



PIFS E-BIZ PLUS PROGRAM E-COMMERCE TRAINING



PACIFIC ISLANDS FORUM



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1

WHY MOVE ONLINE, WHY NOW?





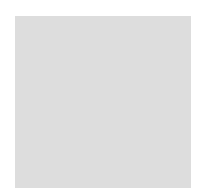
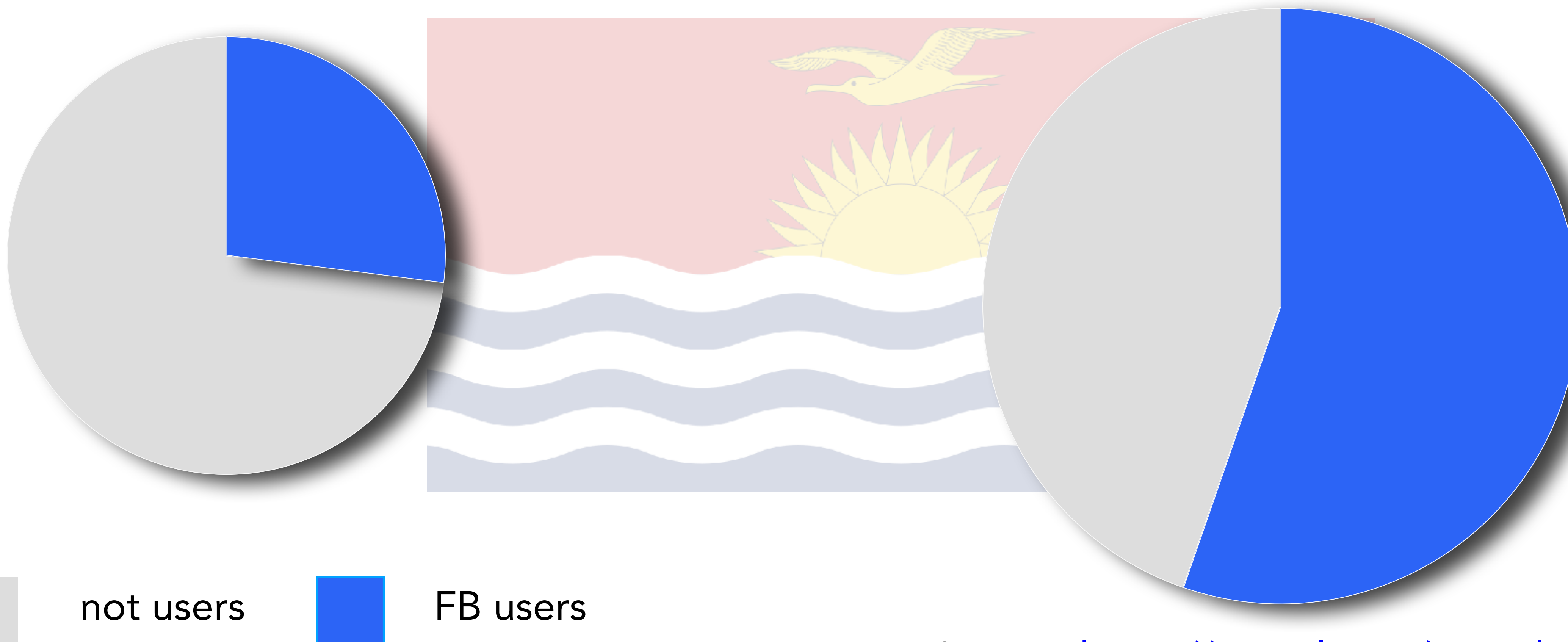
FACEBOOK USERS



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2019

2025



not users



FB users

Source: <https://tinyurl.com/2s4x2btb>



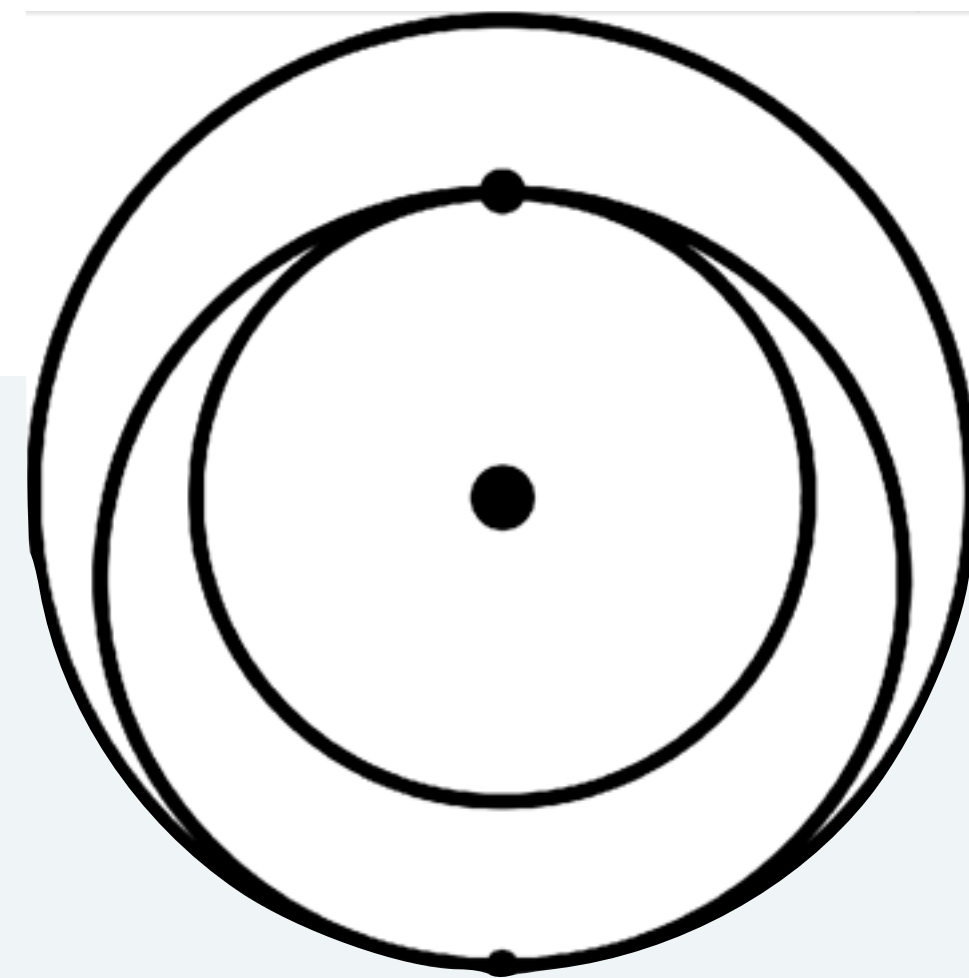
MORE OPERATORS



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OceanLink



STARLINK



vodafone

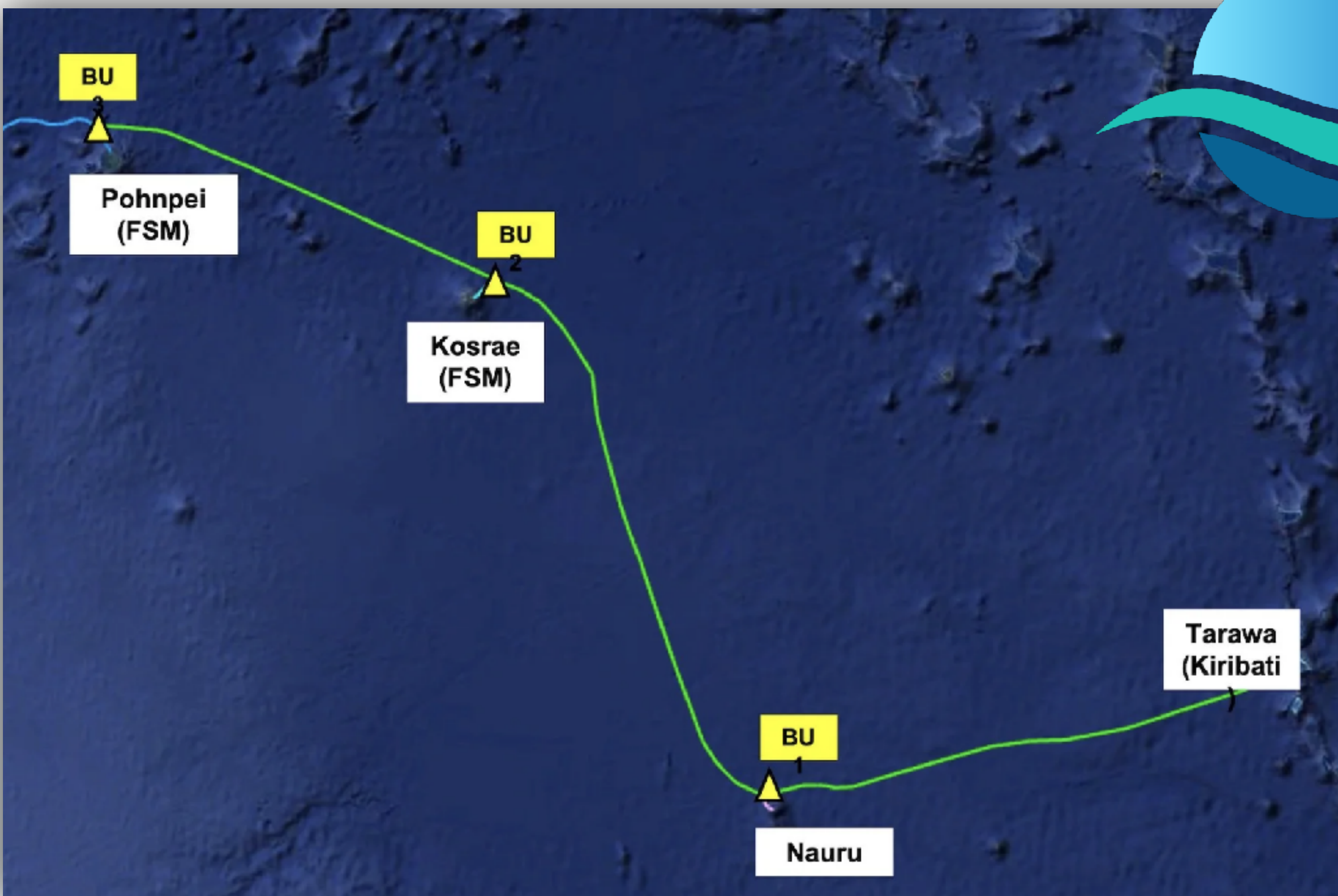
Kiribati



NEW CABLE



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East Micronesia Cable System



Start Selling online TODAY



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Did you know?

You can start selling
online in 3 simple
steps TODAY!

3 STEPS
YOU CAN TAKE TODAY
TO SELL MORE ONLINE

For micro seller	For established businesses
1 Create a Facebook page for your business.	1 Download Meta for Business and link to your existing Facebook page.
2 Invite your friends to 'follow' your page.	2 Use Canva or PowerPoint to design a post that includes your picture and a logo.
3 Post a picture of your product on that page.	3 Use your ANZ Visa card to 'boost' your latest Facebook post.

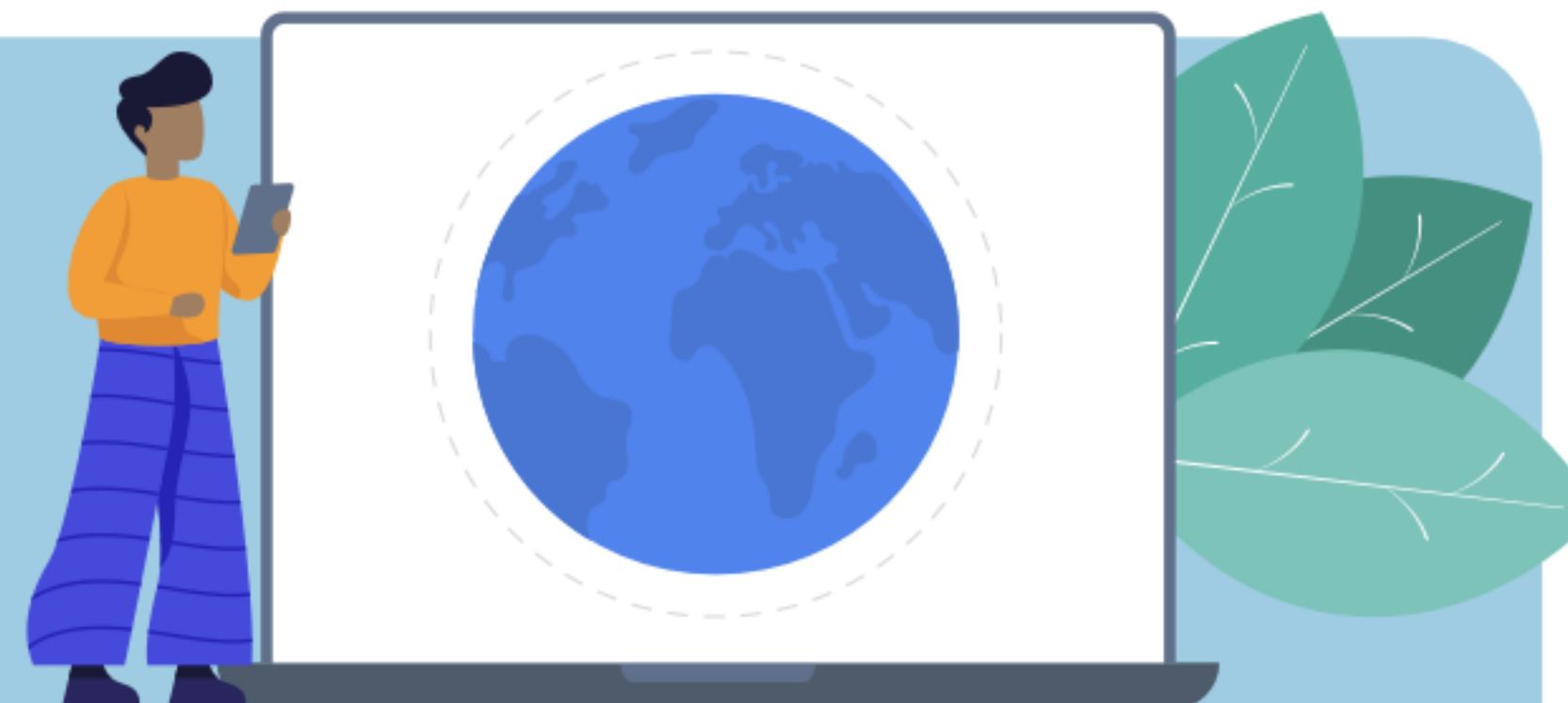


Start Selling online TODAY



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3 STEPS YOU CAN TAKE TODAY TO SELL MORE ONLINE



For micro seller

For established businesses

- 1** Create a Facebook page for your business.
- 2** Invite your friends to 'follow' your page.
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- 1** Download **Meta for Business** and link to your existing Facebook page.
- 2** Use **Canva** or **PowerPoint** to design a post that includes your picture and a logo.
- 3** Use your **ANZ Visa card** to 'boost' your latest Facebook post.

2

WHAT ARE THE DIFFERENT OPTIONS TO GO ONLINE?





MAIN OPTIONS



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SOCIAL MEDIA



Helps with: Creating awareness and talking to customers.

Good for: Small or new local businesses.

FREE

PLATFORMS

Booking.com

Helps with: Reaching more customers and managing payments.

Good for: Businesses ready to grow beyond their local area.

OWN WEBSITE



Helps with: Building your brand and selling professionally online.

Good for: Established businesses planning long-term growth.



FACEBOOK



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BUY N SELL IN TARAWA

Public group · 3.6K members

About Discussion People Events Media Files

Buy And Sell in Tarawa

Public group · 10.9K members

About Buy and sell Discussion People Media Events Files

Sell Something

Freda Friziano

19 February at 20:53 · 🌐

R14\$400. R15\$450 R16\$500 R17\$550 R18\$600. R19\$650 R20R700



About

- Public
Anyone can see who's in the group.
- Visible
Anyone can find this group.

Recent media



BUY AND SELL IN KIRIBATI

Public group · 67.2K members



JOIN OUR COMMUNITY TODAY

SELL & BUY ANYTHING YOU WANT





DISCUSSION



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Which other social media other than Facebook do you know?

How do you use it?





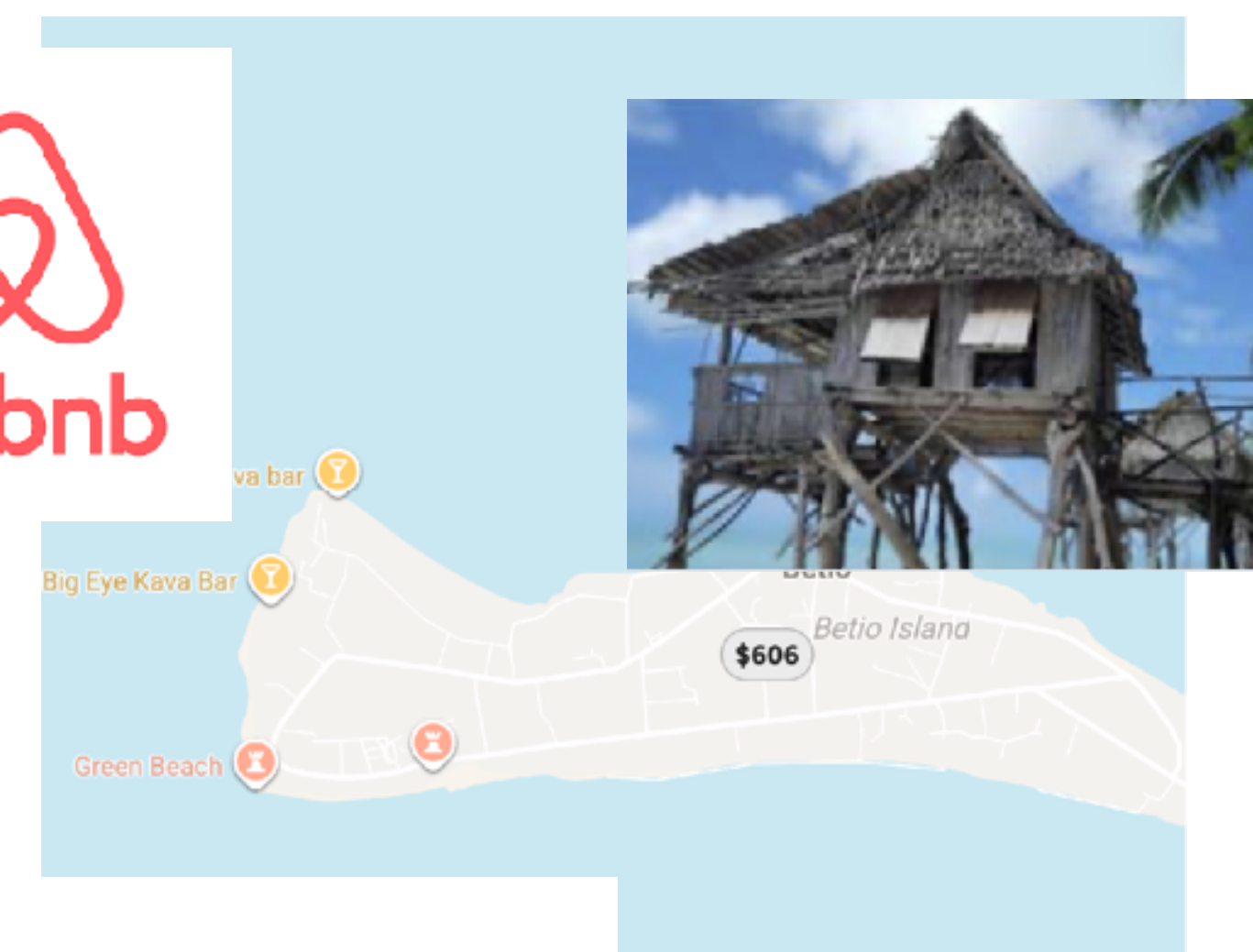
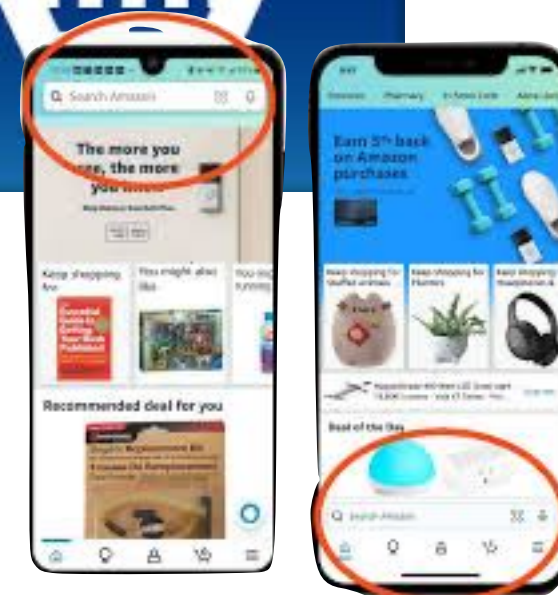
PLATFORMS



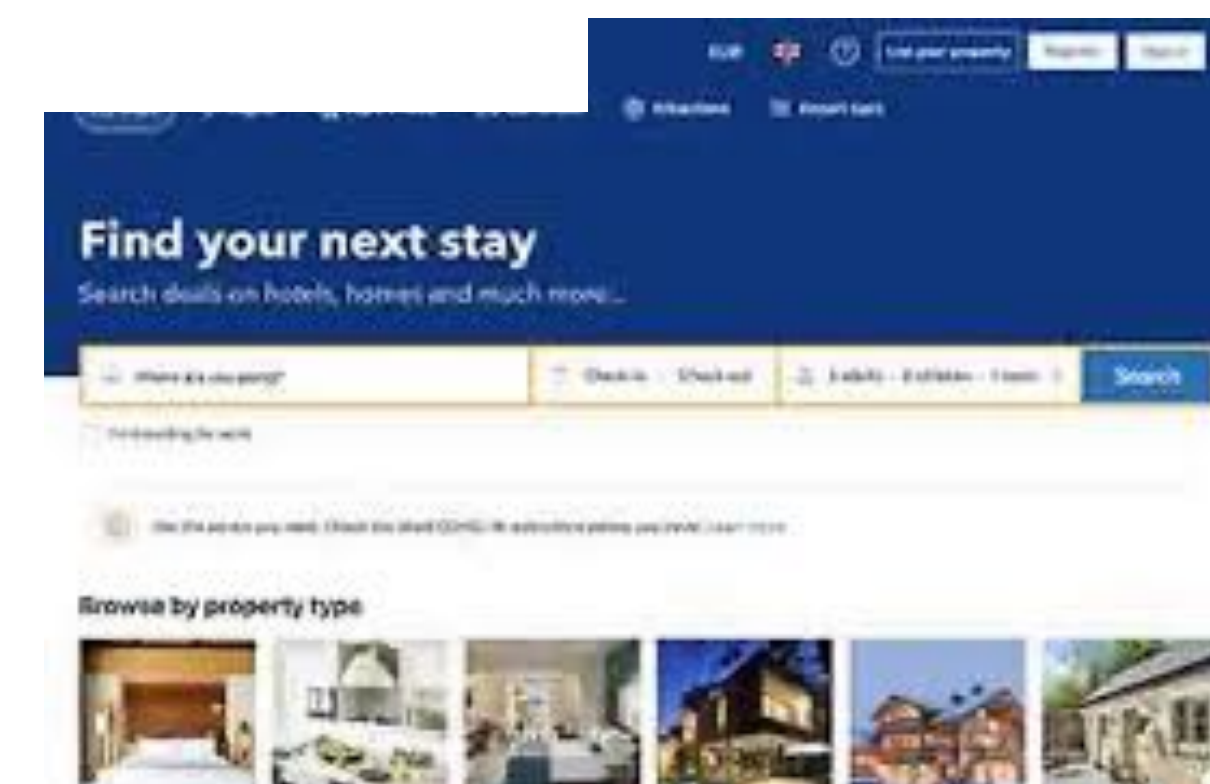
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What is it?

A marketplace for buyers and sellers, to find clients and ease the processes!



Booking.com





OWN WEBSITE



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Shop Smart. Delivered Free.



Select Products

- All Products
- Frozen Foods
- Fresh Fruits
- Banner Designs
- Printing Services
- Special Discount Deal
- Compressed Mattresses
- Tin Foods
- Couch & Sofa
- Solar Products

Frozen Foods



HAM PRAGER CASALINGO
OVAL SHAPE
4 pieces per carton

Purchase Type

By Carton

By Piece

Wholesale per piece:

\$110.00



SMOKED HAM CHAMPAGNE
CASALINGO MEAT ONLY
WITHOUT BONE
4 pieces per carton

Purchase Type

By Carton

By Piece

- HOME
- RESERVATION
- GALLERY
- THINGS TO DO
- LOCATION
- MORE INFO
- CONTACT



Utirerei Hotel
TARAWA - KIRIBATI



KIRIBATI EXAMPLES



DISCUSSION



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What other e-commerce websites do you know?

Have you ever bought something on FB?

What advertisements do you see on your phone?

Can you name a product that you would buy online?

Any products that you would not buy online?

3

**WHAT COSTS SHOULD
YOU CONSIDER TO TAKE
YOUR BUSINESS ONLINE?**





COSTS OF GOING ONLINE



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Question:

How much do you need to pay for each month to run your business online?

LOW-COST STARTER BUDGET

ESSENTIAL COSTS TO START
DOING BUSINESS ONLINE



Essential (Must-Have) Costs		Why you need it
Mobile data	\$20-\$30 / month	Customers can see your posts and message you
Facebook page or account	Free	Customers can see your posts and message you
Visa Debit Card	Card + monthly fees	Needed to pay for Facebook promotions
Facebook promotion budget	\$10-\$20 (when needed)	Helps new customers find your products

MINIMUM ONGOING COST: ABOUT \$30-\$50 PER MONTH



DISCUSSION



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Do you **NEED** this to take your business online?

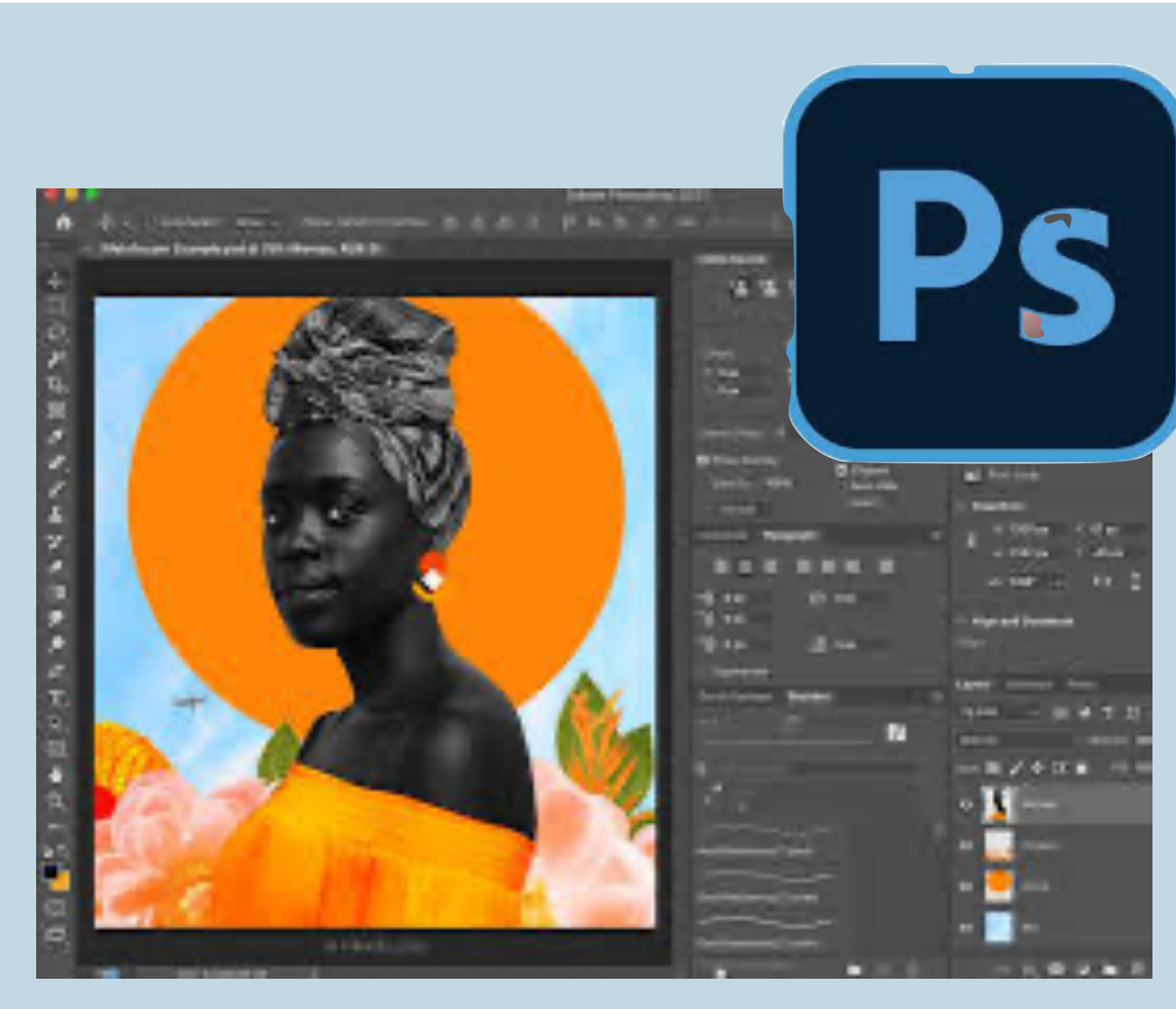
Computer



Website



Software



4

GETTING NOTICED ONLINE.





CREATE ONLINE PRESENCE



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FACEBOOK

A Facebook business page is the easiest way to start selling online



INSTAGRAM

Play with filters for your business photos on Instagram



GOOGLE

You can put the location of your business in Google maps for FREE!





PROFESSIONAL EMAIL



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Free email

You can get an email account for free. Gmail is a popular one. You can choose an email address like: yourcompany@gmail.com



Custom email

Services by Google or Microsoft, allow you to have name@yourbusiness.ki address, for a fee between \$2–12 per month.



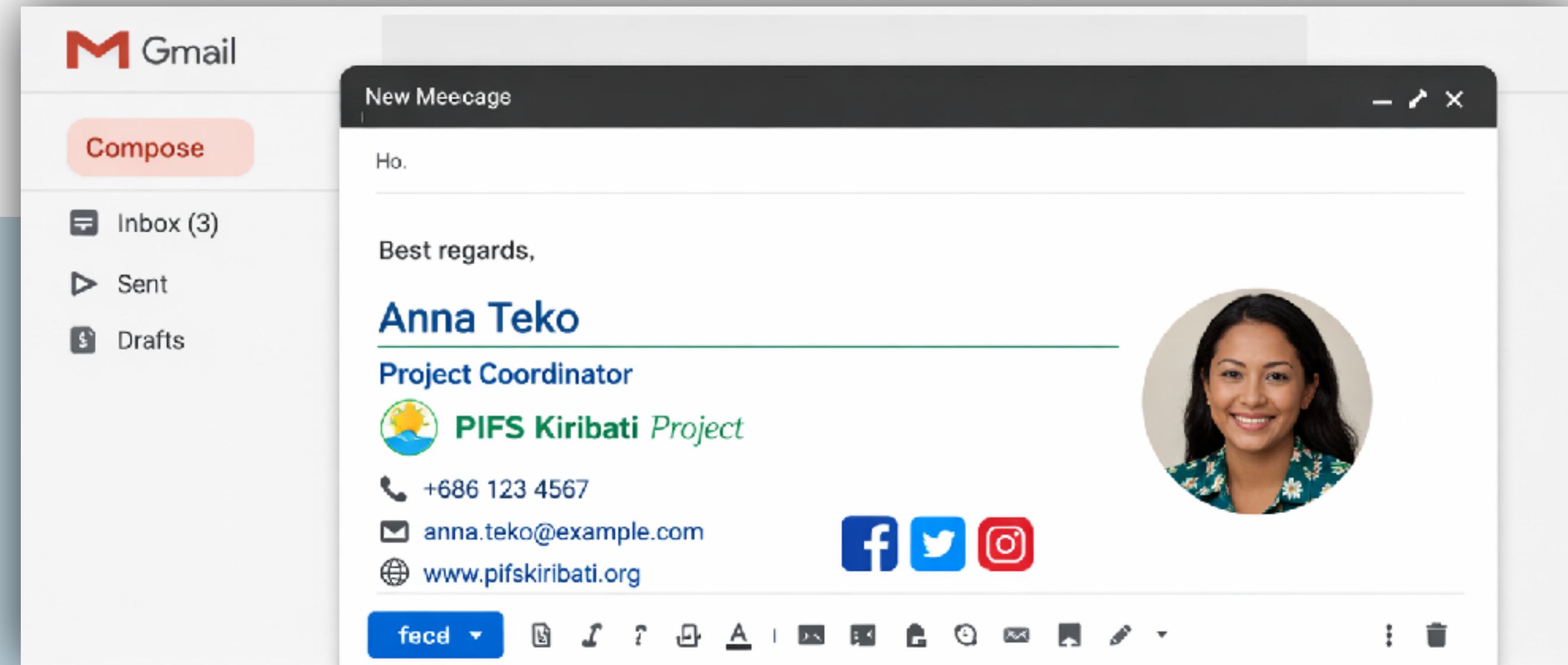
SPEED CHALLENGE



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IN TEAMS

- Open your Gmail account
- Find 'add signature' and create a professional signature for one of you.
- First group to complete challenge wins

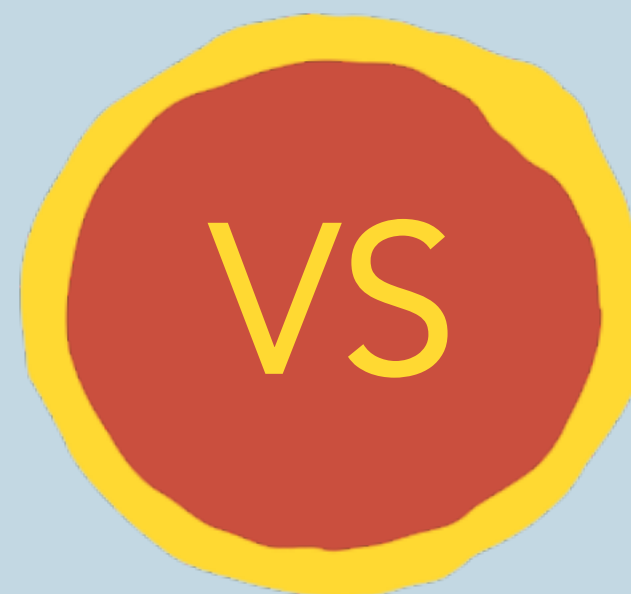




EDIT YOUR PHOTOS



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WHICH ONE WOULD YOU BUY?!



SPONSORED ADS



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DID YOU KNOW?

On Facebook, you can pay for your content to be seen by people that do not yet follow your page.



Tip: You need a VISA card



GUEST SPEAKER



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Terau Beach Bungalow

Terau Beach Bungalow •

4.8 ●●●●● (30 reviews) #1 of 1 limited service property in Taburao

[Visit hotel website](#) [E-mail hotel](#) [WhatsApp](#) [View location](#)



5

GETTING PAID ONLINE.





DISCUSSION



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Question:

What options do you have to get paid, other than cash?

PAYMENT OPTIONS YOU CAN USE TODAY



For...	Use...	Fees...
Local customers	ANZ Mobile app	No fees
Outer islands	POSMO	Customer fees from \$0.50
Overseas customers	Telegraphic Transfer	From \$15 + customer's bank fees



POST OFFICE



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POSMO

What is it?

Who uses it?

What are the pros?

What are the cons?





VODAFONE



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M-PAISA

What is it?

Who uses it?

What are the pros?

What are the cons?





GUEST SPEAKER



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ANZ Bank





EXERCISE



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IN TEAMS

- Discuss (15 min): should the prices depend on the communication channel, or the payment method?





DAY 2

Welcome back



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TRAINING PROGRAM



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Day 1

Why move online now?

Options to go online

Getting noticed online

Getting paid online

Day 2

Managing customers

E-commerce logistics

Complying with the law

Closing



MANAGING YOUR CUSTOMERS





MANAGING CUSTOMERS



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Channels



What channels to use?

Chats



How to communicate with users

Comments

How to handle comments





MANAGING CUSTOMERS



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Discussion

How would you respond to a comment like this?



Mere T. 🌺

Why is this price so high?? 😮 I saw something similar cheaper at another shop. This is Kiribati, not overseas! Too expensive for us ordinary people.

👍 3 Likes · Reply





MANAGING CUSTOMERS



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Discussion

How do you turn a message into a confirmed order?



I like the dress! How much is shipping to Tabiteuea?

Great! Shipping to Tabiteuea is \$6. We can send it out today if you're ready to order 😊



Awesome! Okay, I will take it.





KEEP TRACK OF ORDERS



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BASIC

Use an exercise book



INTERMEDIATE

Save them in an Excel file



ADVANCED

Use accounting software



Question

What system do you use in YOUR business



EXERCISE



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IN TEAMS

- Go to Google Forms, create a form
- Try it out and discuss: how can I use this tool to keep track of my customers?
- Present back to the room



6

GET MOVING: E-COMMERCE LOGISTICS.





WHAT IS LOGISTICS?



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Question

What do these companies do?



DISCUSS & PRESENT



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Scenario 1 - Delivery



Mere T.

Your bags look beautiful! Do you deliver to Abaokoro? 🥰

How do you respond?

Scenario 2 - Returns



Mere T. 🌺

I need to return the item I bought from you. It doesn't fit properly. How do I send it back? I want my money refunded.

How do you respond?



DISCUSSION



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How do business deliver your products in South Tarawa?

What changes when you deliver to outer islands?

Have you ever delivered a product yourself?

What happens if a customer wants to return a product?

What businesses in Kiribati do deliveries well?



GUEST SPEAKER



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Air Kiribati



7

COMPLYING WITH LAWS AND REGULATIONS.





E-COMMERCE LEGAL CHECKLIST



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Foundations

- Company Registration
- Business Licensing
- Tax Registration

Reaching External Markets

- Customs Export Permit
- Phytosanitary Requirements

Financials

- Online Payments
- Business Bank Accounts

Consumer Trust and Confidence

- Customs Export Permit
- Phytosanitary Requirements

Online marketing

- Consumer Protection
- Dispute Resolution



BUILDING A GREAT ONLINE BUSINESS

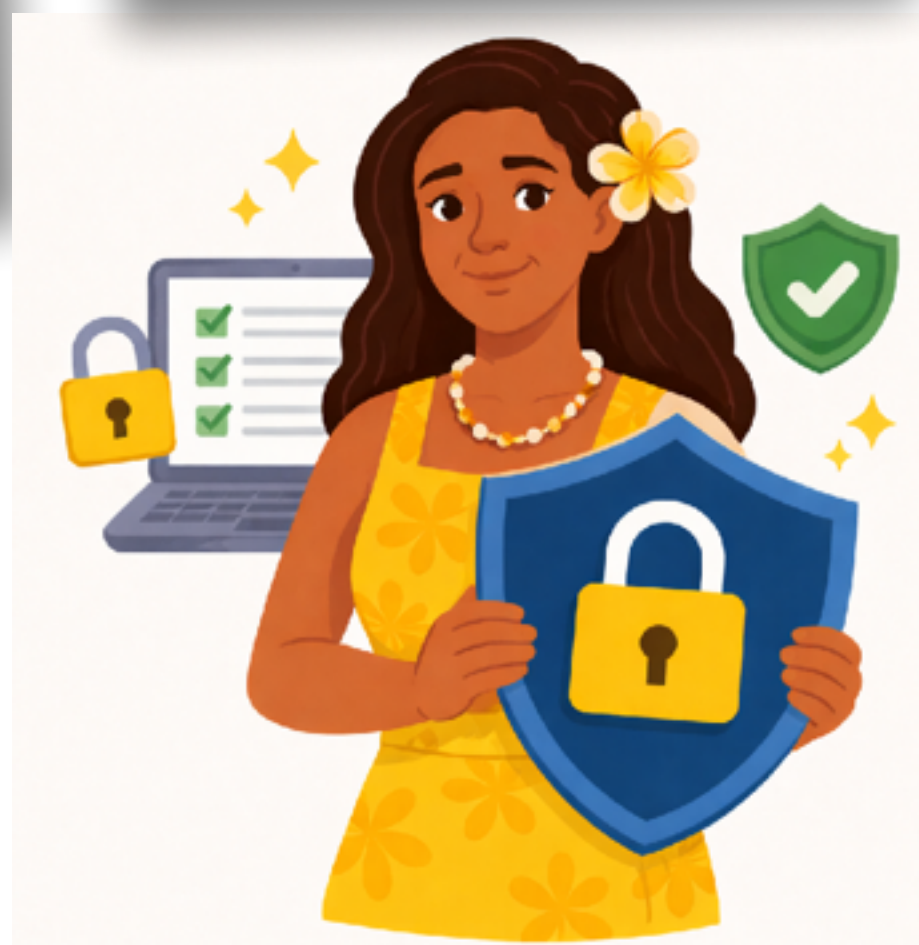


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Secure
payments



Data
protection



Cyber-
security



Consumer
protection



Dispute
Resolution





DAY TO DAY BUSINESS



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What do we need to look at?



ELECTRONIC EQUIVALENCE



ELECTRONIC PAYMENTS



ONLINE SAFETY



CROSS BORDER DATA FLOWS



E-COMMERCE WITHOUT RULES



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What if there is no national legislation?

No e-commerce laws — how do you manage the risks?





WHAT ARE THE RISKS



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Unclear transactions

No clear rules about online buying and selling.

Low trust

Foreign customers may hesitate to trade online.

Payment challenges

Limited online payment options.

Future disruption

You may need to change your systems once new laws are introduced

Weak data protection

No laws to protect customer data & deal with cybercrime

Public awareness

Customers do not understand how e-commerce works.



HOW TO MITIGATE THEM



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STEP 1 Set clear terms

Write simple terms and conditions for your customers.

STEP 2 Protect information

Use secure passwords, secure devices, and basic data protection measures.

STEP 3 Work with your bank

Ask about business payment solutions and secure online payment options.

STEP 4 Communicate clearly

Be transparent in your marketing and customer communication.

STEP 5 Follow best practice

Align with international data protection and privacy standards.

STEP 6 Handle complaints

Respond quickly and fairly to customer concerns.



RISK SCENARIO



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Today 5:13 PM



Hello, can I please book a room for 15–16 April?
I urgently need it. I will pay on arrival.

Hi Karen 😊 Yes, we have availability for 15–16 April.
I've reserved the room for you. We look forward to
welcoming you!

April 15 10:00AM

Good morning Karen 😊 We're looking forward to your
arrival today.

Please confirm your expected arrival time.

Do you need airport pickup?

Hello Karen, just checking—are you still arriving today?

Fake booking

How can we prevent ?

How do you respond?



RISK DISCUSSION



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Data protection

What data do you collect? Why?

How do you store it?

Who can access it?

How do you keep it safe?

Who is responsible?





RISK EXERCISE



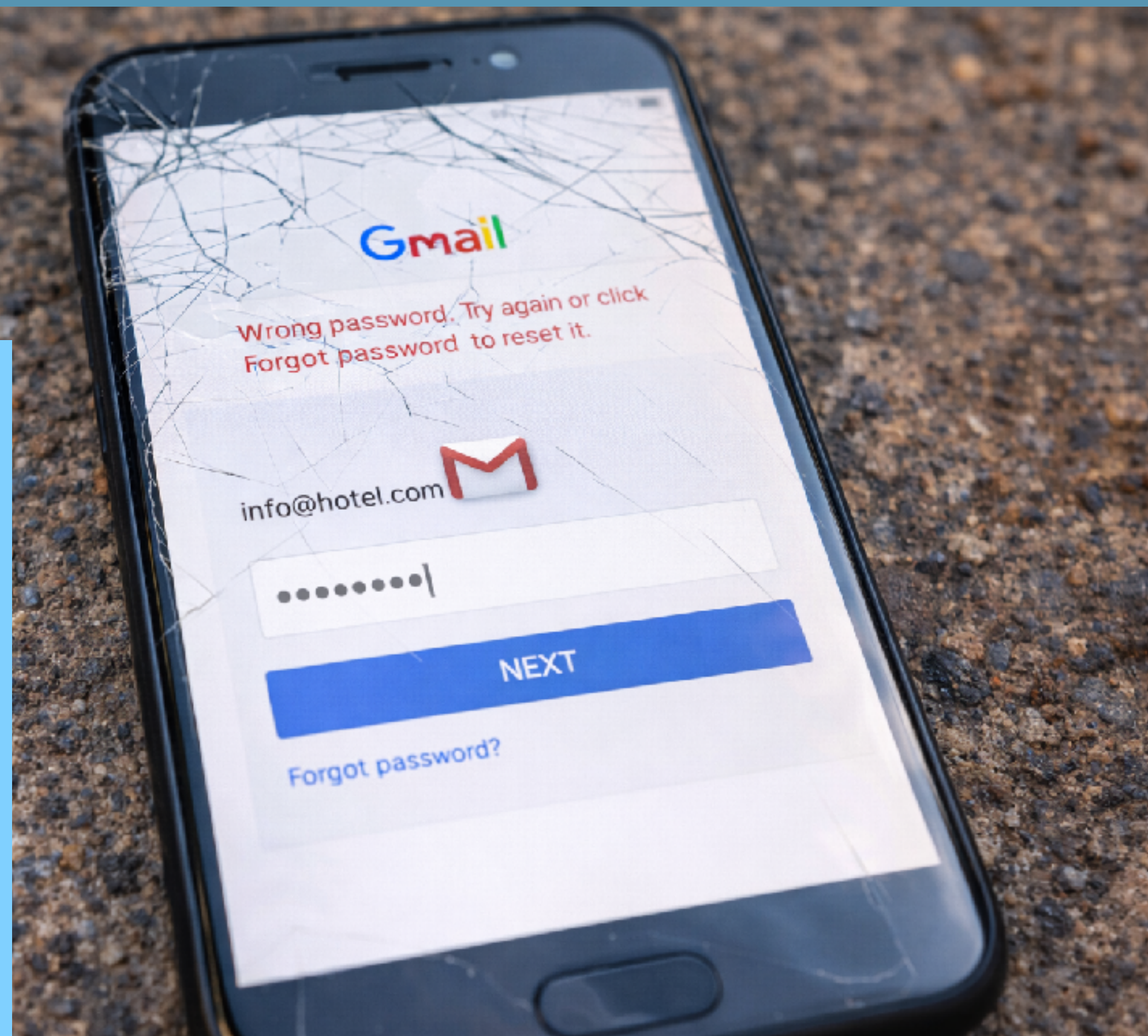
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IN TEAMS

Imagine your phone is broken and you can't access your accounts

- What important services your business uses are lost?
- How can you prevent this from happening?

Discuss (15 min) and report back





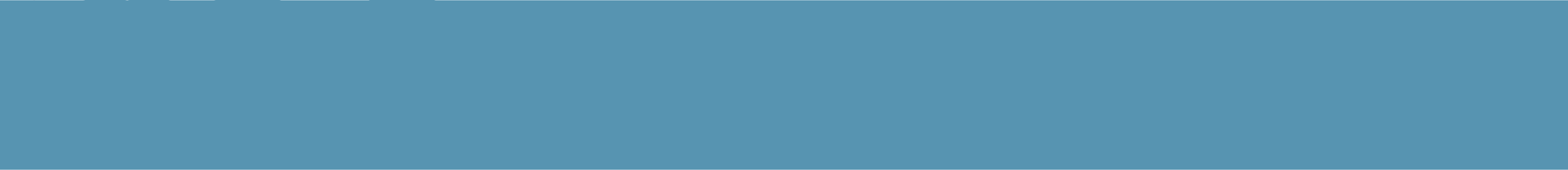
CLOSURE



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CLOSING REMARKS



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Hildegard Rai,
Aid-for-Trade Policy Officer, PIFS

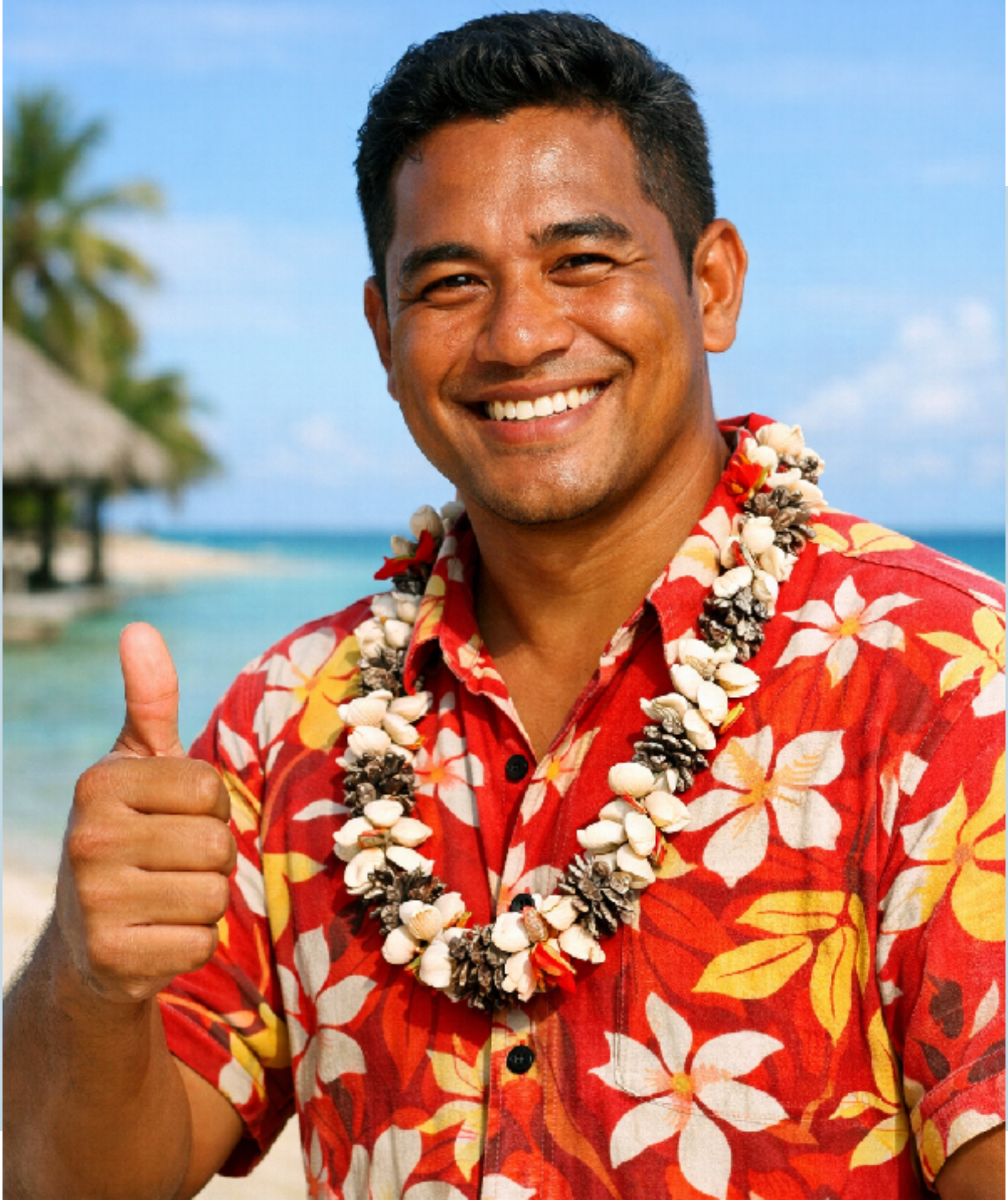


FEEDBACK




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How did we do?



SCAN & RATE





END OF TRAINING !

THANK YOU



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