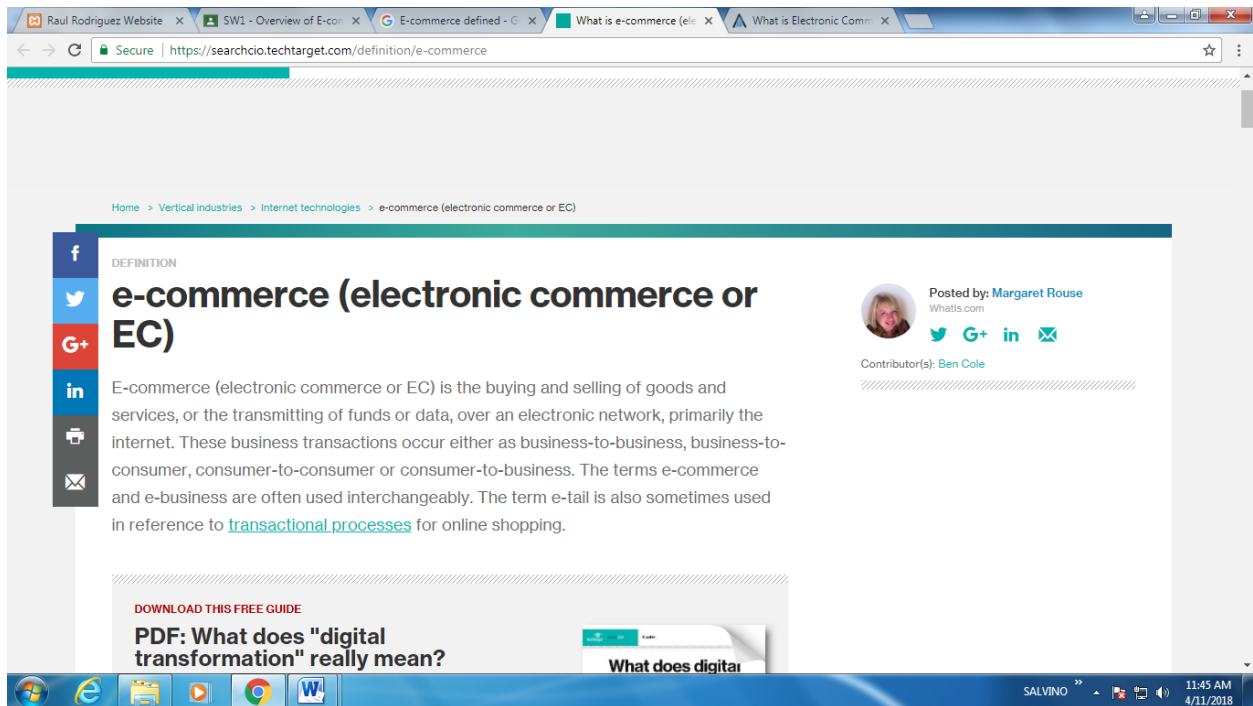


SW1 – Overview of E-commerce

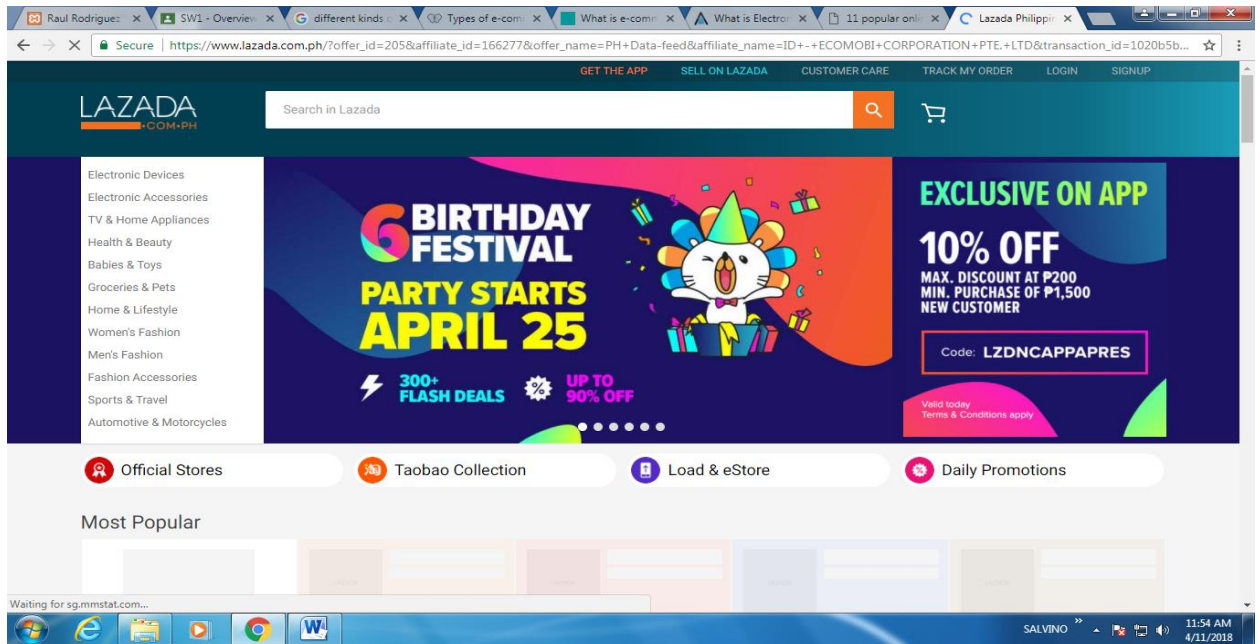
Part 1

1. E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to transactional processes for online shopping.

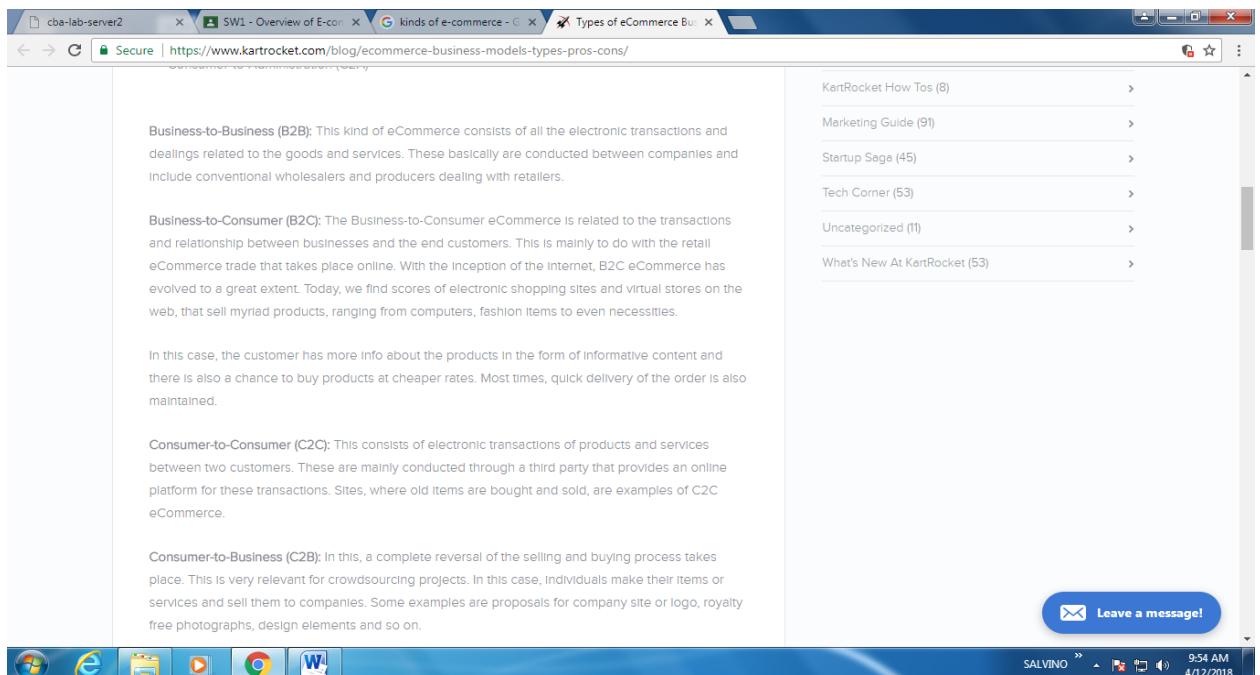


2. Lazada – B2C

Business-to-Consumer (B2C): The Business-to-Consumer eCommerce is related to the transactions and relationship between businesses and the end customers. This is mainly to do with the retail eCommerce trade that takes place online. With the inception of the internet, B2C eCommerce has evolved to a great extent. Today, we find scores of electronic shopping sites and virtual stores on the web, that sell myriad products, ranging from computers, fashion items to even necessities.



The screenshot shows the Lazada Philippines homepage. At the top, there's a navigation bar with links for 'GET THE APP', 'SELL ON LAZADA', 'CUSTOMER CARE', 'TRACK MY ORDER', 'LOGIN', and 'SIGNUP'. Below this is a search bar and a shopping cart icon. The main banner features a colorful '6 BIRTHDAY FESTIVAL PARTY STARTS APRIL 25' with a cartoon character holding gifts. To the right, a '10% OFF' promotion is highlighted, with a code 'LZDNCAPPAPRES' and a note that it's 'EXCLUSIVE ON APP'. A sidebar on the left lists various product categories like 'Electronic Devices', 'Health & Beauty', and 'Home & Lifestyle'. Below the banner, there are buttons for 'Official Stores', 'Taobao Collection', 'Load & eStore', and 'Daily Promotions'. The 'Most Popular' section is partially visible at the bottom.



The screenshot shows a blog post on kartorocket.com titled 'Types of eCommerce Business Models'. The article defines four models: Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), and Consumer-to-Business (C2B). The B2C section is highlighted in yellow and matches the text in the previous block. A sidebar on the right lists various content categories like 'KartRocket How Tos', 'Marketing Guide', and 'Startup Saga'. At the bottom, there's a 'Leave a message!' button.

Bibliography

Rouse, M. (2016, June). *e-commerce (electronic commerce or EC)*. Retrieved April 11, 2018, from TechTarget: <https://searchcio.techtarget.com/definition/e-commerce>

Sharma, P. (2017, December 5). *Types of eCommerce Business Models, Pros, and Cons*. Retrieved April 12, 2018, from KARTROCKET: <https://www.kartrocket.com/blog/ecommerce-business-models-types-pros-cons/>

PART II: E-commerce company: ZALORA

1. Name and Logo of Zalora



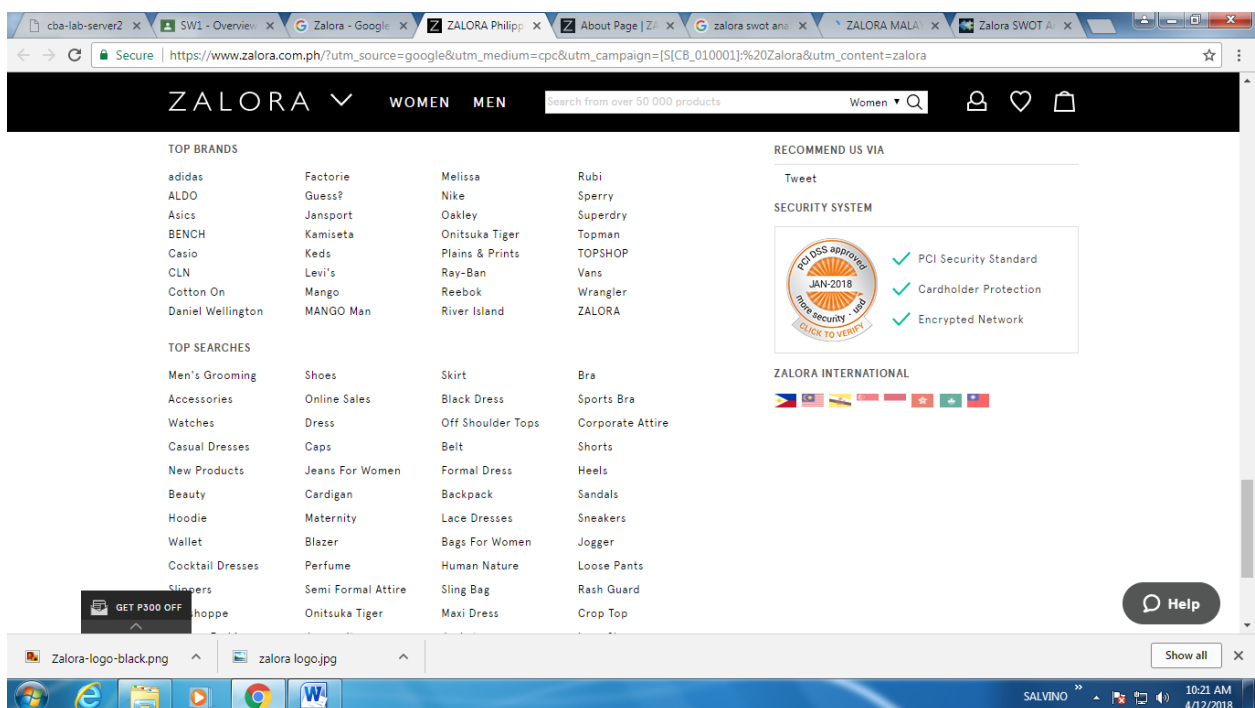
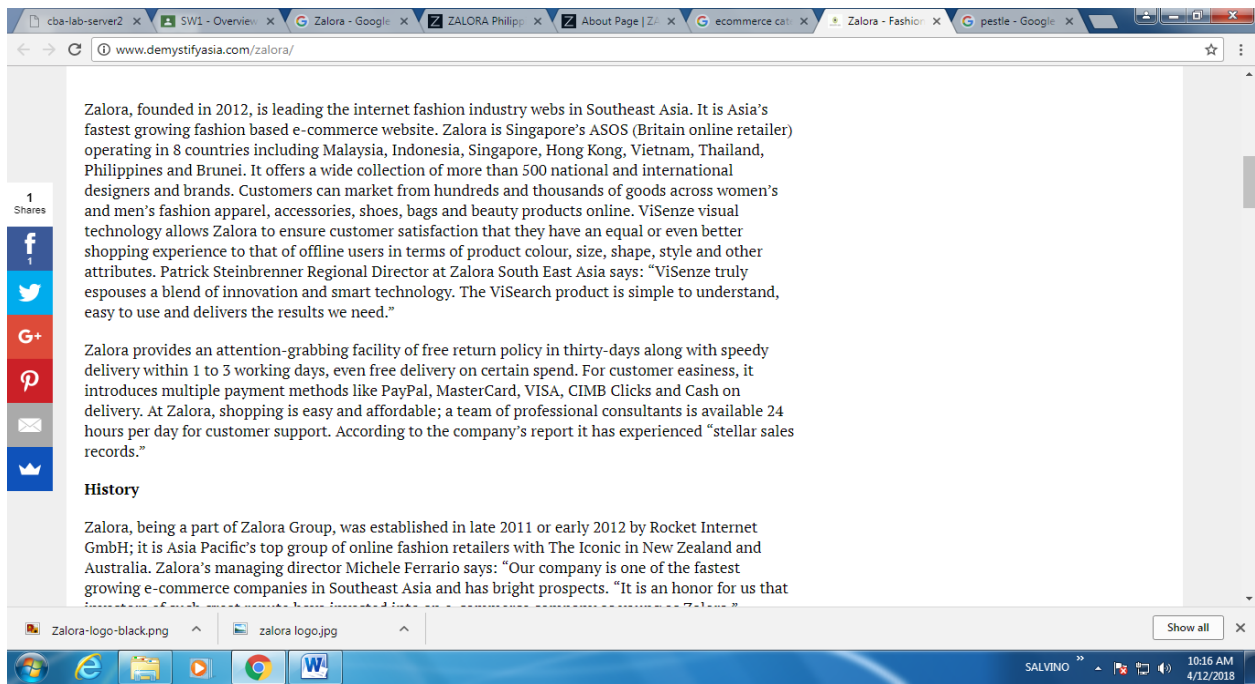
ZALORA

2. Description

Zalora, founded in 2012, is leading the **internet fashion industry** webs in Southeast Asia. It is Asia's fastest growing fashion based e-commerce website. Zalora is Singapore's ASOS (Britain online retailer) operating in 8 countries including Malaysia, Indonesia, Singapore, Hong Kong, Vietnam, Thailand, Philippines and Brunei. It offers a wide collection of more than 500 national and international designers and brands. **Customers can market from hundreds and thousands of goods across women's and men's fashion apparel, accessories, shoes, bags and beauty products online.** ViSense visual technology allows Zalora to ensure customer satisfaction that they have an equal or even better shopping experience to that of offline users in terms of product colour, size, shape, style and other attributes. Patrick Steinbrenner Regional Director at Zalora South East Asia says: "ViSense truly espouses a blend of innovation and smart technology. The ViSearch product is simple to understand, easy to use and delivers the results we need."

Zalora provides an attention-grabbing facility of free return policy in thirty-days along with speedy delivery within 1 to 3 working days, even

free delivery on certain spend. For customer easiness, it introduces multiple payment methods like PayPal, MasterCard, VISA, CIMB Clicks and Cash on delivery. At Zalora, shopping is easy and affordable; a team of professional consultants is available 24 hours per day for customer support. According to the company's report it has experienced "stellar sales records."



3. SWOT Analysis of Zalora

✚ Strengths

- Easy navigation and intuitive operation
- Simple and safe shopping
- Fast shipping
- Free delivery available
- Comprehensive and personal service

✚ Weaknesses

- Perhaps we can see the sort of online shopping and the type of company online, there are still many people who do not believe in shopping online because of their narrow-minded could have cheated strainer.
- According complainant many people I read the service at shop online is also quite slow and there is no confirmation from the zalora. I think the offense shopping at online shop not only on offense system, indifferent to employees who do not understand in dealing with the problem, there is also a mischievous manipulation of data acquisition and did not report the offense.

✚ Opportunities

- International expansion
- Emerging market
- New products
- New markets

✚ Threats

- Change in tastes of customers
- Intense competition with other E-commerce businesses that are into fashion industry
- Substitute products are emerging

PEST ANALYSIS

Political: Zalora Malaysia is the biggest online store in Malaysia and is subject to political lobbying and control. Politics decides the kind of patronage that the store gets and also the kind of market intervention that is available for the store to function.

Environment: the store being online has to involve itself in environment control programs like reduction of e waste and other kinds of pollution that may occur on the cyber space .Zalora has to take steps to ensure that the environment sustainability programs are in place

Social: The Malaysian population is a very conscious and fast adapting one. Hence Zalora being a fashion store has to ensure that the social aspects of fashion are adhered to .

Technological: Zalora must keep in touch with latest technological developments as it operates on the virtual corridor. The new updations that happen in terms of technology and e commerce have to be adapted to and Zalora is known for its quick supply chain efficiencies.

Bibliography

Iyer, R. (2017, August). *What is the PEST analysis of Zalora Malaysia?* Retrieved April 12, 2018, from Transtutors: <https://www.transtutors.com/questions/what-is-the-pest-analysis-of-zalora-malaysia--2306354.htm>

multimediacreative04. (2014, September 22). *SWOT Analysis*. Retrieved April 12, 2018, from multimediacreative04: <http://multimediacreative04.blogspot.com/2014/09/swot-analysis.html>

Shona. (2016, April 16). *Zalora – Fashion Based Ecommerce*. Retrieved April 12, 2018, from DEMYSTIFY ASIA: <http://www.demystifyasia.com/zalora/>