

SESSION 13

E-Commerce Case Study

Synthesis • Strategy • Application • Morocco

E-Commerce | Winter 2026 | 3rd Year Bachelor

Session 12: Trends and Perspectives



Mobile Commerce

73% of e-commerce is mobile — mobile-first design and progressive web apps are essential



Social Commerce & AI

Social commerce reached \$1.2T — AI personalization drives 35% of Amazon purchases



Omnichannel

80% of shoppers prefer seamless cross-channel experiences — online, mobile, social, and store



Morocco Trends

Instagram leads social commerce, WhatsApp for customer service, mobile wallets growing

Session Objectives

- 01** Apply all concepts from Sessions 1-12 to a comprehensive e-commerce case study
- 02** Analyze a real-world e-commerce scenario using models, platforms, and marketing strategy
- 03** Develop a complete e-commerce strategy including technology, payments, and logistics
- 04** Evaluate security, legal compliance, and trust-building measures for the case study
- 05** Present and defend strategic recommendations with Morocco-specific market awareness

Agenda: Case Introduction → Strategic Analysis → Technical Solution → Morocco Market → Recommendations

Atlas Artisan: A Moroccan E-Commerce Case

Atlas Artisan is a fictional Moroccan company based in Agadir that produces and sells handmade argan oil cosmetics, leather goods, and home decor. They want to launch an e-commerce operation to sell locally, across Morocco, and internationally.



Current Situation

Physical store in Agadir, Instagram page (15K followers), WhatsApp orders, no website, revenue 800K MAD/year



Business Goals

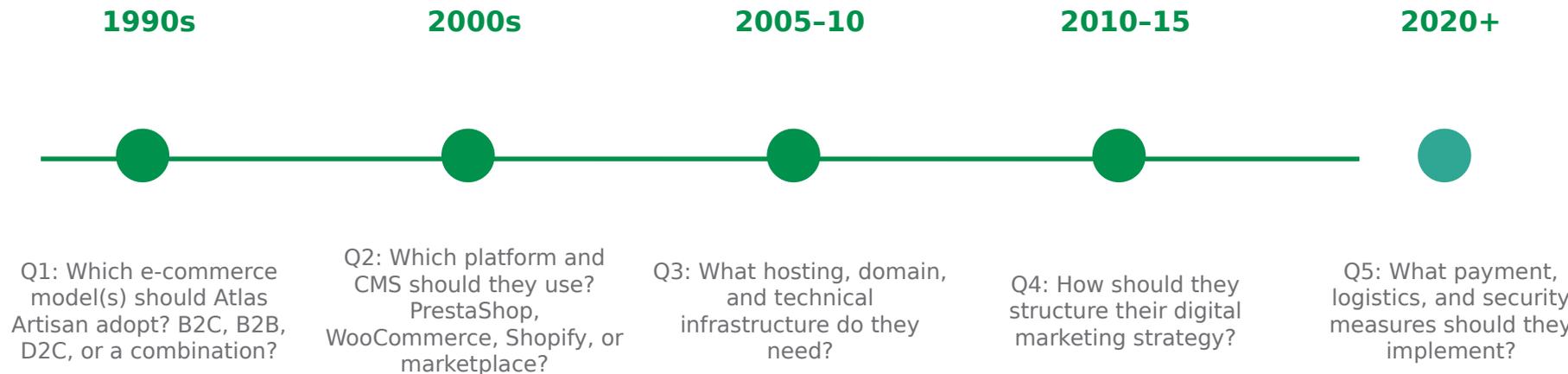
Launch online store, reach Casablanca/Rabat customers, start B2B with European boutiques, grow to 2M MAD/year



Constraints

Budget: 50,000 MAD for setup, team of 3 people, limited technical skills, must support COD and cards

Key Questions to Address



Your task: build a complete, actionable e-commerce strategy for Atlas Artisan using everything you learned

Atlas Artisan by the Numbers

800K

Current Annual
Revenue (MAD)

15K

Instagram
Followers

50K

MAD Setup
Budget

2M

MAD Revenue
Target (Year 2)

E-Commerce Model Selection



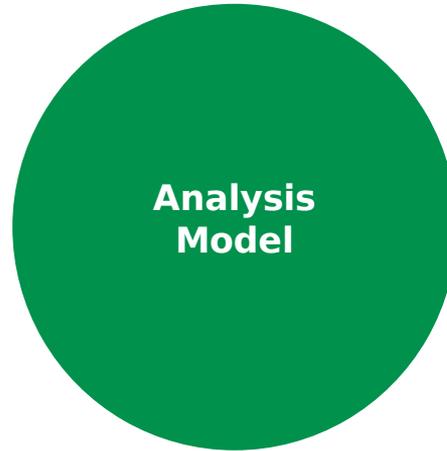
**D2C /
Primary Model**



**B2B /
Growth Model**



**Marketplace /
Quick Reach**



**Analysis
Model**



**Atlas Artisan should
combine D2C (own site)
with B2B (European
wholesale) and
marketplace (Jumia)**



**Hybrid /
Strategy**

Model Strategy in Detail

D2C: Own Online Store

Primary channel — sell directly to Moroccan and international consumers via atlasartisan.ma

B2B: European Wholesale

Secondary channel — sell bulk orders to European boutiques and spas via a dedicated B2B section

Marketplace: Jumia Presence

Quick reach — list best-sellers on Jumia.ma for visibility and COD customer acquisition

Social Commerce: Instagram

Maintain Instagram Shop — convert 15K followers to buyers with shoppable posts and stories



Revenue Projection

- D2C website: 60% of target revenue (1.2M MAD)
- B2B European: 20% of target revenue (400K MAD)
- Jumia marketplace: 10% of target revenue (200K MAD)
- Instagram/social: 10% of target revenue (200K MAD)
- Total target: 2M MAD/year across all channels

Platform and CMS Selection



Recommended: WooCommerce

Free open-source CMS on WordPress — flexible, multilingual (FR/AR/EN), large plugin ecosystem



Why Not PrestaShop?

PrestaShop is strong for pure e-commerce but WooCommerce offers better content marketing and blogging



Why Not Shopify?

Shopify charges monthly fees (from \$29/month) and transaction fees — higher cost for a startup budget



Technical Setup

Domain: atlasartisan.ma (250 MAD/year) • Hosting: VPS at 150 MAD/month • SSL: Let's Encrypt (free)
• Theme: Astra (free) with Elementor • Total setup: ~15,000 MAD

Digital Marketing Strategy



SEO Strategy

Target keywords in French and Arabic — argan oil, Moroccan cosmetics, artisanat Agadir, natural beauty



Social Media

Instagram (15K existing followers), Facebook Shop, TikTok for behind-the-scenes content creation



Email Marketing

Mailchimp free tier — welcome series, abandoned cart, new product launches, B2B newsletters



Paid Advertising

Facebook/Instagram Ads starting at 1,500 MAD/month — target Casablanca, Rabat, and European buyers



Key Insight: Atlas Artisan's marketing budget should be 15-20% of revenue. Start with Instagram ads and SEO, then scale paid channels as revenue grows.

Payments and Logistics



COD (Cash on Delivery)

Essential for Morocco — 60%+ of orders are COD; partner with Amana Express for nationwide coverage



Card Payments

CMI gateway with 3D Secure for Moroccan cards; Stripe for international Visa/Mastercard payments



Mobile Payments

Integrate M-Wallet and Inwi Money for mobile-first customers — growing adoption in Morocco



International Shipping

DHL Express for B2B European orders; Colissimo for D2C France; flat rate 150 MAD international



Local Delivery

Amana Express for Casablanca/Rabat same-day; Barid Al-Maghrib for nationwide economy shipping



B2B Payments

Bank wire transfer for European wholesale orders; NET-30 terms for established boutique clients

Security and Legal Compliance



SSL/HTTPS

Free Let's Encrypt SSL certificate — encrypts all data between customer browser and server



CNDP Compliance

Register with Morocco's CNDP (Law 09-08) — required for all businesses collecting personal data



GDPR Compliance

Required for European customers — cookie consent, data access rights, and privacy policy in English



Payment Security

PCI DSS compliance through CMI/Stripe — never store card numbers; 3D Secure for fraud prevention



Trust Building

Customer reviews, return policy, WhatsApp support, product certifications, and secure badge display



Legal Framework

Moroccan Commercial Code for e-commerce, consumer protection law, and international trade regulations

Budget Breakdown (50,000 MAD)



Website Development

WooCommerce setup, theme, plugins, product photography, and content creation — 15,000 MAD



First Year Hosting

VPS hosting (150 MAD/month x 12), .ma domain, SSL, email hosting — 2,500 MAD



Marketing Launch

Facebook/Instagram Ads, Google Ads, influencer partnerships for first 3 months — 20,000 MAD



Operations

Packaging materials, shipping supplies, Jumia listing fees, tools and subscriptions — 12,500 MAD



Total: 50,000 MAD — aligned with budget constraint while covering all essential startup needs

Success Metrics — KPIs to Track

BENEFITS

- ✓ Monthly website traffic — target 5,000 visitors/month by month 6
- ✓ Conversion rate — target 2-3% for D2C, 5%+ for returning customers
- ✓ Average order value — target 350 MAD domestic, 500 MAD international
- ✓ Customer acquisition cost — keep below 80 MAD per new customer
- ✓ Email list growth — target 2,000 subscribers by month 6
- ✓ Social media engagement — track follower growth and conversion from Instagram
- ✓ B2B pipeline — target 5 European boutique partnerships by month 12

CHALLENGES

- ✗ Cart abandonment rate — monitor and optimize with email recovery sequences
- ✗ Return rate — track and reduce below 5% with accurate product descriptions
- ✗ Customer lifetime value — nurture repeat purchases with email and loyalty program
- ✗ SEO rankings — track positions for top 10 target keywords monthly
- ✗ Payment mix — monitor COD vs. card ratio to optimize logistics costs
- ✗ NPS score — measure customer satisfaction quarterly through surveys
- ✗ Monthly revenue by channel — track D2C, B2B, Jumia, and Instagram separately

Atlas Artisan: Morocco Strategy

D2C

Primary Model
Own Website

B2B

Growth Channel
European Export

50K

MAD Total
Setup Budget

Morocco Market Fit

- Argan oil and natural cosmetics are in high demand globally — Morocco is the world's source
- COD support is essential — 60%+ of Moroccan customers prefer cash on delivery
- Bilingual site (French/English) serves both Moroccan and European markets effectively
- WhatsApp customer service is non-negotiable — it is how Moroccans communicate with businesses
- Morocco Digital 2030 and growing internet penetration create a favorable environment for launch

Implementation Roadmap



Month 1-2: Build

Set up WooCommerce, product photography, write content in French and English, configure payments



Month 3-4: Launch

Go live with atlasartisan.ma, start Instagram Ads, list on Jumia, begin email collection



Month 5-8: Grow

Scale ads based on ROAS data, launch B2B outreach to European boutiques, optimize SEO



Month 9-12: Scale

Evaluate channel performance, double down on winners, target 2M MAD annual revenue run rate

Group Exercise



Team 1: Model & Platform

Justify the e-commerce model choice and CMS selection — present alternatives and trade-offs



Team 2: Marketing Plan

Design the complete digital marketing strategy — SEO, social media, email, and paid ads with budget



Team 3: Tech & Security

Specify hosting, payments, logistics, SSL, CNDP/GDPR compliance, and trust-building measures



Team 4: Financial Plan

Break down the 50K MAD budget, project revenue by channel, and define KPIs for the first year



Key Takeaways

- 1 A successful e-commerce strategy combines the right model, platform, marketing, and technology decisions
- 2 For Morocco, D2C plus marketplace presence is the optimal approach for artisan and cosmetics brands
- 3 WooCommerce on WordPress offers the best balance of cost, flexibility, and content marketing for SMEs
- 4 COD, WhatsApp support, and bilingual content are non-negotiable for the Moroccan e-commerce market
- 5 Everything you learned in Sessions 1-12 comes together — strategy is about making integrated decisions



Homework & Required Reading

Required Reading

Book: *"How to design, create, and manage your site"*

Author: Pelet, Jean-Eric | **Publisher:** Dunod (2018)

Pages: 10 to 200

Access: <http://international.scholarvox.com>

Coming Up — Session 14

Final Exam — Comprehensive exam covering all 12 sessions: models, platforms, hosting, CMS, marketing, payments, security, and trends. Review all materials thoroughly.

Thank you | Questions? | See you next session!