**About Us Page**

**Who are we:**

ASEAN Ecom is a group of globalized people forming a startup to advance and develop the Southeast Asian e-commerce infrastructure.

**What we do:**

We are creating an e-commerce ecosystem by using technology to build an online payment platform, online trading sites and smart logistics.

**Why we do it?**

As young talent from around the world, we want to solve the market problems that e-commerce faces and bring the convenience of doing business online to the people of Southeast Asia.

Based on projections from various sources, there’s a lot potential in this industry and we hope to shape e-commerce as a lifestyle for people in this region.

By building up the e-commerce infrastructure, not only are we supporting more economic growth but also opening up many dormant opportunities such as web services, apps with freemium models, etc.

**Barriers we plan to overcome:**

* Consumer behavior on the skepticism about digital content & cash on demand (COD).
* Security issues involving online payments & general web usage.
* Logistic constraints.

**Mission**

Our globalized startup team gathers diverse individuals with the same passion. To work together in making e-commerce easy and accessible for everyone in Southeast Asia.

ASEAN Ecom is aiming to create “trust” when trading online. Through a user-friendly, smart, convenient, reliable, and secure integrated payment platform and also accessibility through subsidiary online marketplaces .

**Vision**

*Short term*

To establish Southeast Asia’s leading C2C e-commerce site.

*Long term*

To cultivate widespread use of ASEAN Ecom's payment system.

To become Southeast Asia's leading ecommerce ecosystem provider.

To overcome current and upcoming market barriers .

To incorporate high-tech developments in logistics management.

To develop cross-boarder trade.

**Values**

The values listed here are fundamental to the way we operate and on how we recruit.

**CUSTOMER FIRST**

The goal of our mission is for the benefit of the people in the Southeast Asian region. They are our first priority.

**TEAMWORK**

For us to achieve extraordinary things, working together is of the utmost importance.

**EMBRACE CHANGE**

In this perpetual world, trends and conditions are never constant. We are flexible, innovative and ready to adapt in order to achieve our mission.

**INTEGRITY**

The highest standards of this principle is significant in achieving our goals, consumer loyalty and trust cannot be compromised.

**PASSION**

We set about our mission with the eagerness to learn more and to make it a reality. We are enthusiastic in what we do.

**COMMITMENT**

We are dedicated to our tasks and we take perseverance seriously.