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## **MaltaPost supports local businesses seeking to sell products online**

***MaltaPost has recently launched a new product - eSeller; a platform for businesses that has given local companies the chance to substantially boost their online sales. With this platform, MaltaPost offers a reliable technological and logistics solution combined with a competitive cost structure.***

MaltaPost's eSeller is the ideal eCommerce partner that allows local online stores the ability to reach a global target audience. The service is extremely convenient as businesses do not need to visit a Post Office to ship their products to clients and all administrative tasks can be done online, from the comfort of their office. The eSeller service uses a harmonised labelling system, reducing the need to label each product individually. Users can drop their items at a Post Office in bulk or order a courier pick-up.

The eSeller platform allows customers to focus on their true business priorities as MaltaPost can handle the packing, labelling and delivery of products. MaltaPost can also offer other add-ons such as email notifications, pick-ups to ensure a streamlined and hassle-free selling process and insurance cover against damage and loss.

Alongside this, through MaltaPost's international tracking system, customers can gain full visibility of the progress of the shipped item as it travels from Malta to its destination.

Among the businesses successfully using eSeller is Stephanie Borg, a local artist that produces a wide collection of Malta Inspired Items and sells them locally and abroad. "The service is cost-effective, logistically sensible and helps me to be more efficient in my day to day tasks at the studio. I would highly recommend it to other businesses who have online shops" she said. "The choice of services found in the eSeller platform gave me the ability to reach a global target audience and deliver their products to consumers in Malta or abroad" she added.

"MaltaPost is also offering discounts to eSeller clients based on their requirements and volumes and the more they send the more they save. This product is targeted for local retailers who were willing to go into the global online market but were reluctant to do so due to high shipping costs." Explained Charles Cilia, MaltaPost plc's Head of Logistics and e-Commerce Services. "This service is set to increase local companies' ecommerce potential, offer easy and transparent cost structures as well as make businesses' operations more effective" he concluded.

For more information one can visit [www.maltapost.com/eseller](http://www.maltapost.com/eseller)

## MaltaPost toffri servizz li jagħmilha faċli għas-sidien ta' negozji lokali biex ibiġu l-prodotti tagħhom mill-Internet

***MaltaPost nidiet is-servizz eSeller; sistema ġdida għan-negozji u l-kumpaniji lokali li toffri l-opportunità li jżidu-l-bejgħ tagħhom minn fuq l-internet. B'din is-sistema MaltaPost toffri soluzzjoni teknoloġika u loġistika b'rati kompetittivi.***

L-eSeller tal-MaltaPost huwa l-ġodda fil-kummerċ elettroniku li jgħin il-bejjiegħa lokali jilħqu mhux biss is-suq lokali imma wkoll dak globali. Din is-sistema hija ferm konvenjenti għax tagħti l-opportunità lis-sidien ta' negozji biex jagħmlu x-xogħol amministrattiv kollu mill-kumdità tad-dar jew l-uffiċċju u m'għandhomx bżonn li jmorru go Fergħa Postali biex jibgħatu l-pakketti lill-klijenti tagħhom. Is-servizz tal-eSeller juża sistema ta' labeling integrata li jiffranka l-bżonn li kull prodott jiġi mmarkat individwalment. Wieħed imbagħad jista' jmur go Fergħa Postali biex jibgħat il-pakketti lil klijenti tiegħu jew jitlob pick - up.

Permezz tal-eSeller, is-sidien tan-negozji jistgħu jiddedikaw aktar ħin prezzjuż fuq il-prijoritajiet tan-negozju għax il-MaltaPost tiegħu ħsieb l-ippakkjar, twaħħil ta' labels kif ukoll it-tqassim tal-pakketti. Dan is-servizz jinkludi wkoll notifiki bl-email, polza ta' assigurazzjoni għal telf jew ħsarat, kif ukoll il-ġbir tal-pakketti mid-dar jew ufficiċċju. Dan kollu flimkien ma' sistema internazzjonali ta' tracking, fejn wieħed jista' jara l-progress tal-oġġetti li jkunu ntbagħtu minn Malta sad-destinazzjoni tagħhom.

Fost is-sidien lokali li jużaw l-eSeller b'suċċess insibu lil Stephanie Borg, li hija artista lokali li tagħmel oġġetti inspirati minn tradizzjonijiet Maltin u tbiġghom lokalment kif ukoll barra minn Malta. Stephanie Borg qalet "Is-servizz hu loġistikament sensibbli, joffri rati tajbin u jgħini nkun aktar effiċċjenti fix-xogħol tiegħi ta' kuljum fl-istudjo. L-eSeller nirrakkomandah ħafna lil dawk in-negozji kollha li bħali jbiegħu l-prodotti mill-internet. L-għażla li nuża l-eSeller tatni ċ-ċans li nilhaq udjenza globali u nibgħat il-prodotti tiegħi lill-klijenti f'Malta kif ukoll barra minn Malta" hija žiedet.

Charles Cilia, il-Kap tal-Loġistika u Kummerċ tal-MaltaPost qal "Il-Kumpanija qed toffri wkoll skontijiet lill-klijenti tal-eSeller skont il-ħtiġijiet u l-volumi tagħhom, fejn aktar ma jibagħtu prodotti aktar jiffrankaw. L-eSeller huwa mmirat għall-bejjiegħa lokali li huma lesti li jidhlu fis-suq globali iżda jsibuha diffiċli minħabba l-ispejjeż kbar fil-loġistika." Hu jżid ukoll li "L-għan ta' dan is-servizz huwa li jżid il-potenzjal tal-kummerċ elettroniku ta' kumpaniji lokali u joffri strutturi ta' spejjeż faċli u trasparenti filwaqt li jgħin lis-sidien sabiex jmessu n-negozju tagħhom b'mod aktar effettiv.

Għal aktar informazzjoni wieħed jista' żżur [www.maltapost.com/eseller](http://www.maltapost.com/eseller)