

SW2 – SAMPLE E-COMMERCE SITE

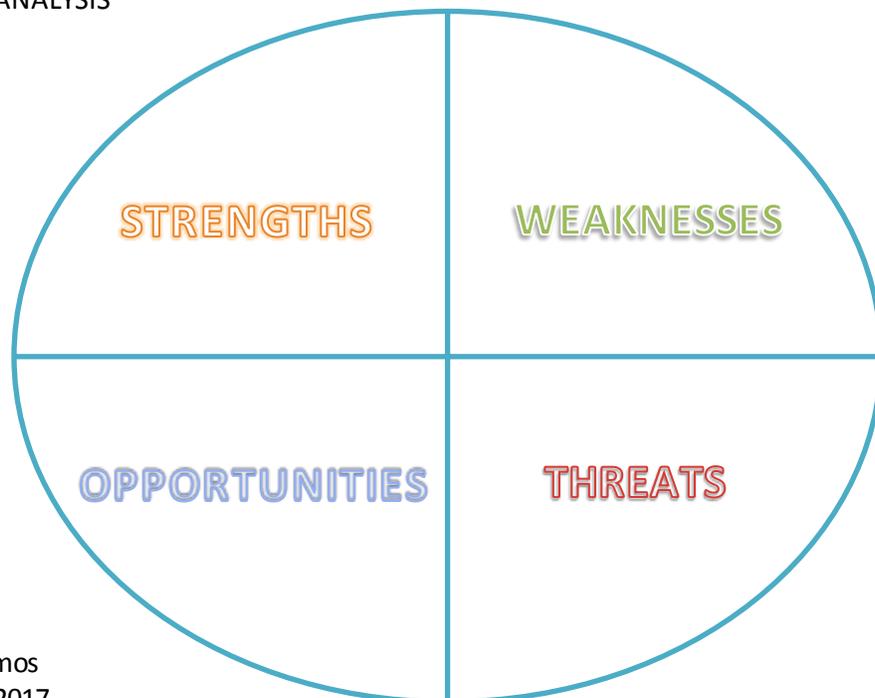
1. Name/Logo



2. ZALORA

- Zalora is an e-retailer founded by Rocket Internet with operations in several South East Asian countries. The products are categorized as clothing, shoes, accessories, watches, bags and sports related products both for men and women. It also includes Beauty section for women and Grooming section for men. Moreover, they have an additional section which is the K-Fashion. In addition, the different brands they have are Adidas, Ivy Park, Superdry, Ray-ban, Mango, Nike, Penshoppe, Casio, Havaianas, CLN, Dorothy Perkins, Cotton on, ZALORA, River Island, Kamiseta, Plains and Prints, and many more. Furthermore, they offer shipping to
- BUSINESS TO CUSTOMER

3. SWOT ANALYSIS



STRENGTHS

- Well known by the people both teenagers and adults.
- High-quality brands.
- Good packaging.
- Fast shipping of products.

WEAKNESSES

- Products are not what the customers expect it to be, some are either smaller or bigger in size.
- Limited stocks.

OPPORTUNITIES

- Easily used or accessed by customers.
- Growth in advertising market.

THREATS

- Competition from other site like LAZADA.
- Increase in number of competitors in the same field.

Bibliography

Wikipedia. (2017, November 21). Retrieved November 21, 2017, from Zalora Group:
https://en.wikipedia.org/wiki/Zalora_Group

Zalora. (2017, November 21). Retrieved November 21, 2017, from Zalora:
<https://www.zalora.com.ph/women/?catalogtype=Main>