



# Jordan eCommerce Business Support Training Course & Coaching Scheme

Introduction

August 2021

CHALLENGE.  
CREATE.  
COLLABORATE.

# Agenda



- Program Introduction
- Our Team
- The Roadmap
- The Offering

# Program introduction



## we-fi Women Entrepreneurs Finance Initiative

A collaborative partnership hosted by the **World Bank Group** including governments, development banks, and other public and private sector stakeholders.

We-Fi aims to address a variety of financial and non-financial constraints faced by women-owned/led small and medium enterprises in developing countries, in the MENA region and globally

### WHERE WE WORK

50

COUNTRIES WITH PLANNED WE-FI ACTIVITIES

- Donor Countries
- Active Projects
- Future Projects

**Donor countries include:** Australia, Canada, China, Denmark, Germany, Japan, Korea, Netherlands, Norway, Russia, Saudi Arabia, United Arab Emirates, United Kingdom, and United States of America



## Jordan Ecommerce Training Project

This project is part of the wider We-Fi programme.

### Objective:

The ultimate aim of the project is to **increase the online sales and income of women owned/led SMEs in Jordan**

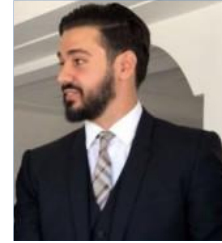
### How OCO is delivering this:

1. Created a suite of key information and targeted learning products relating to eCommerce
2. Training a group (20) of skilled advisors in Jordan on this subject matter
3. Support the advisors to deliver a package of support to 100 women-led SMEs

# Our Team



**Tom Munro**



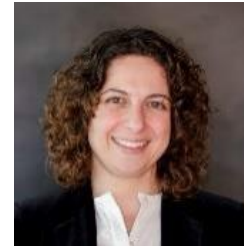
**Osama  
Al Isawi**



**Fabian  
Staechelin**



**Bassil  
Eid**



**Tamara  
Abdel-Jaber**



**Barbara  
Grunewald**





# The Roadmap



Current Stage

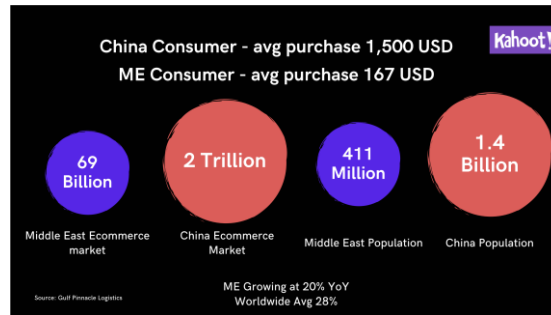
# Training Course for Ecommerce Advisors



**How to do Ecommerce in the Middle East**

A guide to getting online and selling in international markets.

Logos: THE WORLD BANK, we fi, OCOG



**Set Up Paypal**

International Credit Card Needed  
Otherwise Payoneer can help

## KNOWING THE MARKET

## GETTING VISIBILITY

## ESTABLISHING TRUST

### Topics covered by our training

- Reviewing Competition
- Setting up PayPal
- Visibility (Casini Search)
- Setting up eBay account
- Strategy on Pricing
- Setting up eBay Store
- Strategy on Shipping
- Marketing Tools
- Listing an item
- Performance Analysis
- Business Policies
- Customer Service
- Overview of marketplaces for Jordan

# What will you get out of the program?



- **1 -1 coaching and mentoring** in the eCommerce space by sector experts and leaders with extensive experience that have gone through our training
- **Technical and practical assistance** on topics such as branding, marketing, fulfilment and payment gateway integration that will help you study and expand into new markets
- **Visibility and Networking opportunity**- you will be able to reach a network of key players in the market that will be able to expand your reach and facilitate your growth. While there is an end date to the project, a relationship with the advisors can continue as they are highly motivated to empower the ecosystem
- Access to **preferential shipping rates** from companies such as DHL\*

**...leading to an INCREASE IN ONLINE SALES**

# How do I get involved?



## Who can apply



**1. Registered in Jordan**



**2. Owned or managed by women**



**3. Micro, Small or Medium sized enterprise (>5 employees)**



**4. Cost: Free**

### Calling for ambitious, women-led businesses in Jordan looking to increase their online sales via eCommerce

Are you a growing business based in Jordan? Is your company owned or managed by women? Are you looking to increase your eCommerce sales, reach new customers, and help your company grow?  
OCO are working with the World Bank's Women Entrepreneurs Finance Initiative (WEFI) to help female entrepreneurs in Jordan use eCommerce more effectively - enabling them to build their technical knowledge, scale up, enter new markets, and export via eCommerce.  
The project will deliver a programme of coaching for women-led small and medium-sized enterprises (SMEs) in Jordan, which will help them to increase their sales via eCommerce through eCommerce platforms such as eBay, Amazon, Souq, etc.



We are calling for women-led SMEs who want to participate in our eCommerce programme and receive assistance to improve their online presence and sales.  
Participating companies will receive 3 - 4 sessions of coaching from certified local advisors who have been recently trained to the highest standard by leading international eCommerce experts. The coaching will be tailored to your business needs.



#### What will my business get out of the scheme?

- Coaching to International Standards - You will be coached by locally based eCommerce advisors who have been recently trained on cutting edge eCommerce topics by internationally renowned eCommerce specialists
- New practical skills - The coaching will teach your staff practical skills that will cover key areas of the business such as access to sales channels, using online payments, cross-border fulfilment, costs and digital marketing.
- Learning resources - You will receive learning materials which you will be able to refer back to, and reuse in the future.
- eCommerce Network - You will build your professional network with peers, international eCommerce experts, sales platforms, logistics providers, and eMarket platforms.
- Potential New Partners - You will have the opportunity to connect with new businesses in Jordan who could be future partners or customers.
- Discounted Rates - Participants will be able to access a number of exclusive benefits, such as preferential rates from shipping companies such as DHL.

#### More Information

If you are interested in participating, please read the following documents for more information:

[Timeline](#)

There will also be an information session hosted by our lead partners OCO Global, which will give you an opportunity to hear more details about the course contents, ask questions, and meet the team of eCommerce experts. You can access the session via the link below:

Date: February 24<sup>th</sup> 2021  
Time: 12:00 Jordan Time

[Register to Attend](#)

[Register](#)

[How to Apply](#)

If you are interested in applying for this position, please go to the following link to fill out the application form and submit your CV (in English):

[Timeline](#)

The deadline for applications is 23:59 on **March 4<sup>th</sup> 2021**.



### APPLICATION FOR WOMEN OWNED AND WOMEN-LED E-COMMERCE BUSINESS SUPPORT

#### Introduction

Thank you for your interest in participating in the SME coaching scheme offered by the World Bank's Training of Female eCommerce Advisors for SMEs in Jordan (part of the Women Entrepreneurs Finance Initiative).

Before you complete this application form, please ensure you have read through the details in the 'Call for Applications' document. There will also be an information session run by the programme's lead partners, OCO Global - see the 'Call for Applications' document for details on how to access this.

The closing date for the first round of applications is **March 4<sup>th</sup> 2021**. Please submit your completed form by this date, and direct any queries to OCO Global via the following email address: [JordanEcommerce@ocoglobal.com](mailto:JordanEcommerce@ocoglobal.com)

1 / 4 20%

Next

Powered by  
SurveyMonkey

**Recruitment is Ongoing  
Apply via website:**

<https://www.ocoglobal.com/jordan-ecommerce-SME-coaching/>



**1. Selection Process (100 SMEs)**



**2. Assessment of needs**



**3. Assigning an advisor**



**4. Coaching & mentorship**

**4 support sessions with your assigned advisor**



**IF YOU HAVE QUESTIONS,  
PLEASE CONTACT US**

[JordanEcommerce@ocoglobal.com](mailto:JordanEcommerce@ocoglobal.com)

[osama.alisawi@ocoglobal.com](mailto:osama.alisawi@ocoglobal.com)

[Tom.Munro@ocoglobal.com](mailto:Tom.Munro@ocoglobal.com)

# THANK YOU

# OCO

