

E-commerce Web Planning and Design
A Case Study of Business

BY



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**A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF BACHELOR OF
ENGINEERING IN INDUSTRIAL ENGINEERING LOGISTICS AND
MANAGEMENT (INTERNATIONAL PROGRAM)**

FACULTY OF ENGINEERING

KING MONGKUT'S INSTITUTE OF TECHNOLOGY

LADKRABANG ACADEMIC YEAR 2022

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ABSTRACT

E-commerce websites are crucial now for conducting business online. Additionally, trade competitiveness has grown in line with the times. Many businesses have opened up access to their websites to a wider audience. That is one approach to conducting business in the modern era when convenience is crucial to daily life.

In this case study, three well-known websites in the retail industry are investigated. Create a table with each category split to compare the differences between the three e-commerce sites. In terms of business administration principles, it will conduct research on information that is crucial to utilize to create the framework for building a website. It is essential for developing a firm in order for it to grow and will provide an overview of each website's results that are unique or comparable at any time as a reference for developing a business on e-commerce websites.

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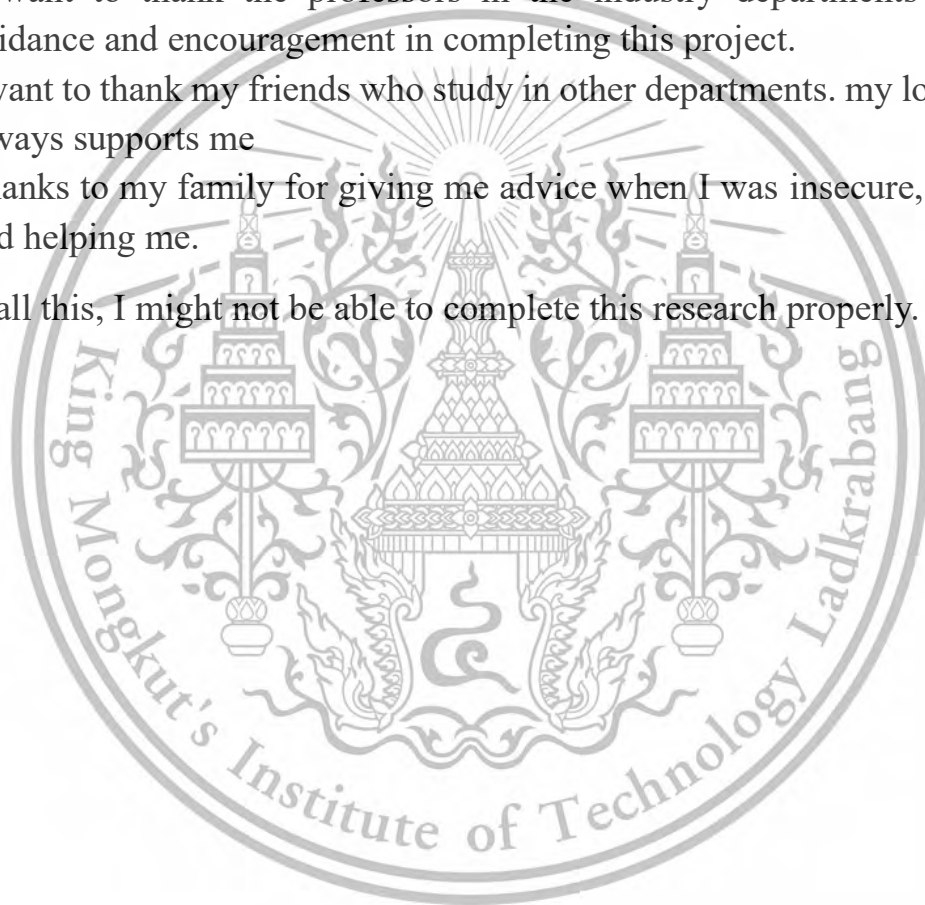
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ACKNOWLEDGEMENTS

It is always a pleasure to remind the fine people in KMITL for their sincere guidance:

1. The research could not have been complete without the participant and assistance of Asst. Prof. Dr. Pasu Poonpakdee, a person who is an adviser who provides assistance to make research work more accessible and more successful.
2. I want to thank the professors in the industry departments for their guidance and encouragement in completing this project.
3. I want to thank my friends who study in other departments. my lovely who always supports me
4. Thanks to my family for giving me advice when I was insecure, confused and helping me.

Without all this, I might not be able to complete this research properly.



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CHAPTER 1

INTRODUCTION

1.1 State of the Problems

In the age of technology and online media, an online business channel is necessary to develop a business to grow even better. People tend to search the internet for what they are looking for. The online world is, therefore, a medium for doing business to be known and spread news quickly. the absence of a website. This may result in the business not being able to grow as it should, resulting in fewer new customer channels.

This is evident from the occurrence of epidemics such as COVID-19. which causes the revenues of various companies to decrease, and it clearly affects the business group that must contact customers directly. Without a website for contacting work, resulting in no new customers were added. And the work of old customers is less because of the impact of COVID-19 as well.

Online trading has been important since before. But the obvious differences only became apparent when it was not possible to work in the real world. Due to the surveillance of the epidemic that threatens the lives of many people. and when passing through People began to pay more attention to the convenience of shopping. not only can find things quickly. But still, being able to wait for the desired product from different points also increases the income of those who work in delivery and logistics as well.

1.1.1 With e-commerce sites and without e-commerce sites

Examples of the difference between having an e-commerce site and not having an e-commerce site with both companies. with workgroups and clients in the category belonging to engineering.

1.1.1.1 Companies without e-commerce sites

For example, Picosoft Co., Ltd. is a company that does not yet have an e-commerce website. Clients cannot find out about this company through general keyword searches like 'engineering companies. Make it unknown and grow by gaining the trust of customers who work with you today mainly. After one year, it can grow by leaps and bounds. Immediately affected by the COVID-19 epidemic in the next year. Recurring customers are getting fewer jobs due to the declining economy. And causing the company to make an annual income that can be reduced by about 50% as shown in the picture.

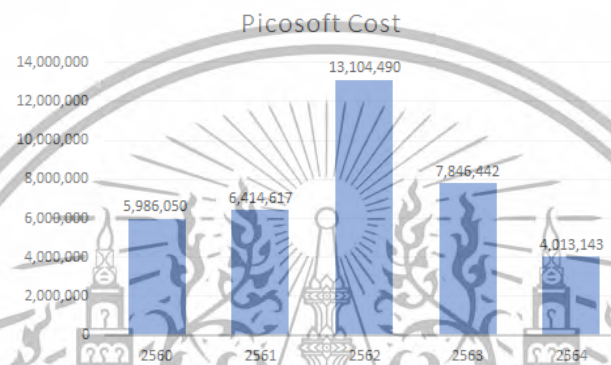


Figure 1.1 Annual revenue bar chart of the company

It also makes people who have never been a customer of the company before unable to know what areas this company can work in. What kinds of products can be contacted by this company? Which look can be produced or made to order?

Many times, ordering products from specialized networks is very difficult to find. Ordering through a company that has a better trading channel is therefore a good alternative to contacting him for an order. which is one of the operational mechanisms in the business principle.

1.1.1.2 Companies with e-commerce sites

For example, Misumi Co., Ltd. is a one-stop service company for manufacturers of various types of products. both produce and sell standard parts for various machines factory automation Molds made from metal or plastic And has expanded its product range in the areas of electronics, tools, and disposable materials for manufacturing and maintenance processes. It is a model for selling products on the website. Most of his products are filled with a lot of engineering equipment.

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Misumi's online system Is organized under the responsibility of the Factory Automation department, which uses the name e-Catalog and WOS is an e-commerce system. This enables the company to offer a wide range of products to customers. And the employees who take care of this section can learn new products every day, which increases the competency of the employees in the line as well.

In terms of finance, it will be more and more growth for Misumi. The income difference is noticeably increasing every year. and during the COVID-19 crisis, It has reduced the revenue proportion slightly if compared in terms to the percentage of revenue in the previous year. can be seen from the financial picture of the company.

Ten-Year Summary of Financial Data (Consolidated)
MISUMI Group Inc. and consolidated subsidiaries | Years ended March 31, 2012 – 2021

(Million yen)

Years ended March 31	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Net sales	130,213	134,844	173,904	208,562	240,189	259,015	312,969	331,936	313,387	310,719
Factory Automation (FA) Business ^(a)	60,724	64,299	93,843							
Die Components Business ^(a)	27,686	37,020	56,310							
Electronics Business ^(a)	12,401	12,581	13,907							
Other Business ^(a)	5,415	6,747	7,854							
Adjustments ^(a)	2,967	5,603	(2,703)							
FA Business ^(a)			92,977	90,094	100,654	84,669	105,194	109,230	99,403	102,244
Die Components Business ^(a)			59,909	64,787	69,732	69,797	78,523	76,448	72,413	66,871
WONA Business ^(a)			37,921	48,249	60,474	104,548	131,262	146,262	141,519	141,602
Adjustments ^(a)			(2,703)	(3,517)	299	-	-	-	-	-
Operating income	16,846	16,808	18,669	23,799	25,691	27,127	34,848	31,674	23,640	27,199
Earnings before amortization	16,846	17,109	21,093	25,999	26,229	29,421	38,466	32,490	24,247	27,789
Income before income taxes (and minority interests)	17,022	15,960	19,964	22,943	25,004	26,071	34,316	31,815	22,781	23,496
Net income attributable to owners of parent	9,814	9,681	11,679	14,291	16,907	18,387	25,601	24,034	16,504	17,138
As of March 31:										
Total assets	15,721	136,303	163,202	164,784	194,186	212,041	243,492	252,593	264,684	288,921
Total equity	60,824	103,014	115,966	132,138	141,463	154,530	185,203	203,620	209,314	231,147
Interest-bearing debt	1,000	1,000	900	-	-	-	-	-	-	-
CAPEX, depreciation and amortization as of and for the years ended March 31:										
Capital expenditures (CAPEX)	4,231	3,451	6,901	8,487	8,126	7,219	15,421	21,414	18,018	14,016
Depreciation and amortization	3,921	3,560	6,051	7,024	7,821	7,439	8,105	8,758	11,339 ^(b)	13,101 ^(b)

Figure 1.2 Finance of Misumi Company

Capital expenditures (CAPEX) Depreciation and amortization	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Return on equity ¹⁾	(%)	10.8	10.2	10.7	11.5	12.4	12.4	15.1	12.4	8.0	7.8
Return on assets ²⁾	(%)	15.2	12.6	12.7	13.2	13.2	12.8	15.2	12.8	8.8	8.5
Current ratio	(%)	408.4	349.5	397.5	429.2	445.8	430.3	362.1	444.4	434.6	478.9
Interest coverage ratio ⁴⁾	(times)	1,150.6	2,095.6	1,691.2	1,470.3	5,179.8	4,972.6	21,868.1	8,853.9	360.1	541.8
Per share data as of and for the years ended March 31:											
Earnings per share ²⁾	(yen)	35.05	36.76	42.94	52.28	61.65	66.94	91.01	84.80	58.18	60.36
Cash dividends per share ²⁾	(yen)	7.73	9.15	10.72	13.05	15.42	16.71	22.60	21.20	14.55	15.09
Equity per share ²⁾	(yen)	339.04	379.98	425.06	482.17	515.39	560.79	653.71	717.56	737.99	813.57
Cash flow per share ²⁾	(yen)	29.06	42.63	56.76	41.26	60.89	70.80	85.86	46.00	99.40	128.44
Stock valuations as of and for the years ended March 31:											
Price/Earnings ratio (PER)	(times)	19.1	23.5	22.2	30.9	26.1	30.1	32.1	32.5	40.5	53.3
Price/Cash flow ratio (PCFR)	(times)	23.1	20.3	16.8	39.2	26.5	28.4	34.0	59.8	23.7	25.0
Price/Book value ratio (PBR)	(times)	2.0	2.3	2.2	3.4	3.1	3.6	4.5	3.8	3.2	4.0
Number of customers (companies) for the years ended March 31:											
In Japan (machine-related only) ¹⁾		61,648	63,007	64,955	66,230	79,571	90,223	100,598	116,238	126,975	142,144
Overseas		67,608	91,817	100,481	108,849	133,053	152,374	161,400	185,120	191,201	196,188
Total number of customer companies		129,256	154,824	165,436	175,079	212,624	242,597	261,998	301,358	318,176	338,332
Number of employees as of March 31:											
Number of employees	(persons)	5,615	7,238	8,038	8,876	9,628	10,167	11,241	12,300	12,138	11,682

Figure 1.3 Finance of Misumi Company

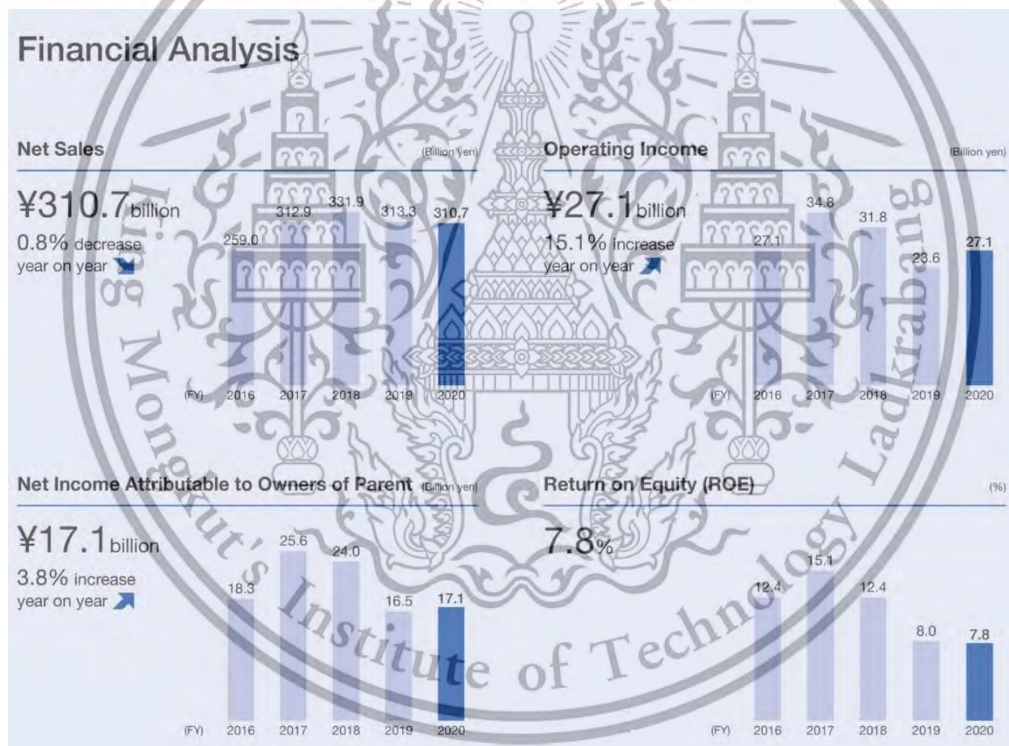


Figure 1.4 Financial graph of Misumi Company

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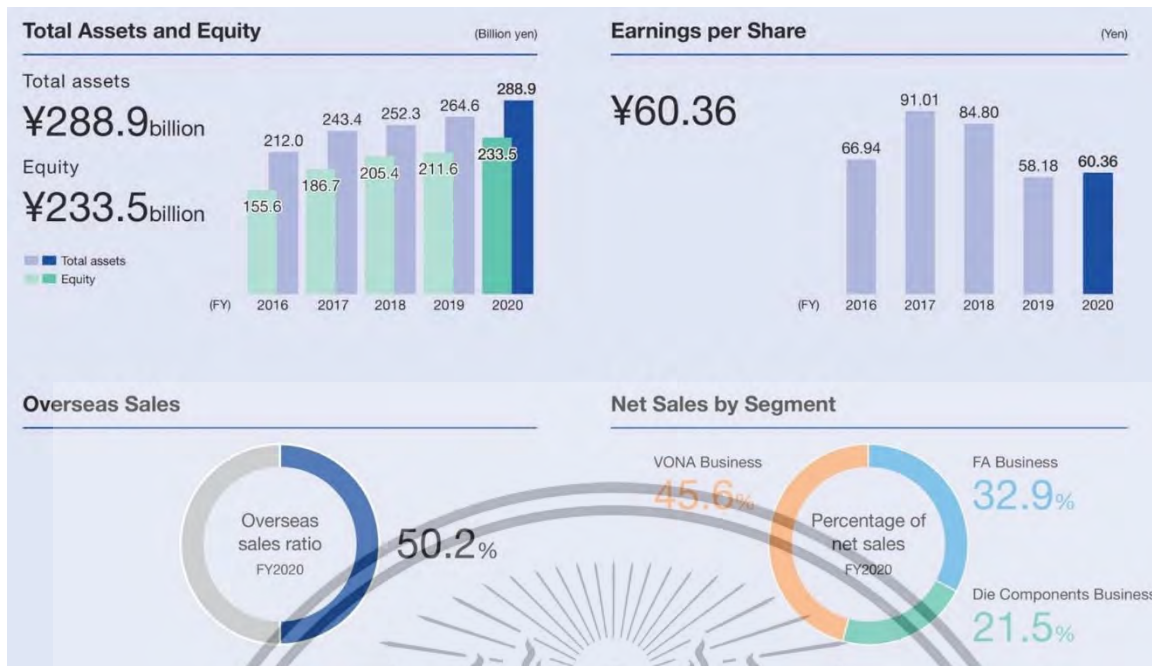


Figure 1.5 Financial graph of Misumi Company

1.2 Objectives

1. Study and find important information to create an e-commerce website as a basis for doing business.
2. Increase understanding and importance of making e-commerce websites in various parts.
3. Open a contact channel Make it more convenient for customers to access.

1.3 Research Scopes

1. Search for information on the Amazon, Lazada and Alibaba websites by separating the information into different categories.
2. Compare the data obtained from the three e-commerce sites to understand the unique characteristics of each site.
3. Create a table to compare which parts are similar or different.
4. Summary of comparison results What are the effects of the uniqueness of each website?

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1.4 Report Outline

The rest of this report is organized as follows:

Chapter 2 Researching the essentials for building an e-commerce website.

Chapter 3 Search for information on Alibaba, Amazon, and Lazada.

Chapter 4 Create a table comparing the three sites for comparison.

Chapter 5 Closes the report, summarizing results from comparisons.

This is a workflow for understanding business, not just building a website. but must look at the various structures that make it possible to take shape therefore choose to study and research in order to create benefits for future careers every knowledge gained will help to build a foundation for management.



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CHAPTER 2

THEORIES RELATED TO E-COMMERCE WEBSITE

Project preparation in the case study. To understand how to design and build an e-commerce website, the theories involved in the study are as follows.

- 1) Basic Knowledge of e-commerce website
- 2) The language for writing the website
- 3) Programs for making websites
- 4) The essentials of designing an e-commerce website
- 5) Online Marketing

2.1 Basic knowledge of e-commerce website

2.1.1 Meaning of e-commerce website

The term "e-commerce website" refers to a website that enables businesses to conduct online transactions, including the buying and selling of goods or services over the Internet. It serves as a digital platform where customers can browse products, make purchases, and complete transactions electronically.

Capital in the context of an e-commerce website refers to the financial resources required to establish and operate an online business. Capital is essential to cover various expenses involved in setting up and maintaining the website, marketing efforts, product sourcing, and ongoing operations.

The specific capital requirements for an e-commerce website can vary based on factors such as the scale of the business, chosen technology platform, marketing strategies, inventory needs, and operational costs. Some common capital expenses associated with an e-commerce website include

2.1.2 Website development and design costs

When it comes to website development and design costs for an e-commerce website, there are several factors to consider. The capital required will depend on the complexity of the website, the technology platform chosen, and whether you decide to build a custom website or use an existing e-commerce platform. Here's an overview of the costs involved and some references for further information

2.1.2.1 Custom Website Development

- Hiring web developers/designers

If you opt for a custom-built e-commerce website, you'll need to budget for hiring professional web developers and designers. The cost can vary based on their expertise, location, and project scope.

- Development tools and software

You might need to invest in development tools, software licenses, or frameworks, depending on the specific requirements of your project.

- Responsive and mobile-friendly design

Ensuring that your e-commerce website is optimized for mobile devices is crucial. This might involve additional development and design work.

2.1.2.2 E-commerce Platform Costs

- Subscription fees

Many e-commerce platforms, such as Shopify or WooCommerce, offer pre-built solutions for building an online store. These platforms typically charge a monthly or annual subscription fee, which varies depending on the features and functionality provided.

- Theme or template costs

E-commerce platforms often provide a range of themes or templates to choose from. Some are free, while others are available for purchase. Premium themes or templates can enhance the design and customization options of your website.

2.1.2.3 Content and Media Creation

- Product photography

Quality product images are essential for an e-commerce website. You might need to budget for professional product photography or invest in equipment to capture high-quality images yourself.

- Graphic design and branding

Creating a visually appealing website might require the expertise of graphic designers to design logos, banners, promotional graphics, and other visual elements.

2.1.3 Hosting and domain registration fees

Hosting and domain registration are fundamentally important components of building an e-commerce website. Here's an explanation of hosting and domain registration fees, along with capital requirements and a reference for further information.

2.1.3.1 Hosting Fees

- Hosting providers

To make your e-commerce website accessible on the internet, you need to choose a hosting provider. These providers offer server space where your website files are stored and made available to visitors.

- Shared hosting vs. dedicated hosting

Shared hosting is a cost-effective option where multiple websites share server resources. Dedicated hosting provides dedicated server resources but is generally more expensive.

- Pricing models

Hosting fees can be charged on a monthly, yearly, or multi-year basis. The cost varies depending on factors like storage space, bandwidth, server performance, security features, and customer support.

- Scalability

Consider hosting providers that offer scalability options, allowing you to upgrade your hosting plan as your e-commerce business grows.

2.1.3.2 Domain Registration Fees

- Domain name

A domain name is the web address of your e-commerce website (e.g., www.yourwebsite.com). You need to register a domain name to establish a unique online presence.

- Domain registrars

Domain registrars are companies accredited by domain name authorities to offer domain registration services. Popular domain registrars include GoDaddy, Namecheap, and Google Domains.

- Pricing and extensions

The cost of domain registration depends on the chosen domain registrar, the domain extension (e.g., .com, .net, .org), and whether the domain is in high demand.

- Renewal fees

Domain registration is typically done for a specific duration, such as one year. You will need to renew the domain registration periodically, and renewal fees will apply.

Capital requirements for hosting and domain registration depend on factors like the duration of registration, the hosting plan you choose, and any additional services or add-ons you opt for.

2.1.4 Payment processing fees

Payment processing fees are an important consideration for an e-commerce website, as they directly impact your revenue and profit margins. Here's an explanation of payment processing fees, capital requirements, and a reference for further information.

2.1.4.1 Payment Gateway

- A payment gateway is a service that allows your e-commerce website to securely process online payments from customers.
- Payment gateway providers include PayPal, Stripe, Braintree, Authorize.Net, and many others.
- The payment gateway integrates with your website to handle transactions, verify payment details, and transfer funds between the customer's account and your business account.

2.1.4.2 Payment Processing Fees

- Transaction fees

Payment gateway providers charge a transaction fee for each successful payment made through their platform. Transaction fees are typically a percentage of the transaction amount or a flat fee per transaction.

- Card association fees

Credit card companies charge interchange fees, which are fees paid by the merchant to the card issuer for processing credit card transactions. These fees vary based on factors such as the type of card used, transaction volume, and the industry.

- Additional fees

Some payment gateways may have additional fees, such as monthly subscription fees, setup fees, chargeback fees, or international transaction fees. It's important to carefully review the fee structure of your chosen payment gateway.

2.1.4.3 Capital Requirements

- Capital requirements for payment processing fees depend on the expected transaction volume and the fee structure of the chosen payment gateway.
- Consider estimating your expected transaction volume and average order value to calculate the potential payment processing fees you'll incur.
- It's essential to have sufficient capital to cover these fees while ensuring that your pricing strategy and profit margins account for these costs.

2.1.5 Marketing and advertising expenses

Marketing and advertising expenses are crucial for promoting your e-commerce website and driving traffic to generate sales. Here's an overview of marketing and advertising expenses, capital requirements, and a reference for further information.

2.1.5.1 Search Engine Optimization (SEO)

- SEO aims to improve your website's visibility in search engine results pages organically.
- Capital requirements include hiring SEO specialists, investing in keyword research tools, content creation, and potentially outsourcing SEO services.
- SEO efforts generally require ongoing investment to stay competitive and adapt to search engine algorithm changes.

2.1.5.2 Social Media Marketing

- Establishing a presence on social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others.
- Capital requirements include content creation, graphic design, social media management tools, and potentially running paid advertising campaigns on social media platforms.

2.1.5.3 Content Marketing

- Creating valuable and engaging content to attract and educate your target audience.
- Capital requirements involve content creation costs, such as hiring writers, graphic designers, video production, and distribution channels for content promotion.

2.1.5.4 Email Marketing

- Building an email list and sending targeted campaigns to nurture customer relationships and drive sales.
- Capital requirements include email marketing software subscriptions, email automation tools, and potentially outsourcing email marketing services.

2.1.5.5 Paid Advertising

- Running online advertising campaigns on platforms like Google Ads, Facebook Ads, Instagram Ads, and others to reach a wider audience.
- Capital requirements depend on factors like campaign duration, ad spending, and targeting options.
- It's important to allocate a budget for ad spending and consider factors like cost-per-click (CPC) or cost-per-impression (CPM) rates.

2.1.5.6 Influencer Marketing

- Collaborating with influencers in your industry or niche to promote your products or services.
- Capital requirements include compensating influencers, product samples, and potentially hiring influencer marketing agencies.

Capital requirements for marketing and advertising expenses will vary based on your target audience, competition, chosen marketing channels, and overall marketing strategy. It's important to carefully plan your marketing budget and consider the potential return on investment (ROI) for each marketing activity.

2.1.6 Inventory and product sourcing costs

Inventory and product sourcing costs are other significant considerations for an e-commerce website that involves selling physical products. Here's an overview of inventory and product sourcing costs, capital requirements, and a reference for further information.

2.1.6.1 Inventory Management

- Capital requirements depend on the scale and scope of your e-commerce business.
- Initial inventory investment: You'll need capital to purchase the initial stock of products to sell on your website. The amount will vary based on the types of products, quantity, and wholesale pricing.
- Ongoing inventory costs: As your e-commerce business grows, you may need to replenish stock regularly. You should allocate funds for reordering inventory to meet customer demand.

2.1.6.2 Product Sourcing

- Finding suppliers: Research and identify reliable suppliers or manufacturers that can provide the products you want to sell.
- Supplier relationships: Establishing relationships with suppliers may require upfront costs or minimum order quantities (MOQs).
- Negotiating pricing: Capital can be necessary to negotiate favorable pricing and terms with suppliers.

2.1.6.3 Drop shipping

- Drop shipping allows you to sell products without holding inventory. Instead, the supplier fulfills orders directly to customers.
- Capital requirements can be lower since you don't need to purchase and store inventory upfront. However, you may still need capital for marketing, website development, and customer acquisition.

2.1.6.4 Fulfillment and Shipping

- Capital requirements may include setting up a fulfillment center, hiring staff, purchasing packaging materials, and investing in shipping services.
- Alternatively, you can use third-party fulfillment services or partner with fulfillment centers that charge fees based on order volume.

2.1.6.5 Product Quality and Testing

- Capital may be needed to ensure product quality by conducting product testing, quality control, or certifications.
- If you develop proprietary products, research and development costs should also be considered.

Capital requirements for inventory and product sourcing costs will depend on factors such as product type, quantity, sourcing strategy, and business scalability. It's important to conduct thorough market research, analyze profit margins, and plan your inventory and sourcing strategy accordingly.

2.1.7 Operations and maintenance expenses

Operations and maintenance expenses are important aspects of running an e-commerce website. These costs cover ongoing activities to ensure the smooth functioning, security, and performance of your online business. Here's an overview of operations and maintenance expenses, capital requirements, and a reference for further information.

2.1.7.1 Website Hosting and Maintenance

- **Hosting fees:** As mentioned earlier, hosting fees cover the cost of server space where your website is hosted. These fees are typically recurring, either monthly or annually.
- **Maintenance and updates:** Regular website maintenance, including software updates, security patches, and bug fixes, is crucial to keep your website secure and functioning optimally.

2.1.7.2 Security Measures

- **SSL certificate:** An SSL certificate encrypts sensitive data exchanged between your website and customers, providing a secure browsing experience. SSL certificates are generally purchased annually.
- **Security monitoring:** Investing in security monitoring tools or services helps detect and prevent cyber threats, protecting your website and customer data.
- **Payment Card Industry Data Security Standard (PCI DSS) compliance:** If you handle credit card transactions, there may be costs associated with maintaining PCI DSS compliance.

2.1.7.3 Customer Support

- Capital requirements may include hiring customer support staff or outsourcing customer support services.
- Providing timely and effective customer support helps maintain customer satisfaction and resolve any issues that arise during the shopping experience.

2.1.7.4 Analytics and Reporting

- Investing in analytics tools or services helps track website performance, user behavior, conversion rates, and other key metrics. This data can guide decision-making and optimize your e-commerce operations.

2.1.7.5 Inventory Management Systems

- Capital may be required to invest in inventory management software or systems that help track stock levels, streamline fulfillment processes, and manage inventory efficiently.

2.1.7.6 Marketing and Advertising

- As discussed earlier, marketing and advertising expenses are ongoing costs associated with promoting your e-commerce website, driving traffic, and acquiring customers.

Capital requirements for operations and maintenance expenses will depend on the size of your business, the complexity of your website, the level of security required, and the scalability of your operations.

2.2 Language for writing websites

2.2.1 SQL

Structured Query Language (SQL) is a programming language used to manage databases. which is a relational database, stores data in a tabular form organized into different data categories and relationships. Use commands to store, update, and retrieve data. It can also maintain and optimize database performance.

2.2.2 PHP

PHP stands for Hypertext Preprocessor, formerly Personal Home Page, and is a computer language in the type of scripting language, in which data will be stored in a file called a script, and the time it takes to rely on a set of command variables to run PHP. PHP is a language developed for creating HTML documents with the ability to insert or modify content automatically.

2.2.3 HTML

HTML stands for Hypertext Markup Language, it is the main language used to create web page files. The concept of a hypertext document (Hypertext Document) was developed from SGML (Standard Generalized Markup Language) by Tim Berners-Lee to develop documents in the form of web pages to be published on the Internet. It is written based on a label called Tag to control the display of text, images, videos, or other objects.

HTML is currently an ISO standard managed by the World Wide Web Consortium (W3C) and has now reached its fifth version.

2.2.4 CSS

CSS stands for Cascading Style Sheets, a language used to decorate HTML/XHTML documents. Whether it's color, spacing, background, border, and more. as needed It is a language that has a specific syntax and has been standardized by the W3C. It is a popular language used to decorate websites.

2.2.4.1 Benefits of CSS

- **Faster page speed**
More code means slower page speed, and CSS means less code. CSS allows you to use one CSS rule and apply it to all occurrences of tags within an HTML document.
- **Better User Experience**
CSS doesn't just make web pages look easy. It also allows user-friendly formatting. When the buttons and text are properly positioned and well organized. User experience will be improved.
- **Faster development time**
CSS can apply specific styling and styling rules to multiple objects. pages with a single set of codes A single cascading style sheet can be duplicated across multiple website pages. For example, if you have a product page that should all have the same formatting, look, and feel, writing CSS rules for one page is enough for all pages on your website. the same type

- **Simple Formatting Changes**

To change the style of a particular set of pages This can be easily done with CSS, with no need to edit page by page. Just edit the relevant CSS stylesheets. You'll see the changes applied to all pages using that stylesheet.

- **Compatibility between devices**

Responsive web design is important. In modern times the web page must be fully visible and easily navigated on all devices. Whether it's a mobile phone or a tablet Desktop or even a Smart TV CSS blends with HTML to make responsive design possible.

2.3 Programs for making websites

2.3.1 MySQL

Is a collection of structured data. It could be anything from a simple shopping list. to image galleries or to store massive amounts of data in corporate networks. A relational database is a digital store where data is collected and organized according to a relational model. In this model, tables are made up of rows and columns. and the relationships between all data elements follow a strict logical structure. An RDBMS is simply a set of software tools used to deploy, manage, and query such databases.

2.3.1.1 Benefits of MYSQL

- **Data protection**

It is one of the most popular database management systems in terms of security and reliability. It is used in many web applications including for processing transactions. Data support and security can be beneficial to organizations. Especially if working in the e-commerce industry.

- **Ability to scale according to needs**

The amazing scalability of this platform can help in managing embedded applications. This is true even with large warehouses of massive amounts of data. In fact, one of the key features of the system is its scalability. Allows complete customization This is very useful if you have an eCommerce store to manage.

- **High efficiency**

MySQL has a unique storage engine that makes it easy to manage your system. In addition, the MySQL database server can be configured for optimal performance. In other words, although there are high-speed processing systems or millions of popular websites every day, they might benefit from this technology.

- **Always working**

The MySQL system is unique in that it guarantees continuous uptime. Besides that, there are also many options such as slave/master replication settings, and a dedicated cluster server.

- **Outstanding transaction support**

MySQL is at the top of the list of fast transaction databases available today. It has several features such as support for consistent automated transactions. Besides that, it is one of the best options for data integrity.

- **Excellent workflow control**

There is no need to spend a lot of time setting up this program. Since it takes less than 30 minutes to download and install, this great advantage can be enjoyed regardless of your platform. MySQL may be used to automate processes including database management information design and area expansion.

- **Lower Total Cost of Ownership**

A lot of money can be saved by converting your existing database engine to this platform. The simplicity of handling and reliability may help in troubleshooting. Therefore, no downtime or performance issues are encountered.

2.3.2 Visual Studio Code

Visual Studio Code (VS Code) is a text editor by Microsoft. VS Code is available for Windows, Linux, and macOS. But it has powerful features that have made VS Code one of the most popular development environment tools of recent times. There is support for JavaScript, TypeScript, and Node.js, and there is a variety of other programming languages such as C++, C#, Java, Python, and PHP.

2.3.2.1 Benefits of Visual Studio Code

- Meet supports color code to make code easier to read (Syntax Highlighting) and guess what Dev is about to type (Autocomplete).
- Debugging supports code debugging within the program, can launch a project and debug with breakpoints, and most importantly.
- The same program has its own version control.
- In addition to this, if using git-flow, it is also possible to install additional extensions at the marketplace.

2.3.3 XAMPP

XAMPP is an abbreviation that stands for Cross-Platform, Apache, MySQL, PHP, and Perl. It is an open-ended, web-based prepackaged, providing users with Apache line and source code source files.

2.3.3.1 Components containing XAMPP

- X = Cross Platform XAMPP is a program that supports running on various operating systems such as Windows, Linux, and OS X.
- A = Apache is a programming language for building websites to work beyond HTTP.
- M = MySQL (MariaDB) is an essential specification for your needs.
- P = PHP is a computer language for website improvement. Which, of course, is on the server side.
- P = Perl is the computer language in which the following program will be downloaded.

2.3.3.2 Advantages of XAMPP

- The following is a website that will save you time by not having to install and set up the programs that you will need.
- Don't forget to install and use it for free.
- Operation on various operating systems
- Low download program to support efficient web building.
- All rules must be followed.
- Lots of articles, documentation, how-tos, and customizations
- Penalty Challenges

2.3.4 PHP Creator

Is a program for the need to write the PHP language for use by complying with the requirements of other languages requirements such as JavaScript that supports the use of complex and here it is easy? And let it be a program developed by Thai people who let it be downloaded and used for free. for that use, it's quite difficult because it may require knowledge of installing other programs.

Many of these source codes are available for everyone. Most importantly, we don't need to write all the source code ourselves as this program requires a ready-made PHP script. What is the name of the data, and how many tables are there, the program will create a set with PHP language classes to complete. Even more special, let's try our built-in code error-checking system to make sure we don't have any of our files. Remembers the events of the current work file when an error occurred.

2.4 The Essentials of Designing an e-commerce website

E-commerce web design plays a crucial role in creating a successful online store. It involves the strategic use of visual elements, user interface (UI) design, and conversion optimization techniques to provide a seamless shopping experience for visitors. Here are some essential aspects to consider when designing an e-commerce website.

2.4.1 User-Friendly Navigation

The website should have intuitive navigation to help users easily find products and navigate through different sections. Clear and organized menus, breadcrumbs, and search functionality are essential for guiding users and reducing friction.

2.4.2 Responsive Design

With the increasing use of mobile devices for online shopping, it's crucial to design an e-commerce website that is mobile-friendly and responsive. The layout should adapt to different screen sizes, ensuring a consistent and enjoyable experience across devices.

2.4.3 Clear Product Presentation

Displaying products effectively is essential for driving conversions. Use high-quality product images from various angles, include detailed descriptions, and highlight key features. Incorporate user-generated content, such as reviews and ratings, to build trust and credibility.

2.4.4 Streamlined Checkout Process

A smooth and hassle-free checkout process is vital for reducing cart abandonment. Minimize the number of steps required to complete a purchase, provide guest checkout options, and offer multiple payment methods to accommodate different customer preferences.

2.4.5 Trust and Security

Establish trust with your visitors by prominently displaying trust badges, security seals, and accepted payment logos. Implement secure payment gateways and SSL certificates to ensure the safety of customer information.

2.4.6 Effective Call-to-Action (CTA)

Use visually appealing and strategically placed CTAs to guide users toward desired actions, such as "Add to Cart," "Buy Now," or "Sign Up." Make them stand out using color contrast and persuasive copywriting.

2.4.7 Personalization and Recommendations

Implement personalized product recommendations based on user behavior and preferences. Use browsing history, purchase data, and demographic information to offer relevant suggestions and cross-sell or upsell opportunities.

2.4.8 Loading Speed Optimization

Optimize the website's loading speed to provide a seamless experience for users. Compress images, minify code, leverage caching techniques, and choose a reliable hosting provider to ensure fast page loading times.

2.4.9 Intuitive Search Functionality

Incorporate a robust search feature that allows users to find products quickly. Implement filters, sorting options, and autocomplete suggestions to enhance the search experience and help users discover relevant products.

2.4.10 Social Proof and Social Sharing

Integrate social media elements to enable customers to share their purchases, reviews, and experiences on social platforms. Display customer testimonials, ratings, and social media followers to build credibility and encourage engagement.

2.5 Online Marketing

Online marketing requires careful allocation of capital to different strategies and tactics based on their effectiveness and return on investment (ROI). Here are some popular online marketing strategies and their associated costs

2.5.1 Search Engine Optimization (SEO)

SEO can be a cost-effective long-term strategy, but it requires ongoing effort and investment. Costs may include hiring an SEO specialist, conducting keyword research, optimizing website content, and building backlinks. The budget can vary based on the size and competitiveness of your industry.

2.5.2 Pay-Per-Click Advertising (PPC)

PPC campaigns allow you to set a budget and pay for each click on your ads. The cost per click can vary depending on factors like industry competitiveness and keyword demand. It's essential to monitor and optimize your campaigns regularly to maximize ROI.

2.5.3 Social Media Marketing

Social media platforms offer various advertising options, including sponsored posts, carousel ads, and influencer collaborations. The costs depend on factors such as your target audience, campaign objectives, and ad reach. Setting a daily or monthly budget can help control expenses.

2.5.4 Content Marketing

Content creation costs can vary depending on the complexity and format of your content. You may need to allocate funds for content creation, graphic design, video production, and promotion. Additionally, you can invest in tools and platforms for content distribution and amplification.

2.5.5 Email Marketing

Email marketing costs typically include expenses for email service providers (ESPs), automation software, and potentially hiring copywriters or designers. The cost will depend on the size of your email list and the frequency and complexity of your campaigns.

2.5.6 Influencer Marketing

Collaborating with influencers involves negotiating fees, product giveaways, or affiliate commissions. Costs will depend on the influencer's reach, engagement rate, and niche. Micro-influencers may be more affordable but can still yield positive results.

2.5.7 Affiliate Marketing

Establishing an affiliate program may involve costs for affiliate tracking software, commissions, and network fees. Additionally, you may allocate a budget for affiliate recruitment and ongoing management.

2.5.8 Retargeting/Remarketing

Costs for retargeting campaigns depend on the platform and ad network used. Typically, you'll pay based on impressions or clicks. Consider allocating a budget to reach potential customers who have shown interest in your products or abandoned their carts.

It's important to note that the specific costs for each strategy can vary widely based on factors such as industry, target audience, geographic location, and competition. I recommend conducting thorough research, obtaining quotes from service providers, and setting clear goals to determine the most appropriate allocation of your marketing budget.

CHAPTER 3

BROWSING INFORMATION OF E-COMMERCE SITES

Will study and research information on Alibaba, Amazon, and Lazada websites, analyzing information on various topics. Most analytical data will focus on the areas that are important to building an e-commerce website.

3.1 Alibaba Website

3.1.1 Geographic focus

Alibaba is a multinational conglomerate that operates various online platforms and services. The primary website of Alibaba is Alibaba.com, which is a business-to-business (B2B) platform connecting buyers and sellers globally. While Alibaba.com serves customers worldwide, Alibaba has specific websites and platforms with geographic focuses for different regions. Here are some of the key Alibaba websites and their geographic focuses:

1. Alibaba.com: The main website of Alibaba.com caters to businesses and customers worldwide and has a global reach.
2. AliExpress: AliExpress is an online retail platform that primarily targets international consumers and serves customers globally. It offers a wide range of products and often provides free or low-cost international shipping.
3. Tmall: Tmall (Tmall.com) is an online marketplace that focuses on business-to-consumer (B2C) transactions in China. It serves customers within China and mainly features brand-name products.
4. Taobao: Taobao (Taobao.com) is a popular online shopping platform in China that primarily targets individual consumers. It offers a wide range of products and services.
5. 1688.com: 1688.com is a B2B platform specifically designed for the Chinese market. It connects domestic buyers and sellers within China.
6. Lazada: Alibaba has a significant stake in Lazada, an e-commerce platform primarily operating in Southeast Asia. Lazada serves customers in countries such as Singapore, Malaysia, Indonesia, the Philippines, Thailand, and Vietnam.

These are some of the key platforms and websites associated with Alibaba and its geographic focus. However, it's important to note that Alibaba's presence extends beyond these platforms, and it has various investments and partnerships globally.

3.1.2 Product Range

Alibaba is a leading online marketplace based in China that connects buyers and sellers from around the world. Alibaba offers a vast range of products across various categories through its various platforms such as Alibaba.com, Taobao, Tmall, and AliExpress.

1. Electronics:

- Consumer Electronics
- Mobile Phones
- Computer Hardware & Software
- Telecommunications Equipment
- Home Appliances

2. Fashion:

- Apparel (Men's, Women's, Kids')
- Shoes
- Bags and Accessories
- Watches
- Jewelry

3. Home & Garden:

- Furniture
- Home Decor
- Kitchenware
- Bedding
- Garden Supplies

4. Beauty & Personal Care:

- Skincare
- Makeup
- Haircare
- Fragrances
- Personal Care Products

5. Health & Medical:

- Medical Devices
- Health Supplements
- Pharmaceutical Products
- Medical Consumables
- Rehabilitation Equipment

6. Sports & Entertainment:

- Fitness Equipment
- Outdoor Sports Gear
- Team Sports
- Musical Instruments
- Games and Amusement

7. Machinery:

- Industrial Machinery
- Construction Machinery
- Agricultural Machinery
- Packaging Machinery
- Printing Machinery

8. Automobiles & Motorcycles:

- Auto Parts & Accessories
- Electric Vehicles
- Motorcycles
- Auto Electronics
- Tires

9. Home Improvement:

- Building Materials
- Power Tools
- Plumbing Supplies
- Electrical Equipment
- Hardware

10. Consumer Goods:

- Toys and Hobbies
- Gifts and Crafts
- Home Textiles
- Stationery Supplies
- Pet Products

3.1.3 Business Model

Alibaba Group is a Chinese multinational conglomerate that operates various online platforms and provides a wide range of services. Here is an overview of Alibaba's business model, along with its capital and a reference for further information

1. Business-to-Business (B2B) Marketplace:

Alibaba's primary platform is Alibaba.com, which serves as a global wholesale marketplace connecting buyers and sellers engaged in trade. It enables businesses to find suppliers, negotiate prices, and conduct transactions for products in bulk quantities.

2. Business-to-Consumer (B2C) Platforms:

Alibaba operates multiple B2C platforms, including Tmall and Taobao. Tmall is a platform for established brands and retailers to sell directly to consumers, while Taobao is a platform for small businesses and individuals to sell products. These platforms cover a wide range of categories, including electronics, fashion, home goods, and more.

3. Cloud Computing:

Alibaba Cloud, known as Alibaba Cloud Computing or Aliyun, is a subsidiary of Alibaba Group that provides cloud computing services, including data storage, analytics, networking, and artificial intelligence capabilities. It serves businesses of all sizes and industries.

4. Digital Entertainment and Media:

Alibaba has investments and operations in the digital entertainment and media sector. This includes platforms such as Youku (video streaming), Alibaba Pictures (film production and distribution), and Alibaba Music.

5. Financial Services:

Alibaba offers financial services through its affiliate company, Ant Group. Ant Group provides various financial products and services, including digital payments (Alipay), wealth management (Yu'e Bao), consumer credit, and small business loans.

Capital: As of my knowledge cutoff in September 2021, Alibaba Group had a market capitalization of over \$600 billion. However, please note that market capitalization can fluctuate, so it's recommended to refer to the latest financial information for the most accurate figure.

3.1.4 User Interface and Design

The Alibaba website demonstrates a strong emphasis on User Interface and Design, providing a user-friendly experience for its customers. As one of the world's largest B2B e-commerce platforms, Alibaba's website showcases a well-crafted UI that facilitates efficient navigation and seamless interactions.

Alibaba's UI design prioritizes simplicity, functionality, and accessibility. The website incorporates clear typography, well-structured layouts, and a consistent color palette to enhance readability and visual coherence. The use of capitalization is strategic, highlighting key elements and guiding users' attention effectively.

The navigation on the Alibaba website is intuitive and well-organized. Users can easily explore different product categories, search for specific items, and access relevant information. The website employs clear menus, dropdowns, and filtering options to help users find desired products efficiently. Additionally, Alibaba's UI design ensures that the website is responsive across various devices, providing a consistent experience on desktops, tablets, and mobile devices.

Personalization is a key aspect of the Alibaba website's UI design. Users are presented with personalized product recommendations based on their browsing behavior and purchase history. This tailored approach enhances the user experience by providing relevant and curated content.

Alibaba's UI design takes into account best practices and industry standards. The company references established UI design principles and stays updated with the latest trends and innovations in user experience design. Through user testing and continuous optimization, Alibaba ensures that its website remains user-centric and aligned with evolving customer expectations.

In conclusion, the Alibaba website demonstrates a commitment to providing a user-friendly interface through its emphasis on User Interface and Design. The strategic use of capitalization, simplicity, and intuitive navigation contribute to a seamless browsing and shopping experience. By incorporating personalization and staying up-to-date with design practices, Alibaba continues to offer a visually appealing and user-centric platform for B2B e-commerce.

3.1.5 Delivery and Logistics

Alibaba is a Chinese multinational conglomerate that operates various businesses, including e-commerce, technology, and digital media. It was founded in 1999 by Jack Ma and is headquartered in Hangzhou, China. Alibaba's e-commerce platform, Alibaba.com, is one of the world's largest B2B marketplaces, connecting buyers and sellers globally. While Alibaba.com primarily focuses on connecting businesses, Alibaba Group also operates other platforms, such as Taobao and Tmall, which cater to consumers in China.

Here are some key aspects of Alibaba's delivery and logistics operations:

1. Cainiao Network:

Alibaba's logistics arm is called Cainiao Network, which was established in 2013. Cainiao operates as a technology-driven platform that coordinates and manages logistics activities for Alibaba's various platforms and partners. It focuses on optimizing delivery efficiency and enhancing the overall logistics ecosystem.

2. Global Fulfillment Services:

Alibaba offers fulfillment services to sellers through its platform. Sellers can leverage Alibaba's network of warehouses and fulfillment centers to store their products and handle order processing, packaging, and shipping. This service is known as "Alibaba Global Fulfillment."

3. Cainiao Smart Logistics Network:

Cainiao Smart Logistics Network is an extensive logistics network that Alibaba has built to support its e-commerce operations. It includes partnerships with various logistics providers and utilizes advanced technologies, such as big data analytics and artificial intelligence, to optimize delivery routes, track packages, and improve overall operational efficiency.

4. Delivery Partnerships:

Alibaba collaborates with a range of domestic and international delivery companies, such as SF Express, YTO Express, and UPS, to provide reliable and efficient delivery services. These partnerships enable Alibaba to offer diverse shipping options and leverage the expertise of established logistics providers.

5. Cross-Border Logistics:

Alibaba facilitates cross-border trade through its platforms, connecting international buyers and sellers. The company has developed cross-border logistics solutions, including customs clearance services, to simplify and expedite international shipments.

6. Technology and Innovation:

Alibaba heavily relies on technology and innovation to enhance its delivery and logistics capabilities. This includes the use of data analytics, automation, and artificial intelligence to optimize supply chain operations, track packages, and improve the overall customer experience.

3.1.6 Payment Options

Alibaba is a global online marketplace that connects buyers and sellers. The available payment options on the Alibaba website can vary depending on the specific platform or service you are using within the Alibaba Group. However, here are some common payment methods used on Alibaba.

1. Alibaba Secure Payment:

Alibaba offers its own payment system called Alibaba Secure Payment (currently known as Trade Assurance). This payment method provides a secure platform for transactions, where funds are held in escrow until the buyer confirms the satisfactory receipt of goods or services.

2. Credit or Debit Cards:

Alibaba generally accepts major credit and debit cards, including Visa, MasterCard, and American Express. You can enter your card details during the checkout process to make a payment.

3. Bank Transfers:

Bank transfers, also known as telegraphic transfers (T/T), are commonly used on Alibaba. This method involves transferring funds directly from your bank account to the seller's account.

4. Online Payment Platforms:

Depending on your location, Alibaba may accept various online payment platforms, such as Alipay, which is one of the most popular online payment services in China. Other platforms like PayPal and Payoneer may also be available for certain transactions.

5. Letter of Credit (L/C):

For large or more complex transactions, Alibaba supports the use of Letters of Credit. This method involves using a bank's guarantee to ensure payment upon the satisfactory delivery of goods.

6. Escrow Services:

In addition to Alibaba's Secure Payment system, some transactions on Alibaba may involve third-party escrow services. These services act as intermediaries, holding funds until both parties are satisfied with the transaction.

7. Cash on Delivery (COD):

In certain cases, Alibaba may offer Cash on Delivery as a payment option. This allows the buyer to pay in cash upon receipt of the goods.

3.1.7 Customer Support

If you need assistance with your Alibaba account or have any inquiries related to their website, you can reach out to Alibaba's customer support team. They are available to help you with various issues, such as product sourcing, order management, disputes, and general inquiries.

To contact Alibaba's customer support, follow these steps:

1. Visit Alibaba's official website at www.alibaba.com.
2. Scroll down to the bottom of the page and locate the "Help Center" link. Click on it.
3. On the Help Center page, you will find a search bar where you can enter keywords related to your issue. Try searching for your specific concern or question to find relevant articles and resources that may help you.
4. If you can't find the solution you need, look for the "Contact Us" or "Customer Support" link on the Help Center page and click on it.
5. You may be prompted to log in to your Alibaba account. Enter your email address and password to proceed. If you don't have an account, you may be required to create one or continue without logging in.

6. Once logged in, you will be presented with different contact options, such as live chat, email, or phone support. Choose the method that best suits your needs.
7. If you select live chat, a chat window will open, and you will be connected to an Alibaba customer service representative who will assist you in real time.
8. If you opt for email, you will be directed to a form where you can provide your contact information and describe the issue you are facing. Be sure to include as many details as possible to help the customer support team understand and address your concern efficiently.
9. If phone support is available, you will be provided with a phone number to call. The availability of phone support may vary based on your location and the time of day.

3.1.8 Seller Model

Alibaba is a leading e-commerce platform based in China, known for connecting buyers and sellers globally. Here's an overview of the Alibaba Seller Model, including information about capital requirements and references for further exploration:

1. **Capital Requirements:**

Alibaba does not have strict capital requirements for sellers. You can start selling on Alibaba with minimal investment by creating an account and listing your products. However, it's important to have sufficient inventory and resources to fulfill orders and provide quality customer service.

2. **Alibaba.com:**

Alibaba.com is the primary platform for business-to-business (B2B) trade. It allows sellers to showcase their products, connect with potential buyers, negotiate deals, and manage transactions. Alibaba.com is suitable for businesses selling in bulk or targeting other businesses as customers.

3. Tmall:

Tmall is an online marketplace owned by Alibaba, focusing on business-to-consumer (B2C) retail. It caters to brands and retailers looking to sell directly to Chinese consumers. Tmall offers a more curated and brand-focused shopping experience.

4. Commission and Fees:

Alibaba charges sellers various fees, including platform usage fees, commissions on transactions, and advertising fees. The specific fees depend on the platform and services you choose. It's important to review Alibaba's fee structure and understand the costs associated with selling on their platforms.

3.1.9 Services

Alibaba Group is a multinational conglomerate that operates various online platforms, including its primary website, Alibaba.com. Alibaba.com offers a range of services to facilitate business-to-business (B2B) and business-to-consumer (B2C) transactions. Alibaba.com serves as a global online marketplace connecting buyers and sellers from around the world. Some of the key services offered by Alibaba.com include:

1. Trade Assurance:

Alibaba.com provides a trade assurance program that helps protect buyers' payments and ensures the timely delivery of goods. This service offers financial safeguards and dispute-resolution mechanisms to enhance trust and confidence in transactions.

2. Product Sourcing:

The platform allows buyers to search and source products from a vast network of suppliers. Alibaba.com offers a comprehensive directory of products across various categories, enabling buyers to find the specific items they need.

3. International Trade Services:

Alibaba.com offers services to facilitate international trade, including logistics solutions, customs clearance, and freight forwarding. These services help streamline the import and export processes for businesses.

4. Secure Payment Options:

Alibaba.com provides secure payment options for transactions, including credit cards, online bank transfers, and Alipay, Alibaba's own online payment platform. These payment methods offer convenience and security for both buyers and sellers.

5. Alibaba Cloud:

As a subsidiary of Alibaba Group, Alibaba Cloud offers cloud computing services, including data storage, networking, and analytics. Businesses can leverage Alibaba Cloud to build and deploy applications, manage data, and enhance their digital operations.

6. E-commerce Solutions:

Alibaba.com offers e-commerce solutions for businesses, including online storefront creation, marketing tools, and order management systems. These solutions enable companies to establish their online presence and reach a global customer base.

3.1.10 Ownership

Alibaba Group Holding Limited is a multinational conglomerate headquartered in China, specializing in e-commerce, retail, internet, and technology. Founded in 1999 by Jack Ma, Alibaba has emerged as one of the world's largest and most influential technology companies. This article explores the ownership structure of Alibaba, highlighting key stakeholders and their contributions to the company's growth and success.

Ownership Structure: Alibaba is a publicly traded company listed on the New York Stock Exchange (NYSE) under the ticker symbol "BABA." As a publicly traded company, Alibaba's ownership is dispersed among numerous shareholders who hold shares of the company's common stock. These shareholders include individual and institutional investors from around the world.

Key Shareholders:

1. Jack Ma:

Jack Ma, the co-founder of Alibaba, has been a significant stakeholder in the company. While he stepped down as the executive chairman in 2019, Ma's influence and contributions to Alibaba's success remain noteworthy. As of the knowledge cutoff in September 2021, Ma held a substantial ownership stake in Alibaba.

2. SoftBank Group:

SoftBank Group, a Japanese multinational conglomerate, has been a major investor in Alibaba since 2000. SoftBank's early investment played a crucial role in Alibaba's growth and development. While the exact ownership stake may vary over time, SoftBank has historically held a significant position in Alibaba.

3. Other Institutional and Individual Investors:

Alibaba has attracted investments from various institutional investors, including mutual funds, pension funds, and other financial institutions. Additionally, numerous individual investors hold shares of Alibaba, either through direct purchases or through investment vehicles such as exchange-traded funds (ETFs).

3.2 Amazon Website

3.2.1 Geographic focus

Amazon is a multinational company that operates globally and serves customers from various countries around the world. Its primary website, Amazon.com, caters to customers in the United States. However, Amazon has separate websites dedicated to specific geographic regions to provide a more localized experience. Some of the major Amazon websites for different regions include:

1. Amazon.co.uk: Serves customers in the United Kingdom.
2. Amazon.ca: Serves customers in Canada.
3. Amazon.de: Serves customers in Germany.
4. Amazon.fr: Serves customers in France.
5. Amazon.co.jp: Serves customers in Japan.
6. Amazon.in: Serves customers in India.
7. Amazon.com.mx: Serves customers in Mexico.
8. Amazon.com.au: Serves customers in Australia.

Additionally, Amazon has expanded its services to many other countries, including Brazil, Italy, Spain, Netherlands, China, and others. Each of these countries usually has its own dedicated Amazon website or is served through a regional Amazon website.

It's important to note that some Amazon websites may offer international shipping to customers outside their primary geographic focus. However, the availability of products and services may vary depending on the specific country or region.

3.2.2 Product Range

Amazon offers a wide range of products across various categories. Here is a list of some of the major product categories available on the Amazon website, along with their capitalization and a brief reference.

1. Electronics:
 - Smartphones
 - Laptops
 - TVs
 - Cameras
 - Headphones

2. Home & Kitchen:

- Appliances
- Cookware
- Furniture
- Home decor
- Lighting

3. Fashion:

- Clothing
- Shoes
- Accessories
- Jewelry
- Watches

4. Beauty & Personal Care:

- Skincare
- Haircare
- Makeup
- Fragrances
- Personal grooming products

5. Health & Household:

- Vitamins & Supplements
- Personal care items
- Medical supplies
- Household essentials
- Sports nutrition

6. Books:

- Fiction
- Non-fiction
- Textbooks
- Children's books
- Audiobooks

7. Toys & Games:

- Board games
- Puzzles
- Action figures
- Dolls
- Outdoor play equipment

8. Automotive:

- Car parts & accessories
- Tires
- Tools
- Car care products
- GPS & navigation devices

9. Sports & Outdoors:

- Fitness equipment
- Outdoor gear
- Sports clothing
- Camping gear
- Bicycles

10. Tools & Home Improvement:

- Power tools
- Hand tools
- Home improvement supplies
- Lighting fixtures
- Electrical equipment

3.2.3 Business Model

Amazon's business model is primarily focused on e-commerce, but it has diversified into various other areas as well. Here is an overview of Amazon's business model, along with its capital and a reference for further information.

1. E-commerce:

Amazon started as an online marketplace for books and expanded to sell a wide range of products, including electronics, clothing, home goods, and more. It allows customers to browse and purchase items directly from its website or mobile app.

2. Third-Party Sellers:

In addition to selling its own products, Amazon enables third-party sellers to list and sell their products on its platform. These sellers can take advantage of Amazon's infrastructure, logistics, and customer base.

3. Fulfillment by Amazon (FBA):

FBA is a service offered by Amazon that allows sellers to store their products in Amazon's fulfillment centers. Amazon takes care of storage, packaging, shipping, and customer service on behalf of the sellers, making it easier for them to reach a broader customer base.

4. Amazon Prime:

Amazon offers a subscription service called Amazon Prime, which provides benefits such as free two-day shipping, access to streaming services like Amazon Prime Video and Prime Music, exclusive deals, and more. Prime membership encourages customer loyalty and repeat purchases.

5. Amazon Web Services (AWS):

AWS is Amazon's cloud computing platform, providing a wide range of services, including storage, computing power, databases, analytics, and more. AWS has become a significant source of revenue for Amazon and is widely used by businesses worldwide.

Capital: Amazon had a market capitalization of over \$1.6 trillion as of my knowledge cutoff in September 2021. Please note that the current market capitalization may differ, so it's best to check the latest financial information for an accurate figure.

3.2.4 User Interface and Design.

The Amazon website showcases a remarkable focus on User Interface and Design. The company's commitment to providing a seamless and intuitive user experience is evident throughout the site. The User Interface (UI) plays a pivotal role in ensuring that visitors can effortlessly navigate the website, discover products, and complete their purchases with ease.

Amazon's UI design principles emphasize simplicity, clarity, and consistency. The capitalization and attention to detail in the design contribute to a cohesive and user-centric experience. Clear typography, well-thought-out color schemes, and effective visual hierarchy guide users' attention and aid in information processing.

The website incorporates user-friendly features that enhance the overall experience. Intuitive navigation menus, prominently placed search functionality, and personalized recommendations based on browsing and purchase history all contribute to a more engaging and tailored experience for users.

When designing the Amazon website, the team draws inspiration from established UI design patterns and best practices. They leverage industry references and stay up-to-date with the latest trends in user experience and interaction design. By incorporating well-regarded sources and expert insights, Amazon ensures that its website aligns with industry standards while maintaining its unique brand identity.

Furthermore, Amazon's dedication to continuous improvement is reflected in its user testing and data-driven approach. The website undergoes regular updates and optimizations based on user feedback and analysis of user behavior. This iterative process allows Amazon to stay responsive to changing user needs and preferences.

Overall, the Amazon website's User Interface and Design exemplify the company's commitment to delivering an exceptional user experience. The capitalization and attention to detail, along with references to established design principles, contribute to a user-friendly interface that prioritizes simplicity, clarity, and consistency. Through ongoing refinement and optimization, Amazon ensures that its website remains at the forefront of e-commerce design, providing a seamless and enjoyable experience for its users.

3.2.5 Delivery and Logistics

Amazon is a multinational technology company that specializes in e-commerce, digital streaming, cloud computing, and artificial intelligence. It is one of the largest online retailers in the world and has developed an extensive delivery and logistics network to support its operations.

Delivery and logistics are crucial aspects of Amazon's business model, as the company strives to provide fast and reliable shipping services to its customers. Amazon has made significant investments in building a robust infrastructure to handle its vast volume of orders efficiently. Some key elements of Amazon's delivery and logistics operations include.

1. Fulfillment Centers:

Amazon operates numerous fulfillment centers worldwide. These centers are large warehouses where products are stored, sorted, and prepared for shipping. They are strategically located to enable fast delivery to customers.

2. Sorting Centers:

Amazon also has sorting centers where packages are organized based on their destinations. These centers help streamline the shipping process by consolidating packages and optimizing delivery routes.

3. Last-Mile Delivery:

Amazon employs various methods for last-mile delivery, which is the final stage of delivering packages to customers' homes or designated delivery locations. This includes a combination of in-house delivery drivers, independent contractors (through the Amazon Flex program), and partnerships with local delivery services.

4. Amazon Prime:

Amazon Prime is a subscription service that offers benefits such as free two-day or same-day shipping on eligible items, along with access to streaming services, exclusive deals, and more. Amazon's logistics infrastructure plays a crucial role in ensuring fast and reliable delivery for Prime members.

5. Amazon Air:

To further enhance its logistics capabilities, Amazon has developed its air transportation network called Amazon Air. It includes a fleet of cargo planes that transport packages across the United States, enabling faster deliveries and reducing dependence on third-party carriers.

6. Technology and Automation:

Amazon leverages advanced technologies and automation to optimize its logistics operations. This includes using robotics in fulfillment centers for tasks like picking and packing, as well as employing algorithms and machine learning to optimize delivery routes and manage inventory.

3.2.6 Payment Options

Amazon offers various payment options to its customers, allowing them to make purchases conveniently. Here are some of the commonly available payment options on the Amazon website.

1. Credit or Debit Cards:

Amazon accepts major credit and debit cards, including Visa, MasterCard, American Express, and Discover. When making a payment, you can enter your card details, including the card number, expiration date, and CVV/CVC code.

2. Amazon Store Card:

If you have an Amazon Store Card, you can use it to make purchases on the Amazon website. This card is exclusively available to Amazon customers and offers special financing options for eligible purchases.

3. Amazon Prime Store Card:

Similar to the Amazon Store Card, the Amazon Prime Store Card is available to Amazon Prime members. It provides special financing options and additional rewards on eligible purchases.

4. Amazon Gift Cards:

You can use Amazon gift cards to pay for your purchases. These gift cards can be purchased online or from retail stores, and you can redeem them by entering the gift card code during the checkout process.

5. Amazon Pay:

Amazon Pay is a digital wallet service provided by Amazon. You can use your Amazon Pay account to make payments on the Amazon website and also on other participating websites.

6. Bank Account (Direct Debit):

Amazon offers the option to link your bank account for direct debit payments. This allows you to authorize Amazon to deduct the purchase amount directly from your bank account.

7. Amazon Cash:

Amazon Cash is a service that allows you to load cash into your Amazon account at participating retail locations. You can then use the available balance to make purchases on the Amazon website.

3.2.7 Customer Support

If you need assistance with your Amazon account or have any questions related to their website, you can contact Amazon's customer support team. They are available to help you with various issues, such as order tracking, returns, refunds, account management, and general inquiries.

To contact Amazon's customer support, follow these steps:

1. Visit Amazon's official website at www.amazon.com.
2. Scroll down to the bottom of the page and click on the "Help" link located in the footer section.
3. On the Help page, you will find various self-service options to resolve common issues. If you can't find the solution you need, click on the "Contact Us" button.

4. You will be prompted to log in to your Amazon account. Enter your email address and password to proceed.
5. After logging in, you'll see a list of your recent orders. Select the order or topic that best matches your issue, or click on the "Something else" option if your concern is not related to a specific order.
6. On the next page, you will have several options to contact Amazon's customer support. You can choose between live chat, phone call, or email. Click on the desired contact method.
7. If you choose live chat, a chat window will open, and you'll be connected to an Amazon customer service representative who will assist you in real-time.
8. If you prefer a phone call, you will be provided with a phone number to call. Note that the availability of phone support may vary based on your location and the time of day.
9. If you select email, you will be directed to a form where you can fill out your contact information and describe the issue you are experiencing. Provide as much detail as possible to help the customer support team understand and address your concern effectively.

3.2.8 Seller Model

If you're referring to the Amazon Seller Model, it is the business model that Amazon uses to allow individuals and businesses to sell products on its platform. Amazon provides a marketplace where sellers can list their products, manage inventory, process orders, and handle customer service.

Here are some key points about the Amazon Seller Model:

1. **Capital Requirements:**

Amazon's seller model doesn't have strict capital requirements. Sellers can start with minimal investment, listing their products on Amazon and fulfilling orders as they come in. However, depending on the product category, sellers may need to meet certain requirements or obtain necessary certifications.

2. Fulfillment Options:

Amazon offers different fulfillment options to sellers. The two main options are Fulfillment by Amazon (FBA) and Fulfillment by Merchant (FBM). With FBA, sellers can store their products in Amazon's fulfillment centers, and Amazon takes care of shipping, customer service, and returns. With FBM, sellers handle all aspects of order fulfillment themselves.

3. Commission and Fees:

Amazon charges sellers various fees, including referral fees, fulfillment fees (for FBA), storage fees (for FBA), and advertising fees. The fees can vary based on factors such as the product category, size, weight, and fulfillment method.

4. Seller Performance Metrics:

Amazon closely monitors seller performance through metrics such as order defect rate, late shipment rate, and customer feedback. Maintaining good performance metrics is important to stay in Amazon's good standing and access certain seller benefits.

3.2.9 Services

Amazon is a multinational technology company that offers a wide range of services. Its primary website, where users can access these services, is called Amazon.com.

Amazon.com is a comprehensive online marketplace where customers can purchase a vast array of products, including electronics, books, clothing, and household items. Additionally, Amazon offers various digital services and subscriptions through its website. These services include.

1. Amazon Prime:

A subscription-based service that provides members with benefits such as free two-day shipping on eligible items, access to streaming services like Amazon Prime Video and Amazon Music, and exclusive deals and discounts.

2. Amazon Web Services (AWS):

A cloud computing platform that provides a wide range of scalable and cost-effective services for businesses and developers. AWS offers services such as compute power, storage, databases, machine learning, and analytics, enabling organizations to build and deploy applications and services with ease.

3. Amazon Fresh:

A grocery delivery and pickup service that allows customers to order fresh produce, groceries, and household items online and have them delivered to their doorstep or ready for pickup at select locations.

4. Amazon Music:

A music streaming platform that offers a vast library of songs, playlists, and personalized recommendations. Users can access Amazon Music through the website or dedicated mobile apps.

5. Amazon Prime Video:

A video streaming service that provides access to a wide range of movies, TV shows, and original content produced by Amazon Studios. Prime Video is available on various devices, including smart TVs, smartphones, and tablets.

6. Amazon Kindle:

A line of e-readers designed for reading digital books, newspapers, and magazines. Kindle devices offer features such as adjustable font sizes, long battery life, and access to the Kindle Store, where users can purchase and download e-books.

3.2.10 Ownership

Amazon is a multinational technology company that has revolutionized the e-commerce industry. Founded by Jeff Bezos in 1994, Amazon has become one of the world's largest online retailers, offering a wide range of products and services.

Ownership Structure: Amazon is a publicly traded company, listed on the NASDAQ stock exchange under the ticker symbol "AMZN." As a publicly traded company, Amazon's ownership is dispersed among numerous shareholders who hold shares of the company's common stock. These shareholders include individual and institutional investors such as mutual funds, pension funds, and other financial institutions.

Key Shareholders:

1. Jeff Bezos:

Jeff Bezos, the founder of Amazon, has been a significant stakeholder in the company. He held the position of CEO until July 2021 and currently serves as the Executive Chairman of Amazon's board. Bezos' ownership stake in Amazon has been substantial, but it has decreased over time as he has sold portions of his shares. As of the knowledge cutoff in September 2021, Bezos remained one of the largest individual shareholders in Amazon.

2. Institutional Investors:

Amazon has attracted investments from a wide range of institutional investors, including prominent asset management firms, pension funds, and mutual funds. These institutions own significant stakes in the company, and their investment decisions can impact Amazon's stock price and overall market perception.

3. Other Individual Shareholders:

Numerous individual shareholders, including employees, executives, and early investors, own shares of Amazon. These stakeholders may have obtained their ownership stakes through stock options, equity compensation programs, or direct purchases of Amazon's stock.

3.3 Lazada Website

3.3.1 Geographic focus

Lazada is an e-commerce platform that operates primarily in Southeast Asia. It serves customers in several countries within the region. The geographic focus of Lazada includes the following countries.

1. Singapore: Lazada serves customers in Singapore through its dedicated website, lazada.sg.
2. Malaysia: Lazada operates in Malaysia through its website, lazada.com.my.
3. Indonesia: Lazada serves customers in Indonesia through its website, lazada.co.id.
4. Philippines: Lazada operates in the Philippines through its website, lazada.com.ph.
5. Thailand: Lazada serves customers in Thailand through its website, lazada.co.th.
6. Vietnam: Lazada operates in Vietnam through its website, lazada.vn.
7. Myanmar: Lazada serves customers in Myanmar through its website, lazada.com.mm.

These are the main countries where Lazada has a significant presence, but the platform may also offer services to customers in neighboring countries or regions. It's worth noting that the availability of products and services may vary depending on the specific country or region.

3.3.2 Product Range

Lazada is an online shopping platform that operates in various countries, primarily in Southeast Asia. While I don't have real-time access to the Lazada website, I can provide you with a general overview of the product categories you can expect to find on Lazada. Please note that the capitalization of specific items may vary, but I'll provide a reference for each category.

1. Electronics:

- Smartphones
- Laptops
- TVs
- Cameras
- Gaming consoles

2. Home & Living:

- Home appliances
- Furniture
- Home decor
- Kitchenware
- Bedding

3. Fashion:

- Clothing (Men's, Women's, Kids')
- Shoes
- Bags and accessories
- Watches
- Jewelry

4. Health & Beauty:

- Skincare
- Makeup
- Haircare
- Fragrances
- Personal care products

5. Baby & Toys:

- Baby gear
- Diapers and baby essentials
- Toys and games
- Kids' clothing
- Nursing and feeding products

6. Sports & Travel:

- Outdoor gear
- Fitness equipment
- Sports apparel
- Luggage and travel accessories
- Camping and hiking gear

7. Groceries:

- Food and beverages
- Snacks and sweets
- Cooking essentials
- Household supplies
- Pet supplies

8. Home Appliances:

- Refrigerators
- Washing machines
- Air conditioners
- Vacuum cleaners
- Kitchen appliances

9. Motors:

- Automotive parts and accessories
- Car care products
- Motorcycle gear
- Car electronics
- Tires and wheels

10. Digital Goods:

- E-books
- Gaming credits
- Software licenses
- Streaming services
- Mobile top-ups

3.3.3 Business Model

Lazada is an e-commerce platform that operates primarily in Southeast Asia. Here is an overview of Lazada's business model, along with its capital and a reference for further information.

1. E-commerce Platform:

Lazada operates an online marketplace where sellers can list and sell their products to customers. It offers a wide range of categories, including electronics, fashion, beauty, home goods, and more.

2. Third-Party Sellers:

Similar to Amazon, Lazada allows third-party sellers to sell their products on its platform. This enables sellers to reach a broader customer base and take advantage of Lazada's infrastructure and logistics capabilities.

3. Fulfillment by Lazada (FBL):

Lazada provides fulfillment services to sellers through its FBL program. Sellers can store their inventory in Lazada's warehouses, and Lazada takes care of the storage, packaging, and delivery of the products on behalf of the sellers.

4. Lazada Wallet:

Lazada offers a digital wallet service called Lazada Wallet, which allows customers to store funds and make payments within the Lazada platform. This provides a convenient and secure payment option for customers.

5. Live Streaming and Influencer Marketing:

Lazada utilizes live streaming and influencer marketing strategies to promote products and engage with customers. It often collaborates with popular influencers to showcase products and offer exclusive deals during live-streaming sessions.

Capital: Lazada is owned by Alibaba Group, a Chinese multinational conglomerate. As of my knowledge cutoff in September 2021, specific capital figures for Lazada were not readily available. Please note that the financial status and capital may have changed since then.

3.3.4 User Interface and Design.

The Lazada website is an excellent example of a platform that prioritizes User Interface and Design. Lazada is one of the leading e-commerce platforms in Southeast Asia, and its website reflects its commitment to delivering a seamless and user-friendly experience.

The User Interface (UI) design on the Lazada website is carefully crafted to ensure intuitive navigation and an engaging shopping experience. The design elements, including capitalization and visual aesthetics, contribute to a cohesive and visually appealing interface.

Lazada's UI design focuses on simplicity and ease of use. The website incorporates clear typography, well-organized layouts, and a consistent color scheme that enhances readability and guides users' attention. Capitalization is used strategically to highlight important information and create a visually pleasing interface.

Navigation on the Lazada website is intuitive, with clear menus and search functionality that enables users to find products efficiently. The website employs effective filtering and sorting options, enabling users to refine their search results based on their preferences. These features contribute to a seamless and efficient shopping experience.

The Lazada website also pays attention to personalized recommendations and tailored user experiences. The homepage and product pages display recommendations based on users' browsing history and purchase behavior. This personalized approach enhances the overall user experience and helps users discover relevant products more easily.

In designing the Lazada website, reference is made to industry best practices and established UI design principles. The team at Lazada incorporates user feedback, conducts usability testing, and stays updated with the latest trends in user experience design. This approach ensures that the website remains user-centric and aligns with industry standards.

The Lazada website's User Interface and Design showcase the company's commitment to delivering a seamless and enjoyable shopping experience. The strategic use of capitalization, along with a focus on simplicity and intuitive navigation, creates a visually appealing interface that prioritizes user convenience.

3.3.5 Delivery and Logistics

Lazada is an e-commerce platform that operates in several Southeast Asian countries, including Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. It was founded in 2012 and is owned by Alibaba Group. Lazada provides a marketplace for sellers to offer a wide range of products to customers and has developed a delivery and logistics network to facilitate efficient order fulfillment.

Here are some key aspects of Lazada's delivery and logistics operations:

1. **Warehousing and Fulfillment:**

Lazada operates warehouses and fulfillment centers strategically located across the regions it serves. These facilities store and manage inventory from various sellers, allowing for quick order processing and fulfillment.

2. **Last-Mile Delivery:**

Lazada employs a combination of in-house delivery personnel and third-party logistics providers (3PLs) to handle last-mile delivery. This involves delivering packages from the nearest fulfillment center to customers' doorsteps or designated delivery locations.

3. **LazMall:**

Lazada has a premium service called LazMall, which offers a curated selection of authentic products from verified brand partners. LazMall orders typically enjoy faster shipping times and reliable delivery services.

4. Seller Flex:

Lazada's Seller Flex program allows certain sellers to fulfill orders using their own warehouses or 3PL partners. This program aims to increase efficiency and reduce delivery times by leveraging sellers' local logistics capabilities.

5. Lazada Express:

Lazada has its own logistics arm called Lazada Express (LEX), which manages the company's delivery operations. LEX provides end-to-end logistics services, including sorting, routing, and delivering packages to customers.

6. Technology and Tracking:

Lazada employs technology solutions to enhance its delivery and logistics processes. This includes real-time package tracking systems that allow customers to monitor the progress of their orders and estimated delivery times.

3.3.6 Payment Options

Lazada is an e-commerce platform that operates in several countries across Southeast Asia. While I can provide a general overview of the payment options available on Lazada, please note that specific payment methods may vary depending on the country you are in.

Here are some common payment options on the Lazada website:

1. Credit or Debit Cards:

Lazada accepts major credit and debit cards, including Visa, MasterCard, and American Express. During the checkout process, you can enter your card details, including the card number, expiration date, and CVV/CVC code.

2. Lazada Wallet:

The Lazada Wallet is a digital wallet that allows you to store funds and make payments within the Lazada platform. You can add money to your Lazada Wallet through various methods, such as bank transfers, online payment services, or by linking your credit or debit card.

3. Online Banking:

Lazada often provides the option to make payments directly from your bank account using online banking services. This option allows you to authorize a transfer of funds from your bank account to Lazada.

4. Installment Payment:

In some countries, Lazada offers installment payment options for eligible purchases. This allows you to pay for your purchase in installments over a specified period, typically with no interest or low-interest charges.

5. Cash on Delivery (COD):

Cash on Delivery is a payment option available for certain regions or products. With this method, you can pay for your order in cash when it is delivered to your doorstep.

6. E-wallets:

Depending on your location, Lazada may accept various e-wallet payment options such as GrabPay, AliPay, or WeChat Pay. These e-wallets enable you to link your account and make payments directly from your e-wallet balance.

7. Lazada Vouchers or Gift Cards:

Lazada occasionally offers vouchers or gift cards that can be used to make purchases on their platform. These vouchers or gift cards usually come with specific terms and conditions.

3.3.7 Customer Support

If you require assistance with your Lazada account or have any inquiries regarding their website, you can reach out to Lazada's customer support team. They are available to assist you with various concerns, including order tracking, returns, refunds, account management, and general inquiries.

To contact Lazada's customer support, follow these steps:

1. Visit Lazada's official website at www.lazada.com.
2. Scroll down to the bottom of the page and locate the "Help Center" link. Click on it.
3. On the Help Center page, you will find a variety of self-service options to address common issues. If you are unable to find the solution you require, proceed to the next step.
4. Look for the "Contact Us" or "Customer Support" link on the Help Center page and click on it.
5. You may be prompted to log in to your Lazada account. Enter your email address and password to proceed. If you do not have an account, you may be required to create one or continue without logging in.
6. Once logged in, you will be presented with different contact options, such as live chat, email, or phone support. Choose the method that best suits your needs.
7. If you select live chat, a chat window will open, and you will be connected to a Lazada customer service representative who will assist you in real-time.
8. If you opt for email, you will be directed to a form where you can provide your contact information and describe the issue you are facing. Be sure to include as many details as possible to help the customer support team understand and resolve your concern efficiently.
9. If phone support is available, you will be provided with a phone number to call. The availability of phone support may vary depending on your location and the time of day.

3.3.8 Seller Model

Lazada is a popular e-commerce platform operating in Southeast Asia. It allows individuals and businesses to sell products to customers across the region. Here's an overview of the Lazada Seller Model, including information about capital requirements and references for further exploration.

1. Capital Requirements:

Lazada does not have strict capital requirements for sellers. You can start selling on Lazada with a minimal investment by listing your products and fulfilling orders as they come in. However, it's essential to ensure you have sufficient inventory and resources to handle customer orders and provide a good customer experience.

2. Seller Center:

Lazada provides a Seller Center where sellers can manage their online stores, list products, process orders, and handle customer inquiries. The Seller Center serves as the central hub for all seller activities on the platform.

3. Fulfillment Options:

Lazada offers different fulfillment options for sellers. You can choose to fulfill orders by yourself (self-fulfillment) or leverage Lazada's Fulfillment by Lazada (FBL) service, where Lazada handles warehousing, packaging, and shipping on your behalf. FBL is optional and incurs additional fees.

4. Commission and Fees:

Lazada charges sellers various fees, including commissions on each successful transaction, shipping fees, and additional fees for premium services like sponsored product placements and marketing campaigns. The commission rates and fees may vary based on product categories and the services you opt for.

3.3.9 Services

Lazada is a leading e-commerce platform in Southeast Asia, offering a wide range of services to customers. Its primary website, where users can access these services, is called Lazada.com.

Lazada.com provides a comprehensive online shopping experience, allowing customers to browse and purchase a diverse selection of products from various categories. Some of the services offered by Lazada include.

1. Online Shopping:

Lazada serves as an online marketplace where customers can buy products such as electronics, fashion, beauty, home appliances, and more. The platform connects customers with sellers from different regions, providing a wide range of options.

2. Lazada Wallet:

Lazada offers a digital wallet service, known as Lazada Wallet, which allows users to store funds and make convenient and secure online payments. Customers can top up their wallet balance and use it for purchases on Lazada.com.

3. Lazada Live:

Lazada Live is a live-streaming feature that enables sellers and brands to showcase their products in real-time. Customers can watch live streams, interact with sellers, ask questions, and make purchases directly through the stream.

4. LazMall:

LazMall is Lazada's premium service that offers customers a curated selection of authentic and high-quality products from authorized brands and authorized distributors. LazMall guarantees product authenticity and provides a hassle-free shopping experience.

5. Lazada Global Collection:

Lazada Global Collection allows customers to shop for products from international sellers and have them delivered to their doorstep. This service offers a wide range of products from around the world, giving customers access to global brands and unique items.

6. Lazada Wallet Rewards:

Lazada provides users with rewards and cashback offers through its Lazada Wallet Rewards program. Customers can earn rewards for making purchases, referring friends, and participating in promotions, which can be redeemed for discounts on future purchases.

3.3.10 Ownership

Lazada is a leading e-commerce platform operating primarily in Southeast Asia. Founded in 2012, Lazada has grown rapidly to become a key player in the region's online retail market. This article explores the ownership structure of Lazada, shedding light on the major stakeholders and their contributions to the company's growth and success.

Ownership Structure: Lazada is owned by Alibaba Group Holding Limited, a Chinese multinational conglomerate specializing in e-commerce, retail, internet, and technology. In April 2016, Alibaba Group acquired a controlling stake in Lazada, demonstrating its commitment to expanding its presence in Southeast Asia. As a result, Lazada became an integral part of Alibaba's global e-commerce ecosystem.

Key Shareholders:

1. Alibaba Group Holding Limited:

Alibaba Group holds a majority stake in Lazada. With its vast resources and expertise in e-commerce, Alibaba has been instrumental in driving Lazada's growth and providing strategic guidance. As Lazada's parent company, Alibaba's ownership ensures a strong support system and access to synergies across the Alibaba ecosystem.

2. Individual and Institutional Investors:

In addition to Alibaba's ownership, Lazada also has other individual and institutional investors. These investors may have acquired shares during Lazada's early funding rounds or subsequent financing activities. However, specific information about individual shareholders and their ownership stakes may not be publicly available.



CHAPTER 4

EXPERIMENTAL RESULT

4.1 Introduction

In this chapter, the available information is divided into different categories. The importance of each category will be explained and a table will be created for easy comparison. whether there are any parts that are the same or different.

4.2 Geographic Focus

4.2.1 Importance of Geographic Focus

Geographic focus in e-commerce refers to the strategic decision of targeting specific geographical regions or markets with online sales and marketing efforts. It involves tailoring your e-commerce operations to meet the specific needs and preferences of customers in those regions. Here are some reasons why geographic focus is important in e-commerce.

4.2.1.1 Market Understanding

Each geographic region has its unique cultural, social, and economic characteristics. By focusing on a specific market, e-commerce businesses can gain a deeper understanding of the local customers' preferences, behavior, and purchasing habits. This knowledge can be leveraged to tailor marketing campaigns, product offerings, and user experiences to better resonate with the target audience.

4.2.1.2 Localization

Geographic focus allows e-commerce businesses to localize their operations, such as website content, language, currency, and payment options. Localizing these aspects enhances the user experience and builds trust among customers, as they perceive the brand as being more relevant and accessible to their needs. Localization can also include adapting product features or packaging to align with local regulations or preferences.

4.2.1.3 Logistics and Distribution

Concentrating on specific geographic regions enables e-commerce businesses to optimize their logistics and distribution networks. By establishing local warehouses, fulfillment centers, or partnerships with local logistics providers, businesses can reduce shipping costs, delivery times, and potential issues related to customs or international shipping. Streamlined logistics contribute to customer satisfaction and can give businesses a competitive edge in terms of speed and reliability.

4.2.1.4 Targeted Marketing Efforts

Geographic focus allows e-commerce businesses to allocate their marketing resources more effectively. Instead of spreading their efforts too thin across multiple regions, businesses can concentrate on specific markets and tailor their marketing campaigns to reach the target audience more efficiently. This approach can lead to higher conversion rates and return on investment (ROI) for marketing activities.

4.2.1.5 Competitive Advantage

Focusing on a specific geographic region can help e-commerce businesses establish a strong presence and competitive advantage in that market. By understanding the local market dynamics, building relationships with local partners, and catering to the specific needs of customers, businesses can differentiate themselves from global competitors. This localized advantage can be a significant driver of success in e-commerce.

4.2.2 Comparison table

This table compares geographic focus between the three sites, which will use analytical data from Amazon, Alibaba and Lazada.

Separate categories

The categories used separately are north America, South America, Europe, Africa, Antarctica, Asia, and Australia.

Table 4.1: Table compares geographic focus

Geographic Focus	North America	South America	Europe	Africa	Antarctica	Asia	Australia
Amazon	Canada, Mexico		UK, France, Germany			Japan, India	Australia
Lazada						Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, Myanmar	
Alibaba						China, Southeast Asia	

4.3 Product Range

4.3.1 Importance of Product Range

Product range plays a significant role in the success of e-commerce businesses. Offering a diverse and extensive selection of products is crucial for several reasons. Here are the importance of product range in e-commerce.

4.3.1.1 Customer Satisfaction

A wide product range allows businesses to cater to the varied needs and preferences of their customers. Customers have different tastes, preferences, and budgets, and by offering a comprehensive range of products, businesses can provide options that meet these diverse requirements. This leads to higher customer satisfaction as customers can find products that align with their specific needs.

4.3.1.2 Competitive Advantage

In a competitive e-commerce landscape, having a broad product range gives businesses a competitive edge. It allows them to differentiate themselves from competitors and attract a wider customer base. Customers are more likely to choose an e-commerce platform that offers a comprehensive selection of products as it provides them with a one-stop shopping experience.

4.3.1.3 Cross-Selling and Up-Selling Opportunities

A diverse product range enables businesses to implement effective cross-selling and up-selling strategies. By recommending related or complementary products to customers, businesses can increase their average order value and boost sales. For example, if a customer is purchasing a camera, the e-commerce platform can suggest additional lenses, memory cards, or camera accessories.

4.3.1.4 Customer Acquisition and Retention

A wide product range can help attract new customers and retain existing ones. When customers find a broad selection of products on an e-commerce platform, they are more likely to spend time exploring and making purchases. Additionally, a diverse product range increases the likelihood of repeat purchases as customers can find multiple items they need from the same platform.

4.3.1.5 Market Expansion Opportunities

Expanding the product range allows e-commerce businesses to tap into new markets and customer segments. By adding products that cater to different demographics, interests, or geographic regions, businesses can reach a broader audience and expand their customer base.

4.3.2 Comparison table

This table compares product range between the three sites. which will use analytical data from Amazon, Alibaba and Lazada.

Separate categories

The categories used separately are electronics & digital goods, home, kitchen, fashion, beauty & personal care, health & household, books, baby, toy & games, automotive, sports & outdoors, tools & home improvement, machinery, and customer goods.

Table 4.2: Table compares product range

Product Range	Electronics & Digital Goods	Home	Kitchen	Fashion	Beauty & Personal Care	Health & Household	Books
Amazon	Smartphones, Laptops, TVs, Cameras, Headphones	Appliances, Furniture, Home décor, Lighting	Cookware	Clothing, Shoes, Accessories, Jewelry, Watches	Skincare, Haircare, Makeup, Fragrances, Personal grooming products	Vitamins & Supplements, Personal care items, Medical supplies, Household, Sports nutrition essentials	Fiction, Non-fiction, Textbooks, Children's books, Audiobooks
Lazada	Smartphones, TVs, Laptops, Cameras, Software licenses, Streaming services, Mobile top-ups	Home appliances, Furniture, Home décor, Bedding	Kitchenware, Food & beverages, Snacks & sweets, Cooking essentials	Clothing, Shoes, Bags & accessories, Watches, Jewelry	Skincare, Makeup, Haircare, Fragrances, Personal care products	Pet supplies, Household supplies	E-books
Alibaba	Consumer Electronics, Mobile Phones, Hardware & Software, Telecommunications Equipment	Home Appliances, Furniture, Home Décor, Bedding, Garden Supplies	Kitchenware	Apparel, Shoes, Bags & Accessories, Watches, Jewelry	Skincare, Makeup, Haircare, Fragrances, Personal care products	Medical Devices, Health Supplements, Pharmaceutical Products, Medical, Rehabilitation Equipment Consumables	

Table 4.3: Table compares product range

Product Range	Baby	Toy & Games	Automotive	Sports & Outdoors	Tools & Home Improvement	Machinery	Consumer Goods
Amazon		Board games, Puzzles, Action figures, Dolls, Outdoor play equipment	Car parts & accessories, Tires, Tools, Car care products, GPS & navigation devices	Fitness equipment, Outdoor gear, Sports clothing, Camping gear, Bicycles	Power tools, Hand tools, Home improvement supplies, Lighting fixtures, Electrical equipment		
Lazada	Baby gear, Diapers & baby essentials, Kids' clothing, Nursing & feeding products	Gaming consoles, Toys and games, Gaming credits	Auto Parts & Accessories, Car care products, Motorcycle gear, Car electronics, Tires & wheels	Outdoor gear, Fitness equipment, Sports apparel, Luggage & travel accessories, Camping & hiking gear	Refrigerators, Washing machines, Air conditioners, Vacuum cleaners, Kitchen Appliances		
Alibaba		Games, Toys	Auto Parts & Accessories, Electric Vehicles, Motorcycles, Auto Electronics, Tires	Fitness Equipment, Outdoor Sports Gear, Team Sports, Musical Instruments, Amusement	Building Materials, Power Tools, Plumbing Supplies, Electrical Equipment, Hardware	Industrial Machinery, Construction Machinery, Agricultural Machinery, Packaging, Printing Machinery	Gifts and Crafts, Home Textiles, Stationery Supplies, Pet Products, Hobbies

4.4 Business Model

4.4.1 Importance of Business Model

The business model is a crucial element in the success of e-commerce ventures. It defines the way a company creates, delivers, and captures value from its products or services. Here are the importance of a solid business model in e-commerce.

4.4.1.1 Revenue Generation

A well-designed business model ensures effective revenue generation for e-commerce businesses. It outlines the pricing strategies, revenue streams, and monetization opportunities. A clear understanding of how the company generates revenue is essential for financial sustainability and growth.

4.4.1.2 Profitability and Scalability

An effective business model enables e-commerce businesses to achieve profitability and scalability. It helps identify cost structures, optimize operational efficiency, and create a framework for sustainable growth. By aligning the business model with the company's goals, e-commerce ventures can improve profitability and expand their operations.

4.4.1.3 Competitive Advantage

A strong business model provides a competitive advantage in the crowded e-commerce space. It allows businesses to differentiate themselves from competitors by offering unique value propositions, such as competitive pricing, superior customer experience, or innovative delivery methods. A well-defined business model helps attract and retain customers in the face of intense competition.

4.4.1.4 Customer-Centric Approach

A business model that prioritizes the needs and preferences of customers is vital in e-commerce. It ensures that the company's offerings and value proposition align with customer expectations. By understanding customer segments, pain points, and desired benefits, e-commerce businesses can tailor their products, marketing strategies, and customer experiences to enhance customer satisfaction and loyalty.

4.4.1.5 Adaptability and Innovation

E-commerce is a dynamic and rapidly evolving industry. A flexible and adaptable business model enables companies to respond to market changes, technological advancements, and shifting customer demands. It allows e-commerce ventures to experiment, innovate, and pivot their strategies when necessary, ensuring long-term success and relevance in the market.

4.4.2 Comparison table

This table compares business model between the three sites. which will use analytical data from Amazon, Alibaba and Lazada.

4.4.2.1 Separate categories

The categories used separately are e-commerce, third-party seller, fulfillment, prime, web services, financial services, and live streaming & influencer marketing.

Table 4.4: Table compares business model

Business Model	E-commerce	Third-Party Seller	Fulfillment	Prime	Web services	Financial Services	Live Streaming & Influencer Marketing
Amazon	online marketplace for books and expanded to sell a wide range of products	In addition to selling its own products, Amazon enables third-party sellers to list and sell their products on its platform	Fulfillment by Amazon: FBA is a service offered by Amazon that allows sellers to store their products in Amazon's fulfillment centers.	subscription service called Amazon Prime, which provides benefits such as free two-day shipping.	Amazon Web Services: AWS is Amazon's cloud computing platform, providing a wide range of services, including storage, computing power, databases, analytics, and more.		
Lazada	Lazada operates an online marketplace where sellers can list and sell their products to customers.	This enables sellers to reach a broader customer base and take advantage of Lazada's infrastructure and logistics capabilities.	FBL program. Sellers can store their inventory in Lazada's warehouses, and Lazada takes care of the storage, packaging, and delivery of the products on behalf of the sellers.			digital wallet service called Lazada Wallet, which allows customers to store funds and make payments within the Lazada platform.	Lazada utilizes live streaming and influencer marketing strategies to promote products and engage with customers.
Alibaba	Alibaba's primary business is operating online marketplaces, including the widely known Alibaba.com, Taobao, and Tmall.		Taobao is a consumer-to-consumer (C2C) marketplace where individuals can sell products directly to consumers. Tmall is a business-to-consumer (B2C) platform that hosts official brand stores and authorized sellers.		Alibaba Cloud, also known as Aliyun, is Alibaba's cloud computing division. It provides cloud infrastructure services, including computing power, storage, and databases, to individuals and businesses.	Which offers various financial services, including digital payments (Alipay), wealth management (Yue Bao), micro-lending, and insurance.	Digital entertainment and media distribution, including Youku (an online video platform), Alibaba Pictures (a film production and distribution company), and UC Web (a mobile internet company).

4.5 Delivery and Logistics

4.5.1 Importance of Delivery and Logistics

Delivery and logistics play a crucial role in the success of e-commerce businesses. Efficient and reliable delivery is a key factor that can greatly impact customer satisfaction, retention, and overall business performance. Here are the importance of delivery and logistics in e-commerce.

4.5.1.1 Customer Experience

Delivery and logistics directly affect the customer experience in e-commerce. Fast and reliable delivery with accurate tracking information enhances customer satisfaction. Meeting or exceeding delivery expectations can lead to increased customer loyalty and positive word-of-mouth recommendations.

4.5.1.2 Competitive Advantage

In a competitive e-commerce landscape, delivery and logistics can serve as a competitive differentiator. Businesses that can offer faster, more convenient, or cost-effective delivery options may attract more customers compared to their competitors. It allows e-commerce companies to stand out and gain a competitive advantage in the market.

4.5.1.3 Order Fulfillment Efficiency

Efficient delivery and logistics operations contribute to streamlined order fulfillment. It involves managing inventory, picking and packing orders, and shipping them to customers promptly. An optimized logistics system ensures faster order processing and reduces the chances of errors or delays, improving overall operational efficiency.

4.5.1.4 International Expansion

Effective delivery and logistics enable e-commerce businesses to expand their reach internationally. By establishing partnerships with international shipping providers, customs clearance services, and understanding international regulations, companies can enter new markets and serve customers worldwide. This expansion opens up new growth opportunities and revenue streams.

4.5.1.5 Returns and Reverse Logistics

Managing returns and reverse logistics is an integral part of e-commerce. A well-designed delivery and logistics system includes efficient processes for handling returns, exchanges, and refunds. Providing a smooth and hassle-free returns experience contributes to customer satisfaction and builds trust in the e-commerce brand.

4.5.2 Comparison table

This table compares delivery and logistics between the three sites. which will use analytical data from Amazon, Alibaba and Lazada.

Separate categories

The categories used separately are fulfillment centers, sorting centers, last-mile delivery, prime & service, air, technology & automation, cross-border & logistics, and partners.

Table 4.5: Table compares delivery and logistics

Delivery & Logistic	Fulfillment Centers	Sorting Centers	Last-Mile Delivery	Prime & Service	Air	Technology and Automation	Cross-Border & Logistics	Partners
Amazon	These centers are large warehouses where products are stored, sorted, and prepared for shipping. They are strategically located to enable fast delivery to customers.	packages are organized based on their destinations. These centers help streamline the shipping process by consolidating packages and optimizing delivery routes.	Delivering packages to customers' homes or designated delivery locations. This includes a combination of in-house delivery drivers, independent contractors, and partnerships with local delivery services.	Free two-day or same-day shipping on eligible items, along with access to streaming services, exclusive deals, and more. Ensuring fast and reliable delivery for Prime members.	It includes a fleet of cargo planes that transport packages across the United States, enabling faster deliveries and reducing dependence on third-party carriers.	Using robotics in fulfillment centers for tasks like picking and packing, as well as employing algorithms and machine learning to optimize delivery routes and manage inventory.		
Lazada	These facilities store and manage inventory from various sellers, allowing for quick order processing and fulfillment.		Lazada employs a combination of in-house delivery personnel and third-party logistics providers to handle last-mile delivery. Delivering packages from the nearest fulfillment center to customers.	Premium service called LazMall, which offers a curated selection of authentic products from verified brand partners. Faster shipping times and reliable delivery services.		This includes real-time package tracking systems that allow customers to monitor the progress of their orders and estimated delivery times.		Fulfill orders using their own warehouses or 3PL partners. This program aims to increase efficiency and reduce delivery times by leveraging sellers' local logistics capabilities.
Alibaba	Products and handle order processing, packaging, and shipping. This service is known as "Alibaba Global Fulfillment."					This includes the use of data analytics, automation, and artificial intelligence to optimize supply chain operations, track packages, and improve the overall customer experience.	cross-border trade through its platforms, connecting international buyers and sellers.	Alibaba collaborates with a range of domestic and international delivery companies, such as SF Express, YTO Express, and UPS, to provide reliable and efficient delivery services.

4.6 Payment Options

4.6.1 Importance of Payment Options

Payment options are a crucial aspect of e-commerce that directly impacts the conversion rate, customer satisfaction, and overall success of online businesses. Offering a variety of payment options is essential to accommodate diverse customer preferences and maximize sales. Here are the importance of payment options in e-commerce.

4.6.1.1 Increased Conversion Rate

Providing multiple payment options can significantly increase the conversion rate of e-commerce websites. Customers have different preferences when it comes to payment methods, and offering their preferred options reduces friction during the checkout process. When customers feel comfortable and confident with the available payment methods, they are more likely to complete their purchase, leading to higher conversion rates.

4.6.1.2 Enhanced Customer Trust

A wide range of secure payment options builds trust among customers. Trust is a critical factor in online transactions, and customers may hesitate to make a purchase if they don't see familiar or trusted payment options. By offering well-known and secure payment methods, e-commerce businesses can alleviate customer concerns and instill confidence in the purchasing process.

4.6.1.3 Global Reach

E-commerce enables businesses to reach customers worldwide, and different regions have unique payment preferences. By accepting internationally recognized payment options, businesses can cater to customers in various countries and expand their global reach.

4.6.1.4 Improved Customer Experience

Offering convenient and user-friendly payment options enhances the overall customer experience. Customers appreciate having choices and flexibility when it comes to payment methods. Seamless integration with popular payment gateways and the ability to save payment information for future purchases contribute to a smooth and convenient checkout process.

4.6.1.5 Reduced Cart Abandonment

Complicated or limited payment options can contribute to cart abandonment. If customers don't find their preferred payment method or encounter difficulties during the payment process, they may abandon their carts and leave without completing the purchase. Providing a variety of payment options reduces the chances of cart abandonment and improves the chances of converting potential customers into paying ones.

4.6.2 Comparison table

This table compares payment options between the three sites, which will use analytical data from Amazon, Alibaba and Lazada.

Separate categories

The categories used separately are credit or debit cards, store card, prime store card, gift cards, pay & wallet, bank account, cash, e-wallets, installment payment & letter of credit, and order.

Table 4.6: Table compares payment options

Payment	Credit or Debit Cards	Store Card	Prime Store Card	Gift Cards	Pay / Wallet
Amazon	Major credit and debit cards, including Visa, MasterCard, American Express, and Discover. When making a payment, you can enter your card details, including the card number, expiration date, and CVV/CVC code.	Amazon Store Card, you can use it to make purchases on the Amazon website. This card is exclusively available to Amazon customers and offers special financing options for eligible purchases.	Amazon Prime Store Card is available to Amazon Prime members. It provides special financing options and additional rewards on eligible purchases.	Amazon gift cards to pay for your purchases. These gift cards can be purchased online or from retail stores, and you can redeem them by entering the gift card code during the checkout process.	Amazon Pay is a digital wallet service provided by Amazon. You can use your Amazon Pay account to make payments on the Amazon website and also on other participating websites.
Lazada	Major credit and debit cards, including Visa, MasterCard, and American Express. During the checkout process, you can enter your card details, including the card number, expiration date, and CVV/CVC code.			Lazada occasionally offers vouchers or gift cards that can be used to make purchases on their platform. These vouchers or gift cards usually come with specific terms and conditions.	Lazada Wallet is a digital wallet. You can add money to your Lazada Wallet through various methods, such as bank transfers, online payment services, or by linking your credit or debit card.
Alibaba	Major credit and debit cards, including Visa, MasterCard, and American Express. You can enter your card details during the checkout process to make a payment.				Alibaba Secure Payment. This payment method provides a secure platform for transactions, where funds are held in escrow until the buyer confirms the satisfactory receipt of goods or services.

Table 4.7: Table compares payment options

Payment	Bank Account (Direct Debit)	Cash	E-wallets	Installment Payment & Letter of Credit	Other
Amazon	Link your bank account for direct debit payments. This allows you to authorize Amazon to deduct the purchase amount directly from your bank account.	Amazon Cash is a service that allows you to load cash into your Amazon account at participating retail locations. You can then use the available balance to make purchases on the Amazon website.			
Lazada	Payments directly from your bank account using online banking services. This option allows you to authorize a transfer of funds from your bank account to Lazada.	Cash on Delivery is a payment option available for certain regions or products. With this method, you can pay for your order in cash when it is delivered to your doorstep.	E-wallet payment options such as GrabPay, AliPay, or WeChat Pay. These e-wallets enable you to link your account and make payments directly from your e-wallet balance.	Installment payment options for eligible purchases. This allows you to pay for your purchase in installments over a specified period, typically with no interest or low-interest charges.	
Alibaba	Bank transfers, also known as telegraphic transfers (T/T), are commonly used on Alibaba. This method involves transferring funds directly from your bank account to the seller's account.	In certain cases, Alibaba may offer Cash on Delivery as a payment option. This allows the buyer to pay in cash upon receipt of the goods.	Online payment platforms, such as Alipay, which is one of the most popular online payment services in China. Other platforms like PayPal and Payoneer may also be available for certain transactions.	Letters of Credit. This method involves using a bank's guarantee to ensure payment upon the satisfactory delivery of goods.	Escrow Services: Some transactions on Alibaba may involve third-party escrow services. These services act as intermediaries, holding funds until both parties are satisfied with the transaction.

4.7 Seller Model

4.7.1 Importance of Seller Model

The seller model is a critical component of e-commerce platforms as it determines how products are sourced, listed, and sold on the platform. The choice of the seller model can significantly impact the success and operations of an e-commerce business. Here are the importance and implications of the seller model in e-commerce.

4.7.1.1 Product Selection and Availability

The seller model influences the range and availability of products on the e-commerce platform. In a marketplace model, where multiple third-party sellers list their products, the platform can offer a wide variety of products from different sellers. On the other hand, in a retail model, where the platform sells products directly, the product range is determined by the platform's inventory. The seller model chosen determines the product selection and availability on the platform.

4.7.1.2 Quality Control and Brand Image

The seller model can impact quality control and brand image. In a retail model, the platform has more control over product quality as it sells products directly. It can enforce quality standards, product authenticity, and customer service. In a marketplace model, the platform relies on third-party sellers for quality control, and maintaining consistent product quality across all sellers can be a challenge. However, with stringent seller vetting and rating systems, marketplaces can ensure a certain level of quality and build a trusted brand image.

4.7.1.3 Seller Relationships and Support

The seller model determines the nature of relationships and support provided to sellers. In a marketplace model, the platform acts as an intermediary between buyers and sellers, providing tools, infrastructure, and customer support to facilitate transactions. The success of the platform depends on fostering good relationships with sellers and supporting them to ensure a positive selling experience. In a retail model, the platform has full control and responsibility for product sourcing and selling, eliminating the need for external seller relationships.

4.7.1.4 Revenue and Profitability

The seller model affects the revenue and profitability of the e-commerce business. In a marketplace model, the platform earns revenue through commissions or fees charged to sellers for facilitating transactions. The profitability relies on attracting a large number of active sellers and facilitating a high volume of transactions. In a retail model, the platform earns revenue by selling products directly, but the profitability depends on factors such as inventory management, pricing strategies, and operational efficiency.

4.7.1.5 Scalability and Expansion

The seller model can impact the scalability and expansion potential of the e-commerce business. In a marketplace model, the platform can scale rapidly by onboarding new sellers and expanding product categories. This allows for a broader product range and geographic reach. In a retail model, scalability is dependent on the platform's inventory management capabilities and the ability to expand warehouses and fulfillment operations.

4.7.2 Comparison table

This table compares payment options between the three sites, which will use analytical data from Amazon, Alibaba and Lazada.

Separate categories

The categories used separately are capital requirements, fulfillment options, commission & fees, and seller.

Table 4.8: Table compares seller model

Seller Model	Capital Requirements	Fulfillment Options	Commission & Fees	Seller
Amazon	Sellers can start with minimal investment, listing their products on Amazon and fulfilling orders as they come in.	Fulfillment by Amazon (FBA), sellers can store their products in Amazon's fulfillment centers, and Amazon takes care of shipping, customer service, and returns. Fulfillment by Merchant (FBM), sellers handle all aspects of order fulfillment themselves.	Amazon charges sellers various fees, including referral fees, fulfillment fees (for FBA), storage fees (for FBA), and advertising fees. The fees can vary based on factors such as the product category, size, weight, and fulfillment method.	Seller Performance Metrics. Order defect rate, late shipment rate, and customer feedback. Maintaining good performance metrics is important to stay in Amazon's good standing and access certain seller benefits.
Lazada	Minimal investment by listing your products and fulfilling orders as they come in. However, it's essential to ensure you have sufficient inventory and resources to handle customer orders and provide a good customer experience.	You can choose to fulfill orders by yourself (self-fulfillment) or leverage Lazada's Fulfillment by Lazada (FBL) service, where Lazada handles warehousing, packaging, and shipping on your behalf. FBL is optional and incurs additional fees.	Lazada charges sellers various fees, including commissions on each successful transaction, shipping fees, and additional fees for premium services like sponsored product placements and marketing campaigns. The commission rates and fees may vary based on product categories and the services you opt for.	Sellers can manage their online stores, list products, process orders, and handle customer inquiries. The Seller Center serves as the central hub for all seller activities on the platform.
Alibaba	You can start selling on Alibaba with a minimal investment by creating an account and listing your products. However, it's important to have sufficient inventory and resources to fulfill orders and provide quality customer service.		The specific fees depend on the platform and services you choose. It's important to review Alibaba's fee structure and understand the costs associated with selling on their platforms.	<ol style="list-style-type: none"> 1. Business-to-business (B2B) trade. It allows sellers to showcase their products, connect with potential buyers, negotiate deals, and manage transactions. 2. Tmall is an online marketplace owned by Alibaba, focusing on business-to-consumer (B2C) retail. Curated and brand-focused shopping experience.

4.8 Services

4.8.1 Importance of Services

Service is a critical aspect of e-commerce that can significantly impact customer satisfaction, loyalty, and the overall success of an online business. Providing exceptional service throughout the customer journey is essential for e-commerce companies. Here are the importance and benefits of service in e-commerce.

4.8.1.1 Customer Satisfaction

Excellent service is a key driver of customer satisfaction in e-commerce. Prompt and helpful responses to customer inquiries, efficient order processing, and timely delivery contribute to a positive customer experience. When customers feel valued and supported, they are more likely to be satisfied with their purchase and continue doing business with the e-commerce company.

4.8.1.2 Customer Loyalty and Retention

Superior service fosters customer loyalty and increases the likelihood of repeat purchases. When customers have a positive experience and receive excellent service, they develop trust and confidence in the e-commerce brand. This leads to increased customer loyalty, higher customer retention rates, and positive word-of-mouth recommendations.

4.8.1.3 Competitive Advantage

Service can serve as a competitive differentiator in the crowded e-commerce landscape. By providing exceptional service, businesses can stand out from their competitors. Customers are more likely to choose a company that offers excellent service and support throughout their purchasing journey, even if it means paying a slightly higher price.

4.8.1.4 Brand Reputation and Trust

Service quality directly impacts the reputation and trustworthiness of an e-commerce brand. When customers have positive experiences and receive reliable support, they are more likely to view the brand as trustworthy and credible. Positive reviews, testimonials, and recommendations from satisfied customers further enhance the brand's reputation.

4.8.1.5 Problem Resolution and Customer Support

Service plays a vital role in problem resolution and customer support. Promptly addressing customer issues, providing efficient returns and refunds, and offering responsive customer support are crucial in e-commerce. Effective service in handling customer concerns can turn a potentially negative experience into a positive one and strengthen customer relationships.

4.8.2 Comparison table

This table compares services between the three sites, which will use analytical data from Amazon, Alibaba and Lazada.

Separate categories

The categories used separately are prime, web services, music, video, kindle, online shopping, wallet, payment, international, and rewards.

Table 4.9: Table compares services

Service	Prime	Web Services	Music	Video	Kindle
Amazon	A subscription-based service that provides members with benefits such as free two-day shipping on eligible items, access to streaming services, exclusive deals and discounts.	Amazon Web Services (AWS): A cloud computing platform that provides a wide range of scalable and cost-effective services for businesses and developers.	A music streaming platform that offers a vast library of songs, playlists, and personalized recommendations. Users can access Amazon Music through the website or dedicated mobile apps.	Provides access to a wide range of movies, TV shows, and original content produced by Amazon Studios. Prime Video is available on various devices, including smart TVs, smartphones, and tablets.	A line of e-readers designed for reading digital books, newspapers, and magazines. Font sizes, long battery life, and access to the Kindle Store, where users can purchase and download e-books.
Lazada	LazMall is Lazada's premium service that offers customers a curated selection of authentic and high-quality products from authorized brands and authorized distributors.			Customers can watch live streams, interact with sellers, ask questions, and make purchases directly through the stream.	
Alibaba		<ol style="list-style-type: none"> Alibaba Cloud offers cloud computing services, including data storage, networking, and analytics. Businesses can leverage to build and deploy applications, manage data, and enhance their digital operations. Product Sourcing, a comprehensive directory of products across various categories, enabling buyers to find the specific items they need. 			

Table 4.10: Table compares services

Service	Online Shopping	Wallet	Payment	International	Rewards
Amazon	A grocery delivery and pickup service that allows customers to order fresh produce, groceries, and household items online.				
Lazada	Online marketplace where customers can buy products. The platform connects customers with sellers from different regions, providing a wide range of options.	Digital wallet service, known as Lazada Wallet, which allows users to store funds and make convenient and secure online payments. The wallet balance can be used for purchases on lazada.com.		Lazada Global Collection. This service offers a wide range of products from around the world, giving customers access to global brands and unique items.	Lazada provides users with rewards and cashback offers through its Lazada Wallet Rewards program. Customers can earn rewards for making purchases, which can be redeemed for discounts on future purchases.
Alibaba	e-commerce solutions for businesses, including online storefront creation, marketing tools, and order management systems. These solutions enable companies to establish their online presence and reach a global customer base.	services to facilitate international trade, including logistics solutions, customs clearance, and freight forwarding. These services help streamline the import and export processes for businesses.	Transactions, including credit cards, online bank transfers, and Alipay, Alibaba's own online payment platform. These payment methods offer convenience and security for both buyers and sellers.	International trade, including logistics solutions, customs clearance, and freight forwarding. These services help streamline the import and export processes for businesses.	

CHAPTER 5

CONCLUSION

5.1 Introduction

This Chapter first summarizes the work described in this report (section 5.2). Summarize the comparison results of sites Amazon, Alibaba, and Lazada in the table. that each website is outstanding in any aspect Where are the same? What's the difference? (section 5.3) and finally, in section 5.4 what kind of results will it cause in doing an e-commerce business like this?

5.2 Summary

The summary of each chapter.

Chapter 1 Introduction of the problem in Picosoft company and the objective of the project.

Chapter 2 Researching the essentials for building an e-commerce website.

Chapter 3 Search for information on Alibaba, Amazon, and Lazada.

Chapter 4 Create a table comparing the three sites for comparison.

Chapter 5 Presents the comparison results that lay foundations for different types of businesses What are the results of the three websites?

5.3 Conclusions

Summarizes the results from the comparison of the three e-commerce sites, which include Amazon, Alibaba and Lazada. They are broken down into seven major categories. Comparisons will be made to highlight the similarities and differences.

The seven major categories covered include Geographic Focus, Product Range, Business Model, Delivery and Logistics, Payment Options, Seller Model, and Services.

5.3.1 Comparison Results on Geographic Focus

1. Amazon: Amazon is an American multinational company and the largest online retailer in the world. It initially started as an online marketplace for books but has expanded to sell a wide range of products, including electronics, clothing, home goods, and more. While Amazon has a global presence and serves customers worldwide, its primary focus has traditionally been on North

America, particularly the United States. However, Amazon has also expanded its operations to various other countries, including the United Kingdom, Germany, Japan, India, and Australia, among others. Amazon operates localized websites in many countries to cater to the specific needs of those regions.

2. **Alibaba:** Alibaba Group is a Chinese multinational conglomerate and the largest e-commerce company in the world. Alibaba operates several online platforms, including Taobao, Tmall, and Alibaba.com, among others. While Alibaba serves customers globally through its cross-border trade initiatives, its primary focus is on the Chinese market. Alibaba's platforms are widely used by Chinese consumers and businesses, and it has a dominant presence in China's e-commerce ecosystem. Alibaba also has a strong presence in Southeast Asia through its investments in Lazada (discussed below).
3. **Lazada:** Lazada is an e-commerce platform founded in Singapore and is primarily focused on serving customers in Southeast Asia. Originally established to cater to the needs of consumers in Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam, Lazada has expanded its operations to other countries in the region as well. In 2016, Alibaba acquired a controlling stake in Lazada, which allowed it to tap into Southeast Asia's growing e-commerce market. Through this partnership, Alibaba has been able to leverage Lazada's logistics network and local expertise to further strengthen its presence in the region.

In summary, Amazon's main focus is on North America, Alibaba primarily serves the Chinese market, and Lazada primarily caters to customers in Southeast Asia. However, all three platforms have expanded their operations to serve customers beyond their primary geographic focuses, with varying degrees of success.

5.3.2 Comparison Results on Product Range

1. **Amazon:** Amazon offers an extensive product range, covering almost every category imaginable. It began as an online bookstore but has since expanded to become a one-stop shop for a wide array of products. You can find books, electronics, clothing, home goods, beauty products, groceries, and much more

on Amazon's platform. Amazon also has its own line of consumer electronics, such as Kindle e-readers, Fire tablets, Echo smart speakers, and Fire TV devices. Additionally, Amazon provides various services like Amazon Prime, which offers fast shipping, streaming of movies and TV shows, and other exclusive benefits.

2. **Alibaba:** Alibaba operates several online platforms, each catering to different types of customers and products. The two main platforms are Taobao and Tmall. Taobao is a consumer-to-consumer (C2C) platform where individuals and small businesses can sell a wide range of products, including clothing, accessories, electronics, home goods, and more. Tmall, on the other hand, is a business-to-consumer (B2C) platform that hosts official stores of established brands and retailers. Tmall focuses on selling branded products such as fashion, electronics, appliances, cosmetics, and more. In addition to Taobao and Tmall, Alibaba also operates Alibaba.com, a platform primarily designed for business-to-business (B2B) transactions.
3. **Lazada:** Lazada is an e-commerce platform that primarily focuses on serving customers in Southeast Asia. It offers a diverse range of products across various categories. Similar to Amazon and Alibaba, Lazada provides a wide selection of products, including electronics, fashion, beauty, home goods, appliances, and more. Lazada also partners with local and international brands to offer exclusive deals and promotions to its customers in the Southeast Asian market.

In summary, While all three platforms have a broad product range, Amazon is known for its vast selection across multiple categories, including its own line of electronic devices. Alibaba's platforms cater to a wide range of products, with Taobao being more consumer-centric and Tmall focusing on official brand stores. Lazada, being primarily focused on Southeast Asia, offers a diverse selection of products tailored to the preferences of customers in that region.

5.3.3 Comparison Results on Business Model

1. Amazon: Amazon's business model revolves around being a customer-centric online marketplace. It operates as both a first-party and third-party platform. As a first-party platform, Amazon directly sells products to customers through its inventory, logistics network, and fulfillment centers. It also offers its own branded products and services, such as Amazon Prime. As a third-party platform, Amazon allows independent sellers to list and sell their products on its marketplace. Amazon charges fees and commissions for each transaction, and sellers benefit from the exposure and customer base provided by the platform. Additionally, Amazon generates revenue through advertising services, cloud computing (Amazon Web Services), and subscription services like Amazon Prime.
2. Alibaba: Alibaba's business model encompasses a range of e-commerce platforms and services. Its primary platforms include Taobao, Tmall, and Alibaba.com. Taobao is a consumer-to-consumer (C2C) platform where individuals and small businesses can sell products directly to consumers. Tmall, on the other hand, is a business-to-consumer (B2C) platform that hosts official brand stores. These platforms generate revenue through various means, such as commissions, advertising, and value-added services for sellers. Alibaba.com is a business-to-business (B2B) platform that connects suppliers and buyers worldwide and earns revenue through membership fees, commissions, and advertising.
3. Lazada: Lazada operates as a business-to-consumer (B2C) e-commerce platform primarily serving customers in Southeast Asia. It provides a platform for sellers to list and sell their products to consumers in the region. Lazada follows a marketplace model, similar to Amazon, where it facilitates transactions between buyers and sellers and charges fees and commissions for successful sales. It also offers additional services like logistics, fulfillment, and marketing solutions to sellers. After Alibaba acquired a controlling stake in Lazada, it has worked closely with the platform to leverage its expertise and strengthen its presence in Southeast Asia.

In summary, While all three companies are e-commerce giants, Amazon's business model emphasizes its role as a customer-centric marketplace, Alibaba's model focuses on connecting buyers and sellers across different platforms, and Lazada operates as a regional marketplace with a strong emphasis on serving customers in Southeast Asia.

5.3.4 Comparison Results on Delivery and Logistics

1. Amazon: Delivery and logistics are critical components of Amazon's operations. The company has invested heavily in building an extensive logistics infrastructure to ensure efficient and timely delivery of orders. Amazon operates numerous fulfillment centers, distribution centers, and sortation centers worldwide. It also utilizes its own delivery fleet, including Amazon Prime vans and trucks, as well as third-party carriers like UPS and FedEx. In recent years, Amazon has been exploring innovative delivery options such as drone delivery and has introduced programs like Amazon Prime for expedited shipping. Additionally, Amazon has introduced services like Amazon Locker and Amazon Hub for convenient pickup and returns.
2. Alibaba: As a primarily digital marketplace, Alibaba relies on a network of third-party logistics providers to handle the delivery and logistics operations for orders placed on its platforms. These logistics partners are responsible for managing the storage, packaging, and delivery of products sold on Alibaba's platforms, including Taobao and Tmall. Alibaba works with various logistics companies in China, such as Cainiao (in which Alibaba has a controlling stake), to enhance the efficiency and reliability of deliveries. Cainiao operates a comprehensive logistics network that integrates various logistics partners and technologies to streamline the supply chain and improve delivery services.
3. Lazada: Lazada operates in Southeast Asia, where the logistics landscape can present unique challenges due to the region's geographic diversity. To address this, Lazada has developed its own logistics infrastructure and partnerships to ensure efficient delivery across its markets. Lazada utilizes a combination of in-house delivery services, third-party logistics providers, and local couriers to handle order fulfillment. Additionally, Lazada has established fulfillment

centers and warehouses strategically located in different countries within Southeast Asia. These facilities help to shorten delivery times and optimize the logistics process within the region.

In summary, Amazon has built an extensive logistics network globally, Alibaba relies on third-party logistics partners and its subsidiary Cainiao in China, and Lazada has developed its own logistics infrastructure and partnerships to serve Southeast Asia. Each company has tailored its delivery and logistics strategies to meet the specific requirements of its respective markets.

5.3.5 Comparison Results on Payment Options

1. Amazon: Amazon provides a wide range of payment options across different countries. The specific payment methods available may vary depending on the customer's location. In general, Amazon accepts major credit and debit cards, including Visa, Mastercard, American Express, and Discover. Customers can also use Amazon-branded credit cards for purchases. Additionally, Amazon offers its own digital payment solution called Amazon Pay, which allows users to make purchases using their Amazon account information. In some regions, Amazon also supports alternative payment methods such as bank transfers, prepaid cards, and cash on delivery (COD) for select products.
2. Alibaba: Alibaba's platforms, such as Taobao and Tmall, offer various payment options primarily tailored to the Chinese market. The dominant payment method on Alibaba's platforms is Alipay, which is operated by Alibaba's affiliate, Ant Group. Alipay is a popular digital wallet service that allows users to make payments using their bank accounts, credit cards, or stored value in their Alipay accounts. In addition to Alipay, Alibaba also supports other Chinese mobile payment solutions, such as WeChat Pay. These platforms also offer COD as a payment option for select orders.

3. **Lazada:** Lazada's payment options are primarily focused on serving customers in Southeast Asia. Lazada supports a variety of payment methods, which can vary by country. Generally, Lazada accepts major credit and debit cards, including Visa, Mastercard, and American Express. It also offers digital wallet options like Lazada Wallet, where users can store funds for convenient and quick payments. Additionally, Lazada partners with local payment providers in different countries to offer country-specific payment methods, such as e-wallets, bank transfers, and cash on delivery (COD), depending on the market.

In summary, It's important to note that payment options may evolve and vary over time as these companies adapt to the preferences and requirements of their respective markets. Additionally, specific payment options may differ across different countries or regions where these platforms operate. Customers should refer to the respective platforms' websites for the most up-to-date and accurate information on available payment methods in their location of interest.

5.3.6 Comparison Results on Seller Model

1. Amazon:

- **Individual Sellers:** Amazon allows individuals to sell products on its platform as individual sellers. Individual sellers can list their products and handle order fulfillment themselves.
- **Professional Sellers:** Amazon also caters to professional sellers who can register as a business and gain access to additional selling tools and services. Professional sellers pay a monthly subscription fee in addition to fees per transaction.
- **Fulfillment by Amazon (FBA):** Amazon offers a fulfillment service called FBA, where sellers can store their inventory in Amazon's fulfillment centers. Amazon handles order processing, packaging, shipping, and customer service on behalf of the sellers enrolled in the program.
- **Third-Party Sellers:** Amazon's platform also allows third-party sellers to list and sell their products. These sellers can utilize Amazon's infrastructure, including warehousing and fulfillment services, or handle their own fulfillment.

2. Alibaba:

- Individual and Small Business Sellers: Alibaba's platforms, Taobao and Tmall, primarily cater to individual sellers and small businesses. These sellers can list and sell their products directly to consumers. Taobao operates on a consumer-to-consumer (C2C) model, allowing individuals to sell to other individuals. Tmall, on the other hand, is a business-to-consumer (B2C) platform that hosts official brand stores and offers a higher level of vetting for sellers.
- Official Brand Stores: Tmall provides a dedicated space for official brand stores, allowing established brands and retailers to directly sell their products to consumers. These stores typically undergo a verification process to ensure the authenticity and legitimacy of the brands.
- Third-Party Logistics: Alibaba's logistics subsidiary, Cainiao, offers logistics solutions for sellers on Alibaba's platforms. This includes warehousing, inventory management, and order fulfillment services.

3. Lazada:

- Marketplace Model: Lazada operates as a marketplace where sellers can list and sell their products. It caters to individual sellers, small businesses, and larger brands.
- Seller Services: Lazada offers various seller services to support sellers on its platform. This includes warehousing, order fulfillment, and logistics support through its own infrastructure and partnerships.
- Live Streaming: Lazada incorporates live streaming into its platform, allowing sellers to showcase products and interact with customers in real-time, creating opportunities for sellers to promote and sell their products.

It's important to note that while the platforms provide opportunities for sellers to list and sell products, there may be specific requirements, fees, and guidelines that sellers need to adhere to. The seller models and programs offered by these platforms may also evolve over time. Sellers interested in selling on any of these platforms should refer to the respective platforms' websites or seller portals for detailed information on the selling process, requirements, and available programs.

5.3.7 Comparison Results on Services

1. Amazon:

- Amazon Prime: Amazon offers a subscription service called Amazon Prime, which provides members with benefits such as free two-day or same-day shipping on eligible items, access to streaming services like Prime Video and Prime Music, exclusive deals, and more.
- Amazon Web Services (AWS): Apart from its e-commerce operations, Amazon is a leading provider of cloud computing services through AWS. AWS offers a wide range of cloud-based services and solutions for businesses, including computing power, storage, databases, and more.
- Amazon Kindle: Amazon has its own line of e-readers known as Kindle devices, offering a vast selection of e-books and digital reading materials.
- Amazon Advertising: Amazon provides advertising solutions for brands and sellers to promote their products and reach potential customers on the platform.
- Amazon Fresh and Whole Foods Market: Amazon offers grocery delivery services through Amazon Fresh and owns the Whole Foods Market chain, providing organic and natural foods.

2. Alibaba:

- Cainiao: Alibaba has invested in the development of Cainiao, a logistics platform aimed at enhancing the efficiency of e-commerce logistics. Cainiao integrates various logistics partners and technologies to optimize the supply chain and improve delivery services.
- AliExpress: Alibaba operates AliExpress, a global retail marketplace that allows customers to purchase products from sellers worldwide.
- Alibaba Cloud: Similar to Amazon's AWS, Alibaba provides cloud computing services through Alibaba Cloud, offering a range of infrastructure and cloud-based solutions for businesses.
- Digital Entertainment: Alibaba has ventured into the entertainment industry, with investments in areas such as digital media, film production, and streaming platforms.

3. Lazada:

- **Lazada Wallet:** Lazada offers its own digital wallet solution, Lazada Wallet, which allows users to store funds and make payments within the Lazada platform for convenient and secure transactions.
- **Lazada Live:** Lazada Live is a live streaming feature that allows sellers to showcase and promote their products in real-time, engaging with customers through interactive sessions.
- **LazMall:** Lazada operates LazMall, a dedicated channel for official brand stores, offering customers access to a wide range of authentic products from trusted brands.
- **Lazada Affiliate Program:** Lazada offers an affiliate program where individuals or businesses can earn commissions by promoting Lazada products and driving traffic to the platform.

In summary, It's important to note that these platforms are continually evolving, and new services and features may be introduced over time. The specific services available may also vary across different regions where these platforms operate.

5.4 Key Points

Amazon, Alibaba, and Lazada have different seller models and approaches to facilitate selling on their platforms. Here's an overview of how each platform accommodates sellers:

1. Amazon:

- **Individual Sellers:** Amazon allows individuals to sell products on its platform as individual sellers. Individual sellers can list their products and handle order fulfillment themselves.
- **Professional Sellers:** Amazon also caters to professional sellers who can register as a business and gain access to additional selling tools and services. Professional sellers pay a monthly subscription fee in addition to fees per transaction.

- Fulfillment by Amazon (FBA): Amazon offers a fulfillment service called FBA, where sellers can store their inventory in Amazon's fulfillment centers. Amazon handles order processing, packaging, shipping, and customer service on behalf of the sellers enrolled in the program.
- Third-Party Sellers: Amazon's platform also allows third-party sellers to list and sell their products. These sellers can utilize Amazon's infrastructure, including warehousing and fulfillment services, or handle their own fulfillment.

2. Alibaba:

- Individual and Small Business Sellers: Alibaba's platforms, Taobao and Tmall, primarily cater to individual sellers and small businesses. These sellers can list and sell their products directly to consumers. Taobao operates on a consumer-to-consumer (C2C) model, allowing individuals to sell to other individuals. Tmall, on the other hand, is a business-to-consumer (B2C) platform that hosts official brand stores and offers a higher level of vetting for sellers.
- Official Brand Stores: Tmall provides a dedicated space for official brand stores, allowing established brands and retailers to directly sell their products to consumers. These stores typically undergo a verification process to ensure the authenticity and legitimacy of the brands.
- Third-Party Logistics: Alibaba's logistics subsidiary, Cainiao, offers logistics solutions for sellers on Alibaba's platforms. This includes warehousing, inventory management, and order fulfillment services.

3. Lazada:

- Marketplace Model: Lazada operates as a marketplace where sellers can list and sell their products. It caters to individual sellers, small businesses, and larger brands.
- Seller Services: Lazada offers various seller services to support sellers on its platform. This includes warehousing, order fulfillment, and logistics support through its own infrastructure and partnerships.

- Live Streaming: Lazada incorporates live streaming into its platform, allowing sellers to showcase products and interact with customers in real-time, creating opportunities for sellers to promote and sell their products.



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