



GLOBAL EXPANSION

An E-commerce Company's International Scaling



Client Overview

An e-commerce company selling specialty home decor products primarily in North America. With 120 employees and annual revenue of \$30M, they had strong domestic growth but struggled to successfully expand internationally.

The Challenge

Despite receiving significant international traffic and interest, the company's attempts at global expansion had yielded disappointing results. Operational complexity, customer experience issues, and inefficient market entry strategies were limiting their international success.

→ Key Issues Included:

- International logistics complexity and high costs
- Limited localization of product catalog and website
- Payment method restrictions impacting conversion
- Customer service not aligned with international time zones
- Inconsistent pricing strategy across markets
- Marketing effectiveness varying widely across regions

Our Approach

We implemented our Market Expansion System focused on international e-commerce:

1. Market Assessment:

- Conducted comprehensive analysis of target markets
- Evaluated existing international performance by region
- Identified operational gaps for international fulfillment
- Assessed localization requirements and priorities

2. Expansion Strategy:

- Developed phased market entry roadmap
- Created localization framework for content and experience
- Designed international operations model
- Established market-specific KPIs and success metrics



3. Implementation:

- Deployed international fulfillment network
- Implemented localization management system
- Created market-specific pricing and promotion engine
- Developed international customer service coverage

4. Measurement and Optimization:

- Established market performance dashboard
- Created country-specific optimization process
- Implemented continuous testing methodology
- Developed cross-market knowledge sharing

Results:

Within 12 months of implementation, the company achieved:

- **Successfully launched in 3 new countries** with full localization
- **International revenue grew by 96%** year-over-year
- **International conversion rates** improved by 58% on average
- **Fulfillment costs for international orders** reduced by 37%
- **Customer satisfaction in new markets** achieved parity with domestic scores
- **International average order value** increased by 28%

The international expansion enabled the company to successfully diversify beyond their domestic market, creating significant new growth opportunities while developing a repeatable methodology for future market entries.

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