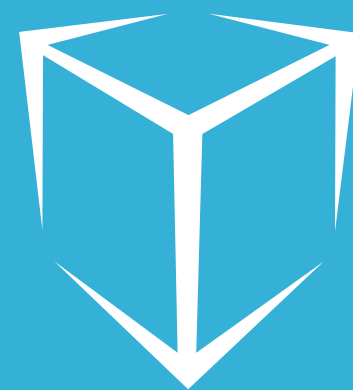


HOW TO **TRANSFER** YOUR BUSINESS **ONLINE**



Bright World






BIJELI SVIJET

HOW TO TRANSFER YOUR BUSINESS ONLINE

SALES

5 Online Steps

Adjust the sales process to the new conditions which dictate online activity. Set up 5 online steps of sales:

-  **1 ONLINE ORDER**
-  **2 ONLINE CONSULTING**
-  **3 DELIVERY**
-  **4 EASY INSTALLATION**
do it yourself
-  **5 ONLINE MANUALS**
& tips for use

MARKETING

Go Fully Digital



Use all digital tools you have at your disposal. They should include your **website, social media** and **newsletters**. Make your website as presentable as possible, post engaging social media posts and design your own newsletters.

OPERATIONS

Operate Online



If you do your administration, finance and support offline in any shape or form, now is the time to **transfer them online**. This will save you time and money, and it helps the environment!

PROCUREMENT & LOGISTICS

Online is the New Offline



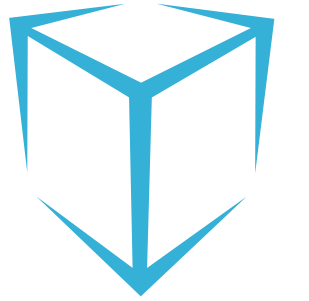
Put your supply chain online and concentrate only on your warehouse monitoring system, where you can easily access your data regarding products and spare parts.

AFTERSALES

Provide it Via Web



Make sure your customers have everything they need - put owner manuals, installation manuals and maintenance tips online so you don't have to answer every single question.

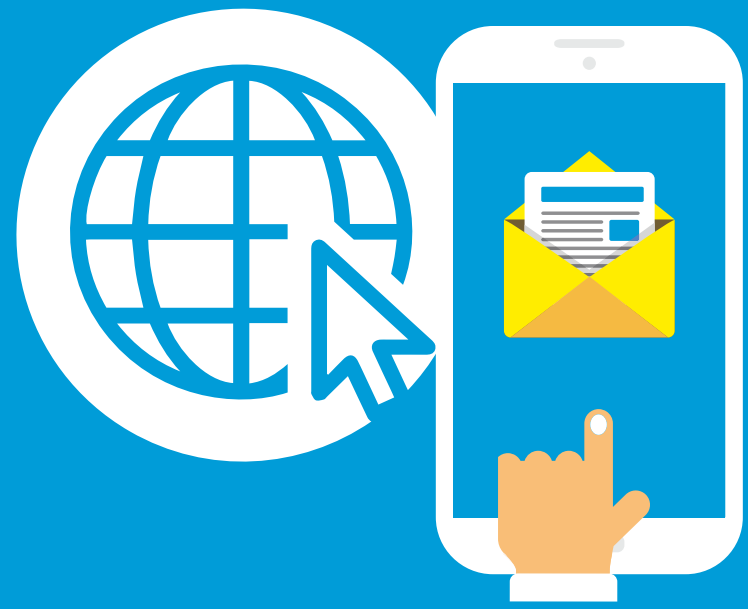


Bright World

BIJELI SVIJET

5 STEPS TO ONLINE SALES

1 Online order



You can order **professional LG washers and dryers** via our web form, e-mail and phone or contact us over Viber, WhatsApp... even on Facebook and Instagram

2 Online consulting



To find out which equipment configuration would respond exactly to your needs, you can get all relevant information from our technicians via e-mail, phone or video call.

3 Delivery



We have assured the safe and fast delivery of LG appliances to your facilities' addresses.

4 Easy installation

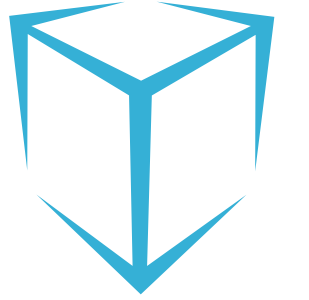


Professional LG washers are **simple to install**, and you can even do it yourself. In case you are experiencing some difficulties, our service network is one phone call away from you

5 Running the machines



After the installation, you will get all the **advice related to operating the machines** from our experts. Additionally, you will get all the instructions on handling the washers and dryers online.



Bright World

BIJELI SVIJET

5 STEPS TO ONLINE MARKETING

1 ENGAGE YOUR CUSTOMERS WITH BLOG POSTS



People still love to read blog posts, especially if they are interesting and easy to read. Having a great web page for great blog posts is key. Make sure you have lots of subheadings and also remember to be mindful of SEO, of which using relevant keywords is the most important thing.

2 BUILD YOUR ONLINE NETWORK



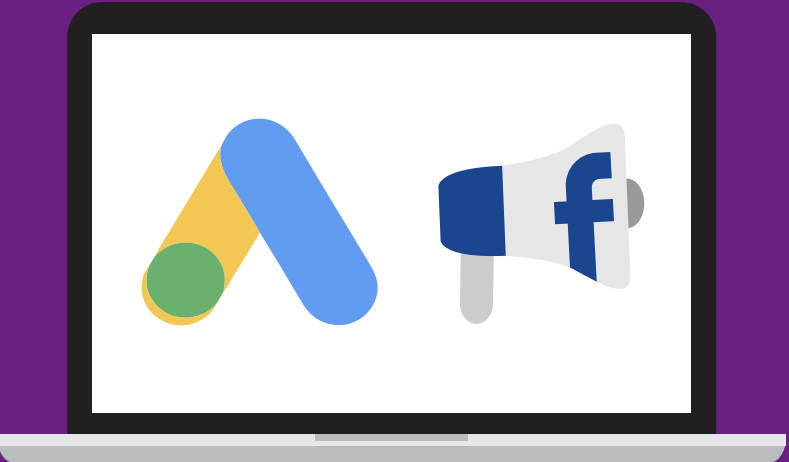
As we all know, social media is the future, especially Instagram and Youtube. But don't neglect Facebook or LinkedIn. Tip of the day - share testimonials on your Facebook page! People love them.

3 KEEP YOUR ONLINE RELEVANCE WITH NEWSLETTERS



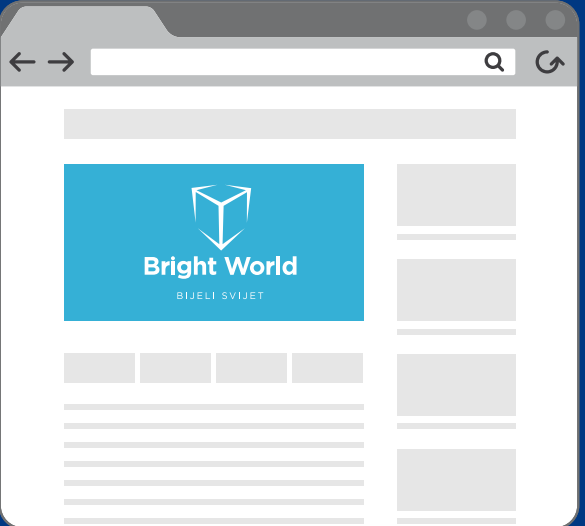
Using e-mails in order to promote yourself is a good idea. Mailchimp, for example, has a great features and is a great online tool. You can also use Omni channel which allows you to send designed messages to your customers phone via SMS, as well as to WhatsApp and Viber.

4 ADVERTISE YOUR BRAND AND GOALS



Google and Facebook ads are useful allies in your battle for online presence. If you don't know how to make them, there are a lot of tutorials out there to help you. Besides, Google ads creator and Facebook ads manager are easy to learn and very intuitive.

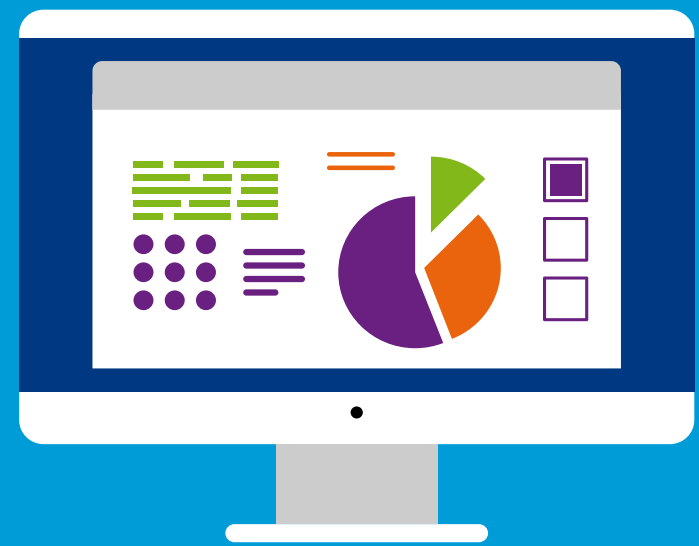
5 PR - SPREAD YOUR WORDS TO OTHER WEBSITES



We are not talking print, of course, online online! Write the article yourself or invest in an agency to help you write it and distribute it to relevant websites in your country.

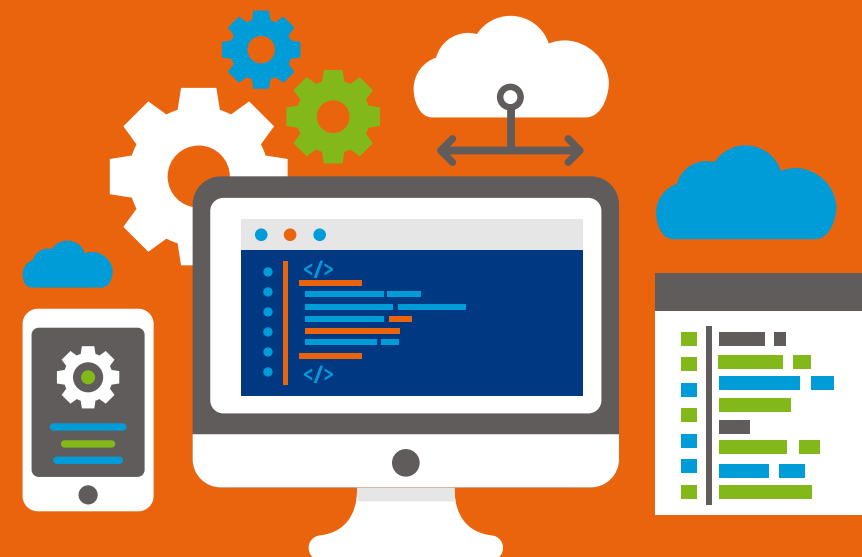
5 STEPS TO ACHIEVE OPERATIONAL EXCELLENCE ONLINE

1 UPGRADE YOUR BUSINESS SOFTWARE



To stay on top of the game, it is important for companies to seek out each and every tool in the market. Maybe now is a good time to implement or develop ERP system because of its many important business functions.

2 DIGITALIZATION OF ADMINISTRATION



Digitizing processes and documents in administration makes information available at the click of a button. Saves significant paperwork & physical storage space and reduces the chances of errors & delays.

3 FAST & ACCURATE FINANCIAL REPORTS



As ERP consolidates all the financial data and provides complete visibility into each operation of the company you can perform a lot of activities such as budget, expense, revenue analysis in a very short time.

4 INCREASE EFFICIENCY



It's become usual these days for companies to use a communication program which have text, video and audio options. We use Microsoft Teams, which we recommend. Using Cloud in order to improve sharing of resources is also a big step forward.

5 SPEED UP YOUR BUSINESS PROCESSES



With everything being online, we strongly encourage you to create online webinars for education of customers and your team. Also, it's a good idea to get the web shop running if you don't already have one.

5 STEPS TO MASTER PROCUREMENT & LOGISTICS ONLINE TRANSFORMATION



1 DIGITALIZATION IS YOUR FRIEND



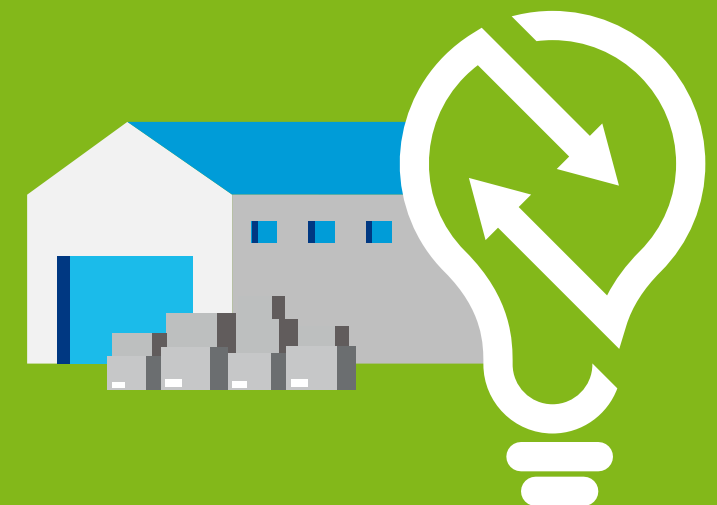
Businesses have been working towards digitised smart procurement ecosystems that combine cloud, big data analytics, and automation technology to give strategic insight and add value.

2 FORECASTING IS A MUST HAVE



By bringing data together from the organisation, suppliers, and third-parties, procurement teams can make the forecasting process easier than ever.

3 TAKING ADVANTAGE OF SUPPLIERS KNOWLEDGE



It goes to show how vital suppliers and supply chains are to organizations today, and how working closely with suppliers and leveraging their competence is connected to the success of the entire business.

4 OPTIMISING INVENTORY



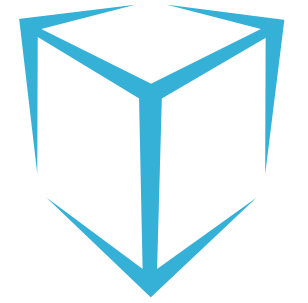
Try to avoid situations of stock-outs or overstocking. Using the right software or application to track inventory across multiple locations, real-time and accurate knowledge of items in stock

5 SAVE ON TRANSPORT COST



Place bulk orders with more items to deliver together so you can get competitive prices from transport companies. Plan logistics well in advance in order to ensure timely deliveries and save costs.

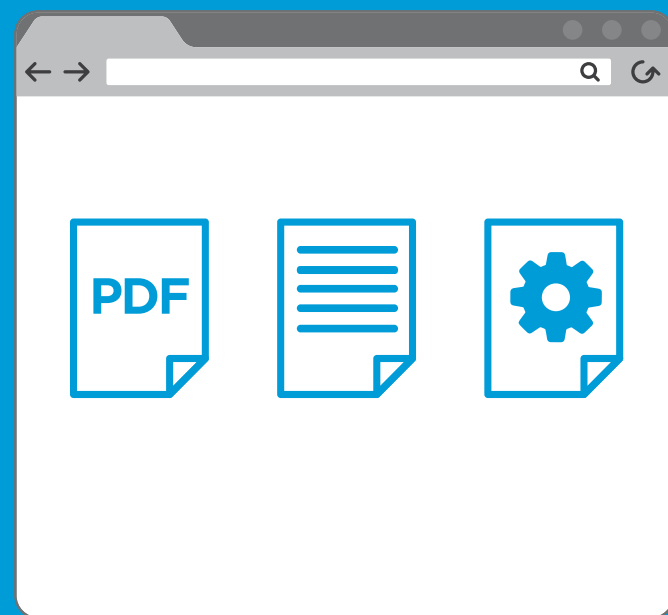
5 STEPS TO AFTERSALES ONLINE SUPPORT



Bright World

BIJELI SVIJET

1 ONLINE PRODUCT MANUALS



It's very important to give every possible detail about the appliances to the customers, and you can do that by providing downloadable product manuals that you can place on your website.

2 ONLINE INSTALLATION MANUALS



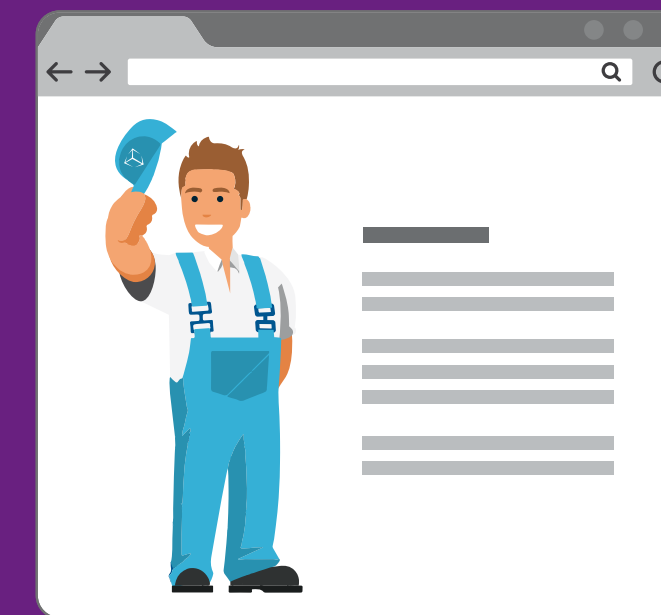
Since we have to keep our distance these days, ensuring people have installation steps available online is crucial. Make sure they are accessible online for everyone who needs them.

3 ONLINE MAINTENANCE TIPS



It's not enough to install the appliances, you have to keep them healthy. In order to avoid possible malfunctions, make sure your customers get maintenance tips from you in an online form so they can read it on their computers or mobile.

4 ONLINE SERVICE



Our service network is available throughout the country. However, we also provide an online service, which is definitely worth doing. A lot of things can be solved via the Internet which saves time for both parties.

5 ONLINE SUPPORT TIPS



Provide answers to any of your customers' questions online. A list of frequently asked questions is a good way to do it.