

ACTIVITY

Let's **broaden** our product range to **capture** new audiences and **expand** into previously untapped market niches.

ACTIVITY

WE ARE THE MARKET LEADER IN THE SINGAPORE E-COMMERCE SPACE, COMMANDING

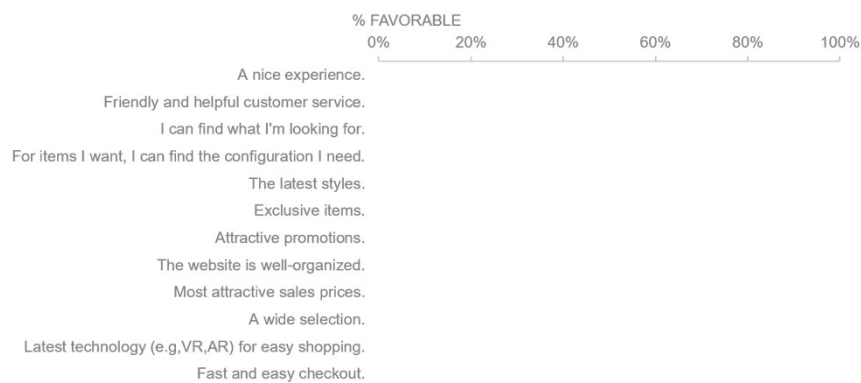
45%

OF ALL SALES IN THE COUNTRY.

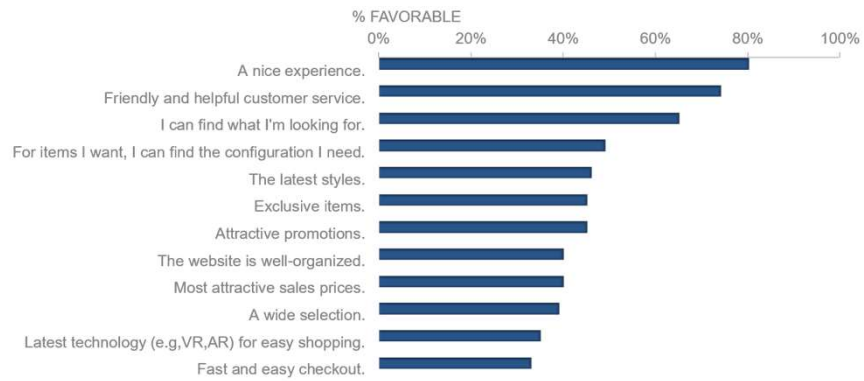
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- 1 **Discuss what we've learned**
from our analysis
- 2 **Suggest specific recommendations**
on changes to make improve customer
satisfaction and increase sales.

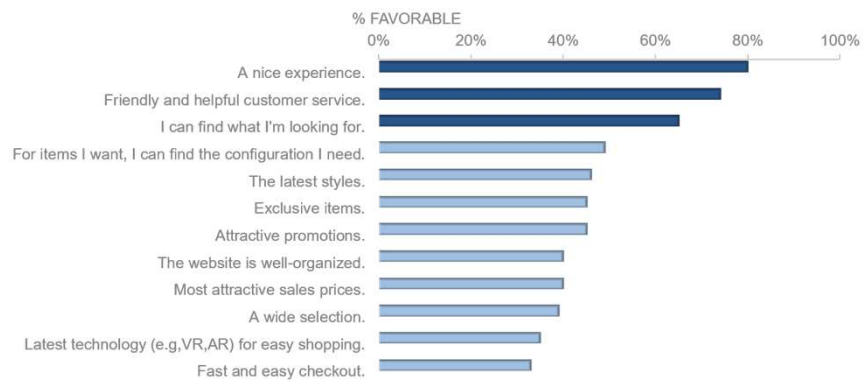
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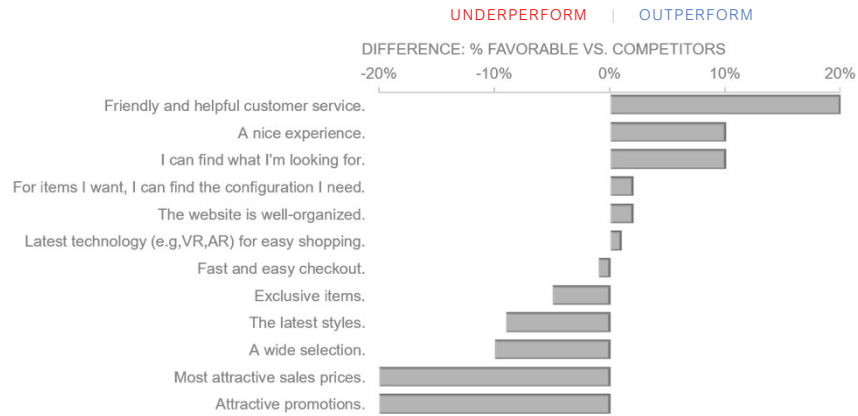
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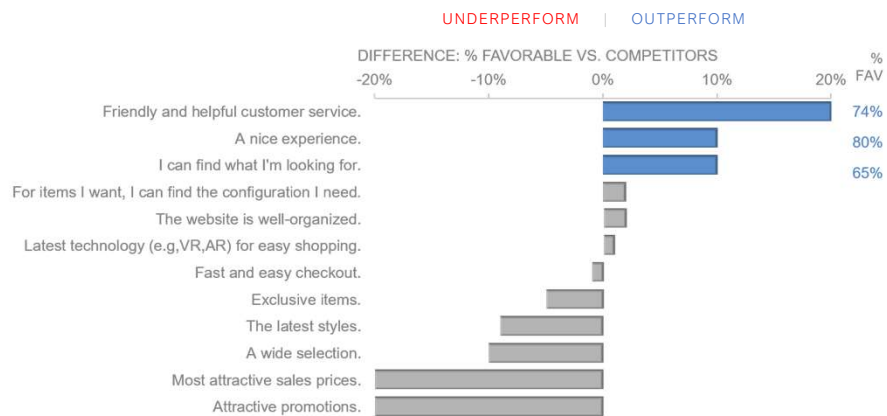
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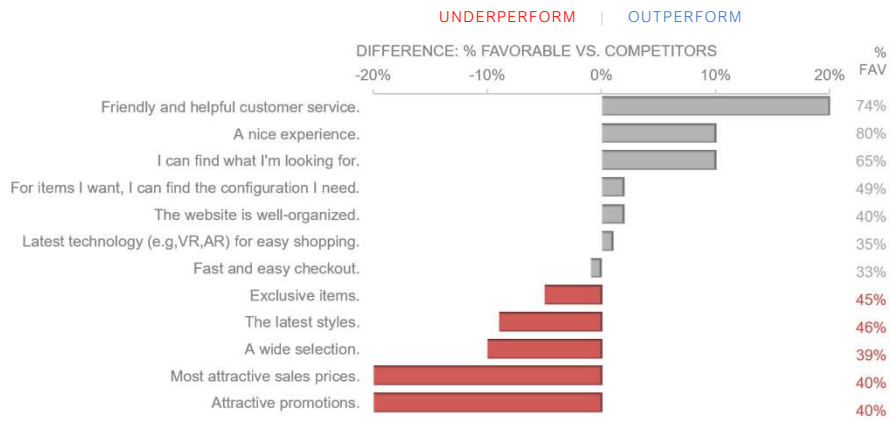
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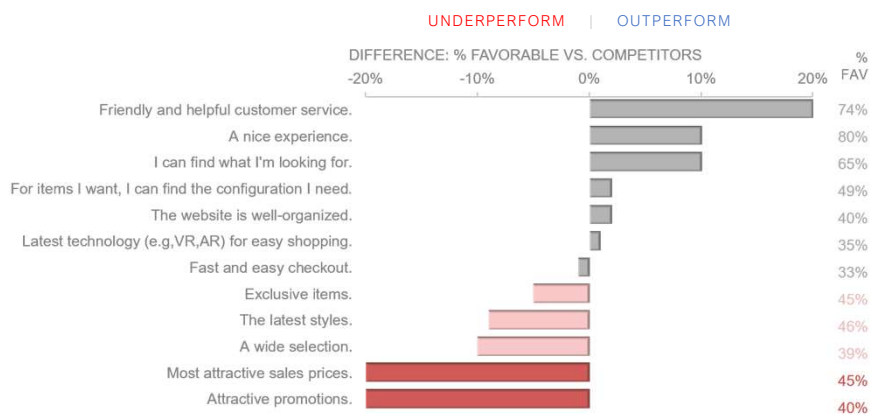
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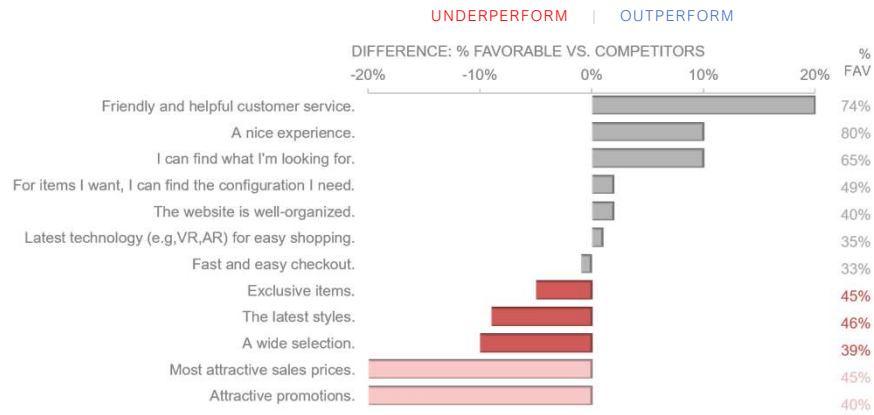
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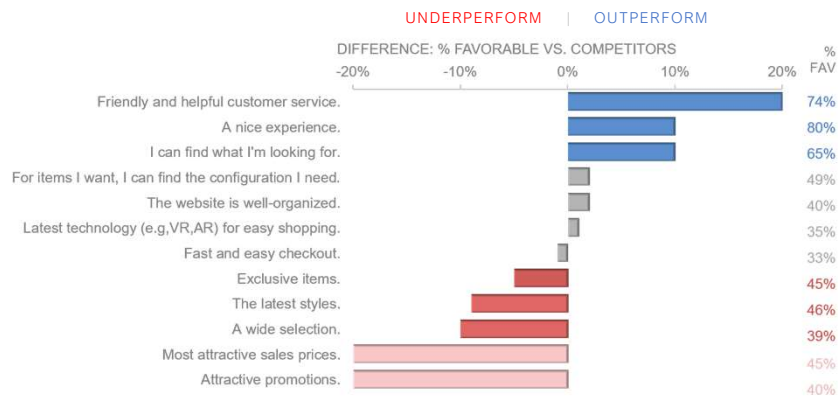


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Broaden our Product Range



THE GOOD:

We are doing great in customer experience and the website search feature works well.

ROOM FOR IMPROVEMENT

We lag the competition in terms of the range of products, trending products, and exclusivity. We are also less price competitive than the competition.

RECOMMENDATION:

Broaden our product range to **capture** new audiences and **expand** into previously untapped market niches.