**Sea Limited**

**Case study proposal**

**Overview**

**What is Sea limited?**

Sea Limited is a **consumer Internet company** established in 2009. The Company has developed an integrated platform consisting of digital entertainment, electronic commerce, and digital financial services.

There are 3 main parts to Sea limited as a business as outlined on their website.

**SeaMoney:** Established in 2014, SeaMoney is a leading digital payments and financial services provider in Southeast Asia. SeaMoney’s mission is to better the lives of individuals and businesses in our region with financial services through technology.

**Shopee:** Shopee provides consumers an easy, secure, fast, and enjoyable online shopping experience that is enjoyed by tens of millions of consumers daily. It offers a wide product assortment, supported by integrated payments and seamless fulfilment. Shopee commits to helping brands and sellers succeed in e-commerce, and is highly tailored for each market in which it operates.

**Garena:** Garena provides global users access to popular and engaging mobile and PC online games that it develops, curates, and localizes. It champions games as a social and entertainment platform on which its communities can engage and interact

Knowing this what exactly is sea limited trying to achieve in southeast Asia. With a business so centered around e-commerce and tech in an emerging market like Asia its safe to say that Sea limited has lots of potential to be a tech giant in the region in the coming years.

**Why does this matter?**

Based in Singapore Sea Limited is in the prime spot for a growing and emerging tech company as Singapore is the perfect place to grow and capitalize on the user base of surrounding countries. Singapore has a highly developed free market economy and some of the most pro-business laws in the world which make it at the fore front of innovation and finance in south east Asia. Coupled with low taxes and the second highest GDP per capita its safe to say this is the perfect environment for Sea Limited to thrive and innovation to continue to prosper.

**Business activities**

Sea limiteds mission statement is “to better the lives of consumers and small businesses with **technology**.”

This is an important mission as south east Asia continues to be an emerging market in the world. Sea limited is emerging as a competitor to Alibaba in the area of the world with their Shoppe side of their business acting as direct competition to Ali express.

Without the direct oversight from the Chinese government often incurring fines on companies like Alibaba group they are able to operate in a business friendly environment like singpore without the threat of government regulation limiting their expansion.

**Sea Money**

Sea money is basically acting as Singapore’s version of wechat pay which is a popular Chinese payment system that allows customer transactions for the purchasing of goods through an app and which has a seem prevalent usage in China and throughout southeast Asia as a whole. This direct competition is important to have in a free-market economy and answers the need of a non-Chinese payment app that you can transfer money to and from parties quickly and also allowing business to process cashless transactions at an ever increasing rate.

**Landscape**

Sea limited has found itself at an epicenter of an exploding tech industry in south east Asia and their system is acting like a form of internet banking that any average citizen can use. Its safe to say that this better control and allowing people to be in better control of their liquid assets across borders is allowing a business friendly environment to emerge and sea limited is perfectly positioned to capitalize on the newfound userbase and traffic it can receive.

**Results**

Sea limited has proven itself as a main competitor in the e commerce space and therefor it seems to have and ever increasing bullish outlook based on its continued increase of its stock price which is up 105% this year alone. In my opinion with the ever-emerging crypto market for sea limited there is a potential for it to utilize this new blockchain technology in an ever increasing way. Offering strong competition to Chinese companies operating in the same domain is great for the overall environment of ecommerce in Asia and the south pacific.

**Recommendations**

As a Singaporean company the company does not operate on a wide scale in the united states but that does not mean it will be that way forever and it could mean that there is a market for the wholesale products it offers. There could be a future where it is just as synonymous with online retail stores like Alibaba express which have found to be used in conjunction with shopify as a dropshipping and online store retail platform. This potential gives me a long term bullish outlook on the company as a whole and as a young company in general I see there being very strong potential of their company using some form of their technologies here in the us in the future