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**ACCELERATING MODERN MARKETING PRACTICES**

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**Exploring eCommerce:  
Navigating through the Indonesia,  
India, and Vietnam Market**

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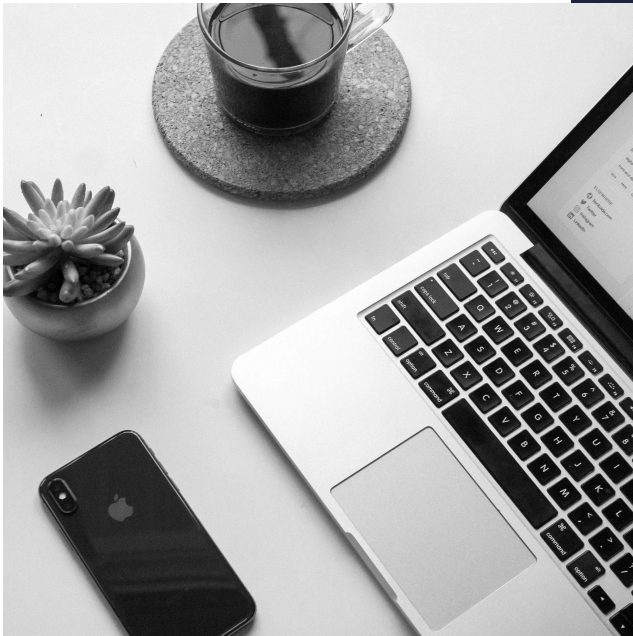
Entering & Expanding in the eCommerce Landscape

**More and more being enhanced by  
technology - but interestingly  
becoming more human and personal**



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# TODAY'S AGENDA



## Indonesia, India, and Vietnam eCommerce Landscape

- Trends & Outlook
- The Unique Online Customer Journey

### ● Spotting Opportunities

- Common Challenges in eCommerce
- Innovative Solutions

### ● Optimizing the Digital Shelf

- Exploring Products, Pricing, Placement, and Promotion Strategies

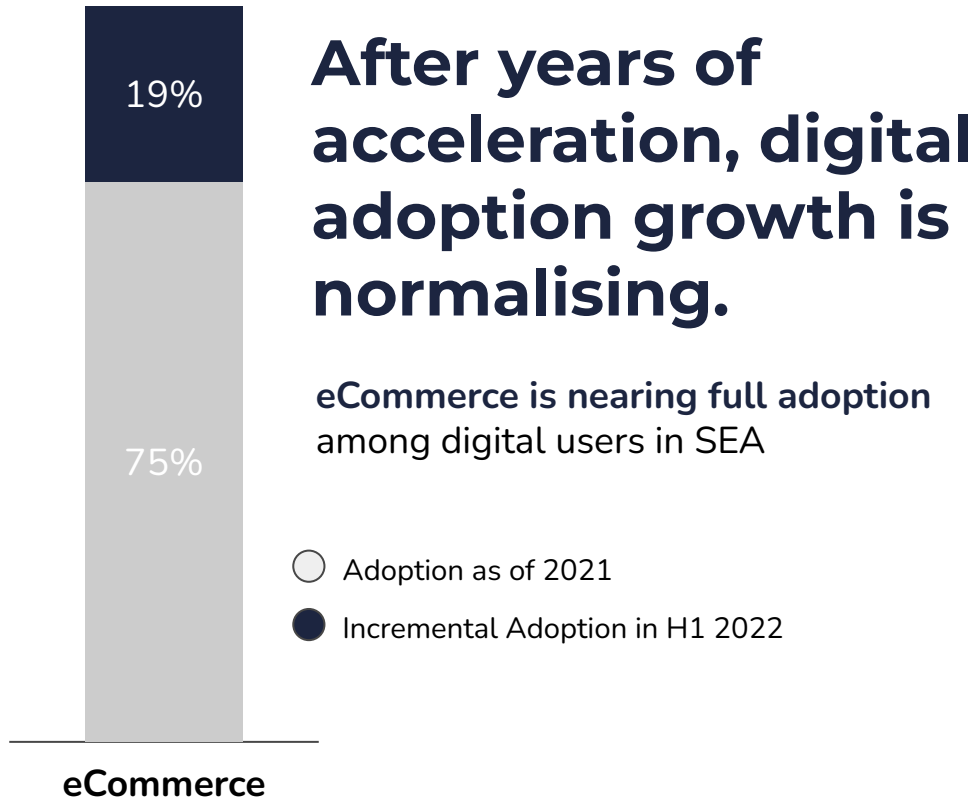
### ● Amplifying through Digital

- Creating a Strong eCommerce Identity
- Strategies for eCommerce

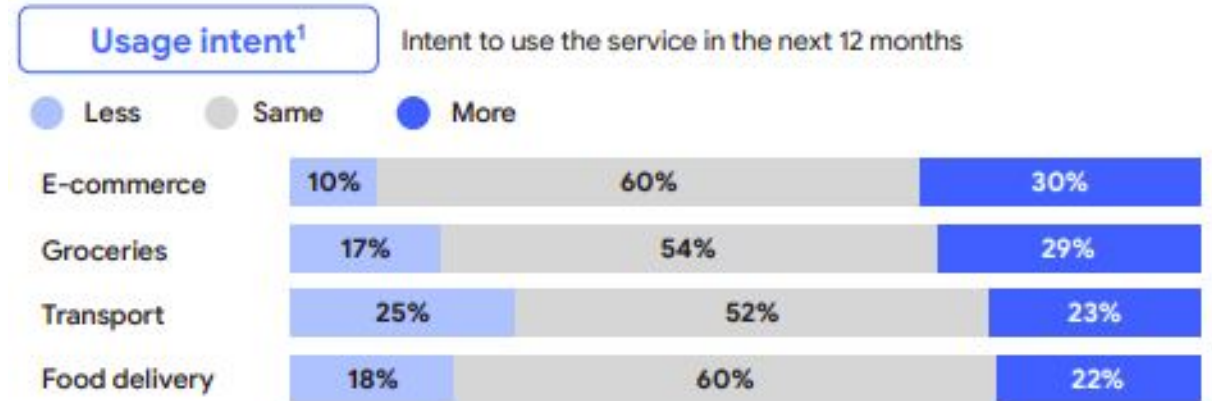
### ● Fireside Chat

- Q&A Discussion

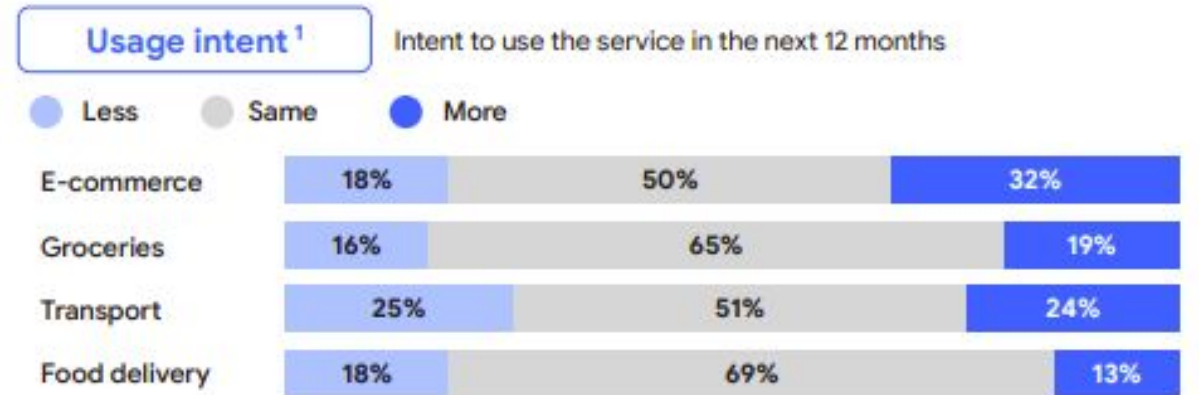
Digital adoption among urban SEA users (%)



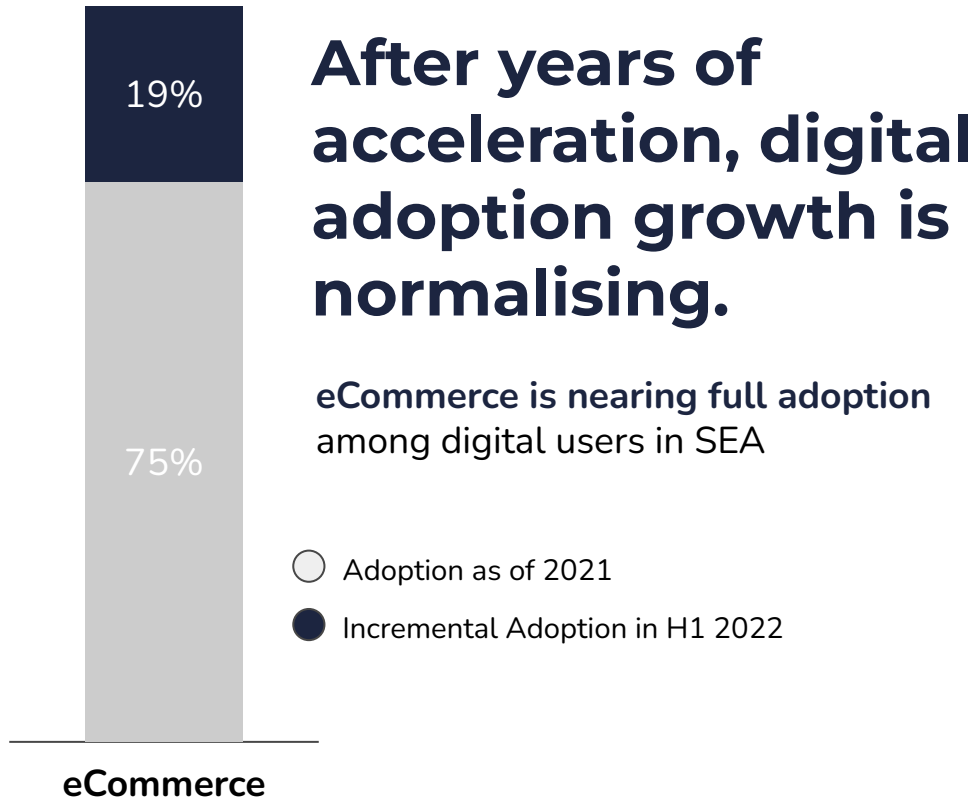
## Vietnam: Digital consumers in numbers



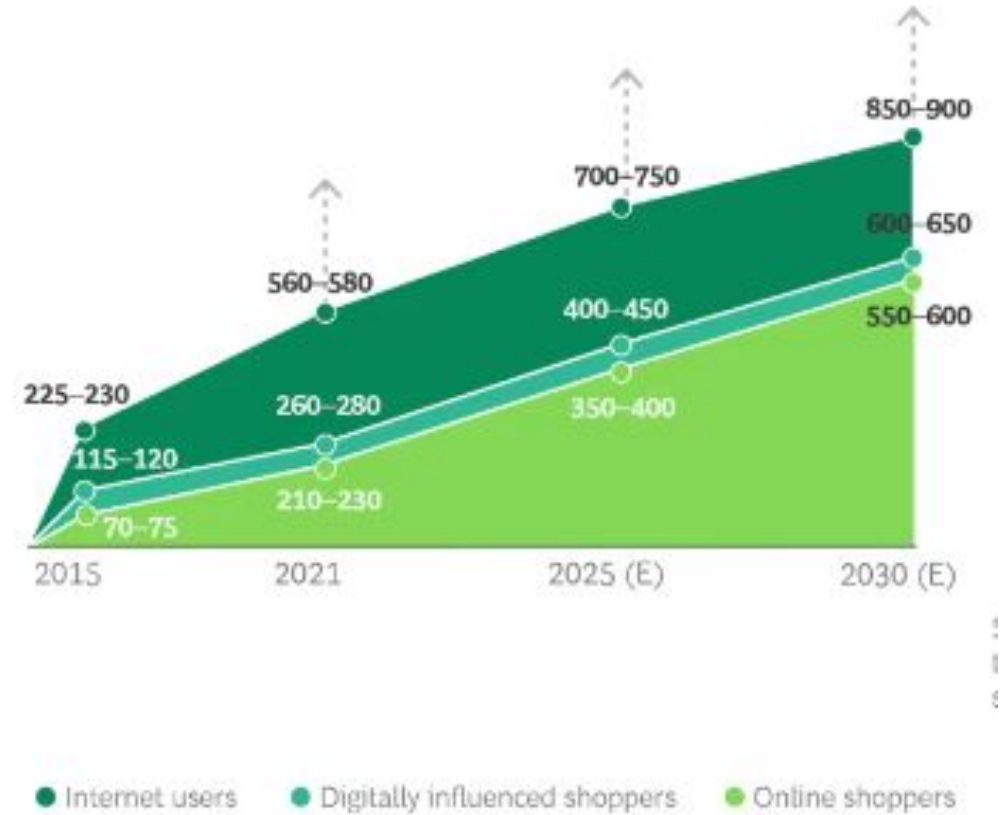
## Indonesia: Digital consumers in numbers



## Digital adoption among urban SEA users (%)



## India: Internet and eCommerce Growth (millions of people)



**What trends do you think will help you enter or expand the business on eCommerce?**



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# eCommerce Trends



## Accelerated Mobile-First Approach

eCommerce transactions are occurring via mobile devices, emphasizing the need for mobile-friendly platforms and apps.



## Expanding Social Commerce

Social media platforms are increasingly integrating eCommerce that allow direct engagement with potential consumers. Influencers becoming a strong driver of commerce growth.



## Digital Payments

Adoption of digital payments & mobile wallets is expanding, simplifying transactions and online shopping



## Tech-Driven Customer Service

AI powered chatbots and virtual assistants are providing real-time customer support to enhance experience.



## Partnerships with FinTech

Collaborating with FinTech providers to allow a seamless shopping experience through credit access.



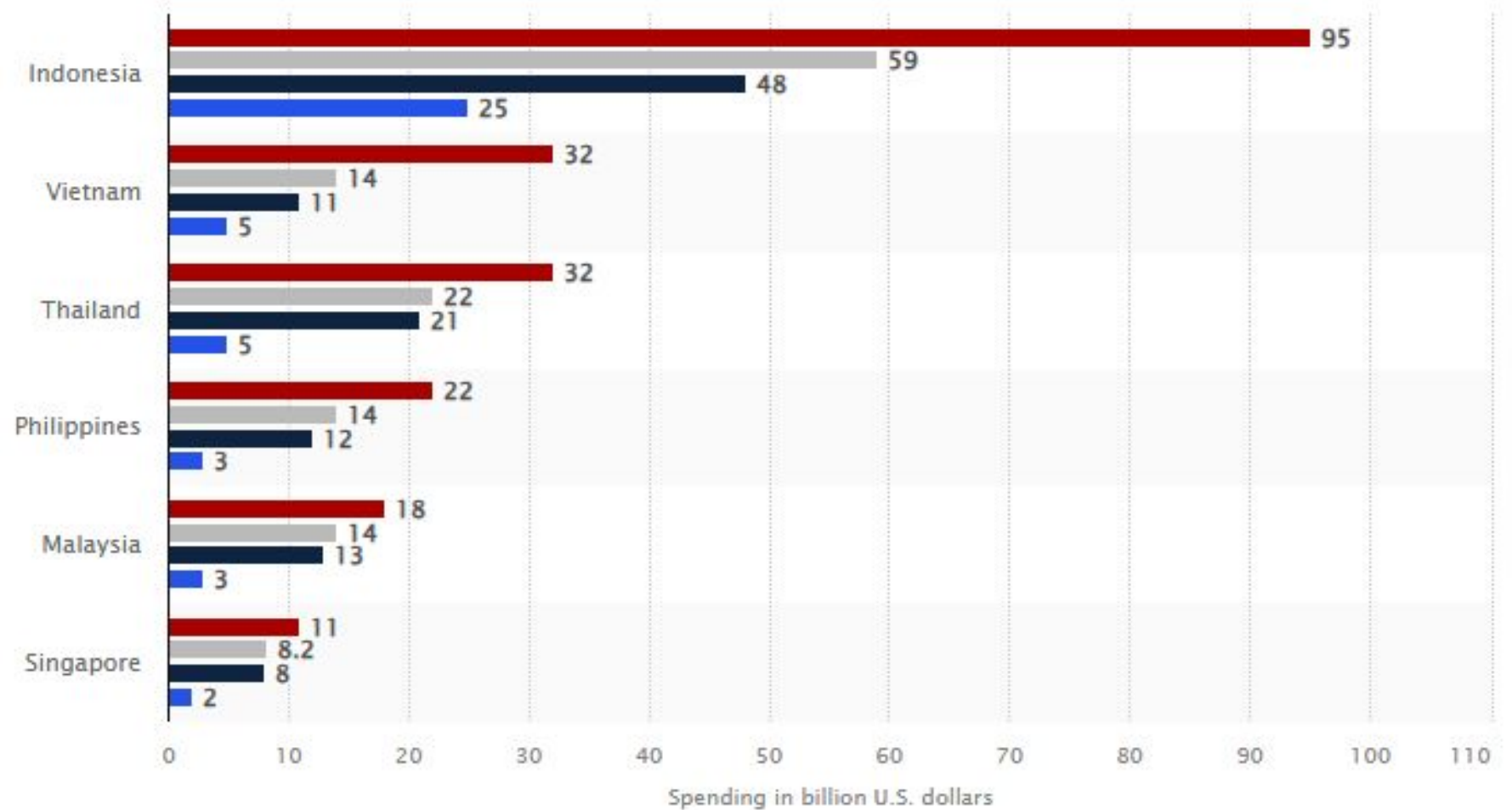
## Personalized and Immersive Experiences

eCommerce platforms are focusing on personalized recommendations and tailored shopping journeys using data.

# The Outlook

## 2025 Forecast

eCommerce Market  
Volume in SEA



● 2019 ● 2021 ● 2022 ● 2025\*

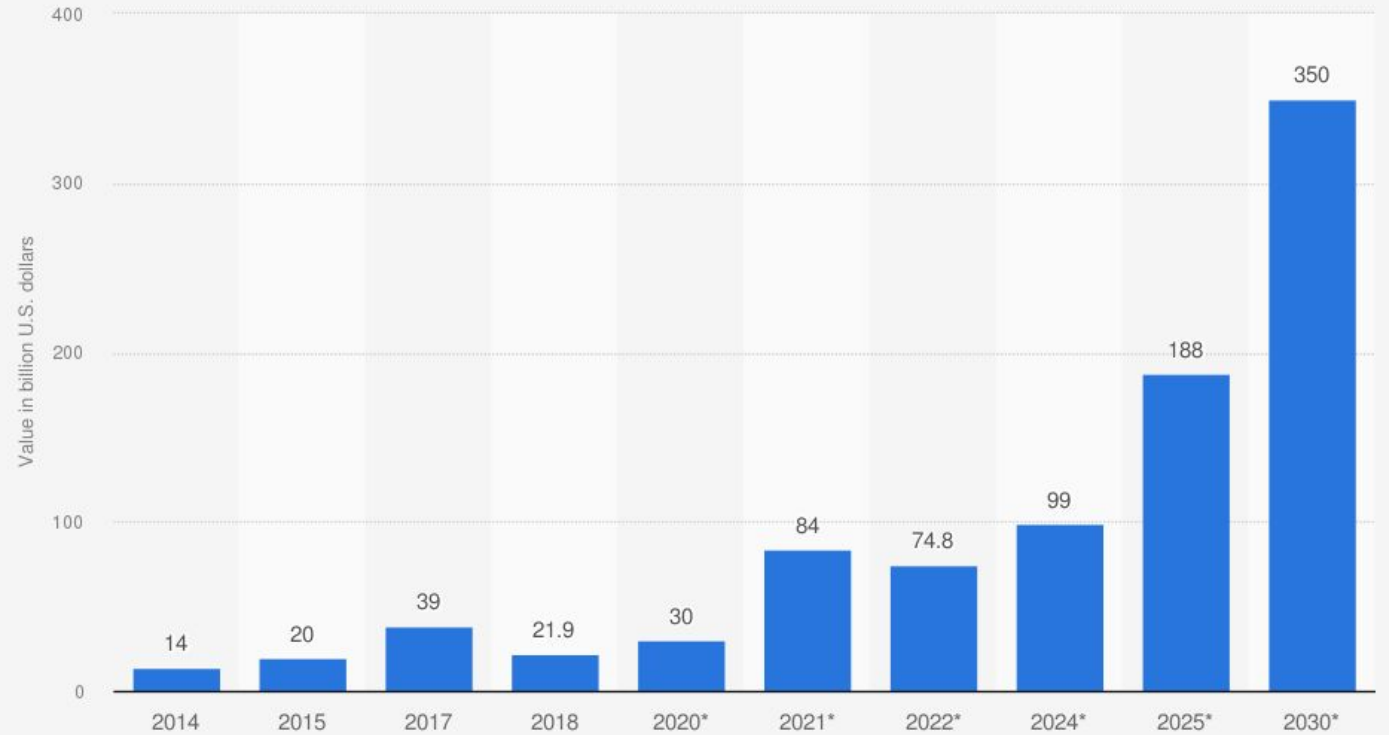


# The Outlook

## Forecast

eCommerce Market in India

Market size of e-commerce industry across India from 2014 to 2018, with forecasts until 2030 (in billion U.S. dollars)



**Sources**

India Brand Equity Foundation; Various sources (Media sources); BCG; Bain & Company; Morgan Stanley  
© Statista 2023

**Additional Information:**

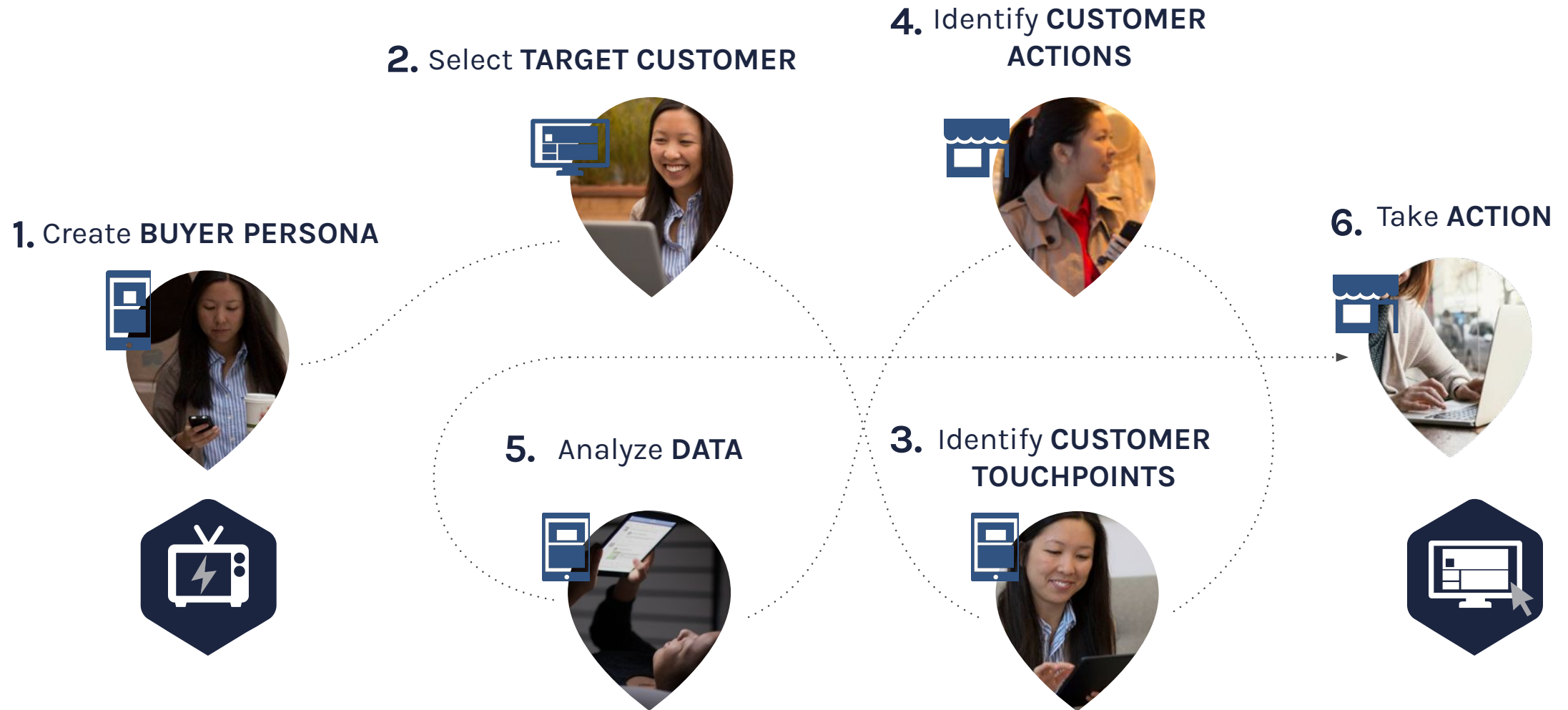
Various sources (Media sources); BCG; Bain & Company; Morgan Stanley; 2014 to 2018

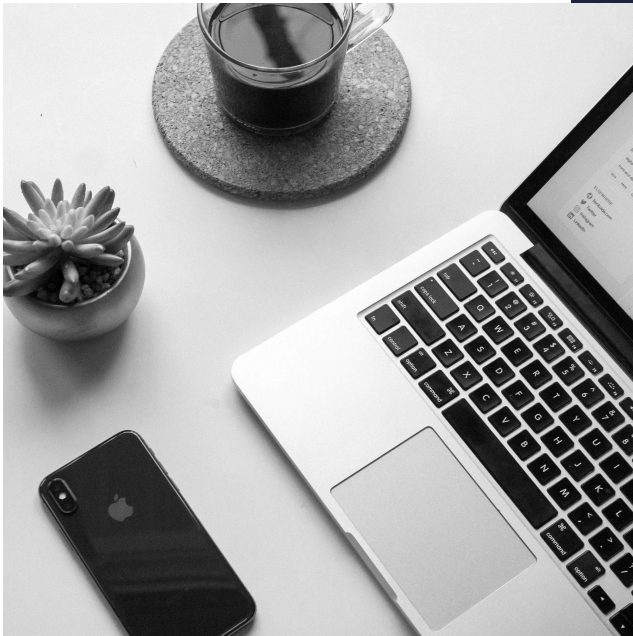


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# STEPS IN CRAFTING CONSUMER JOURNEY





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# Challenges

#1

Logistics

#2

Payment Methods

#3

Language & Cultural Barriers

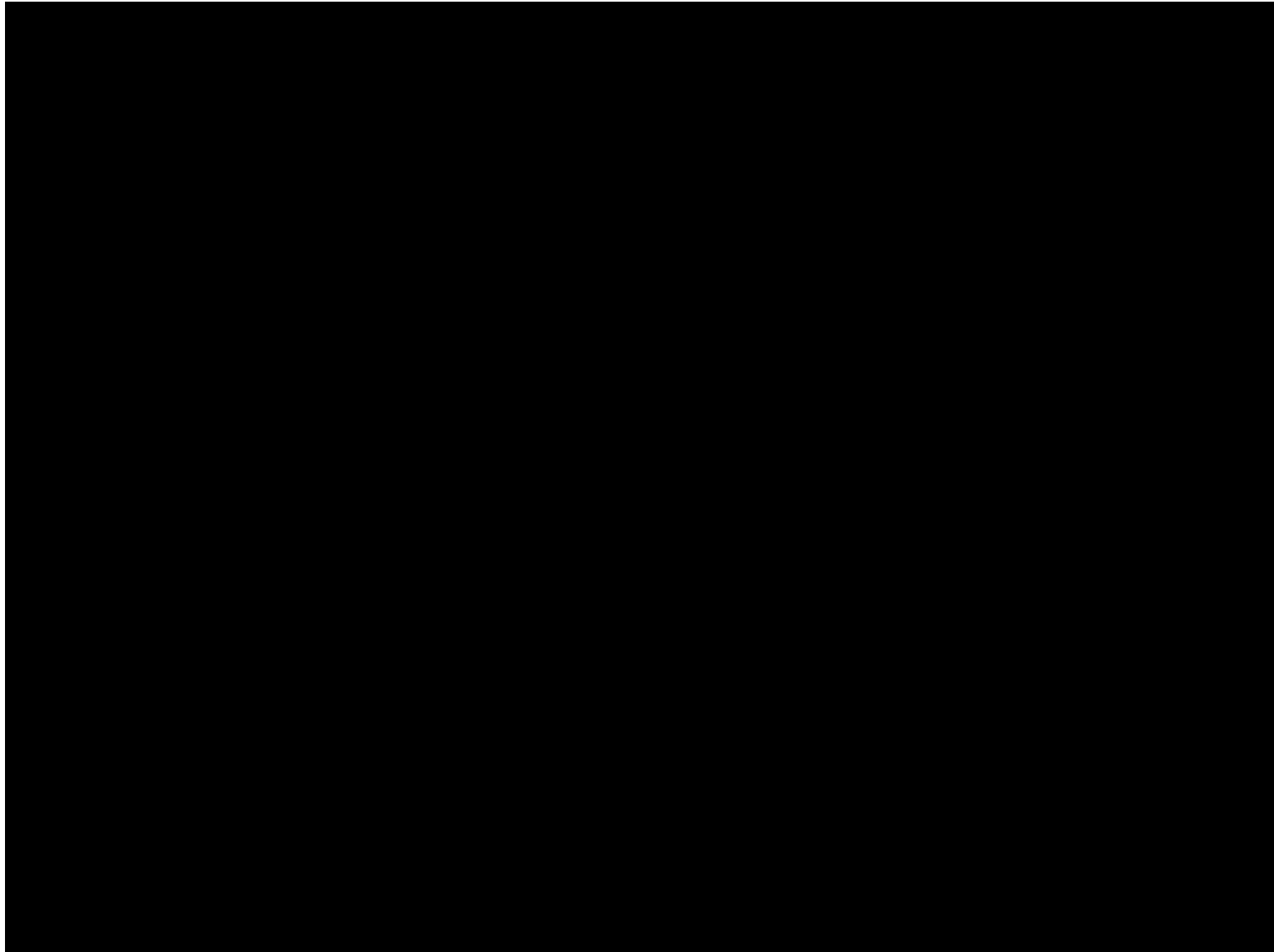
#4

Regulatory Barriers



# Solutions

Streamlined CX



# Solutions

AI, Personalization



# Solutions

## Influencer push for action



MY NAME IS LU  
**THE BIGGEST  
VIRTUAL  
INFLUENCER  
IN THE  
WORLD**

Facebook 14.6 millions  
TikTok 6.8 millions  
Instagram 5.9 millions  
YouTube 2.6 millions  
Twitter 1.3 millions

Virtual Influencer, April 22



CERTIFICATION PROGRAM - 2023

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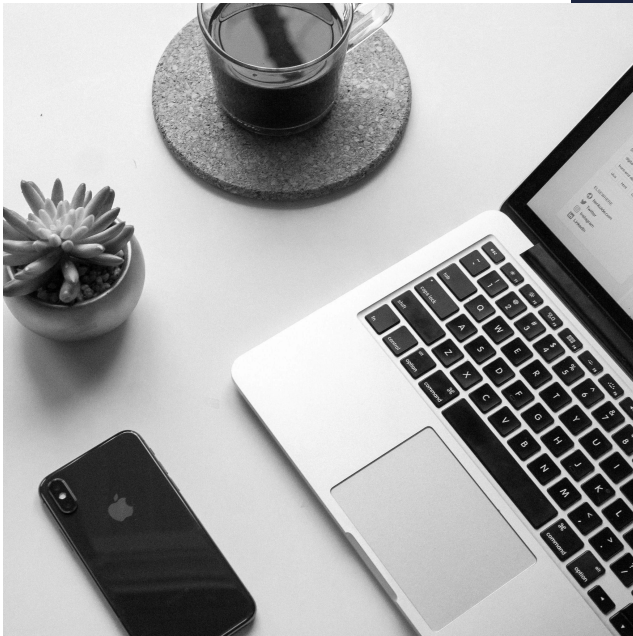


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# Optimizing the Digital Shelf

Page Architecture

Collection Pages

Promotions

Vouchers



Merchandise/SKU Selection

Online Visual Merchandising

Channel Pricing

Pricing Strategies

## 4Ps of Marketing Mix



Package complementary SKUs



Sell in bulk (save on shipping)

SAMSUNG Official Store

Galaxy M11



Offer online-exclusive SKUs



Translation: G7 Black Instant Coffee Without Sugar - Box of 15 Packs of 2g Trung Nguyên

- Use less than 70 characters and, as much as possible, follow this format as best practice:

G7	Black	Instant Coffee w/o Sugar	Box of 15 packs	2g
Brand	Differentiator	Category	Variant	Size

- Your product pages are like your brick-and-mortar planograms on steroids, where you can have multiple informational details and marketing messages designed to make the visitor purchase.
- Leverage on three (3) psychological levers:
  - Social proof
  - Scarcity
  - Authority

## CUSTOMER VALUE-BASED

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Sets prices according to the perceived or estimated value to the customer.

## COMPETITION-BASED

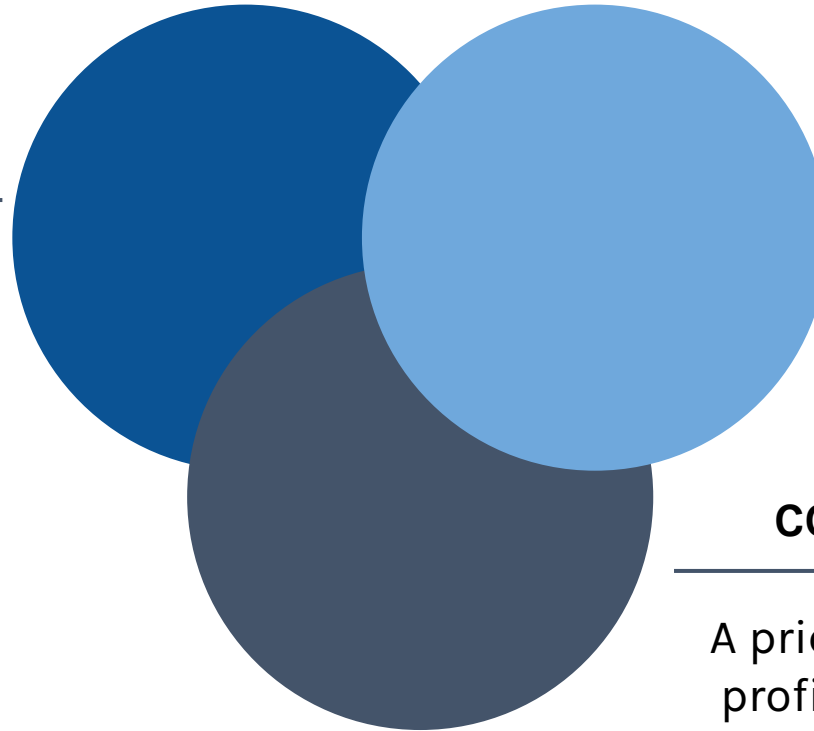
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A pricing method that makes use of competitors' prices as the basis in setting a price.

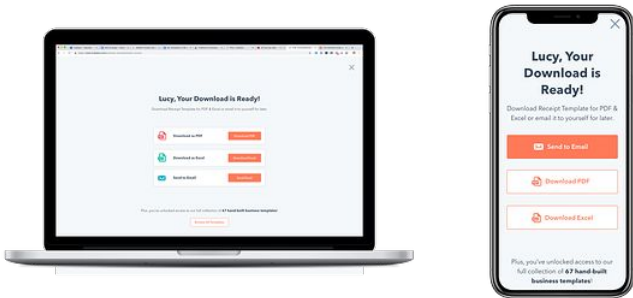
## COST/MARKUP-BASED

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A pricing method that adds a profit in addition to the cost of making it.



# Design with the **user** in mind.



Think of the mobile-first experience

Did you know? 88% of online consumers are less likely to return to a site after a bad experience.

Source: [LeadPages](#)



**Breadcrumb Navigation**

An example from the Business Template Directory



**Table of Contents**

An example from our blog using the Style Guide.

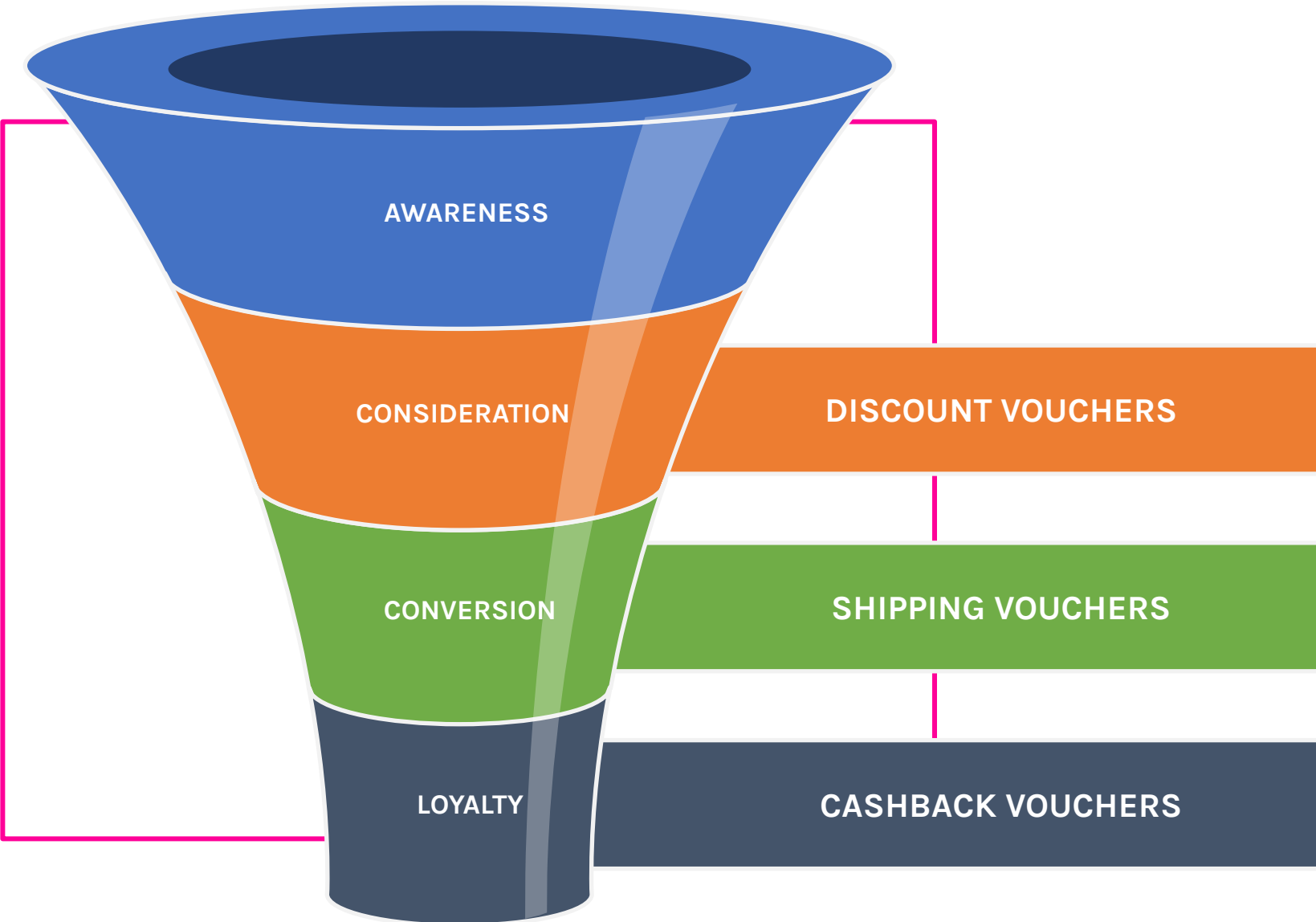
## Meaningful Navigation

# Arçelik:

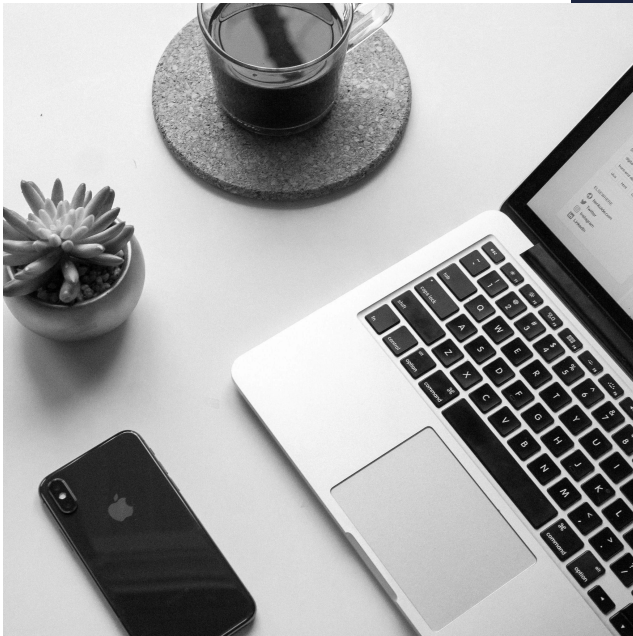
ARÇELİK WEBSITE  
(2021)

The image shows a white rectangular area with a thick black border, centered on a light gray background. Inside the rectangle, the Arçelik logo is displayed, consisting of a red square with a white diagonal line, followed by the word "arçelik" in a bold, lowercase, sans-serif font, and ".com.tr" in a smaller, lowercase, sans-serif font to its right.

**arçelik** .com.tr







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# What's unique about your brand in the eCommerce landscape?

Think about you're consumer's online experience, the service you're delivering, and the kind of purchasing journey they have.



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# Creating a Strong eCommerce Brand Identity



Cultural Understanding



Localization



Partnerships



Storytelling



Visual Identity

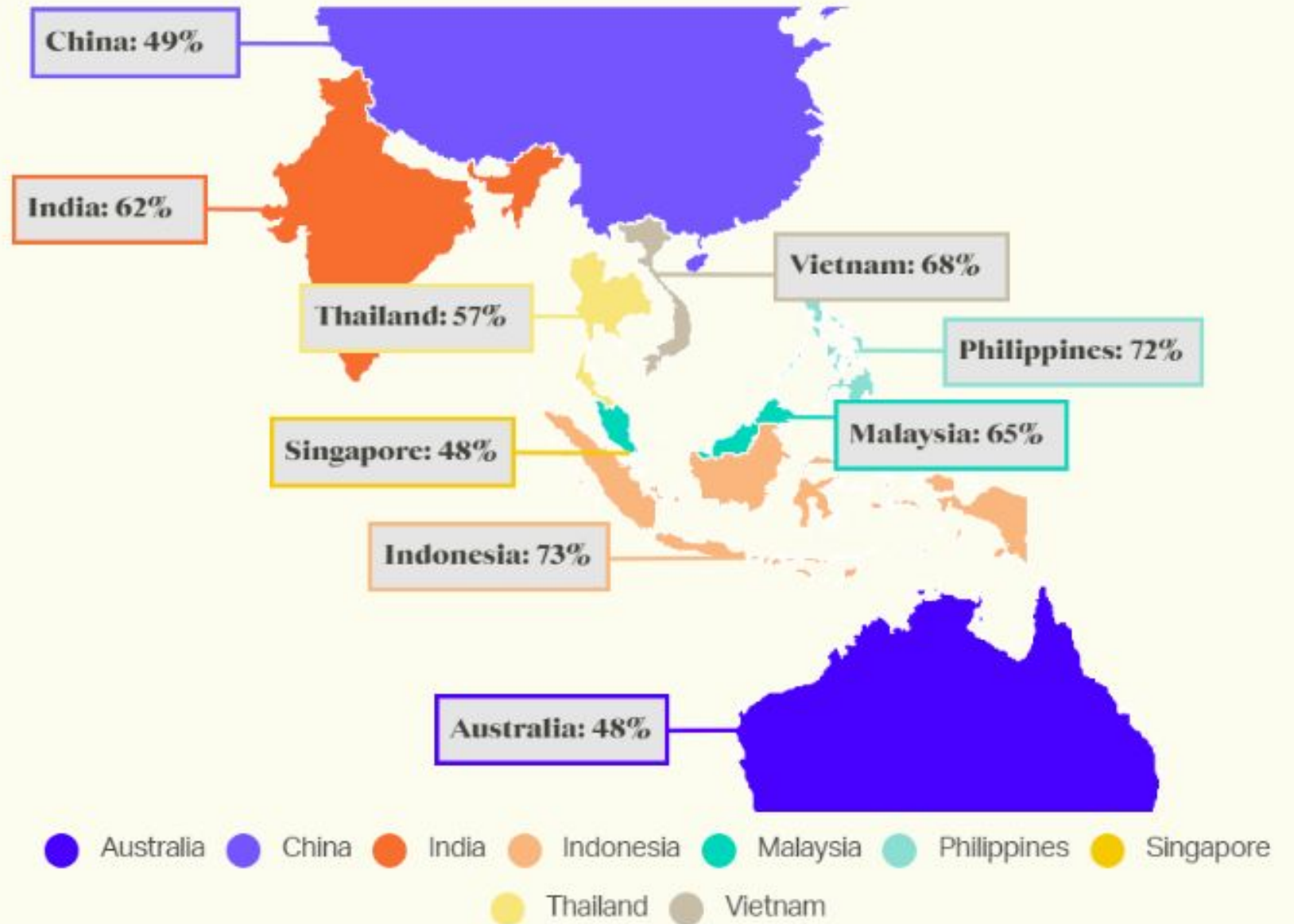


# Creating a Strong eCommerce Brand Identity



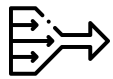



# Social Shopping

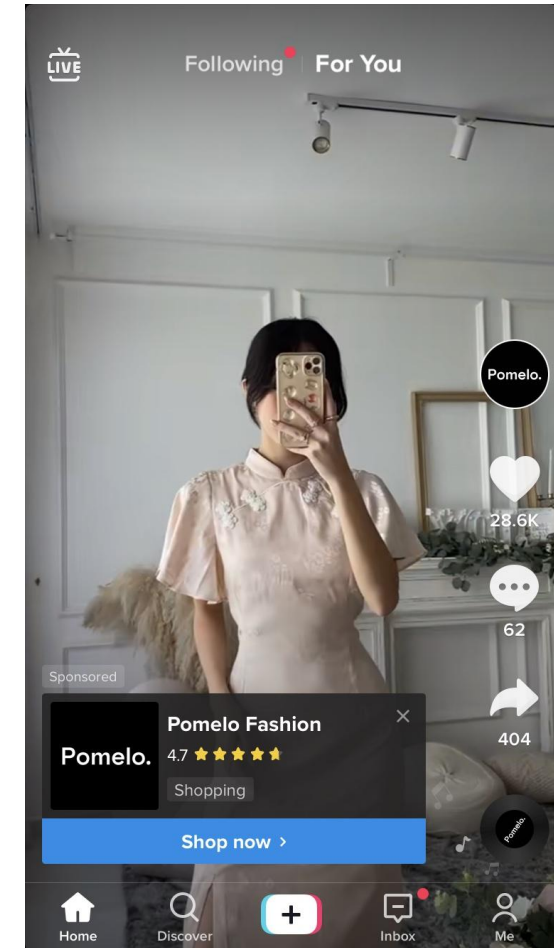
% of APAC internet users who are social shoppers by country



**Social Commerce** is the **integration** of social experiences and eCommerce transactions in a single path to purchase enabled by the platform.

**Why you should be doing social commerce:**

-  It simplifies the online shopping experience
-  Turn followers into customers
-  Make shopping a social encounter
-  Hyper-targeting capabilities





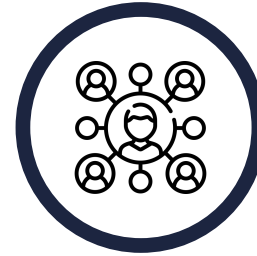
## Social Commerce

Uses both owned and traditional eCommerce platform that integrates social formats into the selling process.  
(ex. *Shopee Live*)



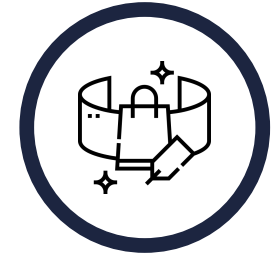
## Social Media Commerce

Traditional Social Media platforms that integrates commerce formats  
(ex. *TikTok Shops*)



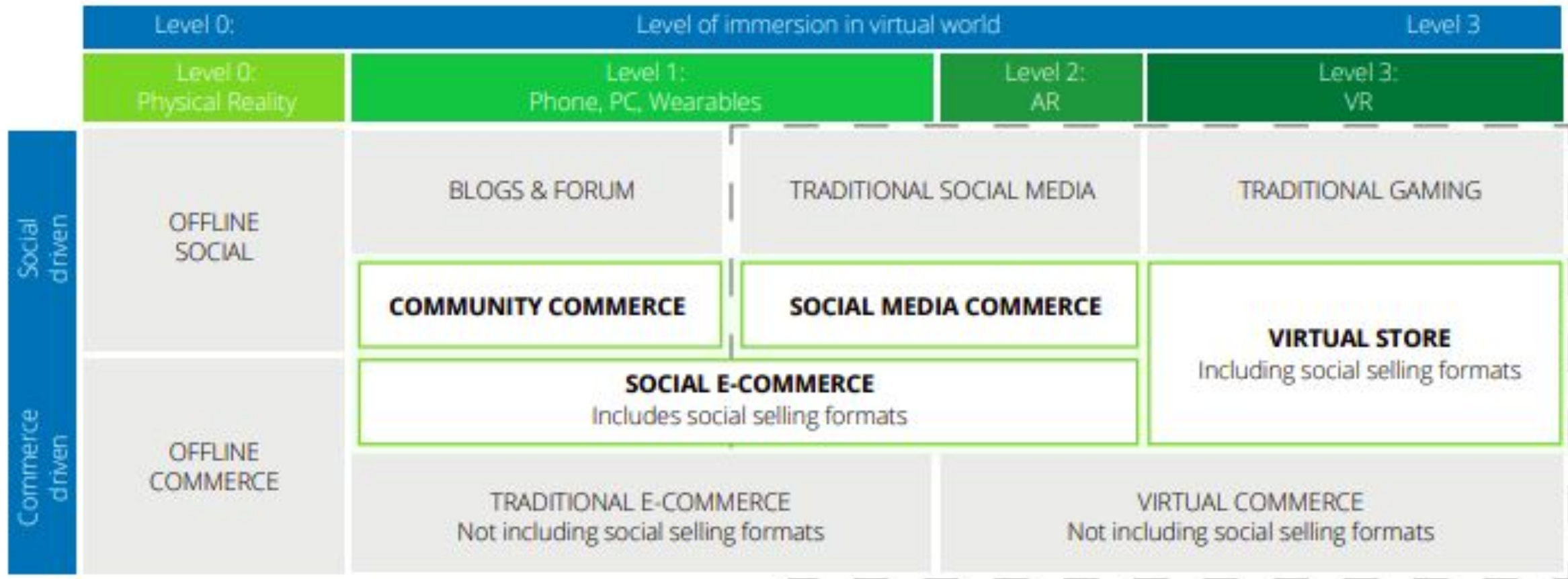
## Community Commerce

Leverages on interest-led platforms that enables product purchases into the community experience.



## Virtual Store

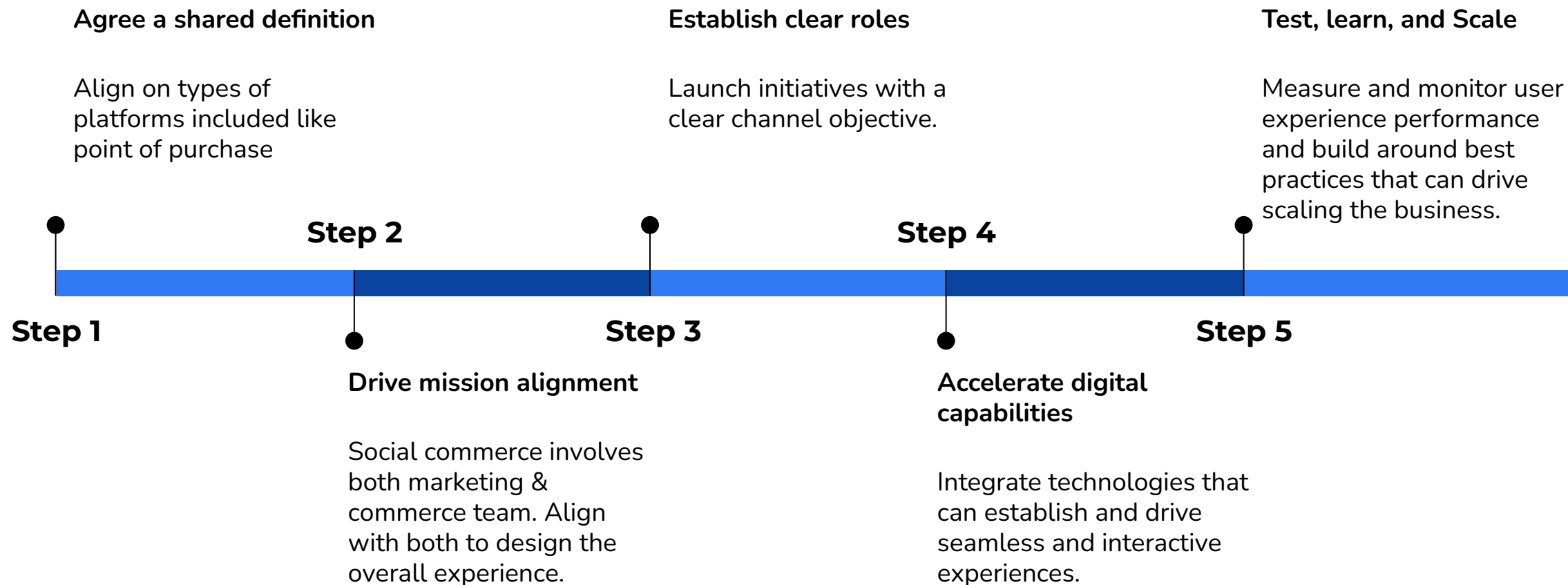
Uses both owned and traditional eCommerce platform that integrates social formats into the selling process.  
(ex. *Shopee Live*)



Source: Deloitte Analysis



# Unlocking the Potential of Social Commerce



## Personalization

### Grab:

GrabFood Delivery  
Doodles  
(2020)



# Checklist A

Note that this checklist is meant to assess your readiness when it comes to e-commerce. Once you're done with all the items, it is now time to determine the next steps for you. To help you get started, we prepared a list of questions to guide you in identifying the gaps and prioritizing areas of improvement.

## E-commerce Fundamentals

Do I have all necessary processes (order management, payment processing, etc) set up at my store?

Do I have a clearly outlined e-commerce strategy?

## Customer-Centricity

Are there any areas where the customer experience can be further improved?

What actions would I prioritize to enhance the overall customer-centric approach of the e-commerce store?

## Competitive Advantage

How does the e-commerce store differentiate itself from competitors based on the audit findings?

What strategies or improvements can be implemented to stay ahead of the competition and attract more customers?

## Growth Opportunities

What potential growth opportunities do I see for the e-commerce store?

How can the store leverage emerging trends or technologies to expand its reach and increase market share?

## Data-Driven Decision Making

How can the data collected and analyzed during the audit process be utilized to drive informed decision making for the e-commerce store?

What metrics or key performance indicators (KPIs) would I recommend monitoring to assess the effectiveness of implemented improvements?

## Continuous Improvement

What insights or lessons have I gained about the importance of continuous improvement in e-commerce operations?

How can I utilize the audit findings to establish a culture of continuous improvement within the organization?



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**Key:**  
**Not just physical availability**  
**but also mental availability**



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**WHY**

**WHEN**

**HOW**

**WHERE**

**WITH  
WHOM  
/ WHAT**

**WHILE**

**When are you buying the product?**  
e.g. "Before the gym"

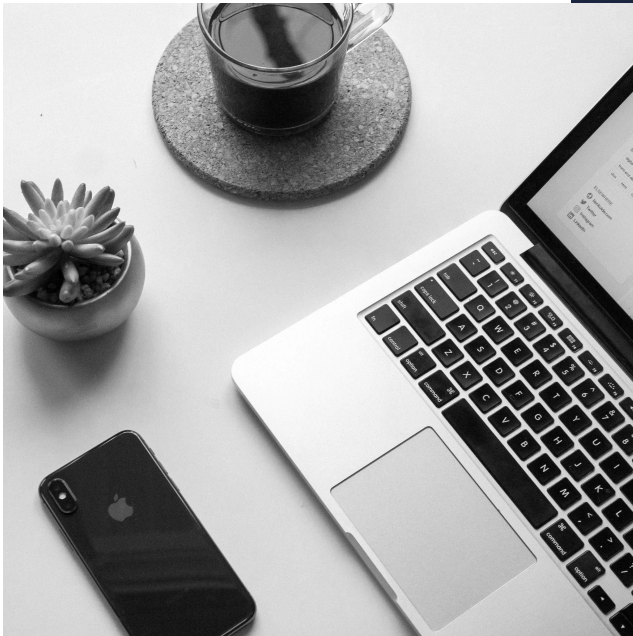
**Where are you buying the product?**  
e.g. "Corner shop, near the gym"

**While doing something.**  
e.g. "on the way to the gym"

**Why are you buying a product?**  
e.g. "I want an energy boost"

**How are you feeling?**  
e.g. "I'm feeling lethargic"

**With whom / what are you with  
when buying the product?**  
e.g. "I'm with my gym buddy" or "I need an  
energy powder to add to my water"



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## Fireside Chat

- Q&A Discussion

## Key Takeaways

- eCommerce is evolving beyond online stores, with an emphasis on seamless omnichannel and mobile-first experiences.
- A good eCommerce strategy includes optimization of digital shelf. Consider your product, placement, pricing, and promotions in the equation.
- A strong brand identity can make you memorable.
- Leverage on the potential of social commerce and personalization to increase customer engagement, build brand loyalty, and deliver positive customer experiences.





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