

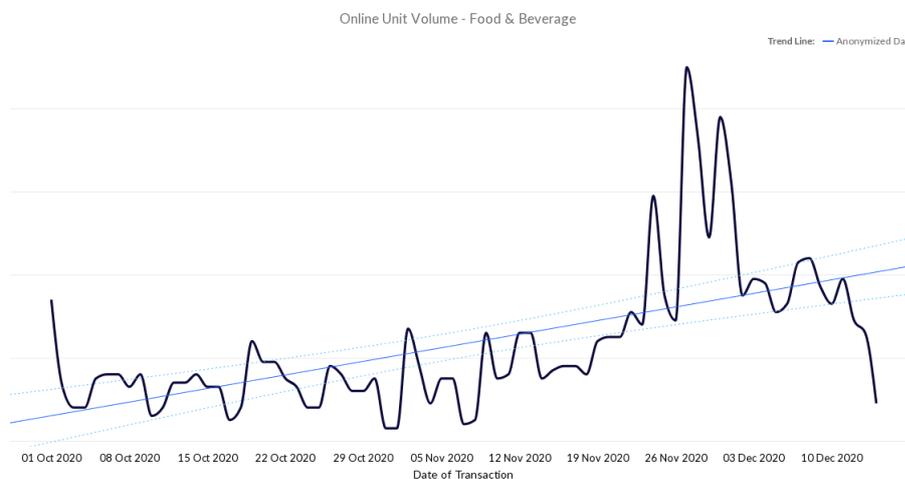
Covid-19 and Digital Evolution

Consumers behavior around the world rapidly adopting the new way of life under the coronavirus (COVID-19) worldwide pandemic. Today most of them have new concerns, staying safe and healthy. A vast majority of the people who insisted of hand picking their vegetables and fruit has rapidly emerged to the online shopping of fresh food such as fruit and vegetables.

Rapid increase in all major ecommerce stores

Shipbob, a shipping and fulfillment partner for ecommerce stores, gathered data from 3,000+ of their merchants and is tracking the data.

The chart below shows month-over-month increase in online sales for food and beverage:



The increase in volumes is shown worldwide in all merchant types.

Hibernated Consumers

Today it is a fact that most consumers no matter what their age are buying online, their winter hibernation has come to an end. Combining the fact that consumers now are stacking goods and many new ones has joined the ecommerce world created a big gap.

The Gap

A gap is created, many merchants or retails are actually exposed now, they have best goods in a decent price, they have large number of consumers but zero presence in today's digital evolution. No Social accounts and defiantly no ecommerce presence.

They are out there in the dark, they need to fill the gap, so they approached the professionals for advice and a solution. But, the professional with all the respect at the end of the day are looking for a margin. Like was mentioned at the beginning, large merchant already obtained them self to the market so almost no issue here, but a small profit merchant cannot pay 30-40% of his margin to an advertisement agency, app builder or digital marketer. Enhance business might consider a rational extreme decision and close the shop.

Textime is here to help

We at Textime initially aimed exactly for closing this gap. We understood that the retail small businesses is left behind , so we are there to help. Few skilled people from different domains such as marketing and software developers gathered together and decided to help out. As simple as it sound in few hours we build the merchant catalogue, order a WhatsApp business number for him, connect him a credit card solution, build Facebook and Google ads and vuala he has a digital foot print in less than a day.

Our revenue comes only from the business revenues, we only charge a small percentage only for checked out deals. No hidden fees, no charge for the knowledge, just pay as you go.

We pray and hope that the vaccine will put everything back on track, but consumers that were sacred from the digital evolution in the past is understanding the beast today.

Textime with love.

Visit our site <https://www.textime.co.il>