



وادي تسمو الرقمي
TASMU DIGITAL VALLEY

IT CONSULTING IN ON-DEMAND SERVICES

Advisory services that help clients assess different technology strategies, align strategy with business processes and help roll out new IT solutions

OPPORTUNITY DEFINITION | IT CONSULTING | STRATEGY, GOVERNANCE FRAMEWORK & ECOSYSTEM DESIGN FOR ON-DEMAND SERVICE PROVIDERS

This initiative is aimed at addressing the challenge around the lack of maturity on downstream value chain for eCommerce players, especially the ones around distribution.

TARGET MARKET

Target Market

The B2C eCommerce penetration rate in Qatar is estimated at 15% which is equal to **400,000 online shoppers**.

Target Users

- › B2C online shoppers



ADJACENT OPPORTUNITIES



- › Digital Wallets
- › Digital Payments
- › B2B eCommerce Strategy
- › Online Retail Promotions and Pricing

STAKEHOLDERS

- › Ministry of Transport & Communications (MOTC)
Service providers focused on digital and data analysis such as A101, Reklam5 Digital Agency, etc.
- › Online merchants such as Zomato, Talabat, Doha Sooq, Qtickets, etc.
- › B2C online shoppers



KEY PROBLEM STATEMENT | NEED

Lack of maturity on the downstream value chain in eCommerce has been caused by undiscovered potential around digital and data driven players who have the tech capability to offer on-demand services to the front-end eCommerce players.



OWNER AND SECTOR

Owner Ministry of Transport & Communications (MOTC)

Sector eCommerce



PROCUREMENT CYCLE

Identified Opportunity

The opportunity has been identified & is yet to enter the RFP stage.



TIMESPAN



Total duration of 1-2 years including implementation and testing

BUDGET ACROSS ECOMMERCE ECOSYSTEM

The Qatar eCommerce market is expected to grow from USD\$1.2 billion in 2017 to **USD\$3.2 billion** in 2020.

