COMPETITIVE PRODUCT RESEARCH - LAZADA

Introduction

Lazada Group is a multinational technology company based in Singapore. Its main focus is on e-commerce. Founded by Maximilian Bittner with the backing of Rocket Internet in 2012, it is currently owned by the Alibaba Group after its acquisition in 2016. In 2014, Lazada Group operated sites in multiple countries and had raised approximately US$647 million over several investment rounds from its investors such as Tesco, Temasek Holdings, Summit Partners, JPMorgan Chase, Investment AB Kinnevik and Rocket Internet.

Features

| Buyer	Seller
1. Lazada App 2. Website: - LazMall - dedicated space to promote official brands and top sellers on Lazada - Customer Care - to check on payment, order status, shipping, returns and refunds, chat feature - Track My Order - buyer can directly check their shipping status on their homepage - Account - account management, previous orders, wishlist, reviews, returns and reconciliations, log out of the homepage - Language - change default language - Vouchers - free shipping, partners, shop vouchers - Free shipping - for items under	1. Lazada App 2. Website: - Products - add and manage products - Orders and reviews - to manage orders and reviews from buyers - Sponsored Solutions - Traffic - Promotions - Store decorations - for seller to set up shop layout - Growth Center - Business Advisor - Finance - to add / manage bank accounts, income, payment settings etc. - Lazada University - tutorials and

certain total price, selected brands, selected best sellers - Promotions - flash sale, popular products, generated products for buyer's taste - Reloads and gift cards- mobile phones, gaming credits, food and beverages, travel deals, donations, SeaGM, Playcoin, RazerGold - Lazada Wallet - cashless mobile payment channel for purchases inside Lazada website	webinars by Lazada - Support - customer support that will assist the seller - My Account - seller account management - Cashback Program - Language - seller can choose to use English and default language or other language e.g. Malay, Indonesian etc.

Account Setup Flow

Step 1: go to Lazada's official website. Click on Sell on Lazada to sign up as a seller
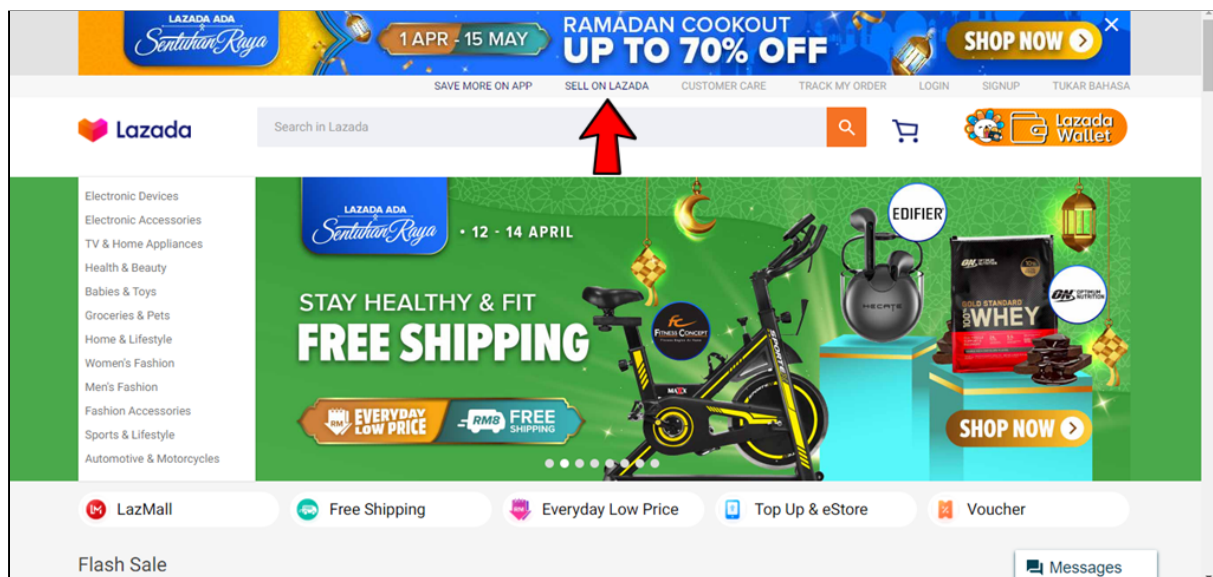
Step 2: You will be taken to Lazada's landing page for sellers. Click on the Sign Up button on the header to proceed.
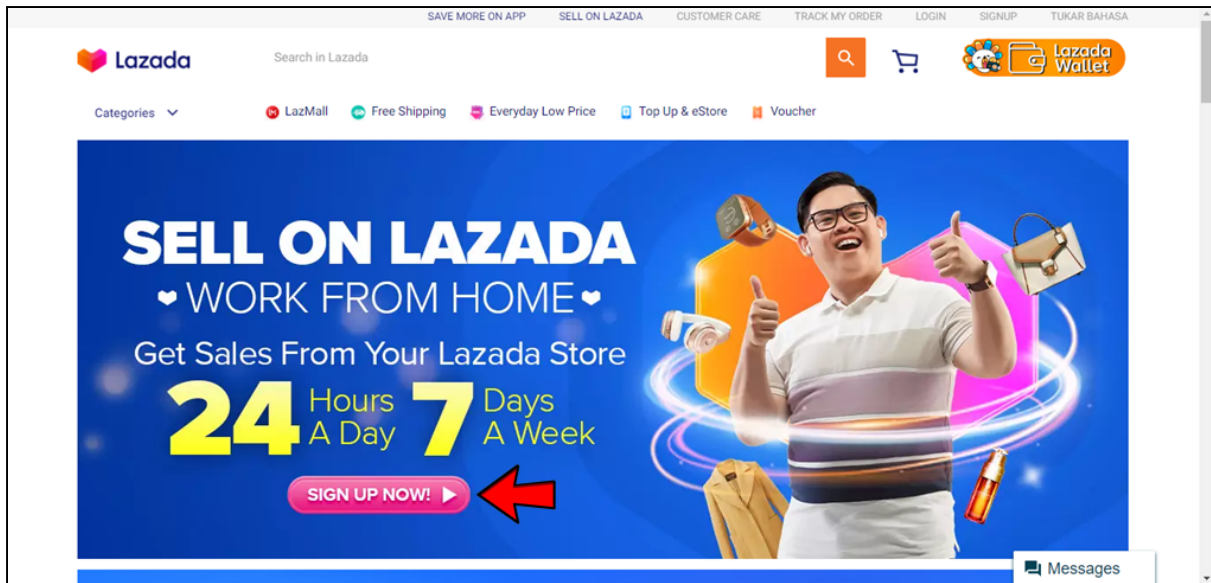
Step 3: you will be taken to Lazada's Seller Center page. Choose if you want to sell as an Individual (requires your Identification Card number) or Corporate (requires business registration number/certificate). Key in your email address and your password, then retype your password to confirm. Click Next.
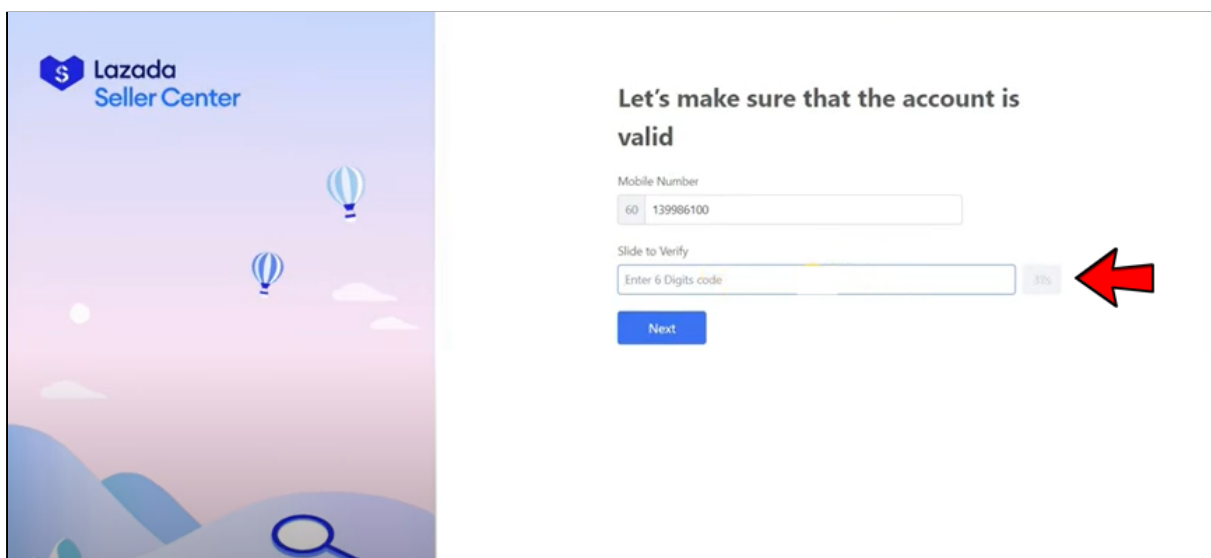
Step 4: key in your mobile phone number, then click on Slide to verify that you are not a robot.
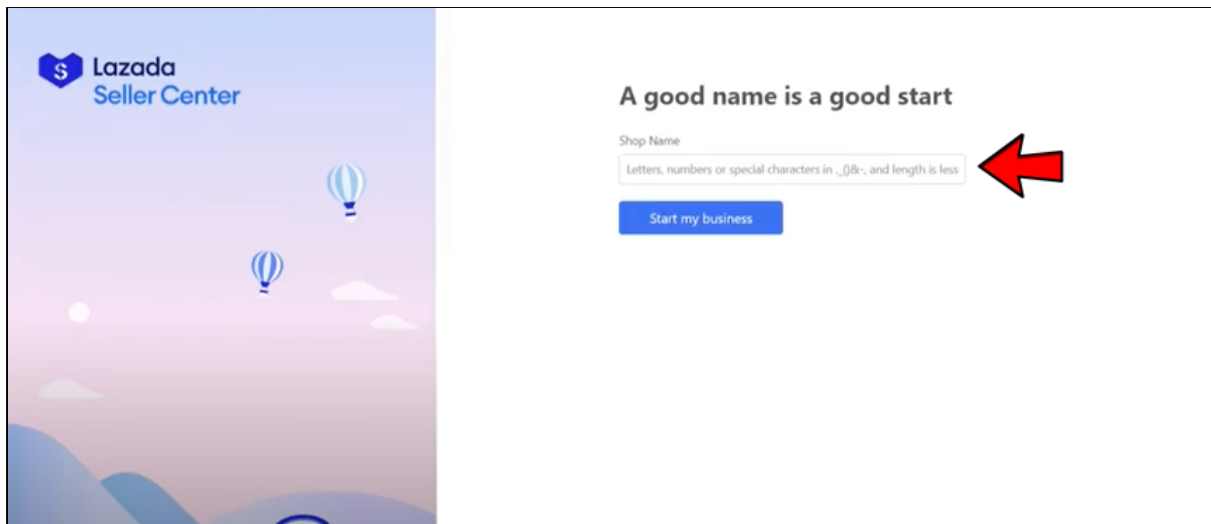
Once you receive an SMS with a confirmation code, key in the code in the space given, then click Next.

Step 5: Key in your business or shop name. Kindly ensure that your shop name is available. Once you are ready, click Start My Business to start your shop with Lazada.

Shop Setup Flow

After you have signed up as a Lazada seller, you will receive an email from Lazada that will inform you to proceed with the next steps: register warehouse (origin/pickup) address, upload a product, upload Identification Card / SSM Certificate copy and a copy of your bank statement.

A. Registering Warehouse Address

Click on the Register Address Now tab in the email to proceed to the first step - registering your address.
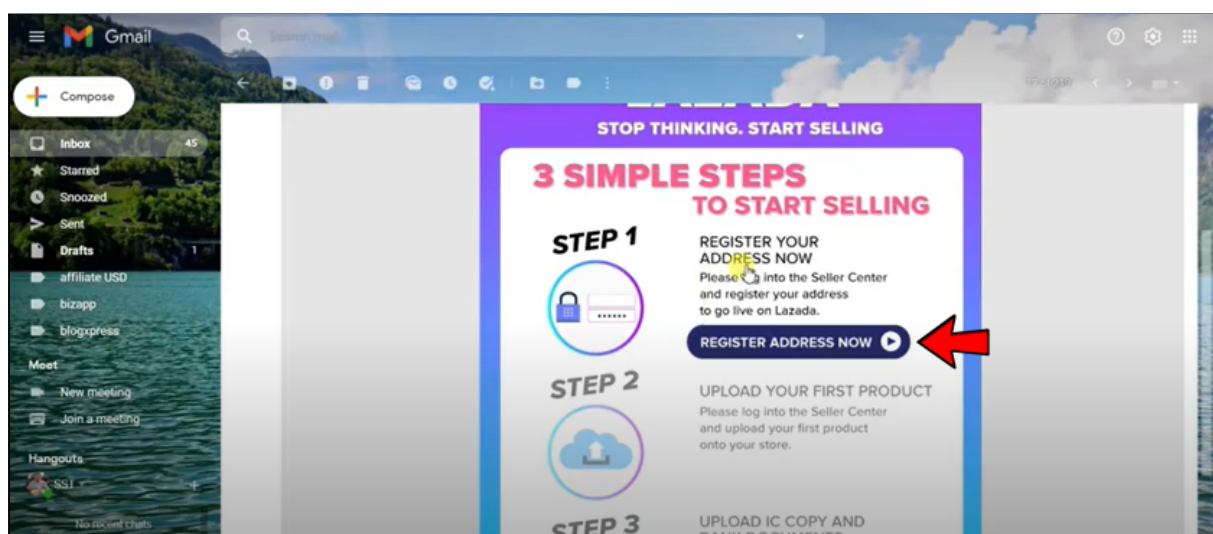
Step 2: Log in to Lazada Seller Center with your email address/phone number and password
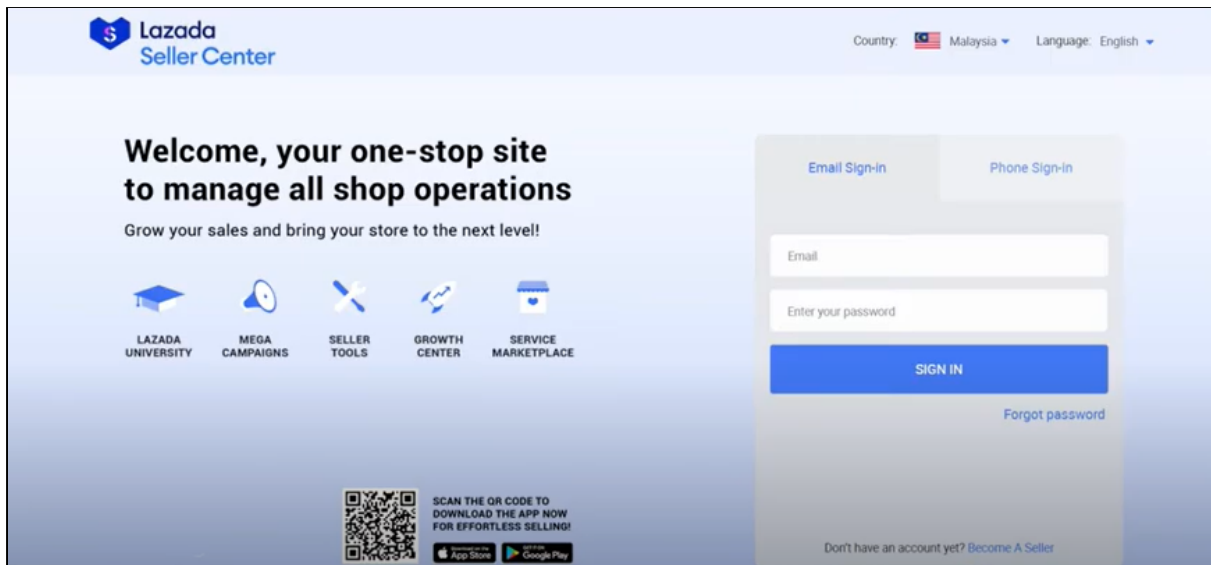
Step 3: Fill in your address in the Warehouse Address section. If you want to use the same address as Business Address and Return Address, tick on the respective boxes, then click Submit.

B. Uploading Identification Card and Bank Statement Copies

Step 1: Once your address is added, proceed with the second step - uploading documents for personal identification and financial information.

Click on Verify ID and Bank Documents tab to start.
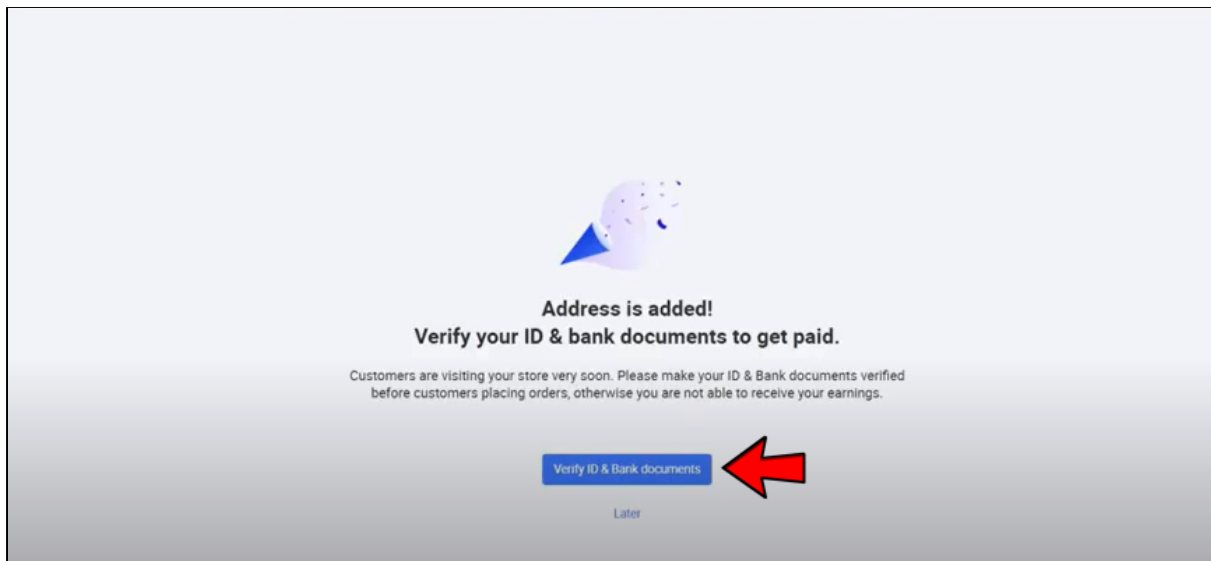
Step 2: Upload your IC copies (front and back) by clicking on Select File for each copy, then choose your ID type, and key in your full name (as the Person in Charge for your shop) and ID number.

Step 3: scroll below to Fill in Bank Information. Start uploading your bank statement, then key in your full name, bank name, and bank account number. Click Submit once done. You will be notified by Lazada through email once the documents are received by their side.

Step 3: Now you can proceed to upload and publish your products on Lazada.

Pros and Cons of Lazada

Pros	Cons
1. Use of National Registration Identification Card and/or SSM number for registration as Lazada Seller - to guarantee legality and validity of Lazada shop and products sold 2. High traffic channel - 52 million visitors a month 3. Easy to acquire and retain customers (repeat orders) 4. Strong logistics and shipping mechanisms and terms to ease delivery	1. Cannot switch between Buyer and Seller Mode - a person needs to create two separate accounts for Buyer and Seller 2. Limited control on shop appearance - cannot customize the look and feel of the shop 3. Marketplace fees

Conclusion

Lazada currently tops the most popular e-commerce website with 52 million visits per month. There are many features with benefits offered by Lazada for sellers, such as its own marketplace LazMall, dedicated Lazada app, responsive customer service, order tracking and management, account management, vouchers, promotions, reloads, and many more.

To become a Lazada seller, it is important for the seller to have his/her personal and business information to be verified by Lazada before s/he can start selling. This is why Lazada is different from other e-commerce channels. With high traffic, it is easier for the

seller to acquire new customers and retain existing ones. Apart from that, Lazada has a strong shipping and logistics system for sellers to ship their items to their customers easily.

While Lazada has a lot to offer to the sellers, it also has some disadvantages. Sellers cannot use their existing customer account to set up a Lazada shop, so they have to create a new seller account in order to sell on Lazada. Sellers also cannot customize their shops as the layout of the website is fixed. Additionally, there is a fee imposed by Lazada to sellers who want to use their marketplace to sell their products.

To conclude, Lazada is one of the leading e-commerce websites especially in the Southeast Asia region with a lot of features and benefits to offer. It is one of the important examples on how e-commerce works. We should aim to be on par with Lazada and other e-commerce platforms to improve our products and services, hence better serve our merchants in the near future.