



Case Study:

Unlocking **Global Payments** for
a Desi Couture E-commerce
Store with Auctus' Strategic
Solution



Auctus Advisors



Challenge:

Our client, owner of a Desi Couture e-commerce store, faced a **significant hurdle** in expanding its global reach due to limitations in payment processing.

A major portion of its foreign customers preferred using **PayPal** for transactions. However, the client encountered a roadblock as PayPal couldn't be integrated with its Rupee account in Pakistan.

This resulted in a staggering 30% loss of orders from international customers, posing a huge threat to the growth of its business.



Setting up a Free-Zone Company in UAE (2 weeks):

Auctus efficiently managed the incorporation of the client's business in the UAE within a remarkably short span of two weeks. We handled crucial aspects, including reserving business name, selecting and obtaining the right ecommerce license, securing pre-immigration approval, and submitting a detailed business plan. All of this was done online.

Expedited Visa Processing (3-4 days):

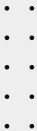
To ensure swift progress, Auctus facilitated an expedited visa process for the client, reducing the waiting time to a mere 3-4 days. The client received the necessary approvals to initiate the next steps promptly.

Quick Travel and Documentation (1 week):

The client traveled to the UAE within a week, where Auctus assisted in obtaining essential documents and approvals, including medical tests, biometrics, the Emirates ID and the Resident Visa.

Bank Account Setup and PayPal Integration:

In the UAE, Auctus guided the client through the process of opening a bank account with a reputable local bank, ensuring a smooth financial transition. Subsequently, we facilitated the integration of PayPal with the newly established bank account, providing the client with a reliable and globally accepted payment gateway.



Results:

Auctus' strategic solution not only addressed the client's immediate payment processing challenge but also opened doors to a myriad of

Full Client Retention:

With the ability to seamlessly accept payments through PayPal, the client experienced full client retention, recovering the 30% loss in orders from foreign customers.

Currency Flexibility:

The client gained the flexibility to quote prices in various currencies, including USD. This allowed them to cater to a broader international customer base and optimize pricing strategies based on currency fluctuations.

Mitigation of PKR Devaluation Risk:

Having an AED/US\$ account also meant that client didn't have to worry about devaluation of local currency. Moreover, making international payments for digital marketing became much easier for the client.

Enhanced Business Development Opportunities:

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Currency Flexibility:

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In conclusion,

Auctus' strategic approach not only resolved the immediate challenge of integrating PayPal but also empowered the client to thrive in the global e-commerce market. This case serves as a testament to the effectiveness of a well-planned international expansion strategy in overcoming payment processing hurdles for e-commerce businesses.
