



STATUS OF TANZANIA POSTS IN THE IMPLEMENTATION OF E-COMMERCE

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1.0 Why e-commerce ?



2.0 INTRODUCTION OF E-COMMERCE INITIATIVES IN TANZANIA POSTS

Tanzania Posts has started its initiatives in e-commerce since 2016 by selling online stamps through its E-commerce websites called www.stamps.tz.post. Customers can able to buy stamps and enable other collectors to link and able to sells their philatelic products through our website.

E-commerce website offers customers to purchase stamps by using various facilities like tracking customers order online, viewing order dispatch and paying online through Bank, Mobile and Credit Card (VISA).

Journey Started

Journey Started

Visit our Sites

<https://www.stamps.tz.post>



2016

3.0 ADVANTAGES



Flexible to use



It is convenient



You don't need to go to bank



It is comfortable



Feedback to customers is very important

4.0 Current Status

Tanzania Posts Corporation has two online shops:-

1. E-Commerce Applications

- (i) Philately stamps online shop
- (ii) Online shop, in which other traders/entrepreneurs can sell their products after entering agreement with the Corporation.

2. Smart Posta- Posta Kiganjani

This is the extension of Physical Post Boxes to mobile numbers, it means that your phone number become your boxes number and recognized by Postal System

1. www.postashoptz.post

The image shows the top portion of the Posta Tanzania website. The header is red and contains the text "TANZANIA POSTS CORPORATION" on the left, and "Cart", "Log in", and "Create account" on the right. A search bar and a language selector set to "English" are also present. The Posta logo, featuring a yellow arrow and the text "Posta Let's Go!", is on the left side of the header. A navigation menu includes "Home", "Catalog", "FAQ", "Collections", "History", "Contact us", and "Comments".

Below the header, on the left, is a "COLLECTIONS" sidebar with a list of years from 2020 down to 2013. The main content area features a yellow banner with a black and red checkered border. The banner text reads "VARIETY OF AFRICAN COLLECTIBLES" in large red letters. Below this, there are three columns of items: "Numismatics" (with sub-items "Banknotes" and "Coins"), "Philately" (with sub-items "Stamps" and "Postcards & Covers"), and "Arts & Crafts" (with sub-item "Coffee"). At the bottom of the banner, it says "Visit: www.africancollectible.com" and "Your one stop shop for all needs from Africa!". A cartoon character of the African continent is on the right side of the banner.

Government Institutions



2. SMART POSTA

This is the extension of Physical Post Boxes to mobile numbers, it means that your phone number become your boxes number and recognized by Postal System.

Visit:

<https://smartposta.posta.co.tz> or

Download SmartPosta Kiganjani App you can download through play store.



The image shows a screenshot of the SmartPosta website homepage. The browser's address bar displays "posta.co.tz". The website header includes the "martPosta" logo, navigation links for "HOME", "SERVICES", "ABOUT US", and "REGISTRATION", a "LOGIN" button, and a language selector for "English (en)". The main content area features a large illustration of a hand holding a red smartphone with a postage stamp on the screen. To the right of the illustration, the text "Posta Kiganjani" is written in a large, bold, red font, with the slogan "Twen'zetu Kidigitali!" below it in a smaller, red font. A yellow swoosh underline is positioned under the slogan. The footer of the website contains the copyright notice "© 2020. All Rights Reserved. SmartPosta. Privacy Policy".

5.0 Future Perspectives

-Tanzania aims to become a regional e-commerce hub, it does not currently have a focused stand-alone e-commerce policy or strategy

Engage in an inclusive national e-commerce policy and strategy development process lead by a champion from the Ministry of Industry and Trade (MIT)

-To collaborate with government Institutions (Ministry of trade and other institutions)

-Tanzania has intention to expand the 4G network to cover the whole country, with possible support from agencies such as the ITU, World Bank and AfDB. Identify possible PPP avenues to further develop the ICT infrastructure, including last-mile connectivity. ITo provide all postal services through SMART POSTA Kigunjani.

Continue.....

- Expedite the implementation of the National Addressing and Postcode System (NAPS). Accelerate trade facilitation reforms, particularly those enabling the compatibility of the customs ICT systems between Tanzania and other EAC and SADC countries.
- To Invest in building e-commerce awareness and trust within the greater public and small businesses. Train entrepreneurs and e-commerce vendors on digital business skills.
- Address the lack of awareness pertaining to formal financial services in general and continue to raise awareness of secure payment solutions such as mobile money.

