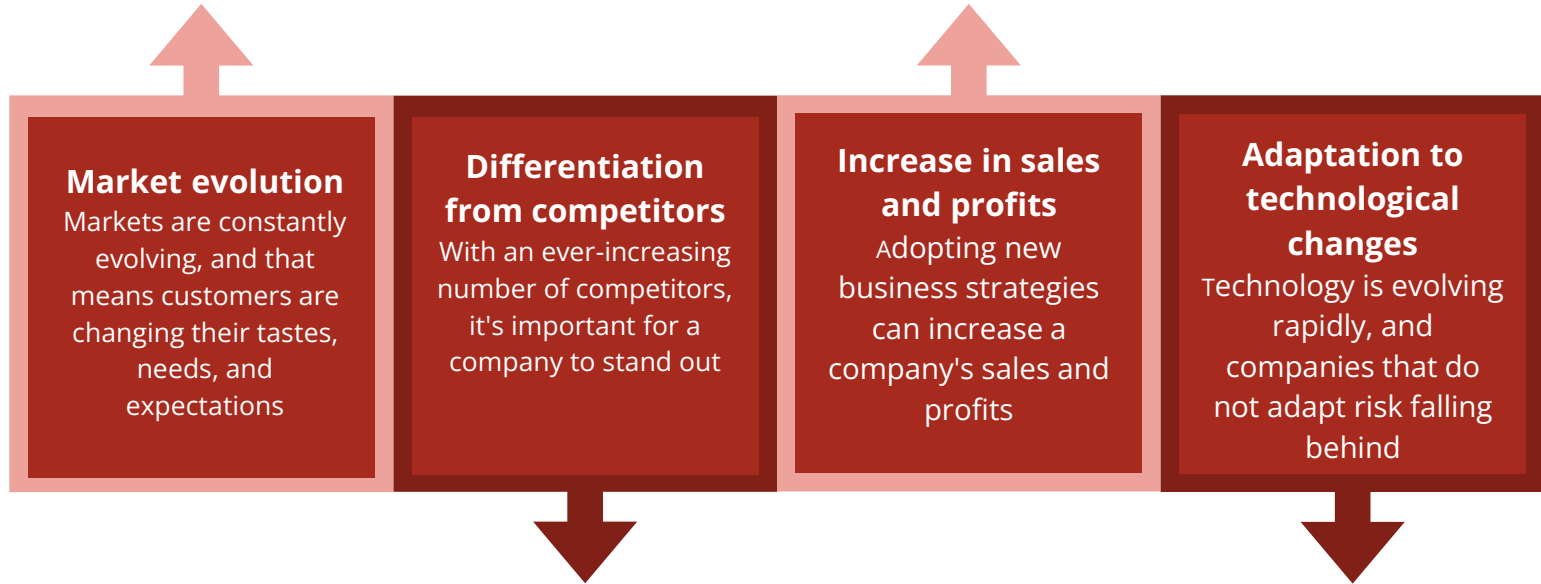
# New Business Strategies



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# Why should a company adopt new business strategies?

There are several reasons why a company must adopt new business strategies. Here are some common motivations:



# Here five potential new business strategies

1. **Sharing-based model**
2. **Immersive experiences**
3. **Artificial intelligence and automation**
4. **Crowdfunding**
5. **Product/service diversification**



# Sharing-based model

This model is becoming increasingly popular in various sectors. Consider the idea of creating a digital or physical platform that allows customers to share resources or services, providing an economical and sustainable alternative to traditional purchasing options.





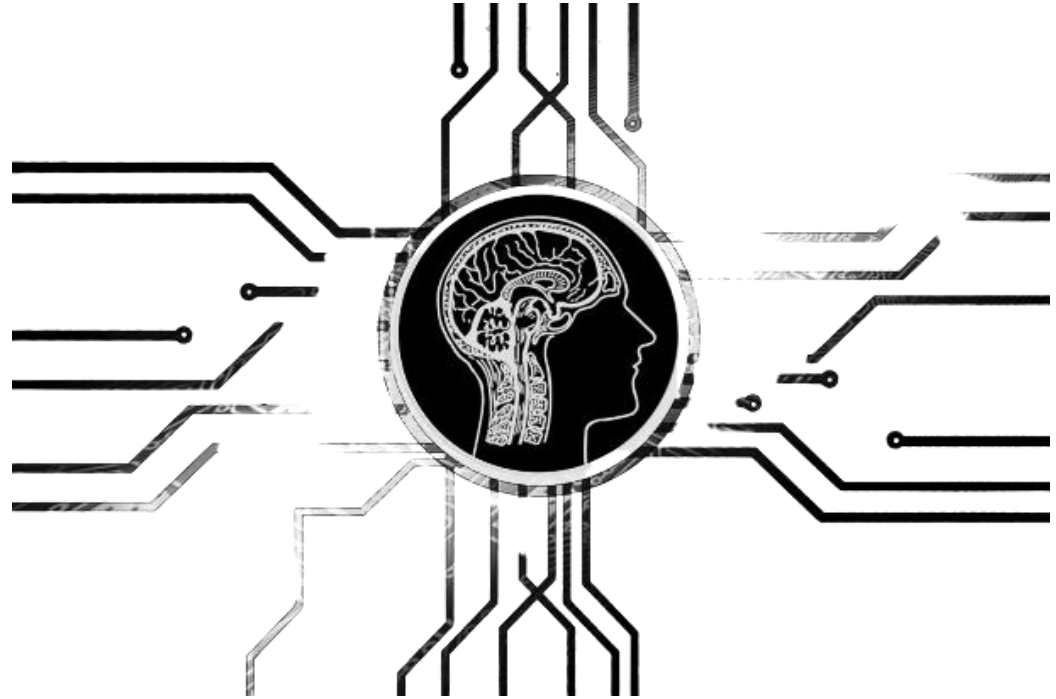
# Immersive experiences



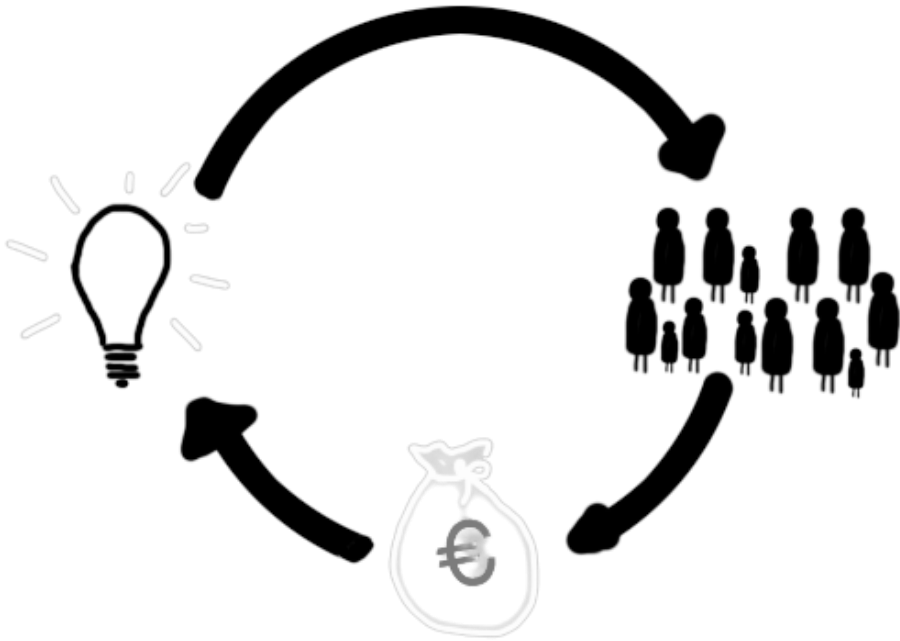
Purchases are no longer limited to the product or service itself, but also include the overall experience. Consider creating immersive experiences that engage customers and make them feel part of your brand. This can increase public interest and encourage word of mouth.

# Artificial Intelligence and automation

The use of artificial intelligence and automation is changing the way many businesses operate. Consider implementing AI and automation in your business processes to reduce costs, improve efficiency and accuracy, and offer a personalized experience to customers



# Crowdfunding



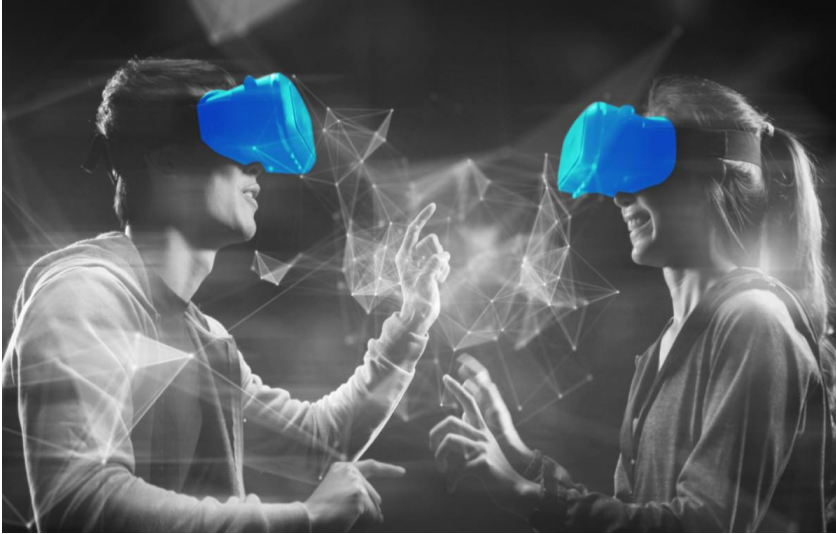
Crowdfunding is a method of raising funds from a large number of people through a digital platform. Consider launching a crowdfunding campaign to finance a new product or service, actively involving customers in your business and building a community around your brand.

# Product/service diversification

Diversification can be a way to expand your offering and reach new customers. Consider expanding your range of products or services, adding new product lines, or diversifying your service to meet the needs of a wider audience



# Metaverse, The Nemesis, Spatial and others



The AR Market Startups are launching an innovative SaaS (Software as a Service) platform to create 360° Virtual Spaces. Interactive and navigable environments that can be enriched with multimedia contents such as images, videos, logos, banners and other digital objects, and which allow companies and professionals to offer their customers unique and engaging experiences.

# The future prospects of the Metaverse



A following example of a prospect of what metaverse is:

The Metaverse allows you to enter a virtual life: in this way all the negative aspects of the online shopping are overcome, including the purchase of items of a wrong size. As a matter of fact, it is possible to try the garment on our avatar and be sure that the size is the correct one for you

# What are possible new selling strategies?

New sales strategies can be:

- Increasing online sales with on-page SEO
- Creating user-friendly content;
- Taking care of the user experience to sell products and services online;
- Starting online advertising campaigns to increase sales;
- Taking advantage of retargeting and cross-selling and upselling automations;
- Additional to a customer who is already buying.

