

## SW2-Sample E-commerce Site

### 1. Name / Logo



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

#### **DESCRIPTION**

Shopping online at ZALORA Philippines means the days of trawling through endless malls and stores to find that perfect fashion item are long gone. You can now get your fashion fix in the comfort of your own home. Take your pick from an extensive selection of apparel, footwear, accessories and beauty products. Be completely spoiled for choice with the huge collection of both international and local brands. We aim to offer our customers a taste of great fashion at the most affordable prices. With our user-friendly interface, you can now gain access to a catalog of over 50,000 products. Don't miss out on the ZALORA birthday anniversary blowout and grab the best birthday treats from us! Sit back, relax and flip open your laptops to register on our site now!

At ZALORA Philippines, we believe your online shopping experience should be better than your offline shopping experience. That's why we go above and beyond to make sure you receive your ZALORA order as quickly as possible – in major cities that's usually 1-3 working days. Enjoy free delivery with multiple payment options such as credit card, PayPal and cash on delivery. Getting fashion fix has never been easier and more secure.

#### **PRODUCTS AND SERVICES AND E-COMMERCE CATEGORY**

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November 20, 2017

## ZALORA STYLE INSPIRATION

We love fashion. It's the "why" behind everything we do. And we want to make style decisions easier for you by keeping you up to date with the hottest trends and latest in new brands and designers – we have a lot of them! Don't know where to start? Let our team of style experts help you by checking our magazine! From the hottest runway trends, celebrity style, fashion features and top products, our style team will point you towards the right direction. ZALORA is your one-stop gift shop. Here's a great way to shop for your friends, family or that special someone! Feeling sweet and cheesy, look cute and matchy with your special someone with awesome couple shirts! If you have an upcoming date or engagement dinner that calls for semi formal attire, or are in need of Christmas gift ideas for the holiday season, ZALORA's got you covered.! Buy online now!

This is the dawn of a new age! No longer do you have to go to malls or actual stores (not to mention enduring all that traffic, heat or rain, or stress over long lines and crowds) when you need to shop! You can get all your fashion needs and desires at a simple click of a mouse and let all those awesome shoes, clothes, bags, accessories and beauty products come to you instead of the other way around! Whether you browse our website or you download the ZALORA app, you will simply have the power to shop till you drop regardless of where and when. This is the next level – the future of shopping is here! Still not convinced? Now is your chance to see, feel and try on our products at the ZALORA Pop-Up Store! Experience hands-free shopping as we take online, offline! Watch out for the ZALORA digital Pop-up store opening soon at BHS Central in Taguig!

### 3. SWOT Analysis (you may use PESTLE for the external factors)

SWOT analysis helps the business to identify its strengths and weaknesses, as well as understanding of opportunity that can be availed and the threat that the company is facing. SWOT for Zalora Philippines From Growth to Profitability is a powerful tool of analysis as it provide a thought to uncover and exploit the opportunities that can be used to increase and enhance company's operations. In addition, it also identifies the weaknesses of the organization that will help to be eliminated and manage the threats that would catch the attention of the management.

This strategy helps the company to make any strategy that would differentiate the company from competitors, so that the organization can compete successfully in the industry. The strengths and weaknesses are obtained from internal organization. Whereas, the opportunities and threats are generally related from external environment of organization. Moreover, it is also called Internal-External Analysis.

#### **STRENGTHS:**

In the strengths, management should identify the following points exists in the organization:

- Advantages of the organization
- Activities of the company better than competitors.
- Unique resources and low cost resources company have.

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- Activities and resources market sees as the company's strength.
- Unique selling proposition of the company.

#### **WEAKNESSES:**

- Improvement that could be done.
- Activities that can be avoided for Zalora Philippines From Growth to Profitability.
- Activities that can be determined as your weakness in the market.
- Factors that can reduce the sales.
- Competitor's activities that can be seen as your weakness.

#### **OPPORTUNITIES:**

- Good opportunities that can be spotted.
- Interesting trends of industry.
- Opportunities for Zalora Philippines From Growth to Profitability can be obtained from things such as:
- Change in technology and market strategies
- Government policy changes that is related to the company's field
- Changes in social patterns and lifestyles.
- Local events.

#### **THREATS:**

Following points can be identified as a threat to company:

- Company's facing obstacles.
- Activities of competitors.
- Product and services quality standards
- Threat from changing technologies
- Financial/cash flow problems
- Weakness that threaten the business.

Following points should be considered when applying SWOT to the analysis:

- Precise and verifiable phrases should be used.
- Prioritize the points under each head, so that management can identify which step has to be taken first.
- Apply the analyses at proposed level. Clear yourself first that on what basis you have to apply SWOT matrix.
- Make sure that points identified should carry itself with strategy formulation process.

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- Use particular terms (like USP, Core Competencies Analyses etc.) to get a comprehensive picture of analyses.

#### 4. References

*ZALORA PHILIPPINES*. (2017). Retrieved November 20, 2017, from Zalora Philippines From Growth to Profitability Case Study Solution & Analysis: <https://www.casequiz.com/zalora-philippines-from-growth-to-profitability-193814/>