
Names _____ Section _____ Date _____

Lazada

As more conventional brick-and-mortar companies rushed to open virtual storefronts and diversify revenue streams during the COVID-19 pandemic, Lazada, Alibaba Group's flagship e-commerce platform in Southeast Asia, has emerged as a lifeline for many enterprises, especially small and medium-sized ones. The network of customers, sellers, brands, and other partners that makeup Lazada is essential for preserving companies' recognition and visibility in the region and beyond.

Lazada has almost 100 million active users on its six unique platforms in Southeast Asian markets like Singapore, Indonesia, Vietnam, Malaysia, Thailand, and the Philippines.

It currently offers various products, such as clothing, household items, consumer electronics, and more. Its service gives clients simple access via their smartphones and the web to shop without having to go to the physical store to purchase. Payment choices include cash on delivery, and it offers extensive customer assistance and free returns. The company offers its vendors simple and direct access to 550 million people through a single retail channel.

Lazada also unveiled its newest service, Lazada Sponsored Solutions, which allows brands and sellers to increase customer interaction and visibility on the site. Utilizing Lazada's technologies, these solutions were created to assist sellers in reaching their target market and maximizing return on investment.

Lazada Sponsored Solutions provides a variety of services, including:

- **Sponsored Search.** Shoppers on Lazada conduct approximately 30 million searches daily, and about half of all sales begin with the Search bar. Brands and sellers can use the sponsored search feature to increase their products' visibility and reach customers on the search results page.
- **Sponsored Affiliate** gives sellers and brands access to Lazada's network of more than 3,000 affiliates. The cost-per-sale model is an effective marketing investment because it ensures that brands only pay for sales.
- **Sponsored Display** increased visibility on Lazada's online assets, such as homepage banners, app pushes, direct electronic mail, and more.

Lazada has not only given small and medium-sized businesses (SMEs) the information they need to succeed online, but it has also helped entrepreneurs who are struggling financially. The company has offered free classes on basic online store operations and sales conversion tools through its online learning portal, Lazada University. Additionally, they assist with marketing and training to companies whose offline operations were disrupted due to the COVID-19 outbreak.

Answer the following questions: **(3 items x 10 points)**

1. What competitive advantages contributed to Lazada's success?
2. How has e-commerce transformed the economic relationship between people?
3. Do you believe the e-commerce industry is overcrowded, given the presence of Lazada, Shopee, Amazon, and other online retailers? Explain your answer.

Names _____ Section _____ Date _____

Rubric for grading:

| CRITERIA | PERFORMANCE INDICATORS | POINTS |
|------------------------------|---|-----------|
| Content | Provided pieces of evidence, supporting details, and factual scenarios | 8 |
| Organization of ideas | Expressed the points in a clear and logical arrangement of ideas in the paragraph | 2 |
| TOTAL | | 10 |

Reference:

- Adobo Magazine (2020) *Insight: The evolving and purpose-driven shopping experience of Lazada* <https://www.adobomagazine.com/philippine-news/insight-the-evolving-and-purpose-driven-shopping-experience-of-lazada/>
- Handog, M. (2021) *How Lazada is empowering brands to succeed in this age of e-commerce.* <https://www.rappler.com/brandrap/lifestyle-and-entertainment/ways-lazada-empowering-brands-succeed-age-e-commerce/>
- Marketch-Apac. (2020) *Lazada PH introduces new solutions to help brands and online sellers.* <https://marketch-apac.com/lazada-ph-introduces-new-solutions-to-help-brands-and-online-sellers/>
- So, D. (2020) *Lazada Supports Southeast Asian Communities during Coronavirus* <https://www.alizila.com/lazada-supports-southeast-asian-communities-during-coronavirus/>
- ThinkwithGoogle (2015) *How Lazada Outranked the Rest.* <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/app-and-mobile/how-lazada-outranked-the-rest/>