

# We helped a premium CE company to design it's Asia eCommerce launch strategy to unlock near-term potentials and set foundation for long-term sustainable growth

## Situation

- Global **premium audio device brand**, which entered Asia ~15 years ago
- Established **good foundation of brand awareness** and **offline business**
- Embarked eCommerce journey, but at the **early stage** to **ramp up the scale**
- Lacking eCommerce **key capabilities** to accelerate growth

## What we did

- Developed clear & comprehensive **eCommerce launch strategy**
  - Understood the **digital landscape** and **sized the prize**
  - Defined **eComm channel strategy** with clear **priorities** and **positioning**
  - Define **product assortment** and **pricing** strategy across channels
- Defined **key enablers** like digital marketing and **organization structure/capabilities** to support eComm growth
- Designed a set of clear **initiatives** accompanying **detailed action plans** over **next 6-18 months**

## M&S Expertise



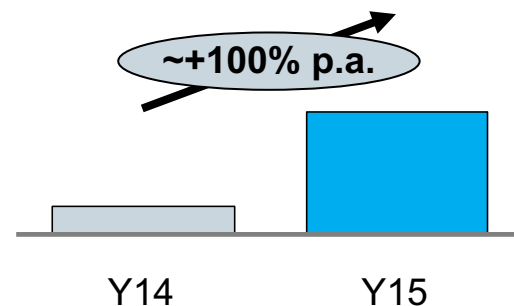
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## Impact

- Clear eComm **objectives, strategy** and high-level **investment requirement**
- Accelerated growth** vs. year ago



- On boarded** eComm **key function leaders** (e.g., dedicated eComm leader)
- Closer cooperation** with other functions (e.g., digital marketing, TMKT, etc) within the company