



# E-Commerce Camp 2025

## Expanding Beyond Borders

- Strategies for International Sales Growth

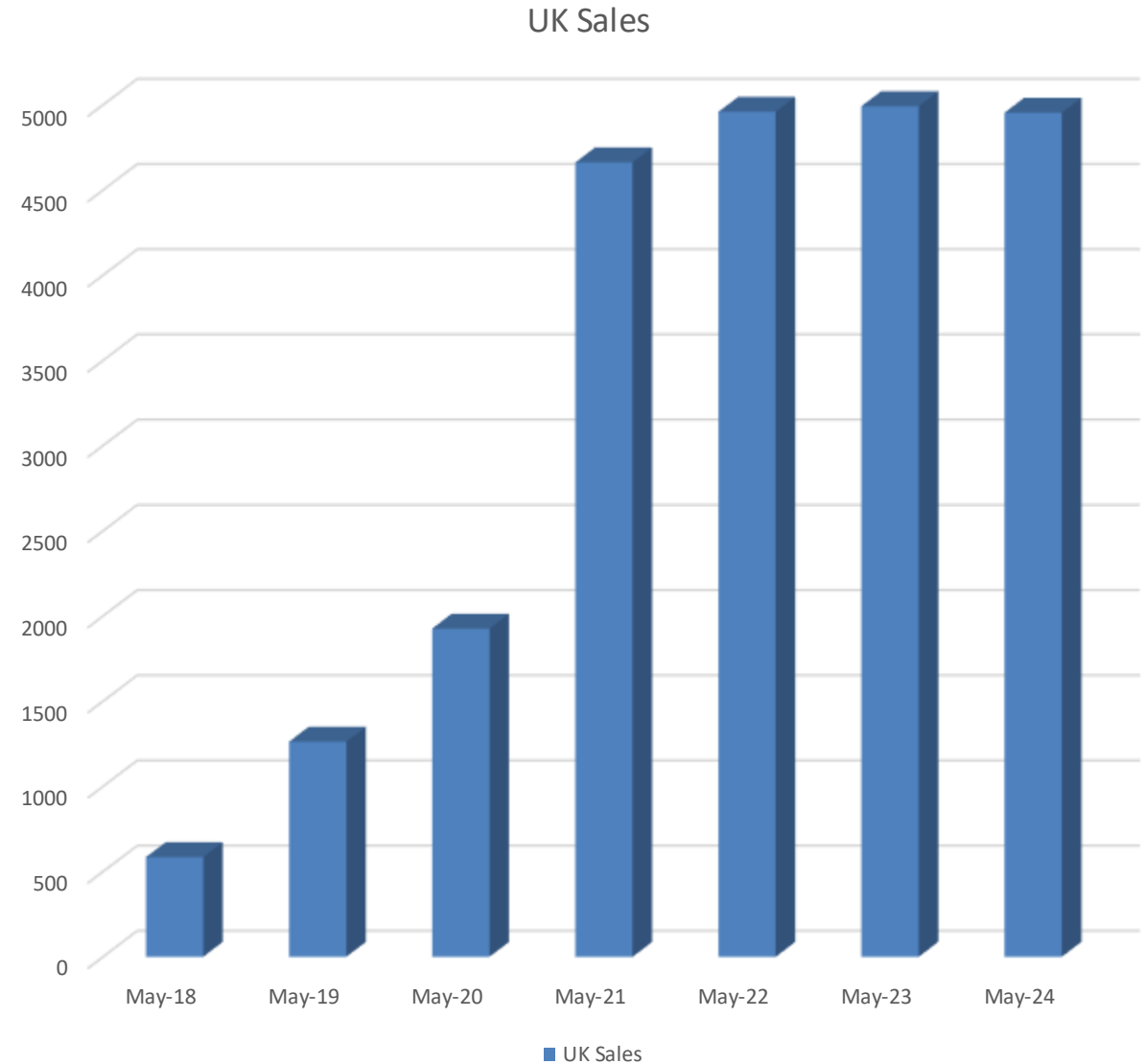
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FARRAR & TANNER

**Good growth to £2 million  
UK sales in 3 years**

**Then more than doubled  
to £4.6 million with covid  
lockdown**

**But then UK sales flatlined  
for the next 3 years**



# The Challenge in 2021

- Maintaining the covid sales uplift
- Weak UK demand as bricks & mortar re-opened
- Changing consumer purchasing habits
- Scaling facilities, equipment & staff
- How to keep growing against these challenges???

# International Requirements

- IP Geolocation with some local language and local messaging
- Calculation of VAT and duties with transparent pricing for customers
- Flexible pricing for different markets
- Local payment options
- International shipping partners
- VAT & Duty reporting in multiple countries
- International marketing

# Options

- DIY – Avalara tax, your own international shipping partner, Adyen payments, geo Sleeknote pop ups
- Global-e – well established complete turnkey service
- Glocal – modular service including translation and localisation, taxes & duty, international marketing and SEO

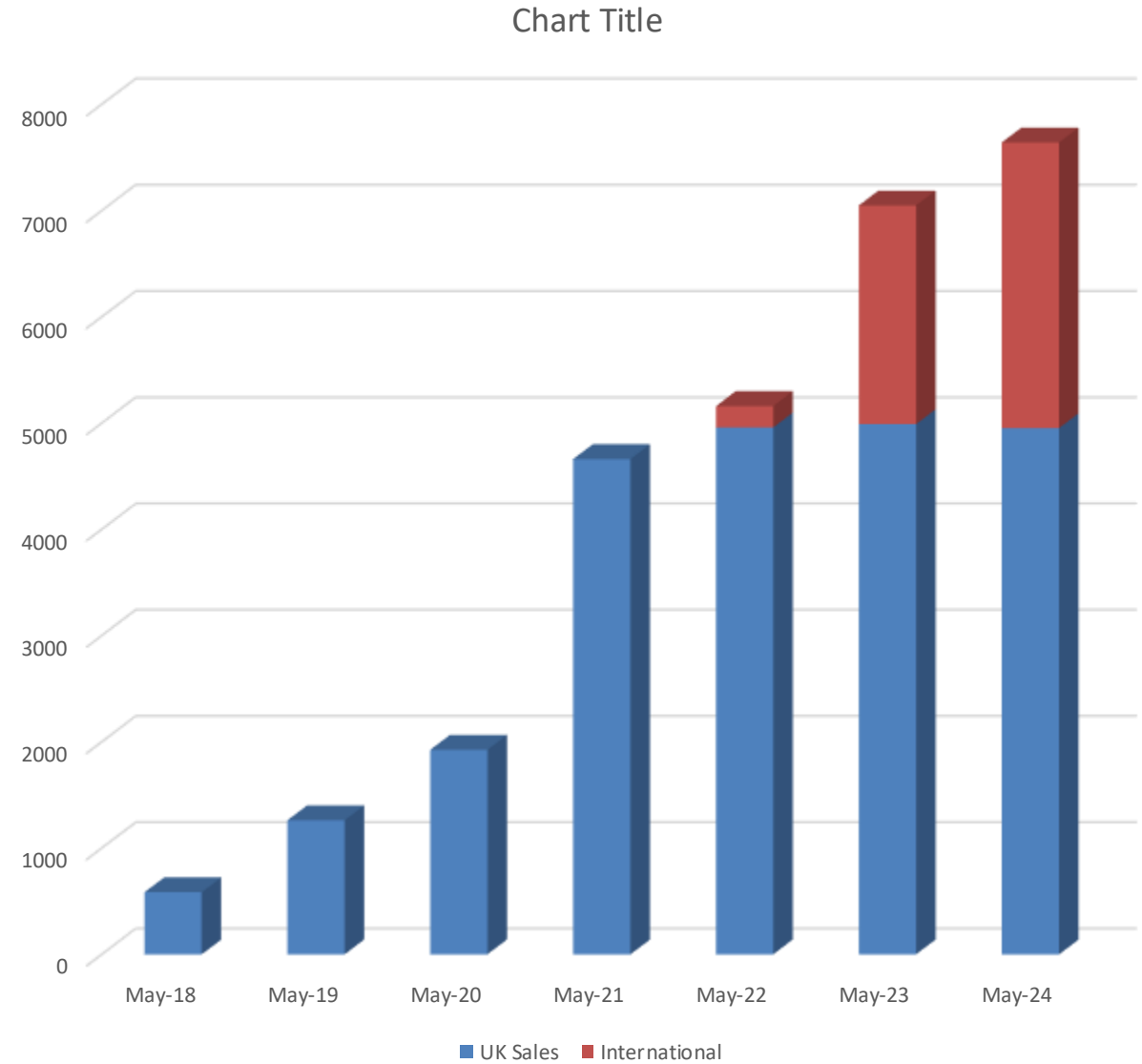
# Global-e

- Flexible & transparent pricing on site
- One international site with different currencies and price uplift by country
- Global-e merchant of record, so they are responsible for VAT & duties
- Local payment options and shipping partners

# However....

- Expensive, typically 7.5% of gross turnover
- Also charge 2.95% currency fee
- Reduced control of customer service
- Reporting poor, 5 websites, weekly reports
- Currently not supporting full language translation

# Results after 3 years





# International Pricing & Marketing

- Uplifting prices by country to cover subsidised and duties and Global-e fees
- Uplifting product prices by weight to subsidise shipping costs
- Principle marketing PMax, feeds to 30 countries
- PPC, Facebook, Microsoft all small.

# Going Forward

- Should we have different websites and different approaches for different markets?
- Glocal services worth reviewing, including translation and SEO optimisation
- Maybe do large UK markets directly, e.g. US, Canada, Australia?
- Maybe do European markets through Glocal with language and consolidated VAT return?