

# GAZETTE

www.ducksinarowgroup.com

Instagram: ducks\_in\_a\_row\_group

New York



## The New Way

The conventional method of selling a brand in a foreign market, which involves relying on a distributor, is no longer effective.

The modern and more streamlined approach is to establish a presence in the market through your own legal entity operated by Ducks In a Row. We will set up your company with our skilled staff, encompassing experts in all relevant areas, and handle the launch and ongoing operations.

The benefits of our model are numerous. Firstly, the brand gains complete control over the P&L as well as brand identity, marketing, and sales channels. Additionally, the brand retains ownership of customer data and transactions.

Moreover, when the time is right, the brand can opt to in-source the complete business or parts of it.

Check us up on [LinkedIn...](#)

- Top E-commerce Companies in the US:**
- Amazon
  - eBay
  - Walmart
  - Etsy
  - Target
  - The Home Depot
  - Best Buy
  - Wayfair
  - Costco

## The Future Of E-Commerce: Trends To Watch In 2023

In 2023, we can expect to see continued growth in social commerce, personalization, AR/VR, subscription services, and sustainable and ethical shopping practices.

**• Social Commerce:** Social media platforms such as Facebook, Instagram, and Pinterest are quickly becoming major players in e-commerce. The integration of shopping features within these platforms, such as Instagram's Checkout and Facebook's Marketplace, allows users to purchase products without ever leaving the platform. This seamless integration is expected to drive social commerce growth in 2023 and beyond.

**• Sustainable and Ethical Shopping:** Consumers are becoming more conscious of the impact their purchasing decisions have on the environment and society. As a result, sustainable and ethical shopping practices are becoming increasingly important for e-commerce retailers. In 2023, we can expect to see more retailers focusing on sustainable and ethical sourcing, packaging, manufacturing, and initiatives to reduce their carbon footprint.

Source: *Forbes mars 2023*

### NEWS & OTHER

#### Our intern summer 2023



#### ALEXANDER WOXSTRÖM

Currently pursuing a Master's degree in Industrial Engineering and Management with a focus on Financial and Risk Modeling at Lund University.

Alexander is a smart, curious and sharp analytical thinker, keen on tackling complex problems and converting data into insights i.e. perfect match for us...

#### Hidden gems in NY



#### FELIX

Frensh bistro classics. Known primarily for its historical cast iron buildings, high-end shops, and celebrity havens, despite the hype the area has retained an air of quiet intimacy and friendly welcome.

340 W Broadway, NY 10013  
Tel: (212) 431-0021  
[www.felixny.com](http://www.felixny.com)

#### Ducks In a Row Group / A New and Modern Way

We are a Swedish/American team who have decided it's time for Nordic brands to enjoy a new and modern way of market entry, to USA, and even more important how to run and operate the business after launch.

The idea is simple - we execute the import process, handling of inventory, build the brand, sell, pick and pack, and finally deliver to the end customer.