

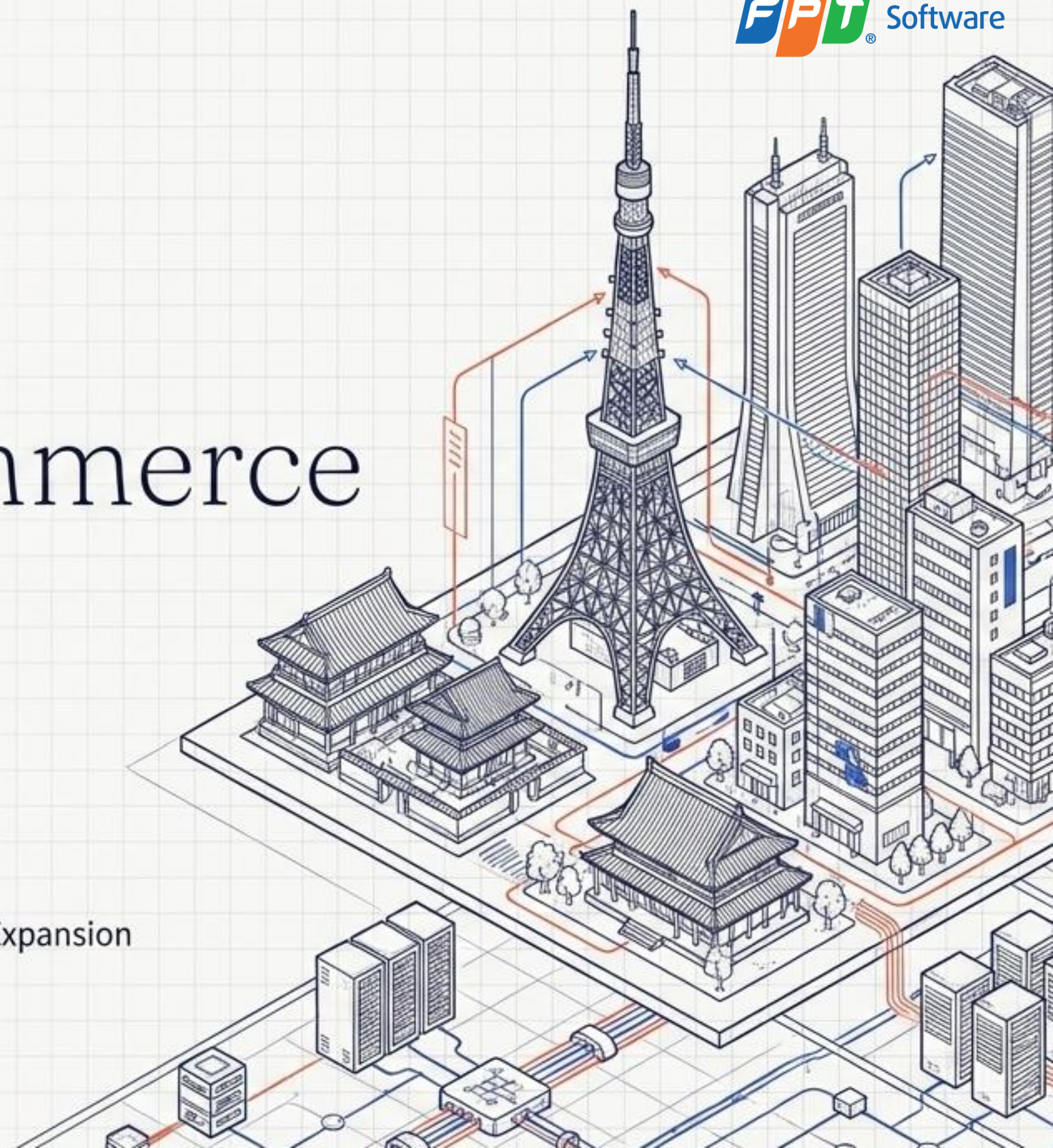
Beyond Digital Visibility

Sustainable E-Commerce

Growth in Japan

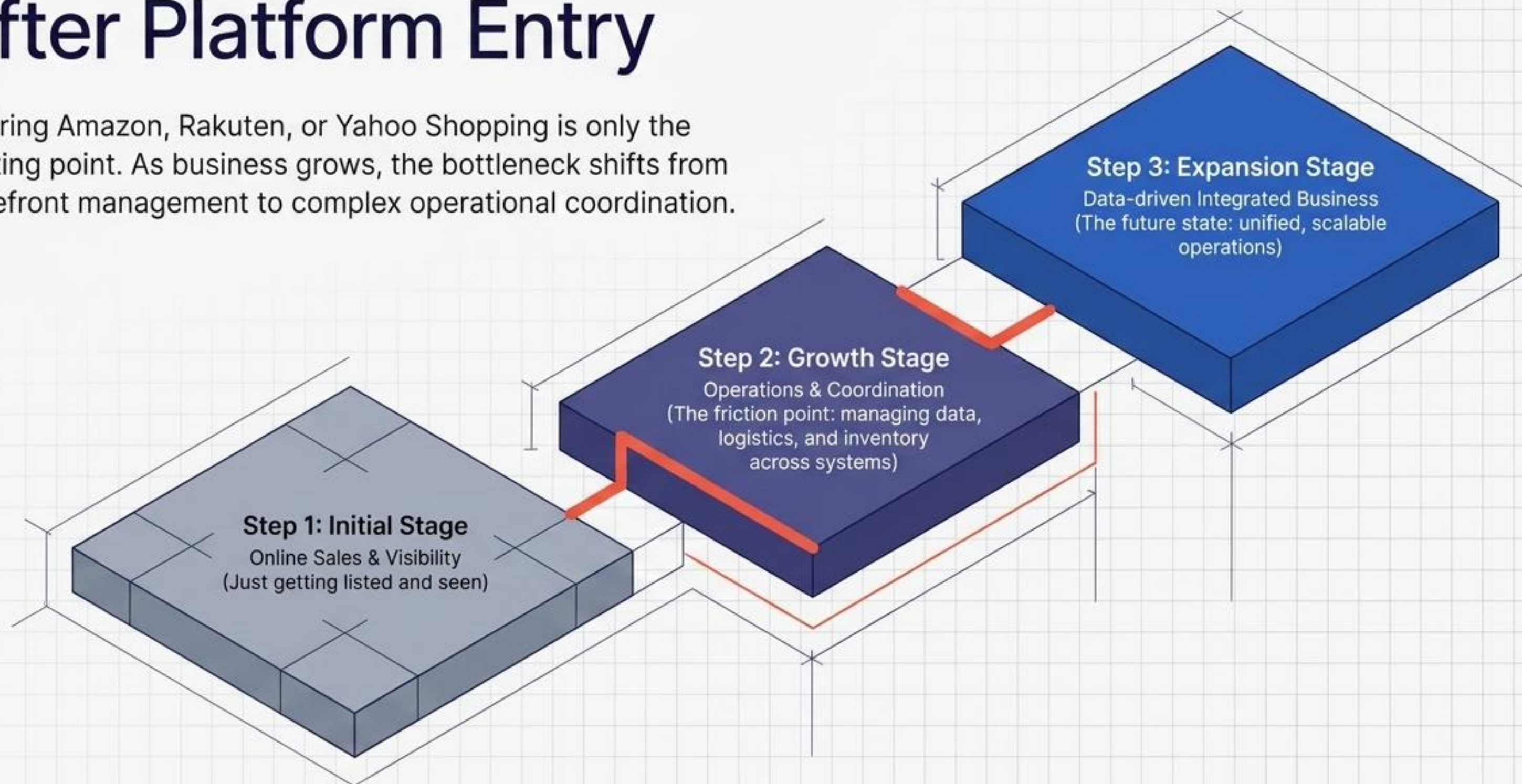
A Technology & Operations Perspective for Sustainable Cross-Border Expansion

FPT – Strategic Technology Partner



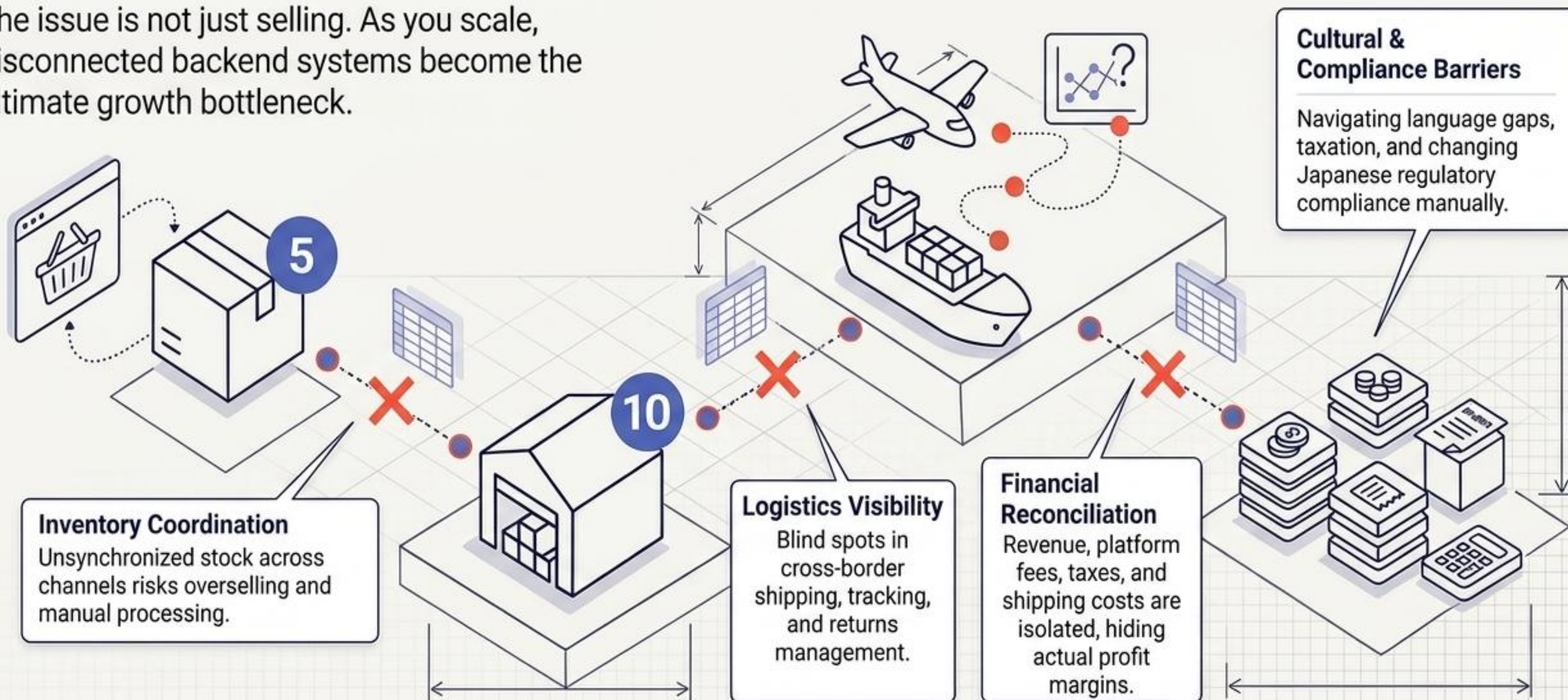
# The Real Challenge Starts After Platform Entry

Entering Amazon, Rakuten, or Yahoo Shopping is only the starting point. As business grows, the bottleneck shifts from storefront management to complex operational coordination.



# The Fragmentation Trap: Pain Points of Scaling in Japan

The issue is not just selling. As you scale, disconnected backend systems become the ultimate growth bottleneck.



# Reframing Digital Visibility

## Standard Marketing View

**Focus:** How do customers see my products?

**Tactics:** SEO, Social Commerce, Campaign Ads.

**Goal:** Increase front-end traffic.

**Optimization:** Marketing performance & ad spend.



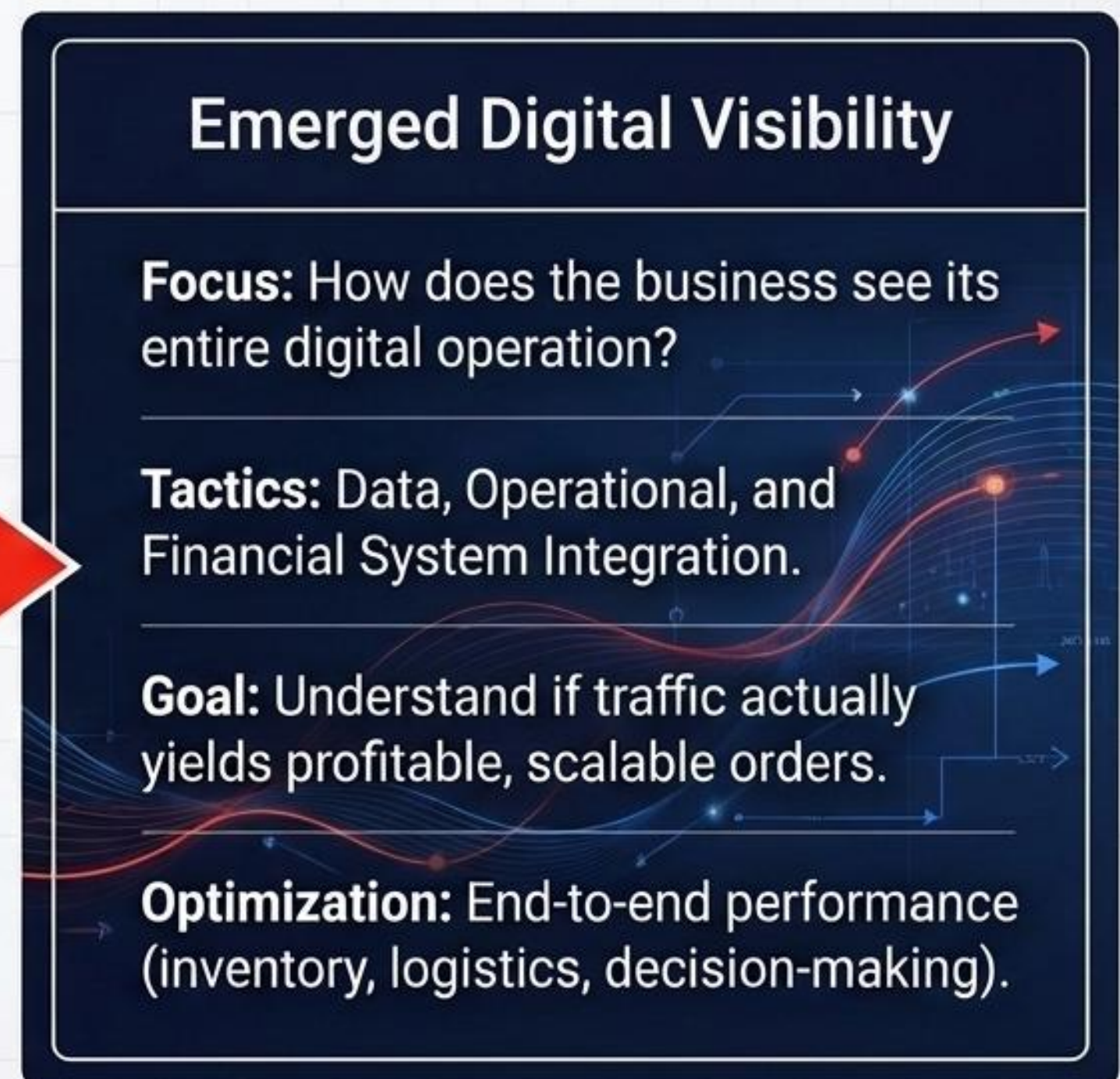
## Emerged Digital Visibility

**Focus:** How does the business see its entire digital operation?

**Tactics:** Data, Operational, and Financial System Integration.

**Goal:** Understand if traffic actually yields profitable, scalable orders.

**Optimization:** End-to-end performance (inventory, logistics, decision-making).



# The Four Dimensions of Digital Visibility



## Sales Visibility

Which products sell best, where, and through which specific channels.



## Operational Visibility

The exact state of orders, real-time inventory, shipping status, and return logistics.



## Financial Visibility

Real-time calculation of actual revenue minus actual costs to reveal actual margin by product/channel.



## Compliance Visibility

Automated tracking of product documentation, shipment traceability, and regulatory-related data.

# The Three Technology Pillars

## Pillar 1: Data (The Foundation)

Unify fragmented operational data across e-commerce platforms, logistics, finance, and partners.

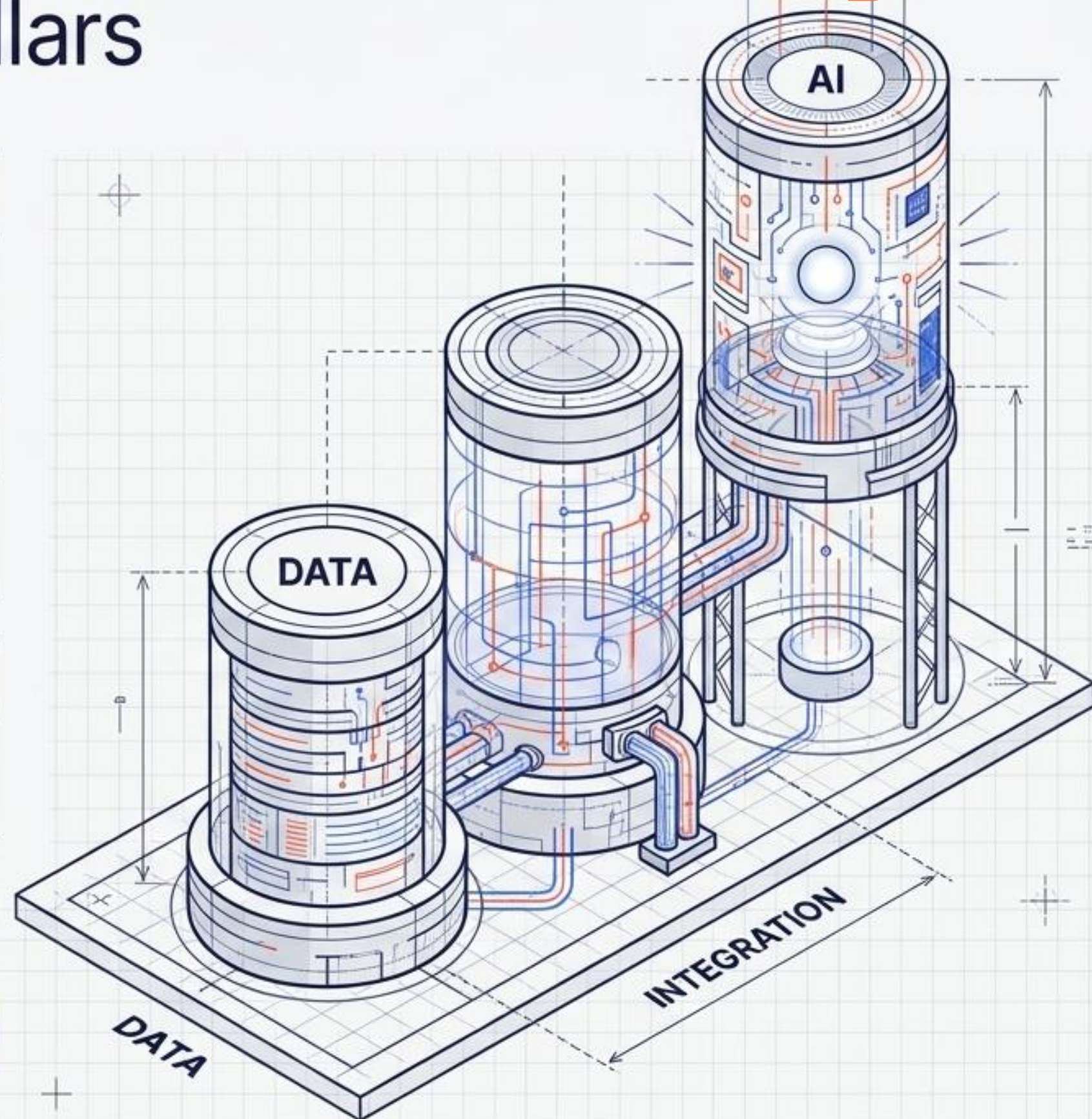
## Pillar 2: Integration (The Connective Tissue)

Connect sales channels, ERP, warehouses, logistics, and accounting into one unified digital system.

## Pillar 3: AI & Automation (The Accelerator)

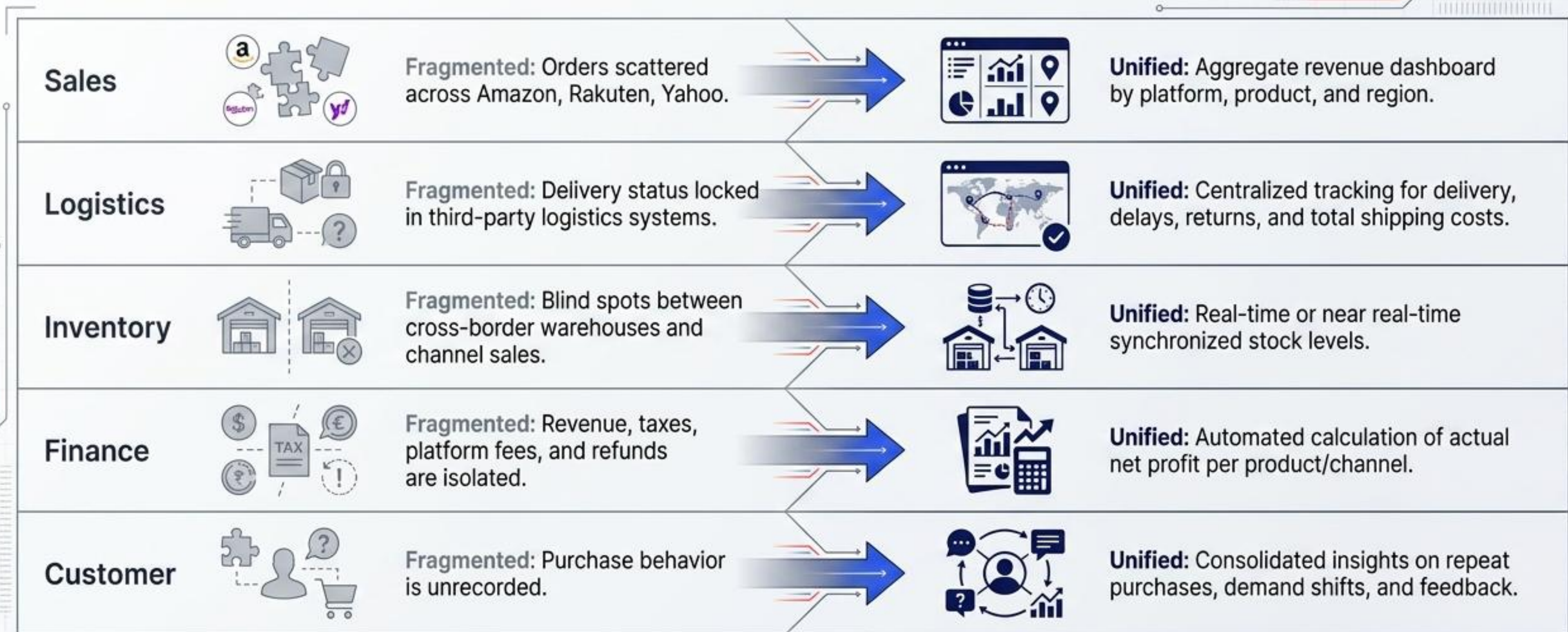
Support operational forecasting, rapid anomaly detection, and advanced decision-making.

**Crucial Rule:** AI creates value only when it is built on reliable data and connected systems.



# Pillar 1: Data & BI — The Essential Foundation

Before AI or automation, businesses must collect, standardize, and visualize operations across the entire e-commerce ecosystem.



# Pillar 2: System Integration — Connecting Business Operations

Without automated integration, companies rely on fragmented communication across Excel, email, and manual uploads—guaranteeing errors and hard-capping scalability.



# Pillar 3: AI-Assisted Operational Decision Making

Deployed upon reliable operational data and connected workflows, AI shifts operations from reactive to predictive.



**Demand Forecasting**  
 Anticipate demand by product, season, and sales channel to optimize purchasing and production planning.



**Inventory Optimization**  
 Automatically balance stock levels by analyzing sales velocity, cross-border import lead times, storage costs, and replenishment risks.



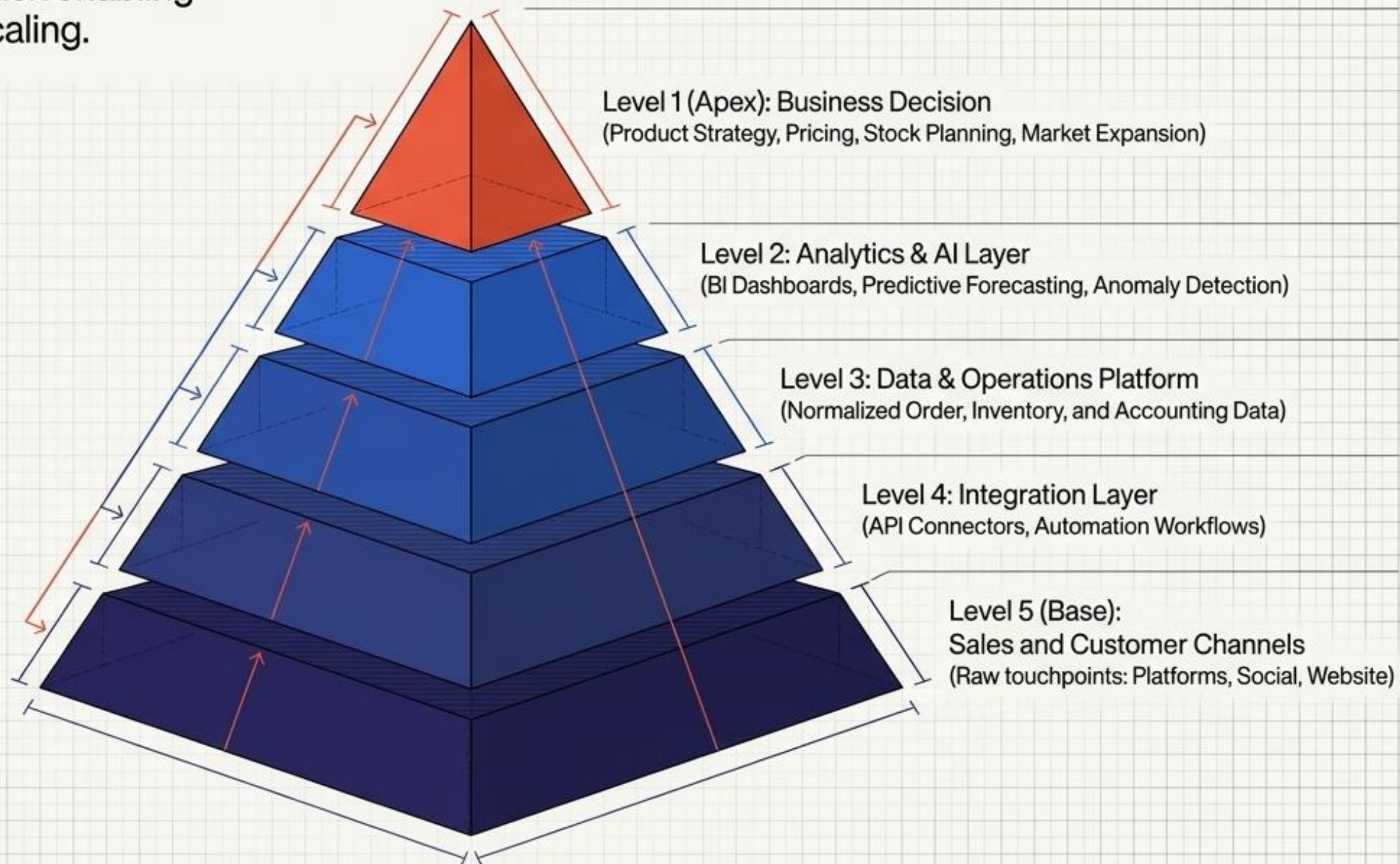
**Logistics Monitoring**  
 Scan global shipping data to instantly detect delivery delays, return patterns, and operational anomalies before they impact the customer.



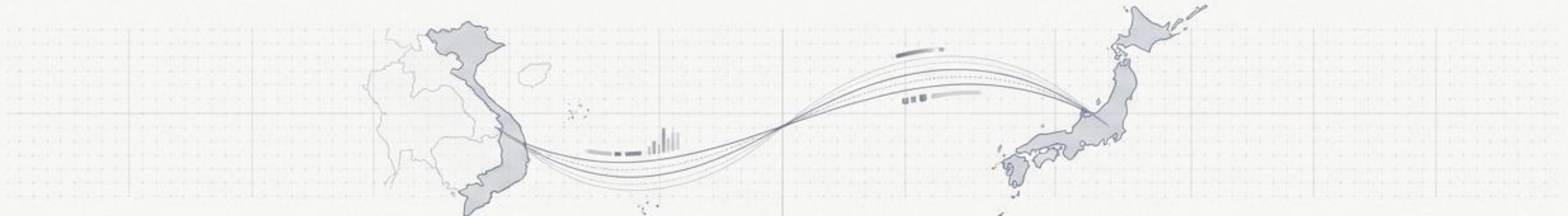
**Customer Insight**  
 Uncover hidden patterns in repeat purchases, segment behavior, and review feedback to adjust product strategy dynamically.

# The Proposed Solution Architecture

A connected operational stack enabling sustainable cross-border scaling.



# FPT — Your Technology Partner for Sustainable EC



## System Integration

Engineering precise connections across EC platforms, 3PL logistics, warehouses, and legacy ERP/accounting systems.



## Data Platform & BI

Custom-building the "Mission Control" dashboards for complete sales, inventory, logistics, and financial visibility.



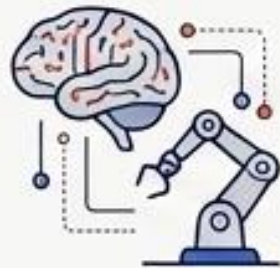
## Cloud & Scalable Backend

Architecting highly stable, secure, and scalable cloud infrastructure to handle peak EC volume without crashing.



## AI & Automation

Deploying targeted models for demand forecasting, smart alerts, and automated workflow execution.



## Japan–Vietnam Delivery Edge

Deep operational understanding of strict Japanese market compliance combined with the context and agility of Vietnamese business operations.



Moving your business from pilot selling to sustainable, data-driven e-commerce mastery in Japan.