

Global eCommerce Solutions



Léonard Guillaumont
Co-founder & CEO
Plugmystore.com SAS

CEOCFO: Mr. Guillaumont, what is the idea behind Plugmystore.com?

Mr. Guillaumont: The idea is to bring business opportunities to any company selling physical products, such as fashion products, baby products, sport products or even food: anything you can sell on a marketplace like Ebay or Amazon, can be distributed through Plugmystore. We are a distribution platform and we are simplifying things in the way that we provide all of the services that may be required for a company to achieve international trade, from translation to tax management, including logistics, customer service and a lot more.

CEOCFO: What is the typical way that distribution is achieved today and how is your method an improvement?

Mr. Guillaumont: Companies want their products to be visible on wide areas; one of the easiest way to do that is through eCommerce. Therefore, companies will invest a great deal of money building their website and communication even before the items become visible. Our solution is to enable companies to sell their inventory on new sales channels. New sales channels are the most visible sales channels, such as Amazon, Rakuten, etc.. There are also price comparison websites, affiliation networks and shop aggregators such as shop-alike. Instead of starting their web store in France or Germany, we encourage Companies to list on sales channels that already drive millions of customers every day, so that they can quickly start selling.

Achieving such a multi-channel business is difficult for companies because there are plenty of known blockers such as translating inventory, managing customer returns, logistics, taxes, accounting and marketing. Those services are all packaged in Plugmystore.com interface, so that a company that never touched eCommerce or international trade before can successfully do both with Plugmystore.

CEOCFO: Have people been looking for a better method to increase their trade and do international trade or not realized something is available for them?

Mr. Guillaumont: Our field today is “eCommerce integration”. We estimate that in France, Germany and the UK, 70% of the companies that are selling online are multi-channel companies. Out of the 70%, about 20 to 30% that are using an eCommerce integrator. eCommerce integrators help them push their products on several sales channels. This is the core of our business. Just providing IT solutions to those companies is not solving their problems, because they will still have to translate their product data and have to manage email and phone conversations with foreign customers in various languages. They will also have to declare taxes abroad and achieve all of those requirements for running an international business. Our innovative and competitive advantages is to work hand-to-hand with our customers through all of those stages where they are facing international trade requirements. We provide them with the tools and partners so that they can perform that without stress. We are doing more than “eCommerce integration”.

CEOCFO: How do you stay on top of the different regulatory issues, such as tax changes or different rules in different countries that might affect a company doing business there?

Mr. Guillaumont: We have a reliable team of 15 people, but this is not enough to translate from any European language to any other language, or to keep updated on tax regulation changes worldwide. I have been working with 328 companies over the last four years, helping them to develop their sales internationally. From this experience, I selected that best partners for our customers to work with in order for them to become successful at selling their goods in an easy way. Therefore, for all the services we provide through the platform, we are going through pre-selected and “e-commerce proof” partners.

CEOFCO: *What have you learned since you first introduced Plugmystore?*

Mr. Guillaumont: I have learned much in HR, management, and building a brand's strategy. Both for our customers and for Plugmystore as well.

CEOFCO: *What has been the interest in the US or is that still a fairly new area for you?*

Mr. Guillaumont: We are looking very closely into the US market. Our vision is first to provide some US sales channels to European sellers and by doing so, getting noticed in the US, so that we can provide advanced services for US manufacturers and retailers looking for sales expansion in Europe. We like the idea that we can promote exchange between Europe and the US, bringing the skills we have developed on the European market to US companies and bringing our IT, process experience and partners selection to European companies, so that they can succeed on the US market.

CEOFCO: *How do you reach potential customers?*

Mr. Guillaumont: We have several acquisition channels. We are making selective advertisement focused on distribution. For example, we advertise with the MOCI (Monitor of International Trade), and we advertise on the internet. We have a direct sales team that is in contact with companies identified with a great potential. In addition, we are going to improve and automate our acquisition channels by this summer. Users can register self-service on our website, since the beginning of 2015. Therefore, any company looking for distributing physical products should register an account free of charge on Plugmystore.com to get started.

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CEOFCO: *What will be different a year from now?*

Mr. Guillaumont: We want to do more than just eCommerce integration. We want to be the leading distribution platform. We are set to develop geographically in 2015 and 2016, and try new zones in Europe to sell our services. By 2016, we want to start pushing products to brick and mortar sales channels. For example, pushing inventories from sellers of mass products to supermarket distribution. If we are talking about higher-class products, we want to be able to push them in some selective distributors like Printemps or Galeries Lafayette.

Interview conducted by: Lynn Fosse, Senior Editor, CEOFCO Magazine

For more information visit: www.plugmystore.com

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The logo for plugmystore.com features the word "plug" in a black, lowercase, sans-serif font, followed by "mystore.com" in an orange, lowercase, sans-serif font. The "i" in "plug" has a small orange dot.