

SW3 – Marketing, Sales & Promotion

CONTENT

1. What is the name of the company? Provide the company logo.

 **Zalora Group / ZALORA**





2. What is the URL of the company home page?


 **<https://www.zalora.com.ph/>**


3. History:

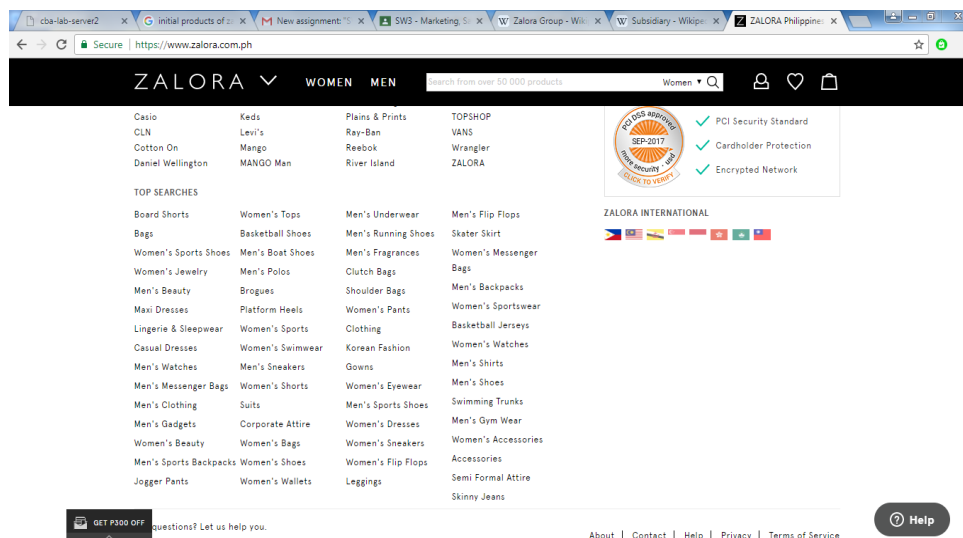
a. Who founded it and when?

 Parker Gundersen, CEO
 **Founded:** 2012

b. Initial products/services and markets?

 **Products:** Clothing, Shoes, Bags, Jewelry

 **Markets:** Indonesia, Malaysia, the Philippines, Singapore, Taiwan, Hong Kong, Thailand and Vietnam.



c. Private or public?

✚ **PUBLIC**

d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)

✚ **Brick and Mortar**

4. Financials:

a. Most recent year's revenues?

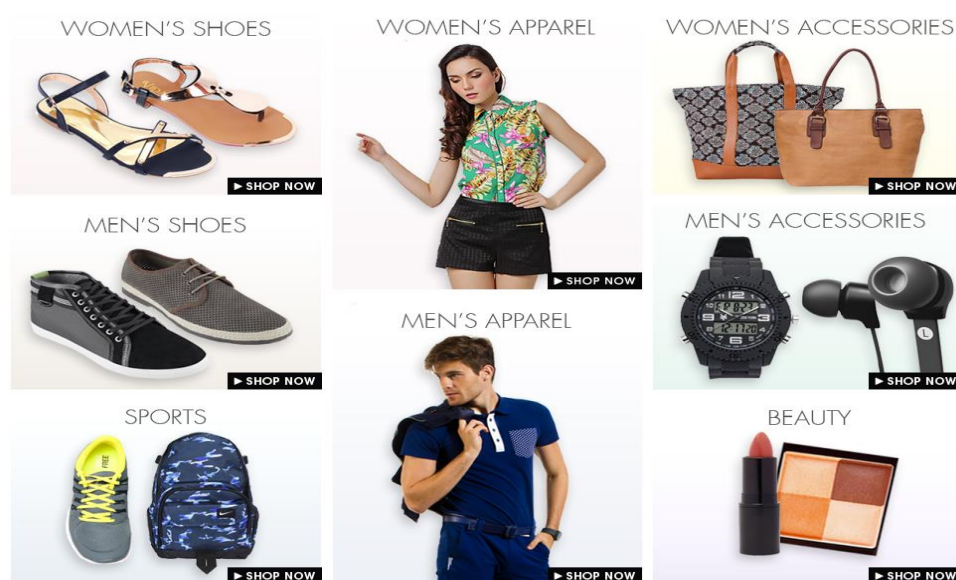
✚ According to Rocket Internet's latest financial results, Zalora's revenue rose 78 percent to €208 million (\$234 million) in 2015.

b. Most recent year's profits?

✚ Over \$500M in 2015.

5. What are its main products and services?

✚ Clothing, Accessories, Shoes, Beauty/Make-up, Bags



6. What is its target market and who are its customers?

- ✚ While the target audience for an app like Zalora came from different demos, the main focus was to home in on users who had a higher potential for not just downloading the app, but also for making purchases via their mobile phones. That meant **focusing on younger audiences between the ages of 18-35 years old**, many of them **avid clothes shoppers who are female, as well as males in that group known to be frequent users of mobile**.

7. Who are its main competitors?

- ✚ Some of Zalora's competitors are Casual Male, The Men's Wearhouse and ASOS.

8. How is the company using the Internet for marketing, sales, and promotions?

- ✚ In the past, Zalora has been focusing on reaching out to more consumers through Facebook and search engines (using search engine marketing, or SEM). However, the company claims that over 45 percent of its sales come from mobile devices through the app and the mobile site, so for this year Zalora will focus a lot more on mobile, starting by improving its iOS and Android apps.