

Ecommerce & the B2B Medical & Pharma Industries



A Shopcreator Guide to
Better Business Online



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B2B ecommerce is accelerating. Fast. Online B2B revenues are double those of B2C and show no signs of stopping.

By 2020, B2B ecommerce will be worth \$6.7 trillion globally. For those of us in the UK, that's more than £5.3 trillion.

B2B customers are increasingly behaving like their B2C counterparts and looking for the same integrated online experience that they demand in their personal lives.

In the B2B medical and pharmaceutical sector, the rise of ecommerce is one of the biggest trends right now and while businesses operating in this marketplace can learn a lot from B2C, there are some elements that make the industry unique.

Trends & Challenges in B2B Medical & Pharmaceuticals



- Companies are looking for more ways to cut costs and become competitive
 - Legacy B2B infrastructures are being consolidated onto one common platform
 - Companies across the industries are in conflict between providing a diverse product portfolio and focusing down into product specialisation as the best way to secure growth and market share
 - Supply chain disruption is being tackled through improved information management and collaboration
- For B2B there is still a lack of specialist ecommerce companies in pharmaceutical and biotech
 - Companies are beginning to implement B2B ecommerce solutions that use real-time data to track inventory, payments and logistics between buyers and sellers



B2B Pharmaceutical & Medical Devices Industry Fast Facts



If you're thinking about strengthening your current ecommerce presence or have yet to discover the true power of selling online, then 2017 is undoubtedly the time to act.

- UK pharmaceutical market to grow from £23.4 billion in 2015 to £35 billion by 2020
- UK pharmaceutical industry generates over 10% of GDP and employs 70,000 people
- Medical products market consists of 500,000 products in 20,000 generic groups across 16 sub-categories
- 3,000 medical manufacturers in the UK, many small-scale manufacturers and few global players with significant market presence
- Medical devices market was worth £7.7 billion (public & private) in 2015, with the private sector accounting for 17% (£1.3 billion).
- Pharma and biotech relatively immune to macroeconomic conditions, medical devices market is in growth stage


Get Ahead & Stay Ahead



Many businesses now expect to be able to order online, but a study by Mintel shows that less than 22% of B2B companies offer an ecommerce option.

This represents a great opportunity for you and your business.

Although you may already have an ecommerce solution it doesn't mean you can rest on your achievements. There's an opportunity for you to improve further and take business from your competitors.



An ecommerce store is ready to handle customer enquiries and orders even in the middle of the night or when a large portion of your salesforce is tied up in Dusseldorf at the Medica trade fair. It's acting as your ever-ready representative all day, every day of the year.

If implemented and maintained correctly, your ecommerce solution will dramatically boost your sales, reduce costs, tie your existing customers into your product offerings for the long-term and attract new business.

Ecommerce & Your Salesforce



— Providing a human connection for pre-sales and customer service will always be necessary, even with increasing demand for online ordering.

However, ecommerce has revolutionised the ways your medical or pharmaceutical business can gain customers. Depending on which part of the industry you focus on, you'll still need a mobilised sales team, but combining your sales team with an intuitive ecommerce solution has been shown to increase frequency of purchase as well as average order value.

— Here at Shopcreator we've been helping our clients make the most of the ecommerce opportunity since 1998, ensuring they stay ahead of their competitors time and again. We can do the same for you.

Ready to Transform Your Business & Accelerate Growth?



Fully-managed ecommerce services

Not sure what resources you require to implement and run a successful B2B ecommerce site?

We take the time to understand your business, ensuring your site reflects the needs of your customers. Our goal is to ensure that the ambitions of your business are matched, if not exceeded, by your online presence and we provide you with named technical and service contacts to help support you from day one.



Design services

Want a bespoke website, designed to optimise your conversion rates and boost sales?

We live and breathe beautiful bespoke designs which are crafted to boost your sales. At the start of the project, we meet with your business face to face so that we can understand you and your target audience and how you want your brand to be represented. An initial concept is created based on these discussions and further refined to your specifications by our experts as the site comes to life.



Bespoke solutions

Need a complex B2B solution offering prices determined by client, contract or volume?

We've been integrating with third parties and developing bespoke solutions for 20 years. This includes payment providers, ERP systems, CRMs and custom in-house applications. We understand the challenges that come with bespoke B2B integrations and the importance of performing a detailed requirement analysis up front.



Outstanding customer support

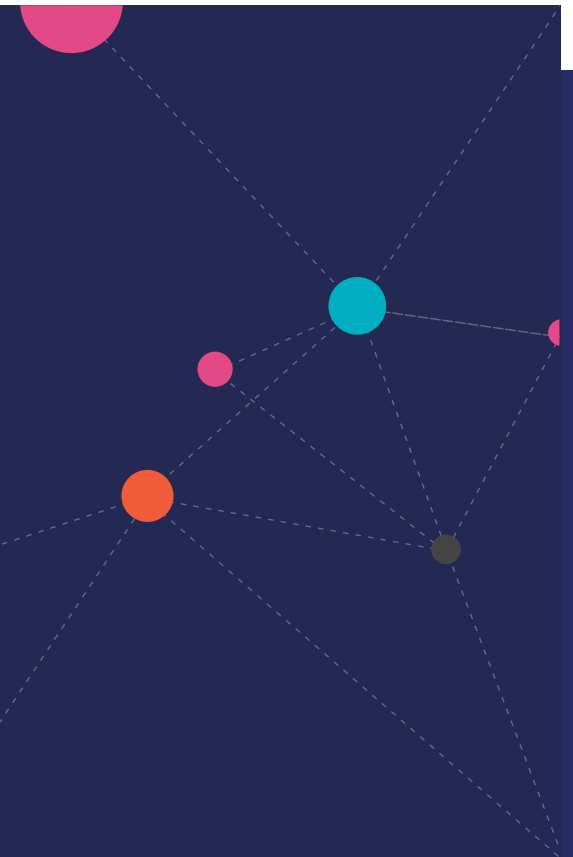
Looking for UK-based support that understands your business?

Rest assured that you will always speak to a human, somebody who knows your site and your business.

Take the Next Step



We understand the business of B2B and can ensure you make the most of the opportunity. If you want to increase your online sales or you're just uncertain what your next few steps should be, then we are here to help.



Want To Increase Your Online Revenues?



Talk to us

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