

SW1 – Overview of E-commerce

PART I

1. What is E-commerce?

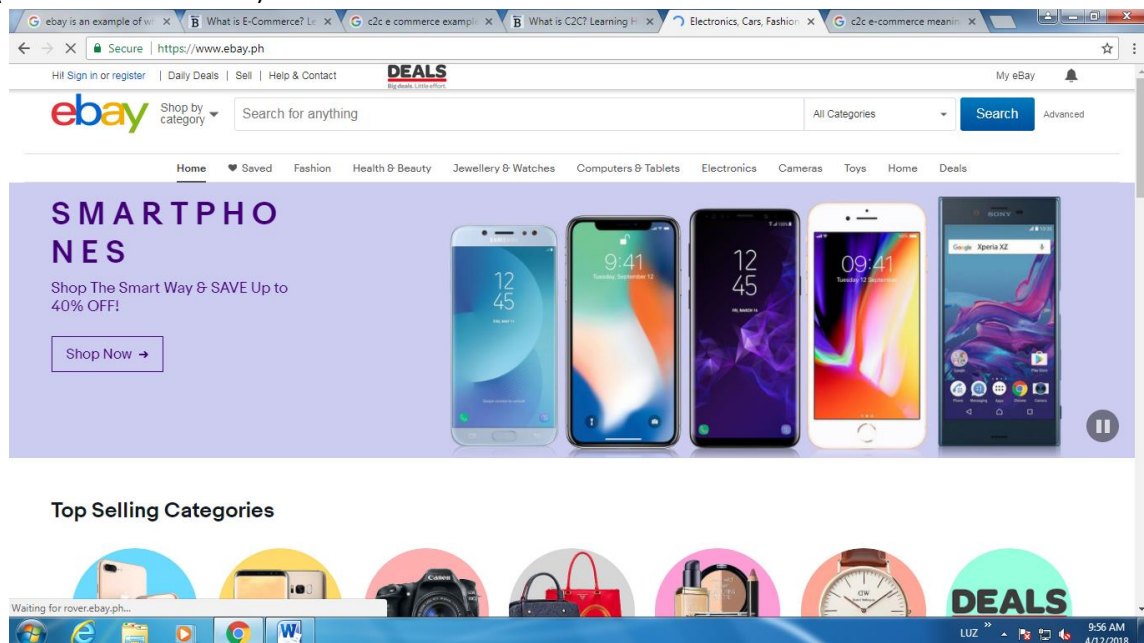
Electronic commerce or ecommerce is a term for any type of business, or commercial transaction that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

Ecommerce allows consumers to electronically exchange goods and services with no barriers of time or distance. Electronic commerce has expanded rapidly over the past five years and is predicted to continue at this rate, or even accelerate. In the near future the boundaries between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet.

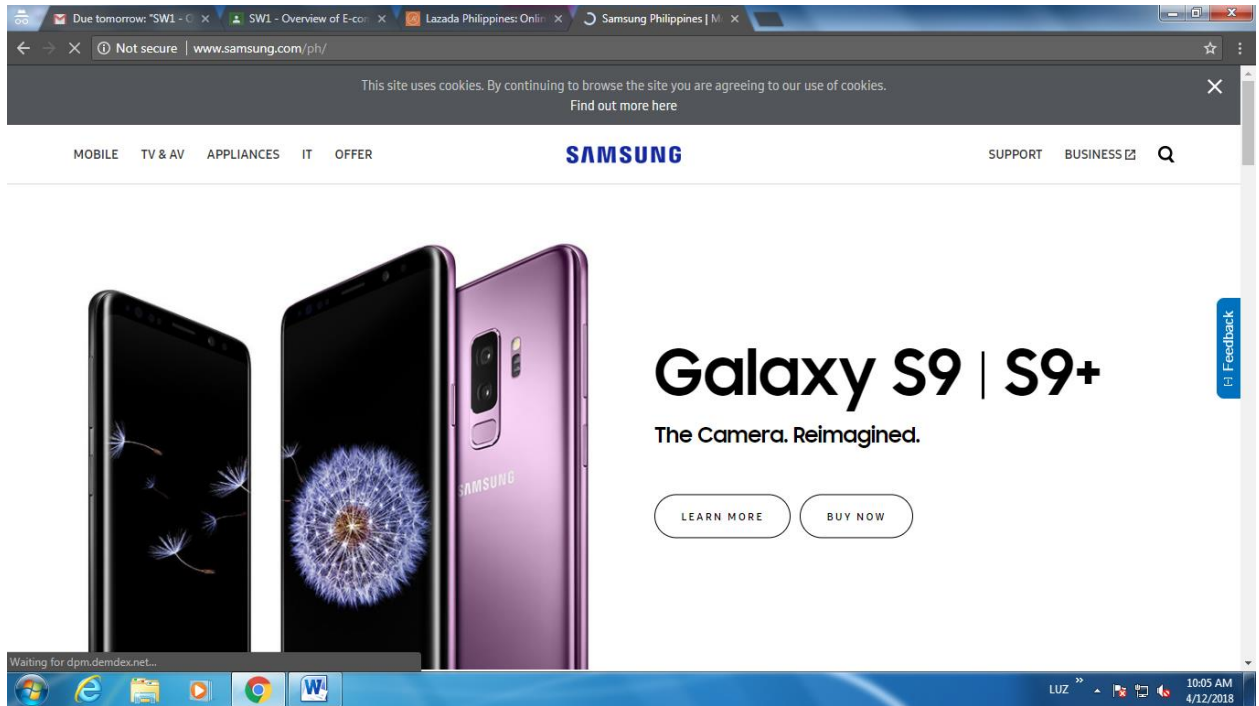
E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business.

2. Give an example of an e-commerce website. Identify if it is B2B, C2C, B2C, B2G. B2C or Business to Consumer

C2C, or customer-to-customer, or consumer-to-consumer, is a business model that facilitates the transaction of products or services between customers. It is one of four categories of e-commerce, along with B2B (business to business), C2B (customer to business) and B2B (business to customer).



Business to consumer (B2C) is business or transactions conducted directly between a company and consumers who are the end-users of its products or services.



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PART II

1. Name or Logo



2. Description (including products and services + e-commerce category)

WELCOME TO LAZADA – PHILIPPINES' LEADING ONE-STOP SHOPPING AND SELLING DESTINATION

Lazada.com.ph is part of Lazada Group which operates Southeast Asia's number one online shopping and selling destination in Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. Pioneering ecommerce in the region, Lazada provides customers with an effortless shopping experience and retailers with simple and direct access to the largest customer base in Southeast Asia.

EFFORTLESS SHOPPING ON LAZADA.COM.PH

One-Stop Shopping Destination

With hundreds of thousands of products across categories including health and beauty, home and living, fashion, mobiles and tablets, consumer electronics and home appliances among others, Lazada is the place to visit for all your shopping needs.

Besides an extensive selection of international and local brands, you'll also find exciting products that are available exclusively on Lazada.

Easy and Accessible Shopping

No more traffic jams, crowds and long queues! Shop anytime, anywhere via your computer and mobile phone.

With our quick and reliable delivery service, just sit back, relax and your package will come to you.

Safe and Secure Shopping

Understanding the importance of safe and secure shopping, we provide our customers with a broad range of secure payment options including cash-on-delivery, where you pay in cash only when you receive your package.

Be assured of product quality and authenticity: All purchases on Lazada are guaranteed to be genuine products, new, not defective or damaged. If it is, simply return it within 7 days for a full refund under our Buyer Protection Program.

EFFORTLESS SELLING ON LAZADA.COM.PH

Get access to the largest customer base in Southeast Asia and an end-to-end selling solution. To find out more click [here](#).

CUSTOMER SERVICE

For any questions or feedback, please contact our Customer Service here and we will try our best to respond to your inquiry within 24 hours.

Lazada is a C2C type of e-commerce.

3. SWOT Analysis

Strengths

- reduced labor costs
- domestic market
- high profitability and revenue

Weaknesses

- brand portfolio

Opportunities

- growing economy
- growing demand

Threats

- tax changes
- external business risk

PESTLE Analysis

Political

- The industry is more robust than the economy in general. (33%, 12%)
- The country provides future trends. (28%, 40%)
- The market size is adequate. (38%, 42%)

Economic

- We see high growth rates. (35%, 40%)
- We see low barriers of market entry. (43%, 28%)
- The industry shows a strong relationship with suppliers and partners. (36%, 27%)

Social

- Income structure could be critical. (17%, 12%)
- We see long adjustment periods in this economy. (23%, 27%)
- Missing suppliers are possible. (55%, 22%)

Technological

- New technologies are available at reasonable costs. (53%, 17%)
- There might be a lack of strategic relationships. (47%, 44%)
- The industry still faces barriers. (32%, 28%)
- New technological trends can increase market size. (42%, 22%)

Legal

- Global markets are available. (38%, 42%)
- There are legal barriers. (23%, 29%)
- Regulations are possible. (47%, 20%)
- Business regulations are possible. (18%, 23%)

Environmental

- New agreements between countries are possible. (57%, 13%)
- The demand for green products is high. (10%, 48%)

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