

<http://www.pwccn.com/en/services/consulting/technology/technology-e-comm.html>

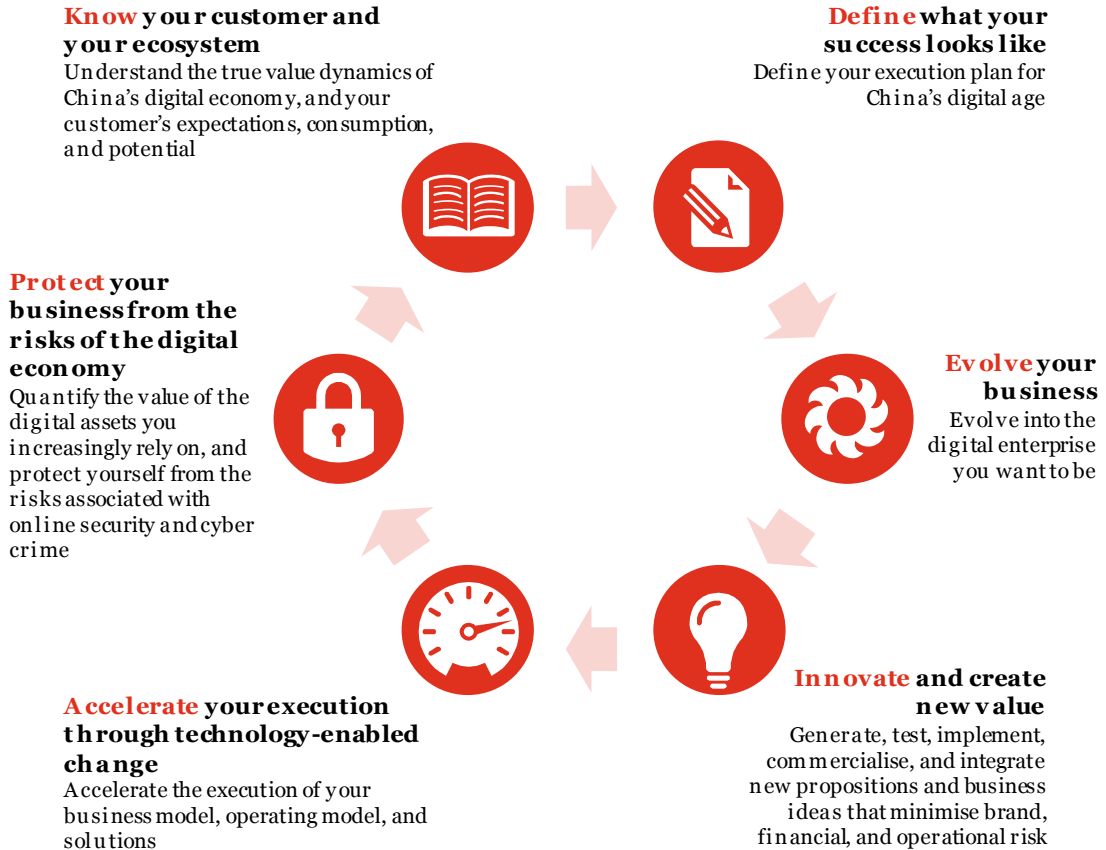
Consulting E-Commericalisation Service Offering



pwc

Digital change is a journey, not a destination

Digital change is the common pathway to sustainable growth and value creation in order to bridge the gap between business and technology.



Introduction of PwC Consulting

PwC has a network of firm across Asia Pacific serving clients from 70 locations and a further of 140 countries around the world. With over a staff strength of 33,000 in Asia Pacific aligned with functional expertise and industry sector to provide broad and deep capabilities from strategy to execution.

Together we have over 250 specialists in China and Hong Kong

Strategy Consulting

The acquisition of Booz & Company now Strategy& provides us with a leading global strategy house with extensive China strategy experience and strengthens our expertise across digital disruption and eCom merce

Digital, Customer and Analytics

A multi-disciplined team that includes: digital strategists, customer experience experts and data scientists that combine the business consulting experience PwC is well known for with the creative capabilities of an agency

Creative and Branding Services







Our partnership with a strategic brand solutions agency with a broad service offers within: design and creative, brand / marketing strategy, social media campaigns and analytics, coding, user experience design and digital marketing

Technology Consulting

Our Technology Consulting team and Shanghai-based Technology Delivery Centre provides the ability to scaled development and implementation capabilities with bi-lingual technical specialists

Service offerings for e-commercialisation

Our offerings targets to leverage different consulting capabilities to provide an end-to-end digital commerce solution covering strategy, experience design, operation, finance and technology...

		Objective	Key Service Offerings
Strategies	 Strategy and Business Planning	Assessing the opportunity and designing a strategy to deliver maximum value	<ul style="list-style-type: none"> Market sizing and opportunity assessment Competitor analysis
	 Brand and Creative	Positioning the brand for success across multiple channels	<ul style="list-style-type: none"> Customer research and segmentation Brand positioning
Operation design and execution	 Customer Engagement and Digital Design	Design user experience and digital channels to enable personalised interactions	<ul style="list-style-type: none"> Digital brand design O2O planning & roadmap CRM and CEM solutions
	 Business Operation Design and Execution	Design business target operating model to drive operation excellence	<ul style="list-style-type: none"> Order management & supply chain optimisation Customer management and services optimisation
	 Finance Operation Design and Execution	Design finance target operating model to drive efficiencies and manage risk	<ul style="list-style-type: none"> Orders processing and accounting management Payment and capital management
Implementation	 Technology Design and Implementation	Design and build technology solutions that are lean, agile and responsive	<ul style="list-style-type: none"> eCommerce technology architecture design Full platform build and agile implementation

Key Industries that we served

At PwC, our team creates value by bridging the gap between business and technology. We possess expertise in key industries who can provide insights on the latest digital trends, technology developments and innovation.



Financial services



Consumer Products



Health industries



Technology, Media & Gaming



Automotive



Industrial products



Energy, Utilities & Mining



Real Estate & Construction

Key Contact



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