

eCommerce Guidelines





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Introduction

The purpose of this document is to provide a general framework and guidelines to help small and medium enterprises (SMEs) develop and operate eCommerce portals. It also provides information about local and global providers and the overall Qatari context for eCommerce.

What is eCommerce?

eCommerce (also known as eBusiness) refers to the exchange or sale of goods or services online.

It typically involves the processing of payment for the sale, as well as any arrangements for delivery of the product, whether the product is physical or electronic.

The “online” element may be conducted through the internet or through a dedicated web-enabled connection.

Why use eCommerce?

Whilst eCommerce has obvious benefits for business growth, there are also other marketing benefits which make a company more attractive to its target audience.



- ✓ **Create opportunities to build new relationships with customers and other online users**



- ✓ **Reduce costs with lower start-up and operating costs and reduced sales and advertising costs**

24/7

- ✓ **Stay open for business 24 hours a day, 7 days a week, around the globe**



- ✓ **Gain more loyal customers by engaging them in online discussion and providing regular updates on your products and services**



- ✓ **Use innovative and creative marketing ideas to reach audiences with specific needs or interests**



- ✓ **Manage more than one online business at the same time as your ‘offline’ business**

Expand your business

Create new relationship opportunities

Expanding or opening your eCommerce site can create a number of opportunities by helping to establish new relationships with potential customers, potential business associates and new product manufacturers. Being easy to find and accessible to users all over the world makes it easier for potential customers and partners to approach you. You will be able to connect with customers who otherwise would not know you exist; suppliers will propose to include their products/ services on your site; other businesses will approach you about partnership opportunities. Many of these opportunities would not present themselves without an online presence or website.

Open for business 24/7 across the globe

An eCommerce site removes the restrictions of physical store hours, giving your customers access to browse and buy items 24 hours a day, 7 days a week. eCommerce allows merchants to target consumers anywhere in the world, including remote or difficult to reach locations. eCommerce marketing initiatives can be deployed in a variety of ways, but the reach may go far beyond a specific city or region and to the rest of the world.

Gain more loyal customers

An eCommerce store-front provides a unique way to display and describe your products in an informative, visual and interactive way. It is also easier for consumers to browse your catalogue, get updates on new items or product discounts and shop or buy at their convenience. The customers you have will become more loyal shoppers each time they visit, making this a powerful tool for driving customer satisfaction and loyalty.

Reach niche audiences

At any time, millions of users are searching the internet for a variety of products and services; eCommerce marketing and selling allows merchants to target and reach these audiences, even on a limited budget. This creates the potential for anyone to sell anything online (assuming it is legal to sell). Merchants can now offer niche items and market those items to the right individuals using creative and innovative eCommerce marketing ideas.

Manage multiple revenue streams

Once you have successfully launched and marketed one online business, you may wish to launch another. You may already be in full time employment, and looking to launch an online business in your spare time. Either way, conducting business online makes owning and operating more than one business a realistic proposition. Many merchants have successfully launched and run online stores while still maintaining full-time employment. Others have opened more than one online store in order to generate multiple streams of revenue.

Reduce your costs

Lower start-up and operating costs

It is typically cheaper and less capital intensive to launch and run an eCommerce business, compared to a physical retail store.

Online stores have limited need for sales, customer service and support staff and can therefore run with relatively few employees. The need for physical space is also limited, reducing costs related to building leases, phone bills, utility costs and other costs associated with running a brick-and-mortar retail outlet. There are typically also fewer permits and licenses required to operate an online business.

Reduced sales and advertising costs

eCommerce marketing strategies are usually cheaper than traditional advertising methods (e.g. newspapers, TV etc.). Additionally, online sales and marketing can help businesses streamline their sales processes and the management of their advertising campaigns. Whilst the financial benefits are clear, online marketing is often under-utilized by traditional businesses.

The building blocks of eCommerce

Below we introduce some of the fundamental concepts and terms relating to eCommerce:

B2B (business-to-business): Selling products or services to other businesses.

- **B2C (business-to-consumer):** Selling products or services to end consumers (man-in-the-street).
- **eCommerce catalog software / solution:** An online site management system with catalog management functionality typically including products, shipping, sales tax, sale pricing, sales, payment processing, order processing and marketing features.
- **Merchant Account:** A bank account service that enables online credit card transactions. (See also Payment Gateway).
- **Payment Gateway:** An internet service that connects your eCommerce site with your Merchant Account. A gateway accepts order information and connects to your Merchant Account to authorize and transfer funds.
- **Shopping Cart:** Functionality on an eCommerce site that maintains a list of the products selected for purchase by a customer. The shopping cart functionality can be standalone (using an HTML or other product presentation format) or part of an eCommerce solution.
- **Transaction Type:** A label identifying the nature of the transaction and defining how the transaction will be handled. The most common Transaction Types are Auth, PreAuth, PostAuth, Credit and Void, as defined in the table below.



Figure 1: Transaction type definitions

Label	Transaction type definition
PreAuth	<p>A cardholder's account is verified to be "valid" and not to have reached its limit.</p> <p>PreAuths are used if goods are to be physically shipped or in other cases for which the merchant must first verify whether the order can be fulfilled.</p> <p>An approved PreAuth is followed by a PostAuth, which prepares it for settlement.</p>
Auth	<p>A transaction is both pre-authorized and post-authorized in one step.</p> <p>Auth is used only to process the purchase of goods or services that do not require physical shipment, e.g., donations, registrations, or electronically delivered goods such as eBooks.</p>
PostAuth	<p>A transaction that puts a PreAuth transaction into a "captured" state for settlement.</p> <p>In the case of partial shipments, the PostAuth amount may be less than the PreAuth amount.</p>

	By law, PostAuths can be initiated only after the purchased goods have been shipped.
Credit	Transfers funds to the cardholder's account, rather than <i>from</i> the account. Typically used to refund a customer's money for an order that was previously settled, e.g., returns or overcharges.
Void	Cancels a transaction that has not yet been settled.

Best practice guidelines for eCommerce



Tips for selling products on an eCommerce website

Advertising your products online is the easy part. Here are some tips for making a sale.

Understand your market demand

To offer a diverse product offering that will sell, eCommerce business owners must first understand their market demand. Make sure that you are up to date with current trends by reading your industry news and eCommerce specific trends. Use products like “Google Trends” (<http://www.google.com/trends/?hl=en>) to check the popularity of a product and try to attend local networking events with fellow online retailers.

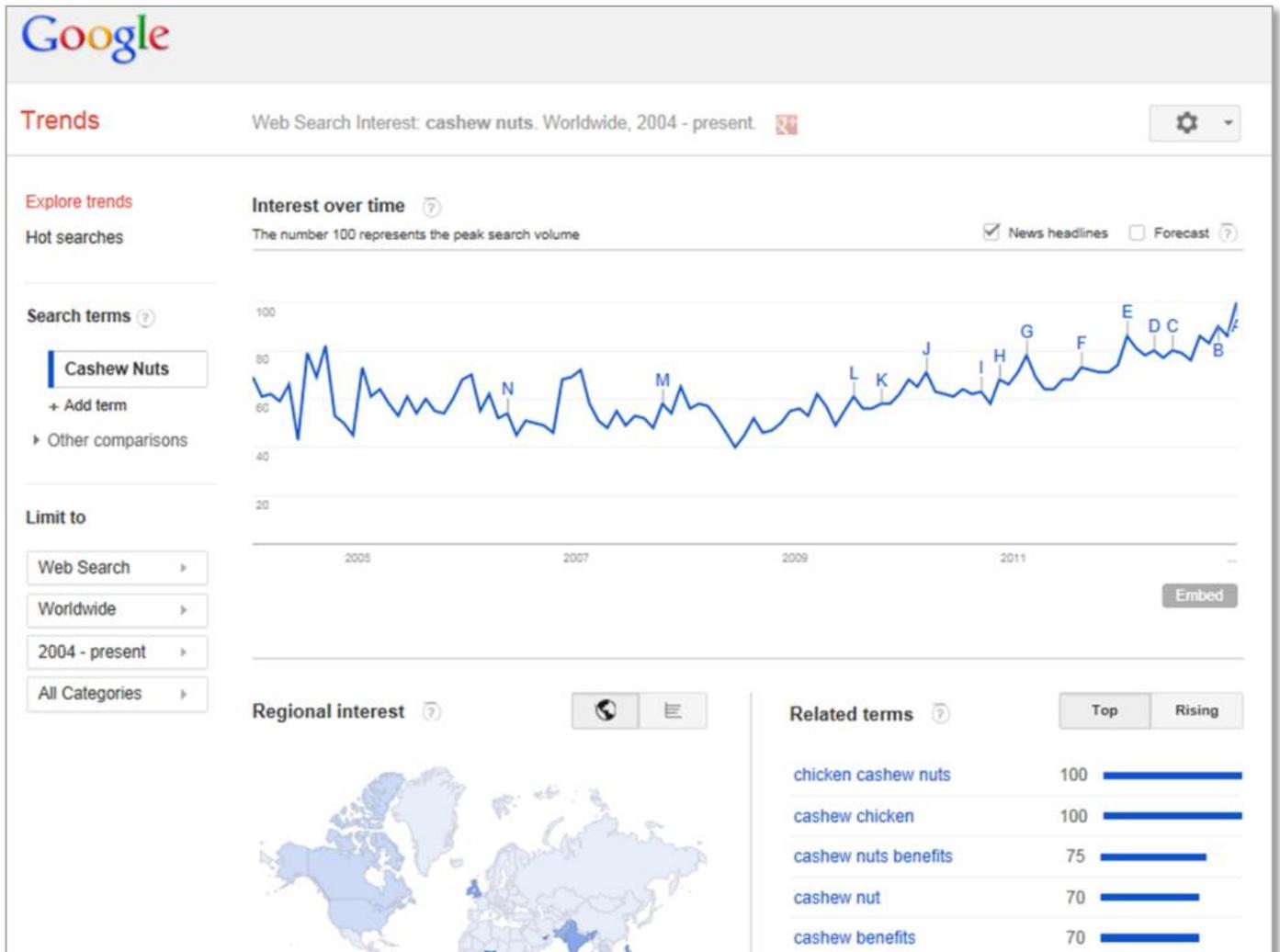


Figure 2: Trends for “Cashew Nuts” on Google Trends

Creating your own product is certainly the hardest (and most expensive) part of setting up an eCommerce business. But with the right idea and the necessary resources, it can be the fastest and simplest way to build a profitable and competitive business.

Think about how you present your products

If you sell physical goods, ensure that the photographs of your product are as detailed as is possible (or practical). You might not include them all on your website, but they might be useful to respond to enquiries from prospective buyers.

When photographing your products to display online, set your item neatly against a backdrop that has a contrasting color. It is also better to use natural light rather than flash, as it helps capture the true color.

Include as much information about the products and services as possible (without overcrowding the page).

Offer discounts and incentives

Once you know your margins and have set your pricing accordingly, you can offer incentives to motivate your customers to buy. Even if you are unable to sustain an ultra-low price in the long term, you can offer limited time pricing to reach these customers, such as **“Purchase in the next hour and receive 20% off”**.

The specific language used is also important in influencing how you attract customers and minimally affect your bottom line. For example:

- If you have a surplus of products, you can profitably offer a two-for-one deal.
- Customers perceive large percentages as big savings; with a **“Buy one, get one 50% off”** deal, the customer sees “50% off”, but really they are only getting a 25% discount.

Being smart with your incentives allows you to draw attention to your products and build a reputation for having good offers, without significantly impacting your profits.

Find out more online as you navigate through the stages of the SME Toolkit which can be found on the ictQATAR website.

Tips for building a good eCommerce site

Here are some key considerations when building a successful site that will boost profits, and attract more customers.



Expand your networks

In order for your eCommerce site to be a success, you need to know how it fits into the wider market. Before you begin building the site, research your competition and investigate how they do things. Think about what works well and what you would like to change, as well as where your site could fit into existing services. It can also be a good idea to network with other sites, as suggested above, in order to boost your publicity and, hopefully, your traffic. Go to site such as Alexa.com (www.alexacom) to check your site’s traffic against your competition.

Align your website to your business vision

When you are building your eCommerce site, it is not quite enough to think about where your business is at present; you also need to think about where you want to go in the future. This is to ensure that you will not need to build another site in a few years’ time because your business has outgrown your current installation. Having a vision for your site is important, as this can make all the difference between a growing, dynamic website and one that is stagnant.

Focus on your target market

Your target market will generate a large proportion of your business. Making sure your eCommerce site caters to them is vital. It is a good idea to talk to your website developer about the type of people you are hoping to target with your site. Do not try or worry about trying to cater to everyone; your primary audience should be your primary focus.

Choose where to host your site

As with any website, you need to host your site somewhere and, in most cases, you will need to use a web hosting service. It is important that you host your eCommerce site in the country in which you plan to be doing most of your business. This will ensure the fastest possible download speeds and simplify integration with payment gateways. It will also make it easier for you to be familiar with the legal implications and tax laws with trading across borders and manage your business accordingly.

Invest in good web design

Many potential customers are cautious about purchasing products without a physical contact, and are even more nervous about making payments online. The design of your website is an essential part of building customer trust; it must appear to be professional and credible. Using an experienced website developer to help you is recommended.

Make sure the site is easy to navigate

Web design 'good practice' is that a customer can locate what they are searching for within three 'clicks' of the mouse. Encourage your customers to purchase products by making it as easy as possible to navigate your site. Frustrated customers will leave and go elsewhere.

Write appropriate content that catches the attention of your customers

As with any website, it is important that your eCommerce site is populated with appropriate content that will help to sell your products and bring in business. Remember that you are writing for a web audience so you should also consider search engine optimization when writing content in order to maximize your chances of ranking highly in search engine results. Remember that you do not need to repeat your keywords often; but rather that you should write a suitable description of the product as well as its function or purpose. Simply writing a product code or model number is not going to help in search engine rankings.

Know how to market online

Search Engine Optimization (SEO) plays a big part in online marketing. A great way to achieve this is to write a blog post for each major item that you are selling. Linking your blog post to your product will ensure that you are going to be successful in driving traffic to your site. Another possibility is looking at paid advertising such as Google AdWords or Facebook pay-per-click marketing.

Refer to the Web Marketing eBook for further tips on Search Engine Optimization.

Find the right shopping cart software

Obviously, with an eCommerce site, the 'commerce' part is extremely important. Whilst starting with an "information-only" website is a possible way to launch quickly, it is recommended that you make shopping cart software a feature of your site as early as is practical.

Shopping cart software will allow you to process orders, issue invoices and calculate VAT. There are several standard packages available, although these can sometimes be difficult to manage as they try to cater to all needs. Some packages are also not suitable for gaining good search engine positions since they do not allow the engines to crawl the contents of the product database, which will be relevant if this is part of your strategy for driving traffic to your site. Examples of shopping cart software include Shopify (www.shopify.com), Big Commerce (www.bigcommerce.com), Pinnecalcart (www.pinnecalcart.com).

Know how your payments work

It is important for you to have an understanding of how you will be collecting payments from your customers.

There are two basic concepts for how online payments work:

1. An online payment provider that integrates directly with the site, such as PayPal (www.paypal.com) or Google Checkout (checkout.google.com); or
2. A bank and payment gateway arrangement where the bank provides you with a merchant number; the merchant number integrates with the payment gateway system and the payment gateway system integrates with your site.

Variations of the two concepts exist (particularly in the Middle-East) and include:

1. Prepaid online payments via prepaid vouchers with providers such as CashU (www.cashu.com)
2. Cash on Delivery where the customer pays the delivery company who in turn credit the merchant (70% of the eCommerce transactions in the Middle-East are currently made using Cash on Delivery).

To set-up a merchant number in Qatar, you have the choice between three services from the local banks:

- QNB
- Commercial Bank
- Qatar Bank

The best approach for receiving payments will depend on the focus and size of your website.

Regional success stories and good practices

A number of regional businesses including small and medium ones have successfully adopted ecommerce to expand their market presence and increase sales. We have included below two of the many regional success stories – Araboh a Qatari founded online bookstore and eXtra a Saudi consumer electronics retailer.



Brief background

- **Araboh** is an online bookstore that sells Arabic content educational material (books and DVD) established by an Arab woman who studied in Carnegie Mellon University in Qatar

Value delivered by ICT adoption

- Araboh used an **eCommerce platform** coupled with a **strong social media** presence to deliver its products **across border** and fulfill the owner's vision of helping future generation learn Arabic specially those living in non- Arab countries
- Araboh has presence in more than **50 countries** and has grown by more than **200%** since being launched in 2008



Brief background

- **eXtra** was established in Saudi Arabia in 2003 mainly selling consumer electronics and home appliances products

Value delivered by ICT adoption

- eXtra has 30 shops across the Saudi market and 1 in Bahrain. To increase its market presence, eXtra established a complete **eCommerce platform**. eXtra's online platform was successful in drawing **traffic** outranking similar business electronics online-only businesses. The company has more than **11 million** shopper and has achieved a **340% growth** between 2004–2008. It is still considered as one of the kingdom's fastest growing organizations

Figure 3: Regional eCommerce success stories

As other good practices, locally in Qatar, if you believe that getting people to pay with their credit card online or the cost of an ePayment Gateway is prohibitive for your business, Qatari online businesses such as Qgrabs have set-up alternative payment mechanisms such as Paypal and Cash on Delivery as shown below.

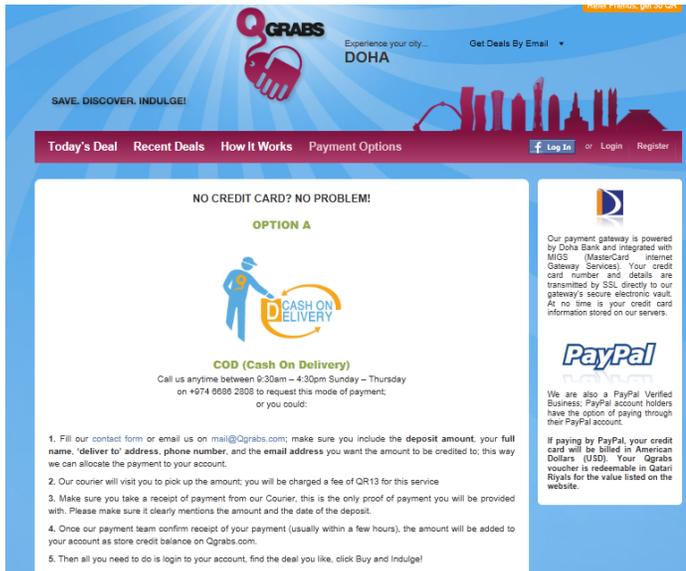


Figure 4: Qgrabs payment options

The legal environment in Qatar

There are already a number of laws and initiatives in place in Qatar that have been developed to reassure you that your interests have been consistently borne in mind.

- 1- The eCommerce Law, enacted in 2010, provides a legal framework that governs all electronic transactions performed in Qatar. The enactment of the law was followed by the passing of the e-commerce executive bylaws in 2012. The law gives legal validity to e- transactions satisfying certain technical requirements, which include, but are not limited to, the following:
 - a. Electronic documents such as online invoices and purchase orders
 - b. Electronic transaction that satisfy the technical requirements specified in the law and its executive bylaws
 - c. Digital signatures which is an electronic method to certify the authenticity of a certain message or document. Digital signatures play a major role in credit card transactions online.
 - d. Public Key Infrastructure/Trust Marks: ictQATAR has embarked on a project to provide a legal framework on licensing certification providers, who will in turn, pass PKI technology (Trust Marks) on to websites to ensure data connection security.
- 2- The Data Privacy Law, which is currently awaiting signature, has been developed to ensure that personal data of your company and of your customer's details are kept confidential. The law defines personal information and sets measures for their protection required to be taken by processors of this information. The law imposes penalties on all those who disclose any financial or non-financial information of their customers without their consent.
- 3- The Cyber Crime law, which is the enforcing legislation, is currently submitted for approval and enactment. The law provides details on penalties, offenders, and types and procedures of cybercrimes.

- 4- There are several entities within Qatar that deal with bestowing security and confidentiality across the cyber space. These entities work together to ensure a safe and secure digital space.
 - a. Q-CERT: The Qatar Computer Emergency Response Team proactively seeks to identify major threats to the digital space and resolve them before they cause harm to a person or a company. The response team is always ready to receive incident logs from everyone in Qatar, when they encounter a cyber-mischief act.
 - b. Ministry of Interior Cyber Crime Center: The cybercrime center enforces the laws and regulations set forth by the government against offenders who use sophisticated electronic methods to carry out criminal activities. The center is equipped with latest technologies to detect cybercrimes and prevent them.

Find out more on the legal environment in Qatar online as you navigate through the stages of the SME Toolkit which can be found on the ictQATAR website.

Choosing an eCommerce provider

Creating a long list of potential vendors

Research potential vendors

Look for sources of advice on vendors that can meet your needs. Look out for trade shows in the region, and also connect with peers and consultants who can provide advice and share experience. There is also a list of potential vendors available on the ictQATAR ICT Toolkit pages.

Send a preliminary email to your potential vendor list

Select 5 to 10 potential vendors with which you would like to connect, or from which you would like to have more information. Where possible, this email should include your business objectives, your annual online or company revenue, and project budget range and timeframe. This will help vendors to assess if and how they can best support you.

It is also worth stating any unique requirements that might eliminate some providers. These might include requirements across multiple sites, languages or currencies. Other considerations may include specifics of other businesses with which your website will need to connect (such as for purchase order processing), and any specific subscriptions or continuity configurations.

Narrow down your list based on what is important for your business

You may wish to keep your list broad, and let the vendors' responses help you to see the differences between types of solutions. However, it will help to give your "long list" some focus if you can be clear on the type of solution you are looking for. Types to consider include:

- In-house
- Consultant
- Point solutions
- Platform solutions: On-demand; Licensed; Licensed with hosting; Custom
- End-to-end solutions

Refine your requirements, being realistic about your needs and limitations

If you do not have in-house technical skills, nor do you already have a partner or sub-contractor that you trust to provide technical expertise and execution, then it is recommended that you look for a provider that offers their solution on-demand or 'for rent.' Managing your own servers and software may not be right for you right now.

Also, unless you have particularly strong and inexpensive technology skills in-house, buying code or renting the technology is usually better than doing it all yourself. This helps you to benefit from technology that has been tried and tested by many others before you.

Medium-sized businesses also typically require that the solution provides administration tools to business users. This avoids conflicts between the IT team and the rest of the business. For example, a marketing manager should be able to manage their promotions in the system without requiring IT to make changes on their behalf, and a warehouse manager should be able to manage shipping without relying on programmers.

Creating a formal request for proposals or quotes

As a substitute, shortcut or complement to the steps below, you can use the briefing templates of the ictQATAR toolkit to generate brief(s) to potential providers.

Prepare your RFP or RFQ

Your Request for Proposal (RFP) or Request for Quote (RFQ) should include the following:

- Your business drivers and objectives for developing a website
- Your project budget range and timeframe
- An indication of your relevant competitors and how you would like to compare or differentiate against these
- Any relevant best practices you would like reflected in your website build
- As much detail as you can provide on your requirements, workflows and designs for your website

Present your requirements clearly

When preparing your list of requirements, you might want to create this as a list against which the vendor can indicate whether they can or cannot support (for example a Yes/No checklist). If so, make sure that you leave room for the vendor to explain their response. This might include details of how the feature will be delivered or how long it will take. If a feature is not available, they may be able to suggest an alternate solution which might be delivered by them or by another provider.

Manage the administration for your requests and responses

When sending your RFP or RFQ, offer a period during which they can ask questions, setting a clear deadline for final questions. Give providers between one and three weeks to respond, depending on the complexity of your request.

Make sure that you track what has been issued to who, as well as questions and responses.

And finally, stay in contact with those to whom you have sent your request. Do not be surprised if a third to a half decline to bid on your RFP, especially if you have a tight time frame or a tight budget. It is always a good idea to call them anyway to find out more about why they chose to decline.

Creating a “short list” of 2 to 5 providers

Compare the responses against your requirements

Based on the responses you receive from your RFP/RFQ, start by eliminating the obvious mismatches. Then follow a systematic approach to identify your finalists.

Create a comparison table that allows you to look at your responses side-by-side. This should include a list of your key requirements or expectations, together with your commentary or scoring for each of the responses. Color-coding your scoring to denote the rankings and ratings you have created can help to make your assessment more visual.

Understand all the costs for each proposal

Unless you have been very specific about how you want the vendors to structure their costs, you will need to make sure that you understand and factor in all costs in each proposal. These should include both the provider's costs (including implementation, license fees, upgrades and support), together with your overheads (servers, bandwidth, in-house staff and consultants).

Clarify and follow-up

Do not be too quick to eliminate providers based on a few 'wrong' answers; check with them to make sure they understood the question or to find out why or how you could mitigate it or alternatives.

Schedule presentations

It is reasonable to ask for one or two rounds of presentations and demonstrations. These should include demonstrations of live sites developed by the providers, and the administration tools which they provide to support these sites.

Ask that the provider bring both their sales *and* operations representatives to the presentation. From your side, you should also involve all your key stakeholders to make sure the evaluation is balanced.

You should arrive at the presentation prepared with any questions and concerns. Ask enough questions to make sure that you understand what they can deliver, how much it will cost you, and what compromises you may have to make against your initial requirements.

Follow up with all those who come to present, including those which you eliminate from your final assessments.

Conducting a detailed assessment of your finalists

Once you have select two or three finalists based on fit, you should conduct final diligence before making a decision. You are looking for proof that the vendor can deliver on their stated capabilities and promises.

Speak to other clients

Ask for client references. You can also ask for their client list (or get it from the web), and contact these clients for their perspective. Have questions prepared and ask about any limitations they have encountered with either the vendor's product or services.

Review other live websites

Ask the provider for at least ten examples of live sites. Check each of these.

When checking live sites, beware of making visual judgments. For example, if you see a "checkout" process on a live site that runs the platform you are evaluating, do not assume that the technology operates that way – it just might be how that particular site implemented it. Go back and ask the vendor questions.

Ask for a test account

A test account will allow you to trial the administrative tool or promotions engine.

If there are particular features you are looking to test, ask for a demonstration. If there is no demonstration available, ask for proof of concept.

Meet the team that will be supporting your project

Ask to meet the team members that you will work with each day, making sure that you do not just meet the sales team. Make sure that you are comfortable that you can work together, even if it means interviewing multiple candidates.

When you meet the team, ask them to share their "roadmap". Find out what developments they are planning, and when they expect to have these available. If your implementation is dependent on new development, get clarity on what and when.

Finally, get everything in writing

Deciding, and signing

Start the negotiation

It is worth negotiating with your top two vendors until you are comfortable and ready to make your final decision. This makes sure you have another option if there is a last minute disagreement or issue, and avoids you having to start again from the beginning.

In selecting your top two contenders, pick two that you would be happy to work with, and where the difference comes down to personality or pricing.

During the negotiations, be prepared to compromise since it is unlikely you will find the perfect match. Also, make sure that you build in time and money for scope creep; allow yourself some flexibility to increase or expand your requirements.

Make the final decision

Select the provider that you feel best fits your needs. When making your final decision, do not just focus on price and solution. Also take into consideration whether you feel a particular provider is a better cultural fit with your organization.

Write the contract

Make sure that the final details are written down and signed by both parties before starting any work on the project.

Ask for help with the agreement or contract. When you are writing and reviewing the draft, pretend you and the point person at the provider will be taken off the project the day after you sign; you want to make sure everything is spelled out in writing and very thorough.

An eCommerce Bridging Step

If you think that you are not quite ready to build and manage your own eCommerce site, you could opt to use 3rd party platforms. These could help you access the benefits of eCommerce without having to bear the costs of establishing one from scratch. 3rd party eCommerce websites could be auction based, fixed price or a mix of both.

In addition, Group buying websites could present you with the opportunity to expand your sales, especially since these sites promote large volume of sales. It is considered less risky as the major cost paid by the supplier is the discounts provided on the products.

Another way to utilize affiliate sites to market your products and services would be to use a classified advert website. While these sites do not offer the functionality of an eCommerce platform; lacking mainly the payment gateway; they still offer you the opportunity to market your products and services and expand your customer base.

In the sections below, you will learn more about each of one of these options showing you some examples of third party and affiliate sites you could potentially use.

Complete 3rd party eCommerce platform

This is a third party entity that allows you to present your products and services on their website where they will manage their presentation and all aspects of their sales including payment processing and delivery. You can expect to pay a recurring fee to showcase your products and a commission on each product/service sold. Some 3rd party eCommerce platform can require an initial subscription fee especially for premium listing/presentation.

Group buying sites

Group buying sites are platforms that present to you the opportunity to get large volume sales in return for a certain discount. The mechanism mainly follows these steps:

- Agree to provide a discount on one of your products/services if more than a set number is sold
- Voucher is given for buyer of the product/service on the group buying site
- Buyer redeems the voucher and receives product/service from your business premises
- You get paid from the group buying site

A number of regional and international players exists in the Qatari market today including Cobone and QGrabs.

Classified ads sites

Classified ads are small advertisement messages that are listed usually in newspaper, online directories or magazines. These might include advertisement for employment, real estate properties, cars and others. Some websites offer you to list such classifieds ads either for a small fee or sometimes free of charge.

In Qatar, there are various classified ads sites that you can use. These range from ones specialized in a certain type of products and services and others that are more generic, including I Love Qatar, Qatar Living, Qatar Sale etc

The table below provides you with some examples of international and regional eCommerce platforms, Group Buying sites and classified ads sites that you could use.

		Local	Regional/ International
eCommerce portals	General/ Retail	www.dohasouq.com www.qbay.com  	www.souq.com www.markavip.com www.sukar.com www.saletab.com    
	Tourism & Hospitality	www.menuqatar.com www.qfoody.com www.doha-delivery.com   	www.expedia.com www.booking.com  
	Wholesale/ Manufacturing		www.alibaba.com 
Group Buying sites		www.qgrabs.com 	www.cobone.com www.groupon.com  
Classified	General	www.qatarliving.com www.qatarcl.com www.iloveqatar.net www.totalqatar.com www.qatar.dubizzle.com/en/doha/home www.qatardunia.com www.babqatar.com www.newinqatar.com	
	Specific	www.adsdoha.com (automotive and properties) www.carsemsar.com (automotive) www.qatarloving.com (properties and jobs) www.qatarsale.com (automotive)	

Figure 5: Local and Regional 3rd party eCommerce providers

There is more about 3rd party eCommerce providers and much more online. Visit the ictQATAR website to find out more.