



CDEK franchise: the best way to obtain a reliable partner in e-commerce logistics

The Russian e-commerce market has been little studied and rarely mastered by European companies. In their opinion the Russian market is risky and problematic in several aspects: legislation, customs, understanding of demand and buyer behavior. But those fears have not always been grounded in fact. The Russian market has developed a large number of IT solutions that let cross-border business be as transparent and efficient as possible.

Russia and the EEU countries are among the most promising markets for e-tailers. During the last year over 80 million Russians have made purchases online, and this figure is increasing year after year. Russian e-commerce sales volume is predicted to reach \$ 52 billion by 2023 (according to survey by Morgan Stanley Agency and the Russian Association of Internet Trade Companies).

Russian customers show growing interest for foreign fashion, technology, goods for children and health products which are either not available or much more expensive in Russia than abroad. Cross-border sales make up 38% of Russian e-commerce. Demand for Russian buyers does not need to be cultivated – it is already ripe and waiting for supply.

This is backed up by statistics: the number of orders in foreign online stores by Russian users has increased by 34% to 300 million in 2018, according to the Russian Association of Internet Trade Companies. Revenue from online platforms selling to Russia has increased by 50% in the first 3 months.

The numbers are impressive. But to enter the Russian market successfully, a foreign online store needs to address series of important issues: studying demand and advertising platforms, automating their logistics system. On the other side, they can find a reliable partner who will offer optimized logistic plans, explain legislation, assist in moving through customs quickly, and introduce services that increase purchases relevant to Russia. And someone who will handle with this transparently and safely both for the online store and its customers.

In the early 2000, CDEK began its story as an online-shop to grow up into one of the major companies in Russian logistics market.

The company has launched its own franchise model ten years ago. As a result over 1.700 CDEK offices are already operating in 14 countries all over the world: Russia, China, Kazakhstan, Kyrgyzstan, Armenia, Belarus, Uzbekistan, the USA, United Arab Emirates, Czech Republic, Lithuania, Latvia, South Korea and Turkey. And this number is rapidly growing – each day at least one or two new offices are opened worldwide. The company's plans are even more ambitious – CDEK is going to expand its network into at least 30 new foreign countries in the nearest future.

CDEK provides up-to-date logistic solutions both for entrepreneurs, online-retailers, and for individuals. The company is ready to offer full range of services: consulting, niche selection, marketing promotion, prompt delivery, fulfillment and IT-integration. CDEK is targeted not only to help you enter the new market, but also to gain profit from it. Business solutions created by CDEK are successful and have minimal risk level. CDEK franchisees work in high-quality transparent system with a clear and understandable earnings algorithm.

Working with CDEK you get the following:

Developed infrastructure: fully operating logistics schemes, highly trained couriers, equipped warehouses – everything necessary for a start

Functional IT system: almost all the work software is created and supported by CDEK specialists. They will train you to use it, advise you the most suitable equipment.

Professional training: you don't have to be an experienced businessperson or a logistics expert. CDEK will make you a specialist in a couple of weeks. All the new partners take a free training course in our main headquarters.

Full-service promotion: CDEK is already highly recognized in Russia and continues to promote its brand and services abroad. PR and marketing specialists continue to create and successfully launch new advertising campaigns.

Transparent payment system: the managing company takes care of all paperwork on the settlements. The franchisee will be able to see the actual daily summaries to count his earnings. All the necessary documentation is provided.

Your income will consist of:

- Revenues from shipment contracts with your clients;
- Compensation for cargo handling in the warehouse (delivery from the warehouse);
- Compensation for the delivery of goods to the client (delivery across the city, region).

If you are interested in discovering more about the prospects of working in the Russian market, please don't hesitate to contact us: email: franch@cdek.ru, web: <https://cdek-franch.com/en>