



**The e-marketplace model**

**King of eCommerce**


# Snippets





- <https://www.techinasia.com/upcoming-ipo-sea-reveals-net-loss-223m-revenue-345m-2016>


**TECHINASIA** Articles ▾ Jobs ▾ <sup>NEW!</sup> Events ▾ About ▾  Like 723K

## With upcoming IPO, Sea reveals net loss of \$196m and revenue of \$345m

7 COMMENTS

 Terence Lee  
9:29 AM at Sep 25, 2017 | 3 min read

691    



*Nick Nash, group president of Sea, at Tech in Asia Singapore 2016.*

- <https://e27.co/7-10-top-e-commerce-players-singapore-local-study-finds-20170905/>

# The Map of E-Commerce Singapore

## Highest Monthly Visits: Top Five E-Commerce In Singapore



# The Map of E-Commerce Singapore

## Highest Monthly Visits: Top Ten E-Commerce In Singapore



**Table A1**  
**Top E-commerce Sites in Singapore**

| Website        | Share of Traffic (%) | Company HQ |
|----------------|----------------------|------------|
| qoo10.sg       | 8.6                  | SG         |
| amazon.com     | 8.2                  | US         |
| taobao.com     | 4.7                  | CN         |
| lazada.sg      | 4.5                  | SG         |
| carousell.com  | 3.8                  | SG         |
| ebay.com       | 2.9                  | US         |
| aliexpress.com | 2.1                  | CN         |
| tmall.com      | 2.0                  | CN         |
| zalora.sg      | 1.2                  | SG         |
| alibaba.com    | 1.1                  | CN         |
| asos.com       | 0.7                  | UK         |
| redmart.com    | 0.6                  | SG         |

Source: SimilarWeb Rankings, December 2016

# SEA Market Potential

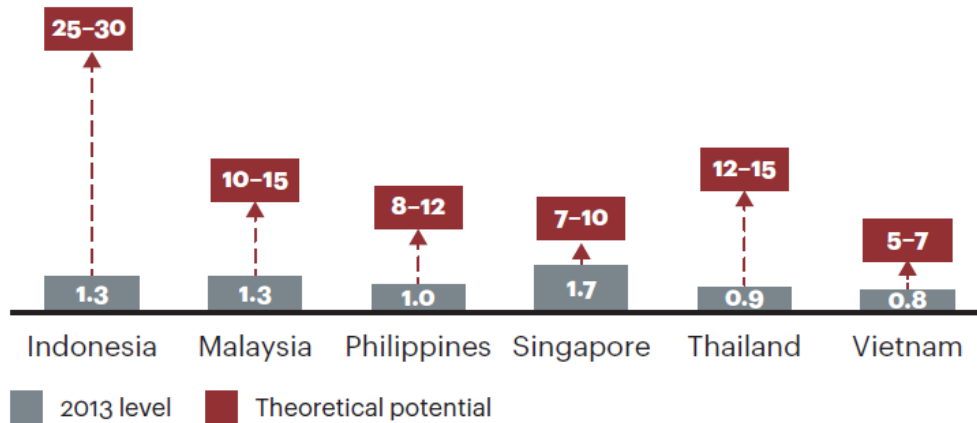
Figure 5

**ASEAN's market potential is huge**

**ATKearney**

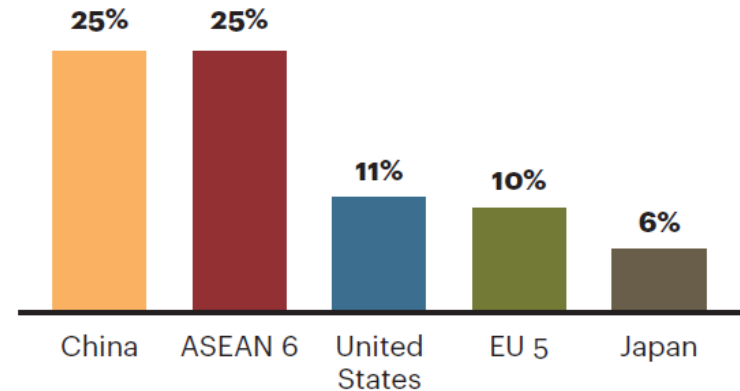
## Market size

(\$ billion)



## Estimated e-commerce growth rate

(2013-2017)



Pan Asia e-Marketplace

**The No. 1 Singapore-based  
E-Commerce Marketplace**

Japan  
Singapore  
China  
Indonesia

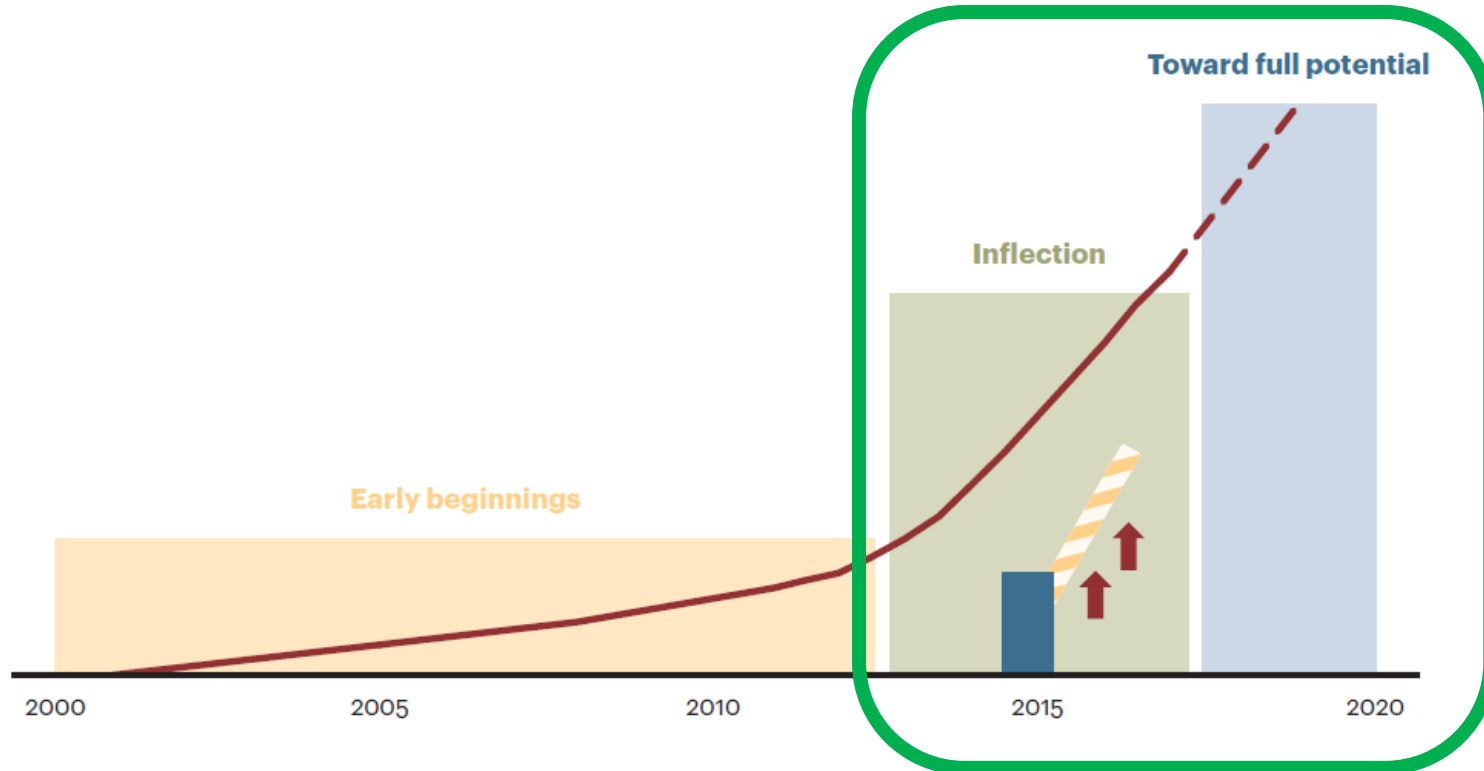
[www.Qoo10.jp](http://www.Qoo10.jp)  
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[www.Qoo10.co.id](http://www.Qoo10.co.id)

Malaysia  
HongKong  
Global

[www.Qoo10.my](http://www.Qoo10.my)  
[www.Qoo10.hk](http://www.Qoo10.hk)  
[www.Qoo10.com](http://www.Qoo10.com)

Figure 19

# The ASEAN retail e-commerce story



Source: A.T. Kearney analysis



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[www.Qoo10.hk](http://www.Qoo10.hk)  
[www.Qoo10.com](http://www.Qoo10.com)

Figure 2

## Key facts about online users and shoppers in the ASEAN 6

|                    | Online users                     |                    |                      |                              |                            | Online shoppers                     |                     |                       |
|--------------------|----------------------------------|--------------------|----------------------|------------------------------|----------------------------|-------------------------------------|---------------------|-----------------------|
|                    | Number of online users (million) | % total population | % below 35 years old | Time online (hours per week) | Time spent on social media | Number of online shoppers (million) | % online population | % using mobile to buy |
| <b>ASEAN 6</b>     | 158                              | 29%                | 70%                  | 19.4                         | 29%                        | 87                                  | 55%                 | 57%                   |
| <b>Indonesia</b>   | 39                               | 16%                | 70%                  | 13.5                         | 25%                        | 5                                   | 12%                 | 61%                   |
| <b>Malaysia</b>    | 20                               | 67%                | 63%                  | 16                           | 32%                        | 16                                  | 80%                 | 47%                   |
| <b>Philippines</b> | 36                               | 37%                | 71%                  | 16.4                         | 42%                        | 25                                  | 70%                 | 62%                   |
| <b>Singapore</b>   | 4                                | 73%                | 51%                  | 16.6                         | 16%                        | 3                                   | 80%                 | 48%                   |
| <b>Thailand</b>    | 19                               | 29%                | 74%                  | 27.2                         | 31%                        | 14                                  | 75%                 | 58%                   |
| <b>Vietnam</b>     | 40                               | 44%                | 74%                  | 26.2                         | 22%                        | 24                                  | 60%                 | 58%                   |

Sources: International Telecommunication Union, ComScore via UBS, Nielsen's global survey of e-commerce (Q1 2014), eMarketer, Trend Macro, MasterCard, PayPal, VECITA; A.T. Kearney analysis

# BASIC eCommerce equation

$$\text{TRAFFIC} \times \text{CONVERSION RATE} = \text{SALES}$$





# What is a e-Marketplace

- An online platform for Buyers and Sellers
- Payment gateways are provided by the platform (site-owner)
- Service Fees will be levied on successful transactions only

Qoo10

Search

mastercard \$s20

In association with YAHOO! SINGAPORE

Women's Fashion Beauty & Diet Men & Sports Digital & Mobile Home & Living Food & Baby Deal & Activity OPEN

1 DAY ONLY



\$9.90 Grab Now

NATURALLY WHITER TEETH IN 2 WEEKS\* FREE SAME DAY DELIVERY



Exclusive Launch on Qoo10 LISTERINE HEALTHY WHITE



LISTERINE HEALTHY WHITE GET NOW

NEW INNOVATION TO NATURAL WHITE TEETH

ENJOY SAME DAY DELIVERY TODAY!

FASHION DAY



MICHAEL KORS \$129 CROSSBODY BAG

DRESSES \$15.90

DRSKIN tesla Compression Wear Hot Deals \$5.80



Time Sale

Samsung Galaxy grand Max white 36% OFF \$74.90

Milo energy cube 18% OFF \$13.90

Bestsellers

All | Fashion | Beauty | Men-Sports | Digital | Home | Entertainment

- ORGANIST JEJU BODY WASH \$12.90
- MKUP美咖 24H LI... \$24.90
- 1+1 \$35.90 LAST OF...
- AIR CUSHION PRE-ORDER EVENT 2017 NEW \$49.00
- SERIOCYL \$29.90

Premium Mall

BEST DEALS \$168

+ Free BoomJoy

seebest 视贝 Vacuum Cleaner

Designed in Japan BUY NOW RECEIVE TODAY!

# Understanding eMarketplace Dynamics



SELLERS

> 35,000 Sellers  
> 20 million Listings



ONLINE BUYERS

> 2 million users  
400K-500K daily visitors

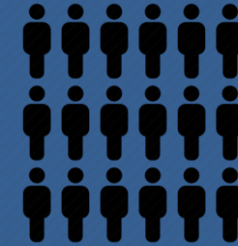
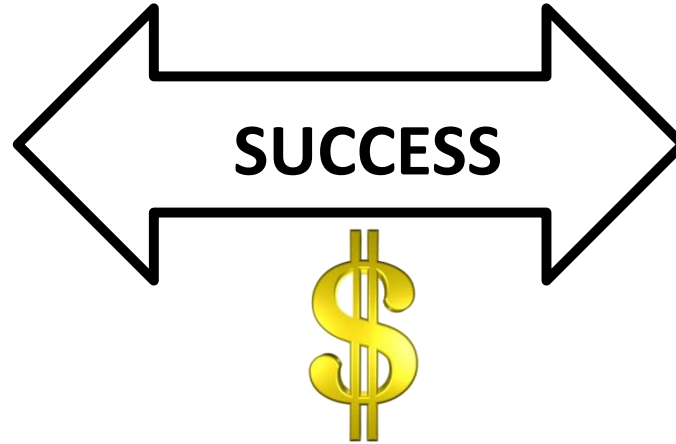
# What it means to be successful

Qoo10



SELLERS

> 35,000 Sellers  
> 20 million Listings



ONLINE BUYERS

> 2 million users  
400K-500K daily visitors



60,000 daily transactions  
S\$40M GMV monthly

# Determinants of SUCCESS (& SALES)



## Critical “SUCCESS” factors:

- **TRAFFIC**
- **TRUST**
- **CONTENTS:**
  - **PRODUCTS**
  - **BRANDS**
  - **DESIGN & PRESENTATION**
- **REVIEWS**
- **PRICE competitiveness**
- **DELIVERY OPTIONS**
  - **Store Pickup**
  - **Same Day Delivery**
  - **Next Day Delivery**



# Who are the online shoppers



ONLINE BUYERS

> 2 million users  
400K-500K daily  
visitors

- 55% are Females
- Majority are between the ages of 20-35
- Average Cart Amount \$25~\$35 (with strong upward trending)



Buyers won't pay MORE than they have to

Buyers are still NEW to online shopping experience

# What it means to be an online Seller



> 35,000 Sellers  
> 20 million Listings

Each Seller are unique but in the online world, all are nothing but images and text.



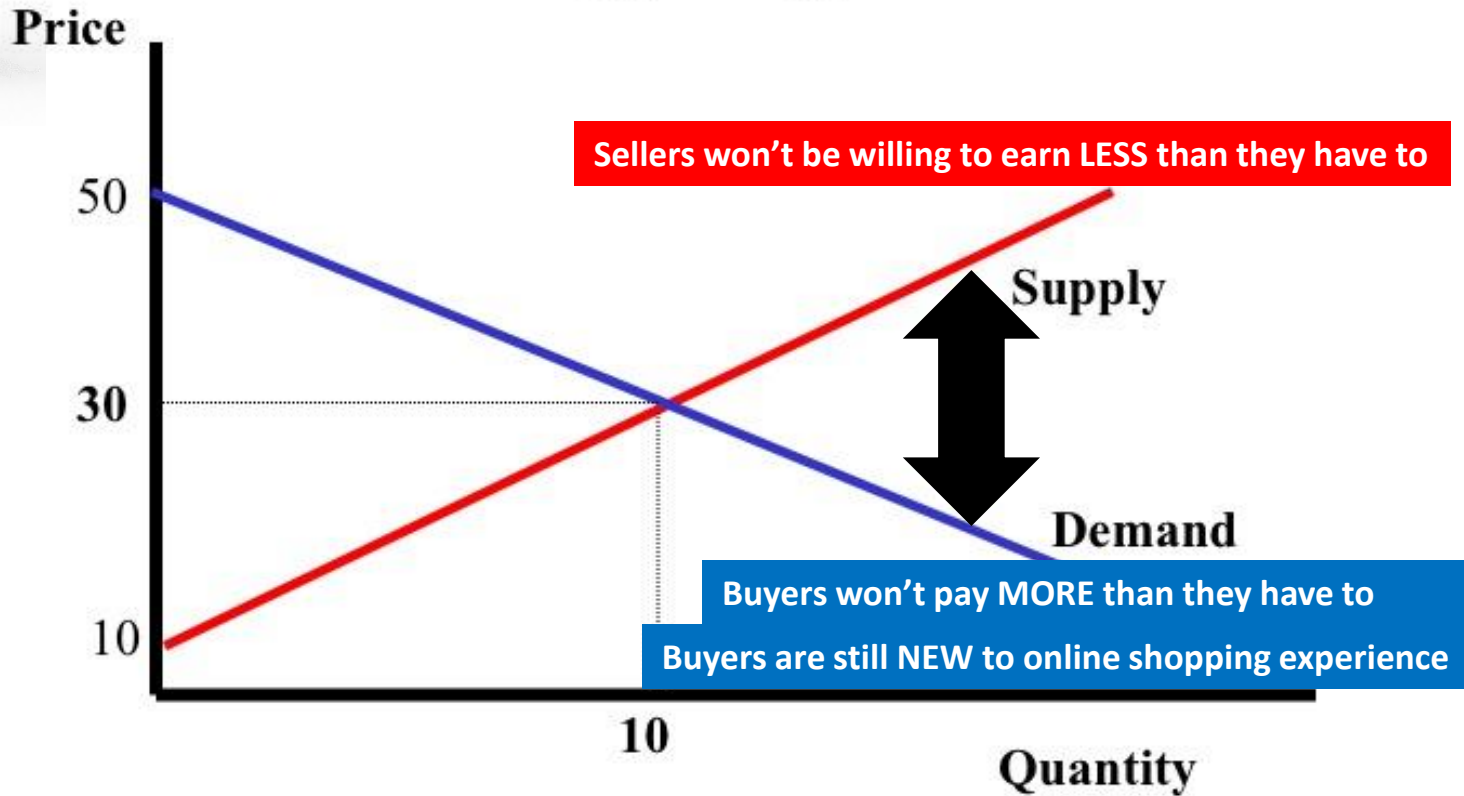
- Competition
- Open market
- Free market forces
- *Differentiation*
- New Sales Channel

# The GAP



Some Sellers are willing to do MORE for their sales than others

Equilibrium:  
 $Q_d = Q_s$



## WEB TRAFFIC

- Site owners (of e-Marketplaces) typically control all promotional slots and channels

*Qoo10's merchants can conduct their own shop-level promotions and build a sustainable business over time.*

**Excuse Me**

*"Can my products be promoted?"*



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# Challenges

**BOOST**  
WEB TRAFFIC

**TRAFFIC** × **CONVERSION RATE** = **SALES**



**HOW TO BOOST TRAFFIC**  
TO YOUR SHOP & PRODUCTS?



**WHAT IS TRAFFIC?**  
POTENTIAL ONLINE BUYERS



# Challenges

*Ready customers but are you ready?*



WISH:  
I AM COKE



REALITY:  
I AM NOT

# Challenges

# Hero Images Needed



Shampoo

600 ml



# PASSIVE model vs Qoo10

## Passive marketplace

All sellers are the “same” and “fair” game



MNCs Brands Distributors Resellers New startups



***BUT Some Sellers are willing to do MORE for their sales than others***

# Qoo10

## e-Marketplace

Sellers CAN conduct their own promotions

Sellers CAN build their own SHOP ASSETS



MNCs Brands Distributors Resellers New startups

# On-Boarding

- **Register as a Seller (Merchant) Account**
  - Example:
    - A SG Company can register a Qoo10 (Indonesia) account and start selling from Singapore into Indonesia
- ***List your items (contents)\****
- Engagement
- Promotions
- Sales



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[www.Qoo10.hk](http://www.Qoo10.hk)  
[www.Qoo10.com](http://www.Qoo10.com)

# Database and Engagement



ONE MART SUPERMART

Following

One Mart Su... >

Shop Info Liv

Tena Adult Diapers Buy 2 get 1 Free!



All Items(983)

Shop Gallery

34,765 Fellows

POWER ★★★★★



Beauty & Wellness

Following

Official Store >

Shop Info

Q&A-FAQ

search now



All Items(41)

Shop Gallery

27,907 Fellows

\$S\$12.00

POWER ★★★★★

Get Coupon for Beauty & We...



SHOP COUPON

\$S\$12.00

Min. S\$100.00 Purchase  
~2017.02.28



KINOHIMITSU



- Building your own database
- Engagement with your followers



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www.Qoo10.hk  
www.Qoo10.com

# Reviews

Customer Review(23,152)

## Photo Review (6,437)

Show My List newly listed

- |   |   |                     |          |
|---|---|---------------------|----------|
|  | <p>★★★★☆ Received<br/>Taking longer n longer nowadays .....although there is update oos.</p>  | Feb 15, 2017<br>👍 2 | eng***** |
|  | <p>★★★★☆ Maintain pricing<br/>This is my 2nd order &amp; I noticed its price has been increased compared to my 1st order. I believed sellers need us to support their products &amp; be their walking advertisements. They should maintain their prices &amp; constantly have promotions as rewarding fees for us. It would be helpful if sellers</p> | Feb 15, 2017<br>👍 3 | amm***** |
|  | <p>★★★★★ Collagen girl.<br/>Sharing this to my friends.. And hope that we will order again as a group.</p>  | Feb 15, 2017<br>👍 1 | jac***** |
|  | <p>★★★★★ Good Product 📌<br/>Items received with good condition, had been consumed this Nano products many years.</p>  | Feb 15, 2017        | win***** |
|  | <p>★★★★☆ Good Buy<br/>Order on 6th Feb...received with good condition on 14th Feb..few times purchase..repeat order 📌👍</p>  | Feb 15, 2017<br>👍 1 | piz***** |



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www.Qoo10.com

# Reviews

<http://list.qoo10.sg/g/494761008>



Very happy with my purchase of Kinohimitsu Marine Collagen. The first photo was taken one week before I started drinking, the second photo was one week later after consuming it daily.

I felt my complexion improved, it was **smoother and firm**. There were also **lesser hair fall** as observed during these few days.

The taste itself was good, very refreshing when mix with chilled water. I could drink it everyday. Recommended it to my sisters as well as it is beneficial for all.

Thanks Kinohimitsu!



# E-Flyer Distribution

Digitalizing the traditional flyer distribution model



## BIGGEST INDOOR WET MARKET

|   |  |   |  |
|---|--|---|--|
| <b>Best Pick</b><br>NAVEL ORANGE<br>Origin: USA<br>UP: 60¢ each<br><b>\$2.45</b> for 5<br>SMALL<br>SAVE 18% | <b>Best Pick</b><br>GREY PRAWNS<br>Pack 3.5lb per 100g<br><b>\$1.69</b> per 100g<br>SAVE 15% | <b>Best Pick</b><br>STARFRUIT PREPACKED<br>500g<br>UP: \$1.95 per pack<br><b>\$1</b> per pack<br>SAVE 49% |  |
| BROCCOLI<br>Origin: China<br>UP: 35¢ per 100g<br><b>35¢</b> per 100g<br>SAVE 79%                            | JAPANESE CUCUMBER<br>Origin: Malaysia<br>UP: 23¢ per 100g<br><b>23¢</b> per 100g<br>SAVE 18% | CARROT<br>Origin: China<br>UP: 18¢ per 100g<br><b>9¢</b> per 100g<br>SAVE 50%                             | GARLIC FLOWER BUNDLE<br>UP: \$1.20 per bundle<br><b>95¢</b> per bundle<br>SAVE 21% |
| POTATO<br>Origin: Canada<br>UP: 10¢ per 100g<br><b>10¢</b> per 100g<br>SAVE 33%                             | WONG BOK<br>Origin: China<br>UP: 15¢ per 100g<br><b>15¢</b> per 100g<br>SAVE 16%             | PRIME GREEN SEEDLESS GRAPES<br>UP: 75¢ per 100g<br><b>62¢</b> per 100g<br>SAVE 17%                        | SQUID<br>UP: \$1.59 per 100g<br><b>\$1.39</b> per 100g<br>SAVE 13%                 |

# Promotions

- Merchants CAN conduct their own promotions
- Merchants CAN advertise their products/services
- Merchants OWN their own Qoo10 Shops

# Seller Promotions – Multi Channels

The screenshot shows the Qoo10 website interface. At the top left is the Qoo10 logo. A search bar contains the text "1 for 1 \$6.90 Yoga Tank Top". To the right of the search bar is a "Search" button and an "EXPRESS Shop" button. Further right, it says "In association with YAHOO! SINGAPORE". Below the search bar is a navigation menu with categories: Women's Fashion, Beauty & Diet, Men & Sports, Digital & Mobile, Home & Living, Food & Baby, Deal & Activity, and an "OPEN" dropdown arrow.

A large banner across the top features "ROCKET 2017 SHOPPING FESTIVAL" with rocket graphics and two "CART COUPON" cards for "\$6" and "\$10". To the right of this is a red banner for "40 SUPER DEALS LAUNCHING OFF" with the date "WEDNESDAY 26TH APRIL".

The main promotional area is titled "TUESDAY Q SPECIAL" in large white and pink letters. It features three product tiles:

- Lenovo IdeaPad 110:** A laptop with a "15.6\" screen size" badge. Price: **\$399**. Specifications: 4GB RAM / 500GB HDD.
- Pandora Classic 900:** A wooden speaker. Price: **\$59.90**. Includes "Local 12 Months Warranty".
- iPhone 5C:** A Japanese Refurbished Set. Price: **\$159**.

On the right side of the page, there is a "Time Sale" section with two items:

- Bell Sleeves Feminine Laced Dress:** Price: **\$16.90** (66% off). Description: [TRUE COLOR] Bell Sleeves Feminine Laced.
- Yogurt Jelly Sweet Bundle:** Price: **\$13.90** (36% off). Description: Bundle of 5 Best Selling Korea 7-Eleven Yogurt.

At the bottom of the page, there is a navigation bar with icons for Home, Search, and other categories.

# Seller Promotions – Multi Channels





Click 'Register now' to display your item here.

[AD Plus Guide](#)

[Register now!](#)

Plus Items



[Mediheal]  
100SET LIMITED SALE★FREE SHIPPING★[Mediheal] Face  
Mask Korea Mask Sheet 10pcs

Group buy  
\$20.99  
\$10.99

\$3.90~  
QS 0 days  
KR

VERONICA HOLLIC  
POWER



Review (855) Quick View



[Etude House]  
[ETUDE HOUSE] 0.2mm The Therapy Mask Sheet 15 Assorted ★★  
Dr. Ampoule Black Mask 2017 New★★

\$12.00

\$3.90~  
QS 0 days  
KR

VERONICA HOLLIC  
POWER



Review (11) Quick View



[Etude House]  
[ETUDE HOUSE] ★Cleansing Foam★Baking Powder/AC Clinic/Moi  
stful Collagen/Happy Cleansing Foam

\$13.55 (\$3.56▼)  
\$9.99

\$3.90~  
QS 0 days  
KR

VERONICA HOLLIC  
POWER



Review (12) Quick View

# Seller Promotions – Multi Channels (and many more..)

## Daily Deal

Women

Men

All

All



Women's



Fashion



Men's / Sports



Beauty



Mobile



Home Appliances



Living



Kids / Baby



Food



Entertainment



Global



### Deal Plus

1 2 3

HotMall



7 New Summer Korean Ladi...

KEN3



new pattern★popular★Europe a...

QooLife



[PnG] Pampers Premium Care ...

FireLand56



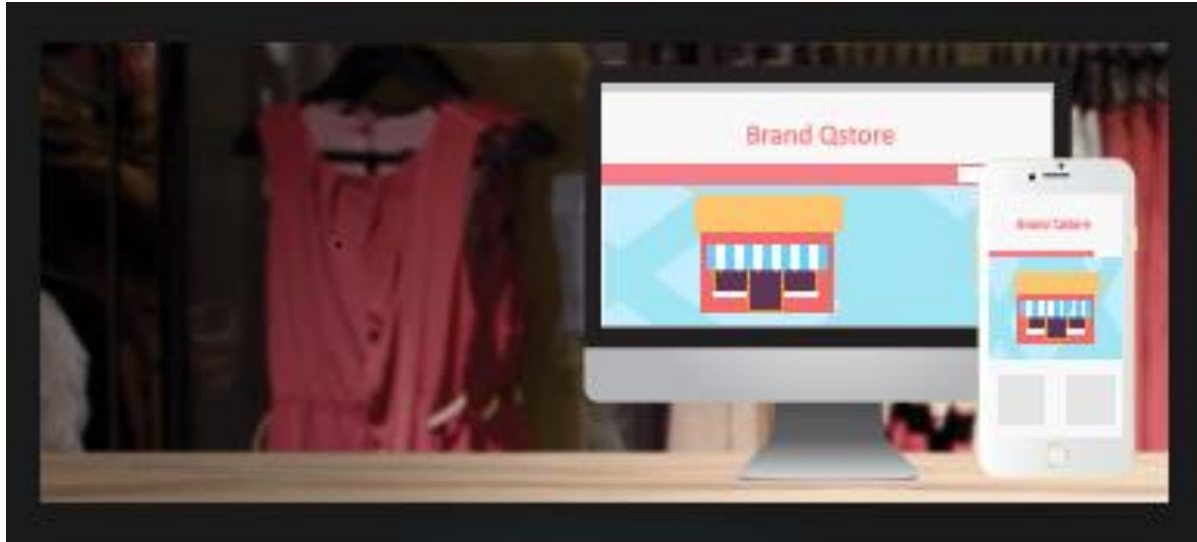
BLK1:Restock 23/04/2017 New...

R&F COLLECTIONS



[SG anello distributor]100%auth...

# Introducing QStore



- **Qstore enables merchants to create their own dedicated website, mobile web and mobile APP to reach out to their customers.**
- **eCommerce friendly!**



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[www.Qoo10.com](http://www.Qoo10.com)

# Introducing QStore

- **YOUR URL/DOMAIN!**
- **YOUR own MOBILE APP!**
- All-in-one integrated solution with Qoo10!



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蛋糕(华东)

蛋糕(华北)

for Kids Birthday

for Wedding

for Anniversary

for Happy Gift Card



蛋糕

快乐购物卡

蛋糕课程







# NEOGEN DERMATOLOGY BIO-PEEL GAUZE PEELING WINE



1 Criss-crossed side  
(cleansing effect)



2 Quilted side  
(Pick up the remaining debris)



SON&PARK



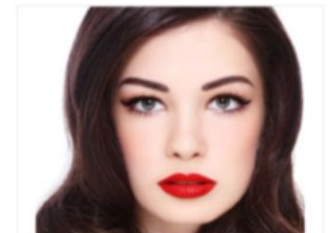
SKINCARE



CHA HONG  
hair system



EYE



FACE

onemart.sg

onemart.sg always surprises

ALL Beauty & Diet Home & Living Baby & Food Elderly Care

SALE UP TO 46% OFF

**GERM KILLER** DISINFECTANT

Disinfectant that Fights Zika & Dengue! Safe for Daily Use, Even in the Presence of Children!

NEW! 20% OFF

\$1200 (Save \$3.9)

\$1350

More Products Inside SHOP NOW!

UP TO 50% OFF

super spin mop

Our Bestsellers!

KACHIDIAM.COM

Search

Bikes & Frames Suspension Components Wheels & Tires Apparel Footwear Accessories

COMBO SPECIAL FRAME+FORK

SCOTT

FOX

BUILD A COMBO

**FOX** REDEFINING RIDE DYNAMICS

Subscribe to our mailing list

Email Address

First Name

Last Name

BESTSELLERS @ DIAM

MAVIC SHOE ALPINE | BLAC... \$S77.40

SCOTT HELMET WATU | 227... \$S49.00

ZEFAL BOTTLE PREMIER 60... \$S5.99

SCOTT 13 BIKE WALKER | 2... \$S220.90

SCOTT 13 BIKE SPEEDSTER... \$S802.90

GOO.N \$S42.90

ENFAGROW \$S59.90

kachiadial.com

# Phases of Growth

Phase I  
Start-up (on-boarding)

Phase II  
Mid-Term

Phase III  
Long-Term

## Strategy Focus:

### Acquisition MODE:

- **TRAFFIC acquisition**
  - How to get as much traffic in the lowest possible cost
- **BUYERS acquisition**
  - How to get as many potential buyers as possible

### Limitations:

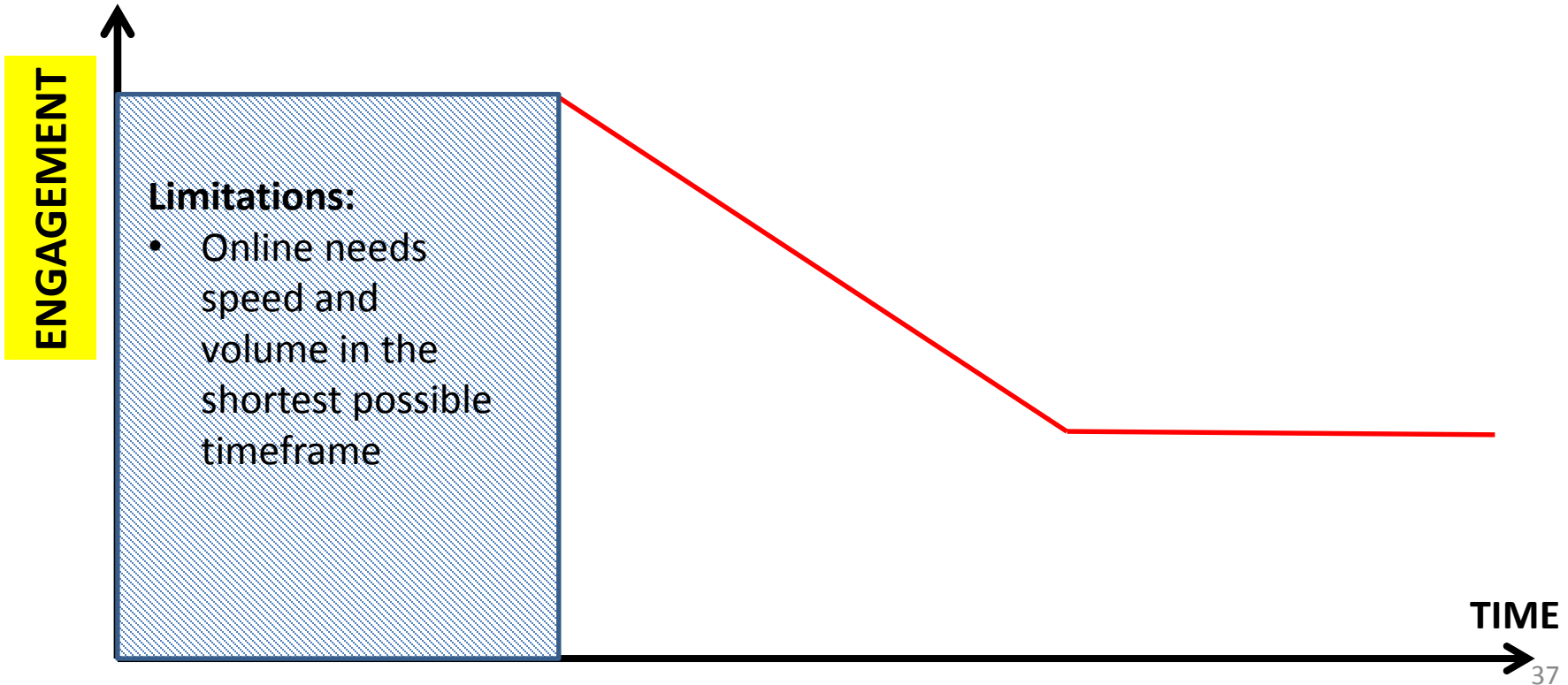
- High cost of traffic in SG
- Buyers have many other choices online
- Online moves at lightning speed

### CORE Fundamentals that must be met:

- **CONTENTS**
  - Individual listing images and description
    - Informative
    - Educational
  - Proper Shop Layout
    - Shop level information
  - Competitive pricing
  - Speed of Delivery



- Engagement
- TRAFFIC
- BUYERS
- CONTENTS

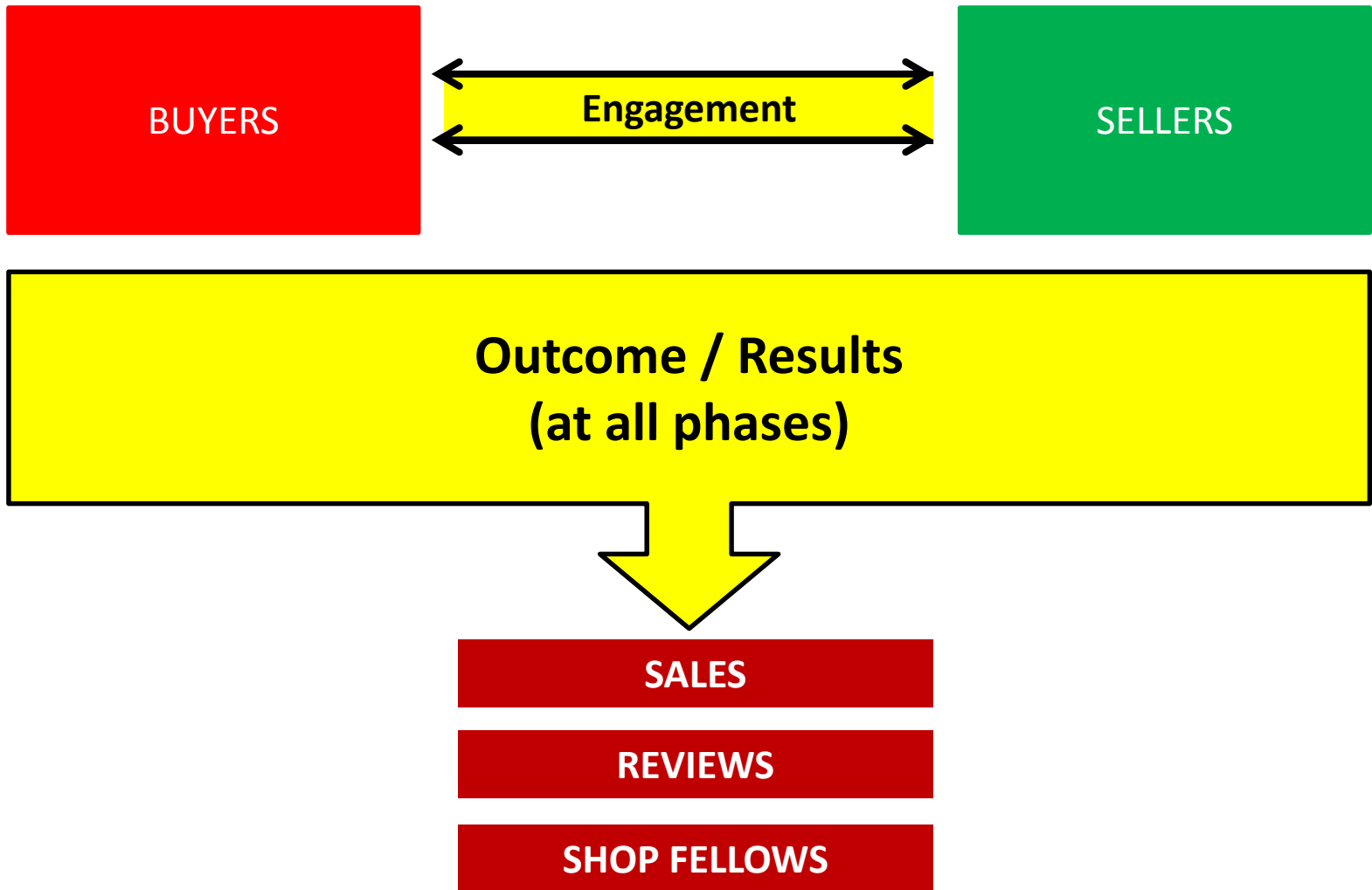


| Phase I<br>Start-up (on-boarding)  | Phase II<br>Mid-Term | Phase III<br>Long-Term       |
|--|----------------------|------------------------------|
| <b>Engagement</b>  | <b>Engagement</b>    | <b>Engagement</b>            |
| TRAFFIC  | TRAFFIC              | TRAFFIC                      |
| <b>BUYERS</b> <ul style="list-style-type: none"> <li>• Offers</li> <li>• Bundles</li> <li>• Free Delivery</li> </ul> | BUYERS               | <b>CONTENTS (Shop-level)</b> |
| <b>CONTENTS</b> <ul style="list-style-type: none"> <li>• Shop-level</li> <li>• Individual listings</li> </ul>        | SHOP FELLOWS         | BUYERS                       |
|  | REVIEWS              |                              |

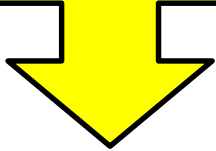
Common Outcomes (in all phases) to seek for

**Getting Buyers to know your business in 2 levels:**

- **“WHO ARE YOU AS A SHOP”**
- **“WHAT DO I SELL”**



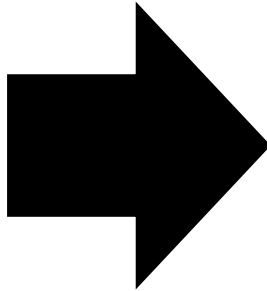
**Outcome /  
Results  
(at all phases)**



**SALES**

**REVIEWS**

**SHOP FELLOWS**

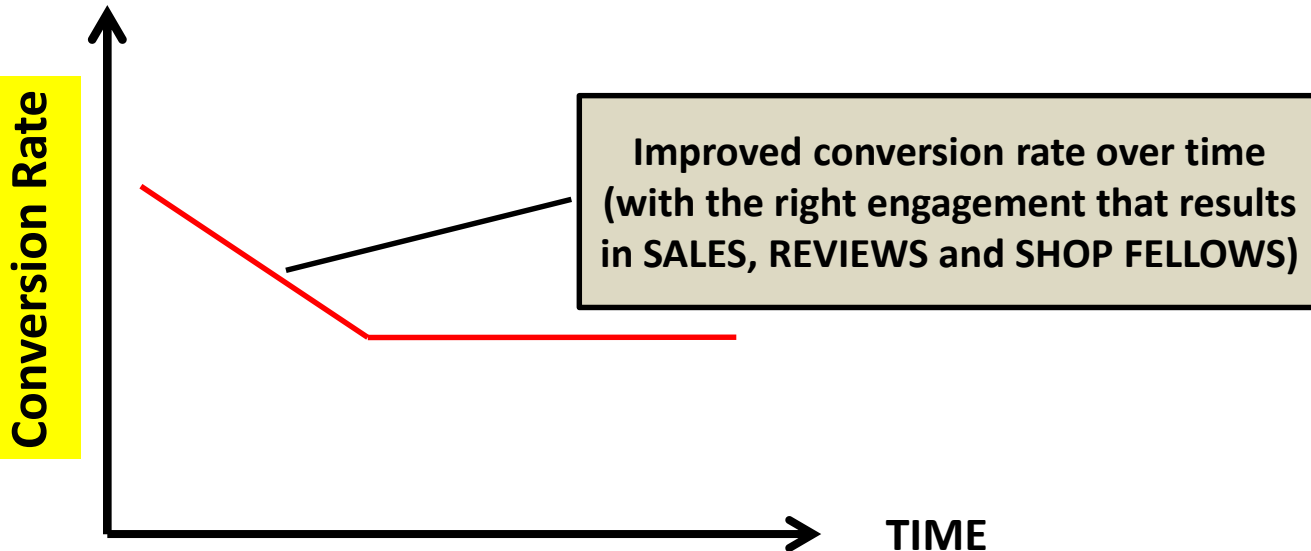


***Improved Conversion Rate***

- Shop-level
- Individual listings

**Increased Shop Reputation**

**Increased Shop Awareness**



Thank you