

Lazada Fires Up Growth Of “Super eBusinesses” In Southeast Asia
“Super-solutions” will fuel brands and sellers of all sizes to win bigger market share

Singapore, 21 March 2019 – Southeast Asia eCommerce leader Lazada today announced an all-encompassing series of products and services that will fire up the growth of its brands and sellers - big or small - to win market share in the region by transforming them into “Super eBusinesses”.

The offerings, dubbed super-solutions, are aimed at resolving three pain points that brands and sellers face - branding, marketing and sales. These features, which have been rolled out in conjunction with Lazada’s 7th Birthday celebration, are aimed at brands and sellers, of all sizes, to ensure they are well-positioned to ride the eCommerce boom in Southeast Asia.

“No seller is too small to aspire, and no brand is too big to be a Super eBusiness. That is why we are thrilled to roll out super-solutions to help our brands and sellers become more nimble in digitising their businesses and better reach customers,” said Pierre Poignant, Lazada Group Chief Executive Officer.

The “super-solutions” which were unveiled include:

- A series of ‘Super’ campaigns in which LazMall brands and sellers can choose to take part to boost their brand image and better engage with customers;
- A new and improved Marketing Solutions Package and Business Advisor Dashboard that can deliver more traffic to their storefronts, and arm brands and sellers with near real-time information to help them make faster and better decisions to sell more effectively and efficiently;
- New tech tools like Store Builder for brands and sellers to customise their storefronts to differentiate themselves on Lazada, while in-app live streaming, news feed and in-app consumer games can help win the hearts of consumers with higher consumer engagement. (See factsheet for details)

At the same time, Lazada also formalised cooperation partnerships with 12 leading global lifestyle, technology and fashion companies that will boost collaboration and strengthen their online retail presence. Called Joint Business Partnerships (JBP), these collaborations will enable brands to tap on Lazada’s industry-leading tech and logistics infrastructure, innovation and e-commerce expertise. Lazada today inked Memorandums of Understanding (MOU) with electronics leaders Realme and Coccaa, while the one with Huawei was signed earlier this month. Other brands that are set to join will include several of the world’s biggest FMCG companies.

Backed by Alibaba’s technology and logistics infrastructure, Lazada has been able to launch over the past year industry-leading tech innovations like search-image function, consumer engagement games and in-app live streaming to become the region’s only “shoppertainment” platform on which people can watch, shop and play, said Poignant at the inaugural LazMall Brands Future Forum (BFF). The annual summit gathers brands and sellers to discuss growth opportunities and technological advancements that will create ‘Super eBusinesses’, shaping the future of Southeast Asia’s eCommerce landscape.

Accelerating the growth of Lazada brands and sellers

The super-solutions will also make it easier for brands and sellers to open up stores on LazMall. Qualified merchants can now take advantage of the new self-sign up feature, a simplified sign-up process that can now be completed in mere minutes. This is in line with the Lazada’s goal of enabling SMEs to become globally competitive.

“Since the launch of LazMall in 2018, we have seen tremendous growth among our key pioneer brand partners. We want to extend the benefits of LazMall to even more brands and sellers to elevate their eCommerce operations,” said Lazada Group President Jing Yin. “We want to incubate them so they can grow alongside us and become sustainable and successful e-businesses.”

Across the region, 60 percent of small and medium enterprises (SMEs) are keen to invest in technologies to achieve sustainable growth in today's digital economy. Business-oriented tools including online commerce solutions, customer relationship management (CRM) and business intelligence, were identified as the top investment priorities¹.

Further promoting excellence in eCommerce, Lazada also handed out awards to top performing brands that have proven to be shining examples of "eBusinesses". Five awards were presented to outstanding brands and sellers that have been constantly innovating to drive new ways to reach their customers on Lazada. Comprising global and Southeast Asian brands, the winners are Unilever (Best Marketing Innovation), Pampers (Best Social Media Activation), Coocaa (Fastest Growing Brand), Philips (Customers' Choice Award) and Wardah (Best Product Launch).

Driving 'Shoppertainment' in Southeast Asia

Pushing boundaries in eCommerce in Southeast Asia, Lazada is driving 'shoppertainment' to provide shoppers with a fun, interactive and entertaining experience. As part of its 7th birthday celebrations, Lazada is hosting a first-of-its-kind concert, called "Super Party", in Jakarta on March 26, 8 pm (Jakarta time).

The concert, which features a star-studded lineup including British popstar Dua Lipa, culminates with Lazada's birthday shopping event on March 27. The one-day sale promises a new online shopping experience that includes a new selection of exciting games for redeeming vouchers and attractive deals for consumers in the region.

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About LazMall

Launched on the Lazada platform in August 2018, LazMall is a dedicated space for shoppers to get direct access to trusted leading international and local brands, top-rated online brands and authorized brand distributors. Boasting over 1,500 brands, LazMall is Southeast Asia's biggest virtual mall that provides shoppers across the region trusted brands and products, reliable services and quality assurance to get their hands on all they ever wanted. LazMall offers three promises to guarantee shoppers the highest-quality shopping experience: 100% authenticity, 15-day hassle-free return, and next-day delivery. LazMall brands and sellers are also able to create a more customisable experience for their customers within their own storefronts. LazMall is open to any brand or seller who wants to start their ecommerce.

About Lazada Group

Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. With 300 million SKUs available, Lazada offers the widest range of products in categories from beauty, fashion, and consumer electronics to household goods, toys, sports equipment and groceries. The expanded grocery business also adds more than 160,000 products, ranging from high-quality fresh fruits and vegetables, frozen and chilled meats and seafood, premium specialty products, baby food and toys, and daily necessities such as toiletries, home, and pet care. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

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