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**PAGE 3: B. ABOUT YOU**


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**Q1: Respondent details**

Name	Mazuree Colin Ali
Organization	TriniTrolley Limited
Email Address	mazuree@trinitrolley.com
Phone Number	-

**Q2: Country or Customs territory**

TRINIDAD &amp; TOBAGO

**Q3: Organization**

Private sector

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**PAGE 4: C. ABOUT YOUR CASE STORY**


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**Q4: Title of case story**

Trini Trolley, the Caribbean's largest e-Commerce business.

**Q5: Case story focus**

E-commerce development and efforts to bridge the "digital divide".

**Q6: Case story abstract**

Trini Trolley is the Caribbean's largest e-Commerce business. The company was launched in 2009 to provide residents of Trinidad & Tobago with a wide range of products that can be purchased through a local online shopping website with convenient 24 to 48 hour delivery. By 2011, the company expanded to include shipping to the rest of the Caribbean and world.

**Q7: Who provided funding?**

Private sector

**Q8: Project/Programme type**

Single country

**Q9: Your text case story**

Trini Trolley is the Caribbean's largest e-Commerce business. The company was launched in 2009 to provide residents of Trinidad & Tobago with a wide range of products that can be purchased through a local online shopping website with convenient 24 to 48 hour delivery. By 2011, the company expanded to include shipping to the rest of the Caribbean and world.

The motivation to start Trini Trolley stemmed from the lack of an online shopping facility in the Caribbean. Orders from international companies had long delivery times at high costs; customers experienced difficulties with return; and some international firms even refused to ship (low volumes shipments) to the Caribbean. With respect to payments, some international websites would not accept Caribbean credit cards and local customers risked losing money on fraudulent websites. Additionally, in 2009, less than 20% of the Caribbean's population had access to a Credit Card to facilitate international online shopping.

Trini Trolley responded to these issues through its online e-Commerce business providing a 24/7 online store offering over 12,000 products from international and local suppliers. The company also provides safe payment facilities and a faster and more affordable delivery service and return options. Trini Trolley introduced payment on delivery options, including cash or via a hand held card processing terminal for debit or credit cards, as customers were sceptical about providing credit card information online. International customers were provided with the option of using PayPal to facilitate purchases for family and friends in the Caribbean. PayPal only operated in Jamaica in the Caribbean until 2011, when it seized the opportunity to facilitate payments on Trini Trolley.

In addition, Trini Trolley has opened up their e-commerce platform to local entrepreneurs and those who did not have the knowledge or funds to create their own websites or physical stores to display their items for sale at no cost. Trini Trolley is currently exporting to the US, UK, South and Central America and the Caribbean.

Trini Trolley has won several awards and has been recognised internationally.

**Q10: Lessons learnt**

Challenges in starting a new Industry – e-Commerce:

- Need to identify, understand and mitigate the risks associated with this new industry – learning from international companies e.g. Amazon and developing innovative solutions for the local and regional market
- Educating the public locally and regionally on the benefits, ease and security of e-Commerce
- High start-up costs – inventory, marketing, logistics
- No access to capital from commercial lending facilities as banks skeptical about new e-Commerce industry
- Lack of e-Commerce legislation, regulation or guidance for the industry
- Unclear consumer protection laws with respect to e-Commerce
- Lack of IT expertise
- Less than 50% of Caribbean population had access to the internet
- Lack of local technical capability and willingness to create an e-Commerce website to facilitate electronic payment
- Lack of e-payment systems (had to change business model and offer payment on delivery via cash, debit or credit cards)
- Worked with PayPal to introduce this payment facility in Trinidad

Future e-Commerce challenges

- e-Commerce legislation for banks & financial institutions
- Expensive Logistics costs throughout the Caribbean
- Warehousing
- Shipping
- Transportation
- Global competition
- No local payment gateways
- Cyber security
- Venture Capital