**Level 2 Lesson 9: Channels: Visibility, Payment, Delivery**

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| **1. Description Content** |
| Imagine a customer is interested in your new clothing collection and wants to order 10 items.  Then they asked you these questions:  1. How can I pay?  2. When will I get my items?  How would you reply to these questions? That’s the core of this lesson.  Shall we start?  **Button:** Yes! |

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| **2. Description Content** |
| In this lesson, we will explore the last three components of preparing for your business online.  These three elements are:   * Visibility * Payment Channels * Delivery Services   Let’s start off with Visibility.  Visibility: ability to place your products/service in many places to make your products and service seen by your potential customers. The more people that see your products/service, the higher chance of people buying your products/service.  One of good strategy to increase visibility is to be a merchant in well-known online platforms that are widely used by your potential customers.  In the case of Laos, please check these platforms out:   * Food Apps: Food Panda and Go Teddy. * Variety App: DroppinX, Facebook Marketplace, Plaosme * Facebook Group: Sokxay Group and other sales groups   International:   * Amazon * eBay * AliExpress * Facebook Marketplace   You can contact them to find out how you can apply to be listed on their platforms and how much they charge for listing fees. You will need to be sure you understand the terms of service, and include all costs when you are calculating your prices.  Next, we will look at payment method.  **Button:** Next. |

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| **3. Description Content** |
| In online business, people may hesitate to use their bank account to do direct transfer to your bank account because the information about bank accounts can be risky for you and your customers.  Therefore, you need to find several payment methods that your customers use and feel safe to using. These are a few of the most practiced methods in Laos:   * Accept cash on delivery: great for customers, but risky for you when you depend on third party to do delivery. There is a chance of loss of money along the way, and falling victim to theft. * Online transactions: safe and convenient for both you and customers, but it requires you and your customers to know how to use online transaction apps.   You can choose to offer either one or all payment services depending on your customers’ preferences.  If you choose to explore online payment options in Laos, you can ask most banks about it. Below are some examples of what are available in Laos right now:   * BCEL: BCEL One Application or One Pay QR Code Service. * Lao Development Bank: LDB Trust Application. * Maruhan Japan Laos: MJ saduak Application. * Lao Telecom: M-Money. Great for people who don’t have bank accounts.   For International Trade:   * PayPal (currently not available in Laos) * MasterCard * VISA   Please make sure to contact the banks and services to learn all the details, fees, and safety features before you select the options that are best for you and your customers.  Next, we will explore delivery methods.  NOTE: For a recap of the content about the importance of payment, click this link to view the video >>>: [https://www.youtube.com/watch?v=Bbb2rx5Lpns](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmailtrack.io%2Ftrace%2Flink%2Fb0c6a618836336964d4b84398a7b583fe2823b02%3Furl%3Dhttps%253A%252F%252Fwww.youtube.com%252Fwatch%253Fv%253DBbb2rx5Lpns%26userId%3D4684508%26signature%3Dff432846362e0a92&data=04%7C01%7Cjonika.paulsen%40asiafoundation.org%7C8ca5738bc1da4cd066cf08d8c6873ffd%7Cba45684444ef4bd88efebeca529e0771%7C1%7C0%7C637477631537651404%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=eGhBLTas7bKfvxE71AmYO7iJsQ0dxcUlXGzONCVjAJY%3D&reserved=0)  **Button:** Next. |

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| **4. Description Content** |
| Let’s say that you have your customers’ payment; then it is time to pack their orders securely for delivery.  But how do we go on from here? That’s what we need to explore it now. In delivery, you need to study the options and plan your price well beforehand.  You can do this planning by exploring these topics:   * How to wrap the items securely to avoid damage to goods. * How much should you charge if you have to do delivery within a 5 km radius around your neighborhood? What about 10 km away or 20 km or 50 km? * How much should you charge for inter-province delivery? By ship, bus, train, or plane? * What items are prohibited by ship, bus, train, and plane transport? * What are the limitations in distance where you won’t deliver? * How would you deliver the items? Will it be by yourself or using third party service? * When would customers receive their products?   You see? These are the questions that you need to explore, plan, and have answers ready for your customers when asked.  To say, ‘we will find out and let you know shortly’ does not inspire confidence in your customers; so, planning is key.  To help you though, this is a list of some of the third party delivery service in Laos that you can contact via their Facebook Page to ask for their delivery service details:   * HAL Logistics * ANS Express * Mixay Express * Go Teddy or Food Panda (for food products)   Be sure to check them out after this lesson.  **Button:** Next. |

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| **5. Description Content** |
| Alright! If you have done all the planning and answered all the questions in advanced lessons 1 – 9, this is it for your preparing to take your business online – unless you are thinking of using Facebook LIVE. If you do want unlock future lessons and learn to use Facebook LIVE, see you in Lesson 10.  Otherwise, we wish you good luck on your endeavors and hope only the best for your adventurous journey. If you have enjoyed the videos, created by Katalyst Partners, head over to Katalyst-Learning at <katalyst-learning.com> to see more videos about e-commerce and marketing in Lao language.  Should you have any questions, contact our team at: ToolaKit Facebook Page. More exciting content is coming soon!  Alright, good hunting to you and watch out for new lessons in Level 3!  **Button:** End this lesson. |