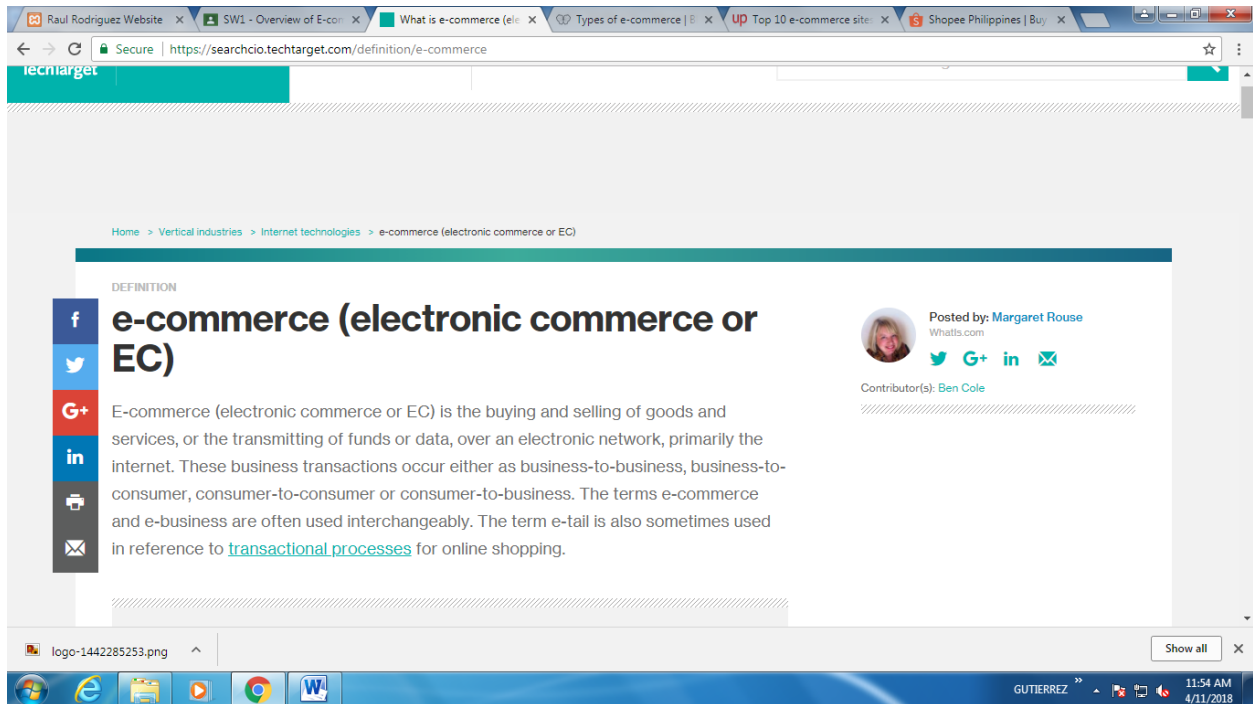


# SW1 – Overview of E-commerce

## PART 1

1. 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. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to [transactional processes](#) for online shopping.



## 2. Shopee – B2B & B2C

Shopee WELCOMES ANNE CURTIS

NEW SHOPEE USERS GET **P80 OFF**

USE CODE: **WELCOMEANNE**

\*P400 MINIMUM SPEND REQUIRED. VALID UNTIL APRIL 13, 12NN ONLY.

LOWEST PRICE GUARANTEED HOME & BABY ESSENTIALS

GRAND LAUNCH blk COSMETICS

TRENDING SEARCHES Updated 8AM

black dress casual dress piece bikini mobile phone summer dress 5s case max case v7 case passport holder beach dress

CATEGORIES

the balance Understanding the Different Types of e-Commerce Businesses

### Nature of the Participants

The three most common participants in e-commerce are businesses, administration, and consumers. The six primary e-commerce types are as follows:

- 1. Business-to-Business (B2B):** Both participants are businesses, and the volume and value of B2B e-commerce can be huge as a result. An example would be a manufacturer of gadgets that sources components online to manufacturers that use them to create their own products.
- 2. Business-to-Consumer (B2C):** Most people think of B2C e-commerce when they hear the term "e-commerce." A name like Amazon.com almost immediately pops up in most discussions about e-commerce. Elimination of the need for physical stores is the biggest rationale for business-to-consumer types, but the complexity and cost of logistics can be a barrier to B2C growth.
- 3. Consumer-to-Business (C2B):** C2B e-commerce seems lopsided at first glance, but online commerce has empowered consumers to originate the requirements that businesses fulfill. An example would be a job board where a consumer places her requirements and multiple companies bid for winning the project. Another

## Bibliography

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Khurana, A. (2018, March 17). *Understanding the Different Types of e-Commerce Businesses*. Retrieved April 12, 2018, from the balance: <https://www.thebalance.com/ecommerce-businesses-understanding-types-1141595>

Rouse, M. (2016, June). *e-commerce (electronic commerce or EC)*. Retrieved April 11, 2018, from TechTarget: <https://searchcio.techtarget.com/definition/e-commerce>

## PART 2

1. E-commerce company name: Lazada

Logo:



2. 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.

### **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**

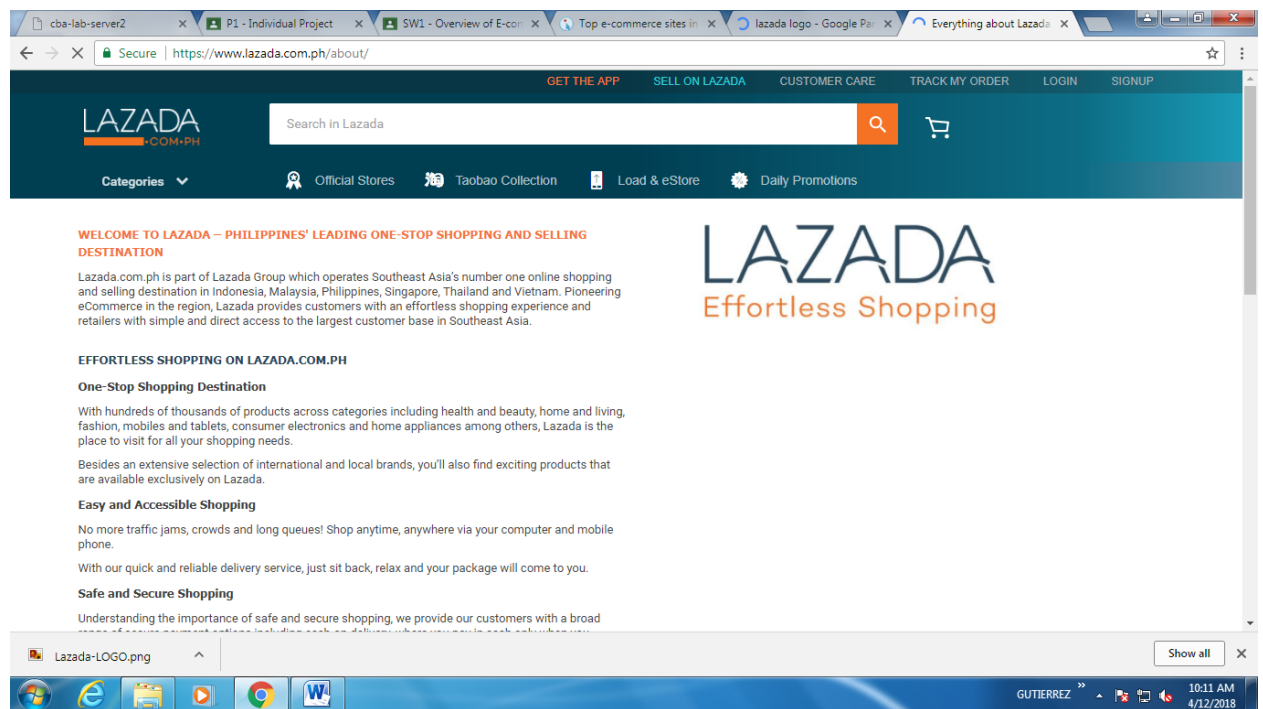
No more traffic jams, crowds and long queues! Shop anytime, anywhere via your computer and mobile phone.

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.



Lazada – B2B & B2C

### **3. Lazada SWOT Analysis**

#### **SWOT - Strengths**

- reduced labor costs
- experienced business units
- high profitability and revenue

#### **SWOT - Weaknesses**

- future cost structure

#### **SWOT - Opportunities**

- new acquisitions
- growing economy
- income level is at a constant increase
- new markets
- new products and services
- growth rates and profitability
- global markets

#### **SWOT - Threats**

- increasing rates of interest
- price changes
- technological problems
- financial capacity

### **Lazada PESTLE/PESTEL Analysis**

#### **PESTLE - Political**

- reduced costs
- low trade restrictions

#### **PESTLE - Economic**

- competitive market
- sustainable growth rates
- market size

#### **PESTLE - Social**

- young population
- new acquisitions

- income level is at a constant increase
- education level
- cultural diversity

#### **PESTLE - Technological**

- increase in development costs
- increasing automation in businesses
- development risks
- technological capacity
- technological scale effects
- technological problems

#### **PESTLE - Legal**

- increase in development costs
- increasing automation in businesses
- development risks
- technological capacity
- technological scale effects
- technological problems

#### **PESTLE - Environmental**

- infrastructure
- weather conditions
- telecommunication services
- recycling
- business sustainability

[cba-lab-server2](#) x [P1 - Individual Proj](#) x [SW1 - Overview of](#) x [lazada logo - Goog](#) x [Everything about L](#) x [Lazada SWOT Anal](#) x [Lazada PESTLE Anal](#) x

[Secure](#) | <https://www.swotanalysis24.com/swot-l/64053-swot-analysis-lazada.html>

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### Lazada SWOT Analysis Overview

Categories: industry report, strategic management, strategic analysis

Tag: detailed financial ratios, financial history, major products and services, SWOT analysis

Description: New products and services can be seen.

This SWOT Analysis of Lazada provides a strategic report of businesses and operations of the company. The SWOT analysis shows strengths, weaknesses, opportunities and threats. This SWOT analysis of Lazada can provide a competitive advantage.

This analysis contains 428 data points.

Last update: December 2017.

#### SWOT - Strengths

- reduced labor costs
- experienced business units
- high profitability and revenue

#### SWOT - Weaknesses

- future cost structure

#### SWOT - Opportunities

Over the past decade, SWOT analysis has been extended beyond companies to products, organizations, countries and industries. Each professional business plan contains a SWOT analysis. What are the benefits and limitations?

#### Advantages

- You can use a SWOT analysis to summarize a complex situation. It is easy to understand and has little or no cost.
- Quantitative and qualitative information from different sources can be combined.
- Focus on the key internal and external factors affecting the organization.
- It is easy to perform and understand. It can be used fast.

#### Limitations

- There is no weight or prioritization of factors.
- A SWOT analysis contains of a list of factors without further descriptions or links between factors.
- The analysis does not provide any solutions. It is only a description.

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Lazada-LOGO.png

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[www.livingplace4u.com/pestle-l/64053-pestle-analysis-lazada.html](#)

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Last update: February 2018.

#### PESTLE - Political

- reduced costs
- low trade restrictions

#### PESTLE - Economic

- competitive market
- sustainable growth rates
- market size

#### PESTLE - Social

- young population
- new acquisitions
- income level is at a constant increase
- education level
- cultural diversity

#### PESTLE - Technological

- increase in development costs
- increasing automation in businesses
- development risks
- technological capacity
- technological scale effects
- technological problems

#### PESTLE - Legal

your e-mail

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