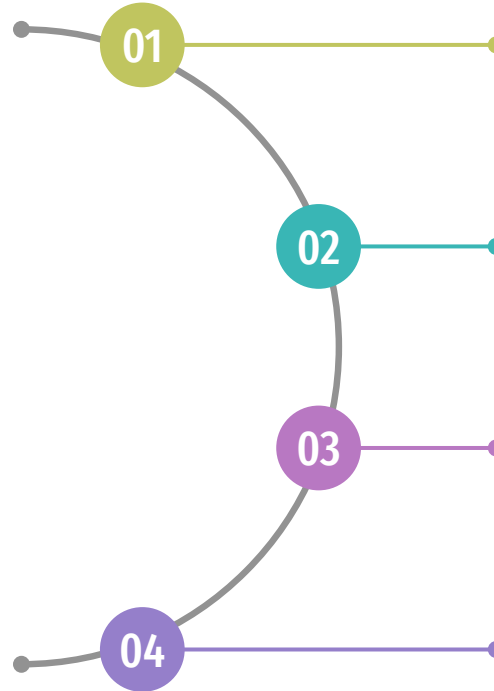
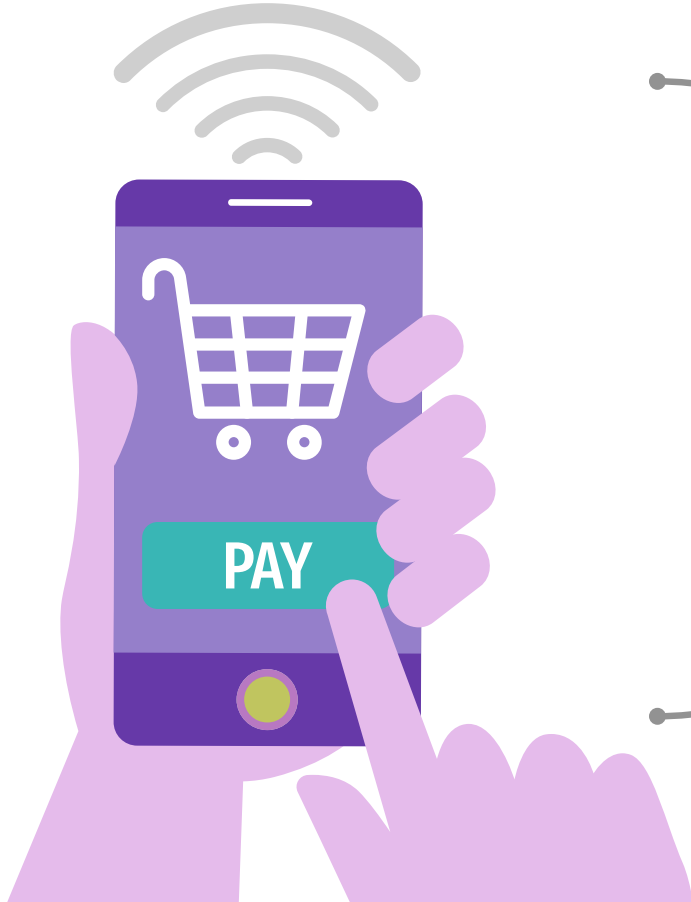


Online Shopping



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E-Commerce

Introducing the concept as well as the types of E-Commerce

Advantages

Consumer & Producer side gains that led E-Commerce's rise

Issues

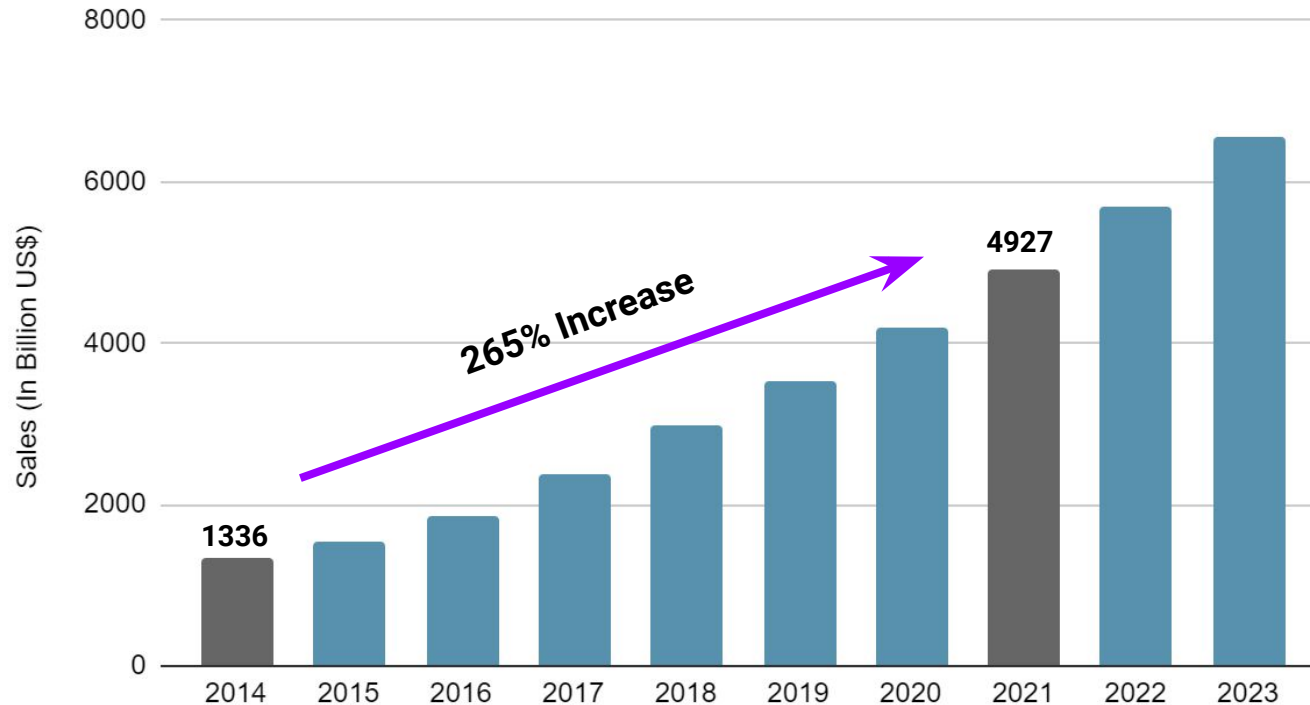
Different issues that are faced by stakeholders in E-Commerce

Future

How E-Commerce can become even bigger in the future

Global E-Commerce Statistics

Annual E-Commerce Sales (In Billion US\$)



Growth of E-Commerce

2019



14.1%

Of Retail Sales

E-Commerce sales made up 14.1% of global retail sales in 2019

2023



22.0%

Of Retail Sales

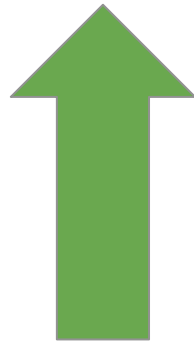
E-Commerce sales is expected to make up 22.0% of global retail sales in 2023

Unstoppable Force



E-Commerce

E-Commerce sales rose by
27.6% in 2020



Retails Sales

Retails sales dropped by 3%
in 2020

E-Commerce by Country



4%

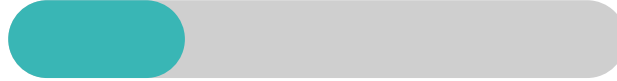


Singapore

E-Commerce only stands at
4.2% of Retail Sales



19%



United Kingdom

E-Commerce stands at 19.1%
of Retail Sales



52%



China

E-Commerce stands at a
52.1% of Retail Sales

Types of E-Commerce



ZALORA



Online Stores

Selling own goods through
the internet

Shopping Enabler

Platforms that provide
end-to-end E-Commerce service

Online Stores Vs Shopping Enablers

Product Margin

Makes profits via product margins like physical stores

Owns the products

Products being sold belongs to the stores



Commissions & Advertisements

Makes profits via commissions and advertisements

Does not own the products

The sellers using the platform owns the products being sold

E-Commerce Infographics



50%



Mercury

Planet Mercury is the closest one to the Sun



60%



Mars

Despite being red, Mars is a cold place



80%



Jupiter

Jupiter is a gas giant and the biggest planet

Producer Gains



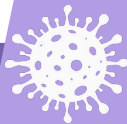
INCREASE AUDIENCE REACH



INCREASED MARGIN



DIVERSIFY RISK



COVID-19 AS A CATALYST

Producer Gains



E-Commerce

Increase Audience Reach

- Access larger range of products
- Expand Customer base
- Sales made at any time of the day or night

Producer Gains



Increased Margin

- Lower Startup costs
- Decreased costs as far as rental costs, worker costs, utilities and maintenance

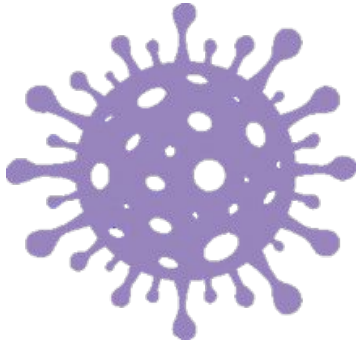
Producer Gains



Diversify Risk

- Adopt an ecommerce strategy
- Income source is diversified

Producer Gains



COVID-19 AS A CATALYST to push business to go online

- Customers moved towards online channels
- Shift towards interacting with customers through digital channels
- Rate of adoption are years ahead

Consumer Gains



Consumer Gains: Convenience



SHOP FROM HOME

FAST DELIVERY

VARIOUS PAYING
METHODS

Consumer Gains: Convenience

Hassle-Free

No need to go to a physical store and queue

1

Centralised View

All stocks are seen in the website

2

Availability

Open 24/7 and can shop anytime

3



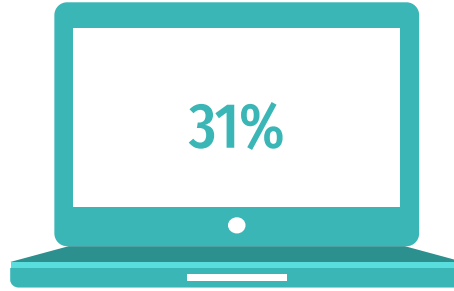
BENEFITS OF SHOPPING FROM HOME

Rise of Online Shopping During COVID-19



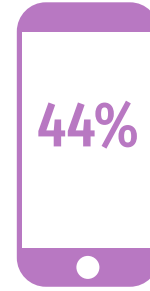
SHOP ONLINE MORE FREQUENTLY

Nearly 3 in 4 consumers shop online more frequently because of the pandemic



INCREASE IN FIRST TIME BUYERS

Spurred by lockdown, safety distancing measures and personal safety concerns



TO CONTINUE ONLINE SHOPPING

20% from large online marketplaces, 14% from home-based businesses, 10% from local businesses

Convenience: Fast Delivery

SAME-DAY DELIVERY

Many online retailers offer this, including supermarkets

THIRD PARTY DELIVERY SERVICES

Deliver goods from partner retailers to consumers within an hour



EXPRESS SHIPPING

Amazon Prime offers 2h delivery time

MAY BE FASTER THAN PHYSICALLY BUYING

Save on queuing and transport time to and from the physical store

Convenience: Various Paying Methods



Consumer Gains: Cheap Cost



Consumer Gains: Customised Experience

KNOW PREVIOUSLY PURCHASED ITEMS

Recommend products that complement these items

UTILISE GEOLOCATION

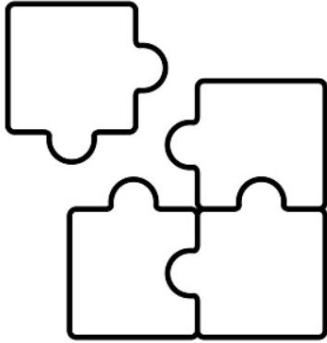
Convert currency to suit consumer, recommend products that match the country's season



UTILISE QUIZZES

Recommend products that suit the consumer's lifestyle and requirements

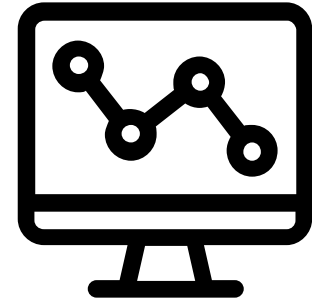
Issues with E-Commerce



Mismatch of Expectations



Cyber Security

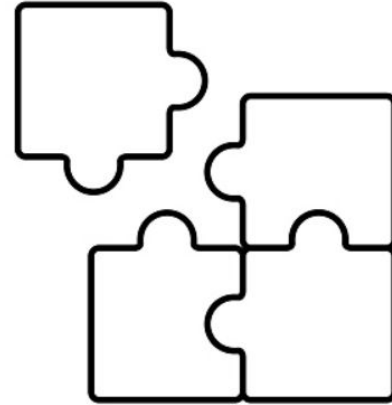


Price Discrimination



Mismatch of Expectations

- Lack of physical comparison
 - physical vs online experience
- Usually caused by unfamiliarity of product





Physically



Online

Cyber Security



Denial of Service(DoS)



Social Engineering

Cyber Security

- Breach of trust
- Financial loss



Price Discrimination

Price Discrimination

*selling the **same product**
at **different prices** to different buyers,
in order to maximize sales and profits.*

Price Discrimination

FairPriceOnline

CLICK & COLLECT
With min. \$50 purchase

FREE HOME DELIVERY
With min. \$99 purchase

We miss you!

It's been some time since you last visited us.
To welcome you back, here's a special treat:



\$10 OFF*
with min. \$49 spend!
Offer valid till
31 Mar 2017
PROMO CODE: TENOFF
*Terms & conditions apply

Claim \$10.00 off 1Password

Hi Adrian,

We're sorry to see you go. If there are any features you didn't get to explore, or you'd like to check out the improvements we've made to 1Password, here's \$10.00 credit to give it another try.



1Password

Ready to give 1Password another go?

Sign in to 1Password.com and reactivate your account.

[Claim \\$10.00 credit](#)

Price Discrimination

But, what's the big deal?



Imagine...



Imagine...



Imagine...



Imagine...



what you **want**



what you **do**



who you are

Imagine...



without you knowing!!!

what you **want**

what you **do**

who you **are**

*"It is not the strongest of the species that survives, not the most intelligent that survives. It is the one that is most **adaptable to change**"*

Charles Darwin

