

**WELCOME TO**



**Lazada**



# Agenda

1. Opportunity in doing business with Lazada and benefit of being Lazmall sellers
2. Requirement for Italian company which doesn't have distributor in Thailand
3. Required document to submit Lazmall for Italian company which have distributor in Thailand
4. How to apply Lazmall
5. Traffic and Marketing solution
6. Get your store ready! And join "Authentic Italy" campaign!

# Opportunity in doing business with Lazada & benefit of being Lazmall seller

The LazMall logo, featuring a stylized red "LM" icon followed by the word "LazMall" in a black sans-serif font.

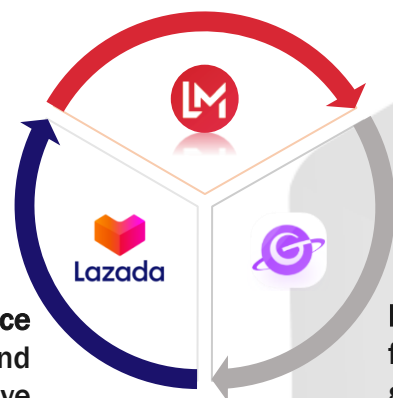
LazMall

## BUILDING A LEADING ECOSYSTEM

# The Lazada digital economy

**LM** LazMall

**LazMall** for branded, authentic products



**Lazada Marketplace**  
for non-branded brand  
owner, non-exclusive  
distributor, local  
products

**LazGlobal**  
for long-tail  
global products



**LazGame**



**Feed**

**Live streaming**

**Technology**

**VOYAGER**

**Logistics**

**LAZADA  
ELOGISTICS**

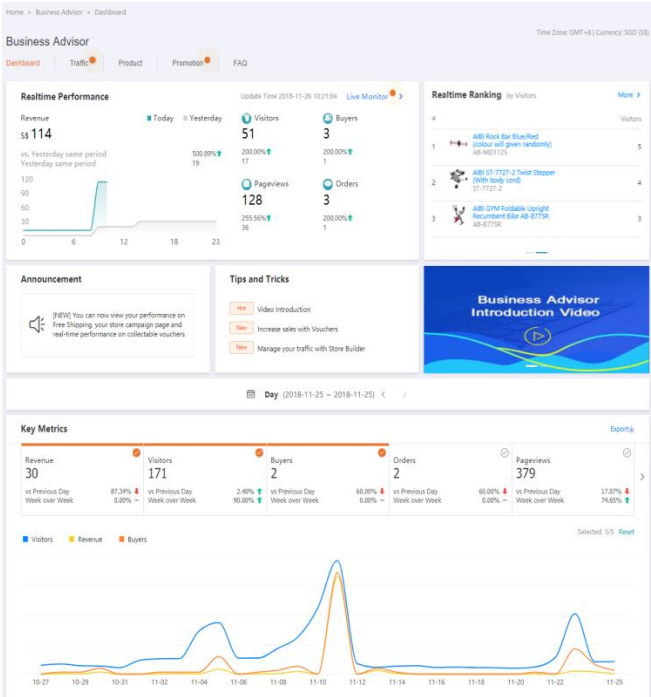
**Payment**

**LAZADA  
WALLET**

**支付宝  
ALIPAY**

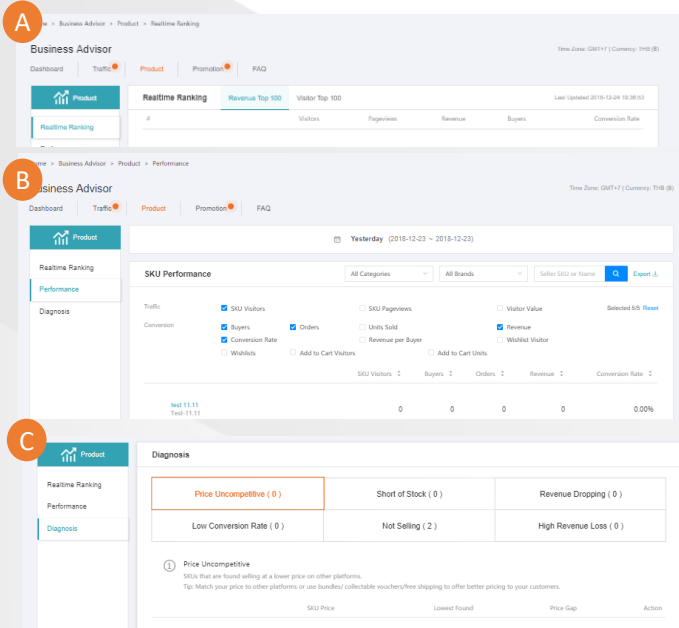
# Business Advisor:

One-stop analytics tool to provide you w/ deep insights to drive your business growth



## Real-time Performance Dashboard

- Real-time performance on sales, traffic, orders
- L30 days evolution of your key performance
- Product Performance
- Stock level



- A Real-time ranking of top visited and purchased products
- B Product level performance (conversion, add-to-cart, etc.)
- C Price competitiveness of each product

### 1. Drop Shipping



1. You get notified on SC & via email on customer orders



2. You pick and pack your products

- You prepare all necessary documentation
- Click “Ready to Ship”



3. LEX picks up the items from your warehouse

- Order Status changes to “Shipped”

### 2. Drop-Off Points



1. You get notified on SC & via email on customer orders



2. You pick and pack your products

- You prepare all necessary documentation
- Click “Ready to Ship”
- Bring packed items to your nearest drop-off point



3. LEX picks up the items from your warehouse

- Order Status changes to “Shipped”



4. The customer receives the item

- Order status changes to “Delivered”

### 3. Fulfilment by Lazada



1. You deliver the products to Lazada compound



2. Lazada will pick and pack your products and change Order Status to “Ready to Ship”



3. The 3PL picks up the items from Lazada & Order Status changes to “Shipped”

# **Benefits of Being a LazMall | Seller**





# Benefits of Being a LazMall Seller

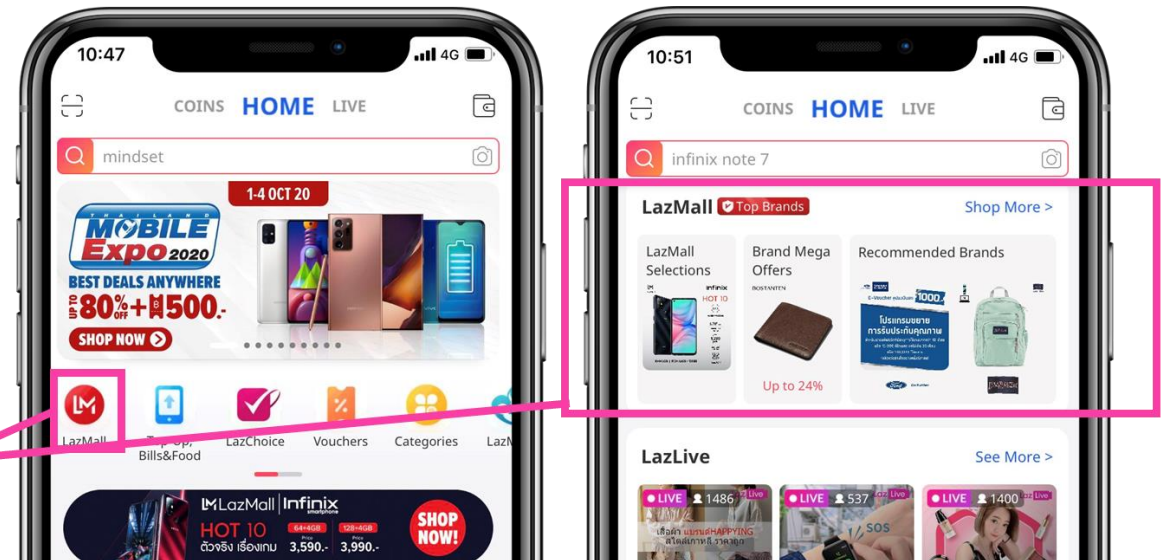


## 1. Higher visibility & Improved findability

- Enjoy higher visibility on homepage and higher search ranking
- Exclusive access to “Golden Slots” for top ranking in relevant search results<sup>1</sup>
- 4 "Seller Picks" for LazMall sellers vs. 2 for regular Marketplace seller for free traffic boost for your selected products

### VISIBILITY

Inclusion in the brand-dedicated channel

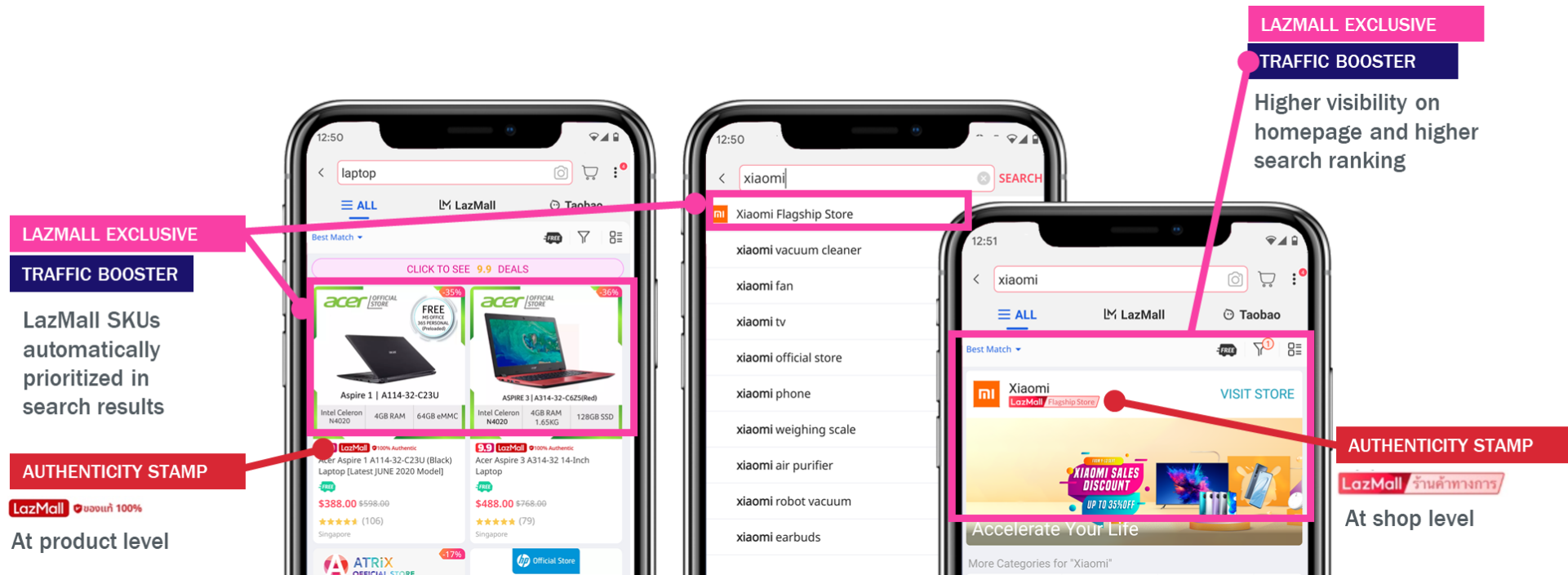


## Benefits of Being a LazMall Seller



## 2. Exclusive stamp of authenticity

- **LazMall badge on all your products throughout the customer journey**



# Benefits of Being a LazMall Seller



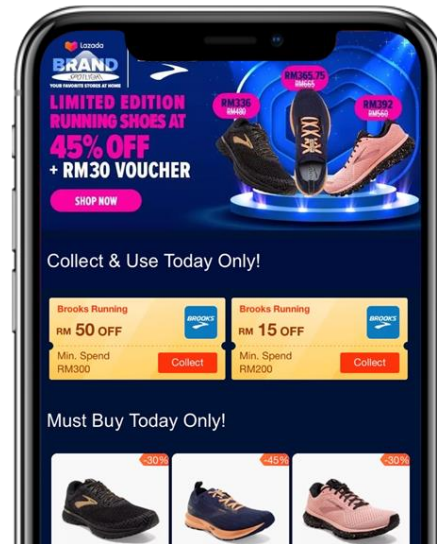
## 3. Participate in dedicated large-scale campaigns

- Inclusion in the brand-dedicated channel
- Exclusive access to dedicated LazMall campaigns and Mega Campaign barter program

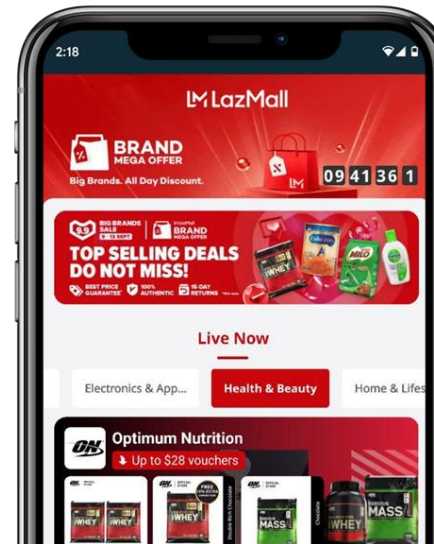
Super Brand Day\*



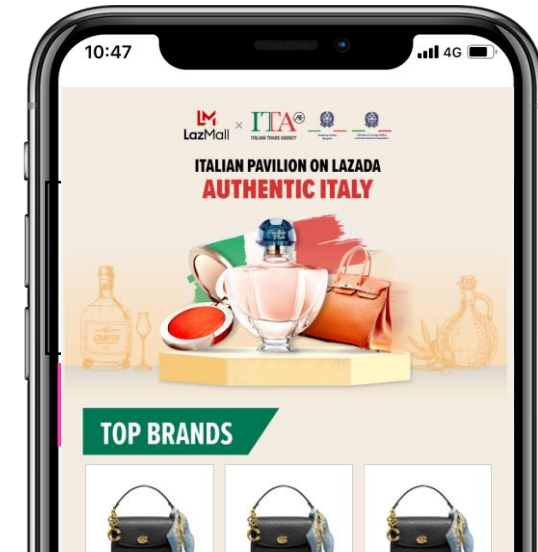
Brand Spotlight



Brand Mega Offers



Italy Pavilion on Lazada





# 2021 KEY CAMPAIGN DATES



## QUARTER 1



30 JAN - 1 FEB  
**WOMEN'S FESTIVAL**



2 FEB  
**2.2 DOUBLE SALE**



3 MAR  
**BIG BRAND SALE**



27-29 MAR  
**BIRTHDAY SALE**

## QUARTER 2



4 APR  
**4.4 DOUBLE SALE**



**26 – 30 April**  
**Authentic Italy Campaign**



5 MAY  
**5.5 DOUBLE SALE**



End of May



17-19 MAY  
**MEN'S FESTIVAL**



6-8 JUN  
**MID-YEAR SALE**



End of June

## QUARTER 3



7 JUL  
**7.7 DOUBLE SALE**



End of July



8 AUG  
**8.8 DOUBLE SALE**



End of August



9 SEP  
**BIG BRAND SALE**



End of September

## QUARTER 4



2-4 OCT  
**WOMEN'S FESTIVAL**



10 OCT  
**10.10 DOUBLE SALE**



End of October



11 NOV  
**THE BIGGEST ONE DAY SALE**



End of November



12-14 DEC  
**GRAND YEAR END SALE**

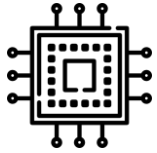


End of December

LEVEL MEGA LEVEL SUPER LEVEL A+



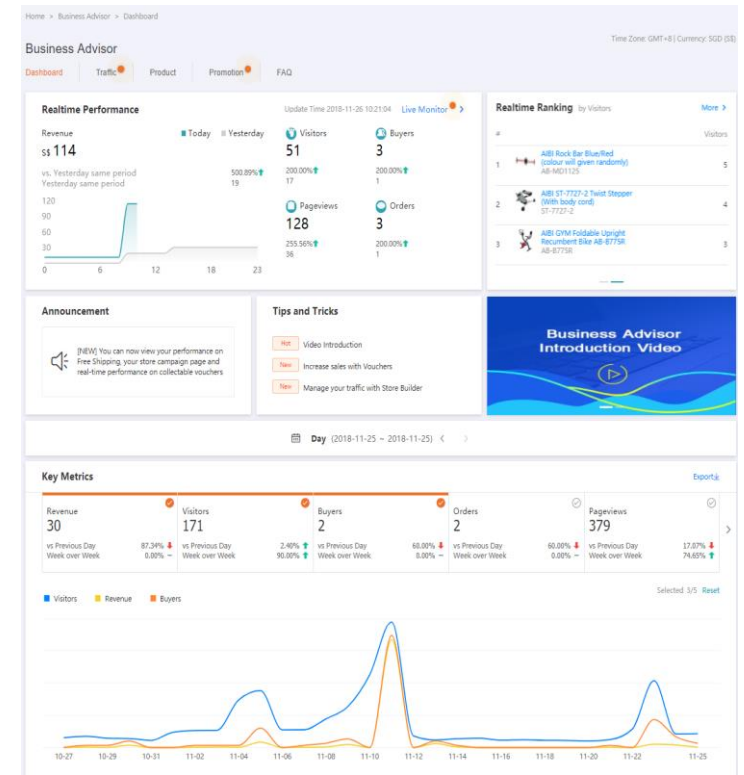
# Benefits of Being a LazMall Seller



## 4. Access to Lazada's tech solutions

- Flexible Store Builder tool to customize your store to your brand
- Exclusive access to Marketing Solutions
- Data Intelligence (Business Advisor)
- Intellectual Property Protection

Store Builder Enables **Storefront Customization** to Match Your Brand Identity



# Benefits of Being a LazMall Seller



## 5. Leverage on Lazada's Logistics Network

- All returns managed by Lazada via the Lazada warehouse
- Lazada has invested in a dedicated customer service team specifically for LazMall customers

### 1. Drop Shipping



1. You get notified on SC & via email on customer orders



2. You pick and pack your products

- You prepare all necessary documentation
- Click "Ready to Ship"



3. LEX picks up the items from your warehouse

- Order Status changes to "Shipped"

### 2. Drop-Off Points



1. You get notified on SC & via email on customer orders



2. You pick and pack your products

- You prepare all necessary documentation
- Click "Ready to Ship"
- Bring packed items to your nearest drop-off point



3. LEX picks up the items from drop-off point

- Order Status changes to "Shipped"

### 3. Fulfilment by Lazada



1. You deliver the products to Lazada compound



2. Lazada will pick and pack your products and change Order Status to "Ready to Ship"



3. The 3PL picks up the items from Lazada & Order Status changes to "Shipped"

### Marketplace Model


Cost of doing business simulation

\*All fee include Service VAT 7%

	Marketplace fees	Example Fan 1,000 THB
1	<b>Selling</b> 5% on sales value	<b>5%</b> 50 THB
2	<b>Payment</b> 2% on total cost from buyer	<b>2%</b> 20 THB
3	<b>Delivery</b> based on package weight & location	<b>0.2 – 1.0 kg</b> 22-45 THB*
4	<b>Service VAT</b> 7%	<b>7% of all fees</b> 4.9 THB
Cost of selling %		<b>10-12%</b> 97-120 THB

\* Delivery rate card information [click here](#)

Requirement for Italian company which  
*doesn't have distributor* in Thailand

 LazMall



# Requirement for Italian company which doesn't has distributor in Thailand

- Need local registered distributor company with VAT registration in Thailand
- Need authorization letter from Italian company with
  - Brand logo
  - Exclusivity

Brand logo

Distributor Notification  
23-6-2017

To Whom it may concern -

This letter serves the purpose to confirm that authorized exclusive distributor for [Brand name] products for Thailand.

This includes all products purchased from any of the [Brand name] operations globally and for the exclusive resale of these products in the Thailand market.

If you have any further questions regarding this please contact me at the address below.

Regards  
[Signature]

Authorized director name of brand owner  
Brand owner company name

Exclusive distributor company name & address

Brand owner company name,  
address, and contact number

LazMall

Required document to submit Lazmall for  
Italian company which *have distributor* in  
Thailand

 LazMall

# Prepare Documents & Verifying


**1**  **A copy of the identification card of the Signee**

**2**  **A Copy of Company Bank Book**

**3**  **A Copy of Company Certificate**

**4**  **A Copy of Tax Registration / PP.20**

**5**  **Distributor: Authorization Letter**

**6**  **Brand Logo for Lazmall**

1 Square Logo\*(120 x 120px,max 75kb)

2 Long Logo\*(700 x 350px,max 75kb)

3 Square Banner\*(600x600px,75kb)

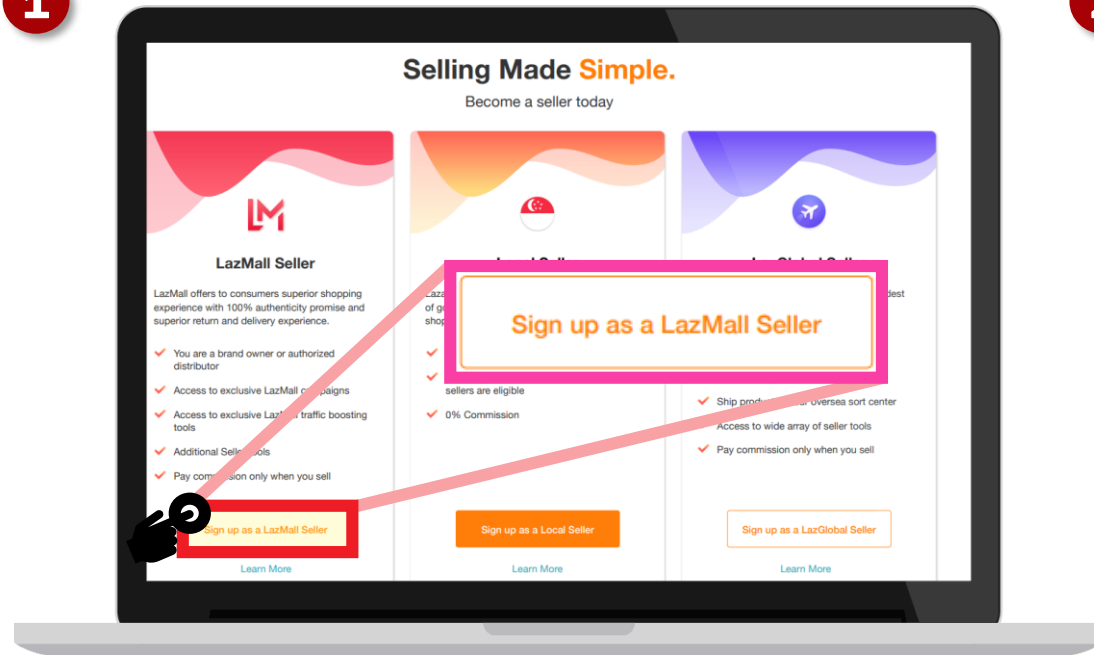
4 Long Search Banner\*(1360 x 480px,max 500kb)

# How to apply Lazmall



# Seller Registration

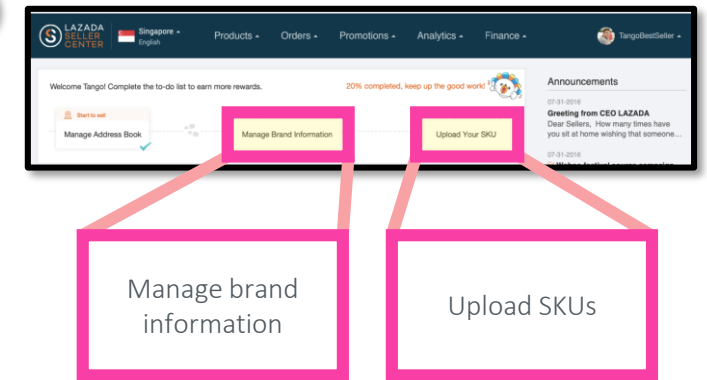
1



2

The screenshot shows the registration form with fields for 'Phone number', 'Email address', and 'Shop name' highlighted by a red box. Below these are fields for 'Mobile Number', 'Verification Code', 'Password', 'Confirm Password', 'Email Address', and 'Shop Name'. A red arrow points from the 'Sign up as a LazMall Seller' button in the previous slide to this form.

3



Seller registration link

[https://sellercenter.lazada.co.th/seller/register/registration\\_landing?spm=a2o7g.10547919.old-navigation.3.1d5a1e13sWPtBB](https://sellercenter.lazada.co.th/seller/register/registration_landing?spm=a2o7g.10547919.old-navigation.3.1d5a1e13sWPtBB)

Once registered please fill this form

<https://forms.gle/FnzKrgkasKxhVwBv9>

# Traffic and Marketing solution

The LazMall logo, consisting of a red stylized "LM" icon followed by the word "LazMall" in a black sans-serif font. The background features a large, light gray 3D geometric shape.

# External Traffic

**Marketing Solution portal** - Generate UTM link to post on your social media platform and track your link to analyze your external traffic performance. Redeem your external traffic point for Lazada internal visibility

## MSP Submission

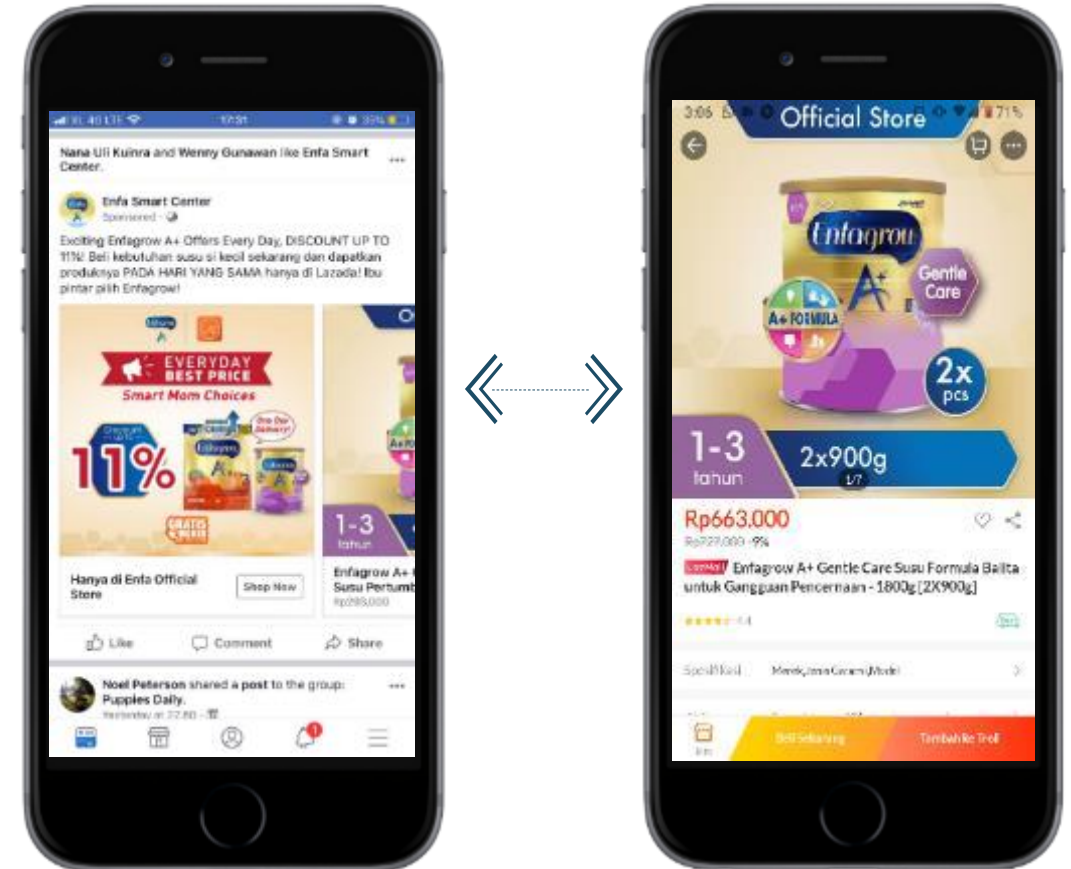
[https://docs.google.com/forms/d/e/1FAIpQLSdm4qvA2yQTJDYykPcGzOeBnZhFD\\_9olrx63-4MhE4ZEc87mw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdm4qvA2yQTJDYykPcGzOeBnZhFD_9olrx63-4MhE4ZEc87mw/viewform?usp=sf_link)

**CPAS** - Lazada was the pioneering partner with **Facebook** to launch **Collaborative Ads (CPAS)** in SEA.

Our audience sharing and Catalog sharing work hand-in-hand to reach and engage a brand's target audience.

## CPAS Submission

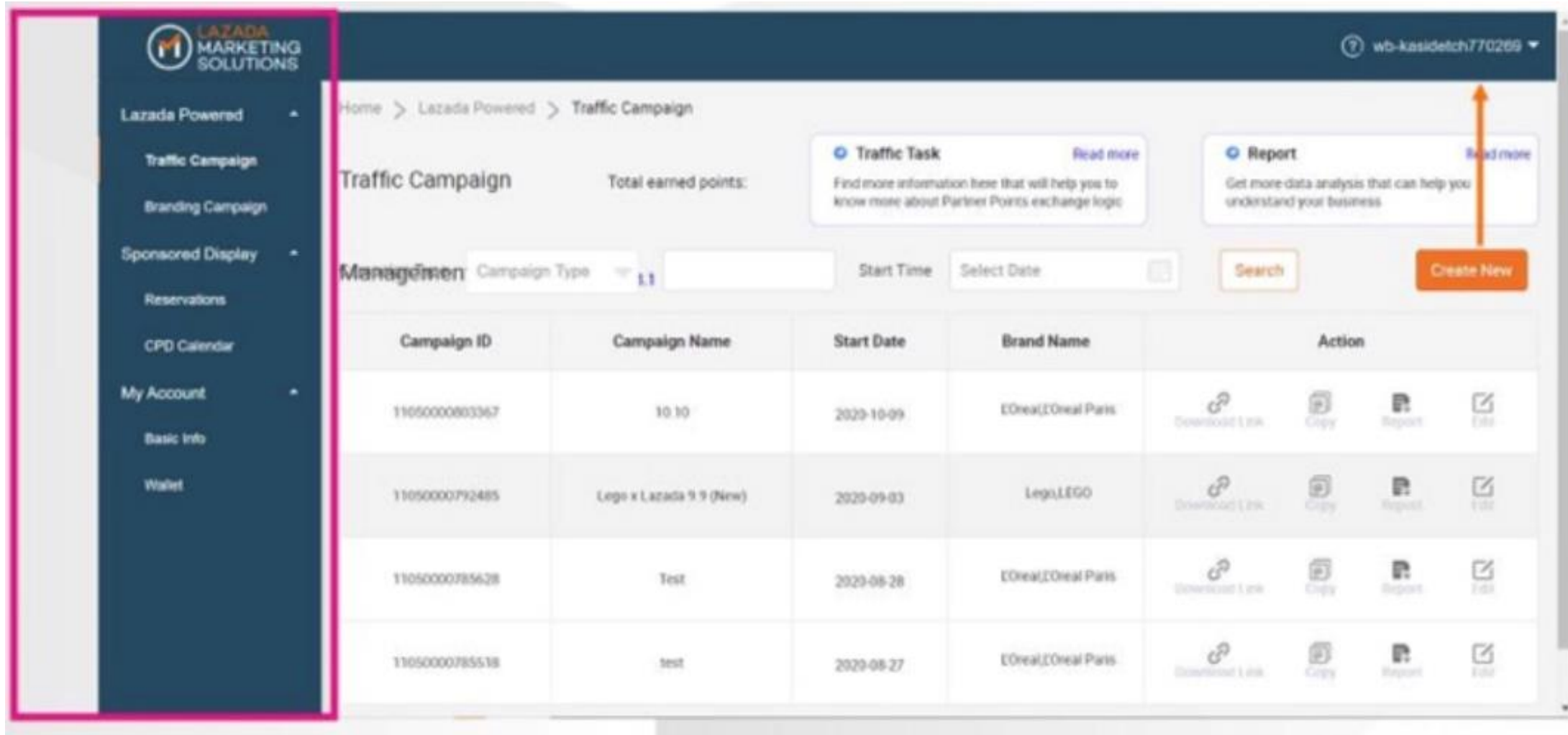
[https://docs.google.com/forms/d/e/1FAIpQLScXeQvOSzJFZNK2NYv4dxqaSvF6NXYIN5um0ljDXixQICCPHQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScXeQvOSzJFZNK2NYv4dxqaSvF6NXYIN5um0ljDXixQICCPHQ/viewform?usp=sf_link)



Runs Dynamic Ads directly on Facebook showcasing products on Lazada's catalog

Send traffic from shoppers with high intent to drive purchases

# How to generate and manage UTM link



**Lazada Marketing Solutions**

Home > Lazada Powered > Traffic Campaign

**Traffic Campaign** Total earned points:

**Management** Campaign Type  Start Time

**Traffic Task** [Read more](#)  
Find more information here that will help you to know more about Partner Points exchange logic

**Report** [Read more](#)  
Get more data analysis that can help you understand your business

Campaign ID	Campaign Name	Start Date	Brand Name	Action
11050000803367	10.10	2020-10-09	E'oneal/E'oneal Paris	<a href="#">Download Link</a> <a href="#">Copy</a> <a href="#">Report</a> <a href="#">Edit</a>
11050000792485	Legs x Lazada 9.9 (New)	2020-09-03	Lego/LEGO	<a href="#">Download Link</a> <a href="#">Copy</a> <a href="#">Report</a> <a href="#">Edit</a>
11050000785628	Test	2020-08-28	E'oneal/E'oneal Paris	<a href="#">Download Link</a> <a href="#">Copy</a> <a href="#">Report</a> <a href="#">Edit</a>
11050000785518	test	2020-08-27	E'oneal/E'oneal Paris	<a href="#">Download Link</a> <a href="#">Copy</a> <a href="#">Report</a> <a href="#">Edit</a>



Get your store ready!  
And join “Authentic Italy” Campaign!

Italy Pavilion on Lazada

 LazMall



# Campaign “Authentic Italy” with media plan



## LAZADA HOMEPAGE BANNER



- Create Massive Awareness with **CPD model**.
- Reach specific target and drive brand loyalty through retargeting on Lazada's audience with **CPM model**



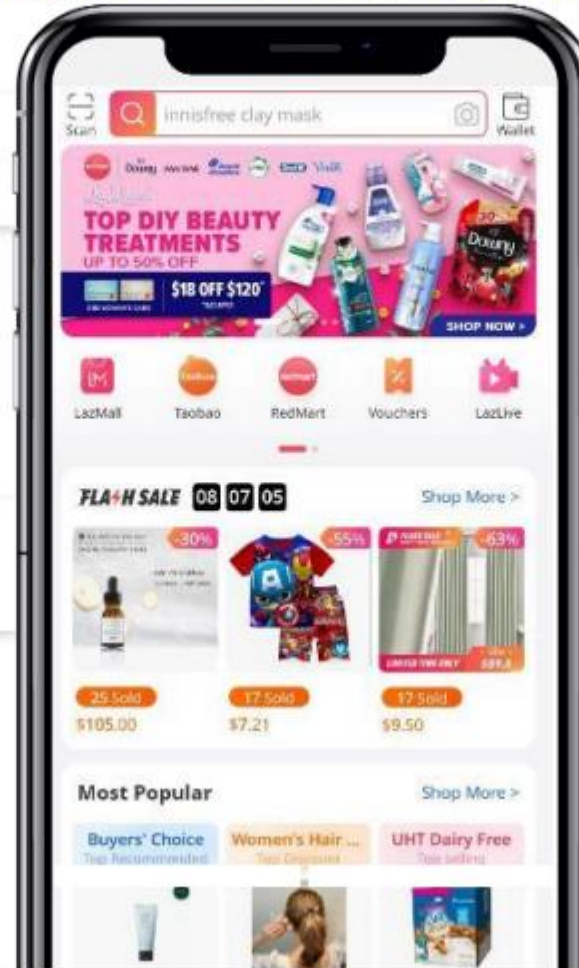
### LOCK IN IMPRESSIONS FOR YOUR BRAND

Reach out to millions of buyers  
across markets



### BRAND AWARENESS

Premium onsite assets with  
visibility on the Lazada Homepage



### TARGET HIGH POTENTIAL AUDIENCES



Show up to audiences most relevant to  
your brand via our targeting capabilities

### CONTROL YOUR SPENDING



Control how much you spend by setting a  
budget and the amount you want to bid for  
clicks.



Sponsored  
Display

# Campaign “Authentic Italy” with media plan



## Asset Inventory ( CRM )

Reach high quality prospects with Lazada CRM tools.

Push Notification



EDM – Banner



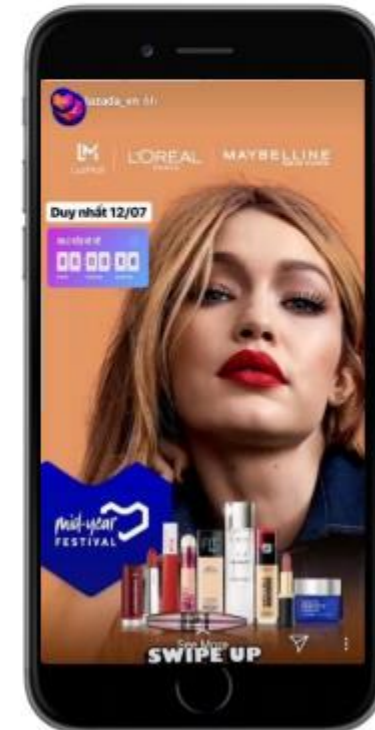
## Social Post

Maintain campaign awareness and engagement with social media posts.

Facebook Post



Instagram Story/Highlights





# Campaign “Authentic Italy” with media plan



## FACEBOOK CPAS



Dynamic ads allow brands to customize what customers want to see and create conversion uplift.

### WHY LAZADA

Lazada was the pioneering partner with **Facebook** to launch **Collaborative Ads (CPAS)** in SEA. Our audience sharing and Catalog sharing work hand-in-hand to reach and engage a brand's target audience.

**+55%**

Additional sales for a FMCG brand

**63X**

Return on ad spend for an Electronics brand

**>500%**

Increase in Items sold through brand traffic for a Home Appliance brand

### BENEFITS OF LAZADA CATALOG SHARING



#### UNLOCK SHOPPER INTENT

Leverage Lazada's biggest channel 12,000 partners in 6 countries



#### DYNAMIC ADS

Effective marketing investment  
Fixed ROI on your store and selected SKUs



#### LEVERAGE RETARGETING

Leverage Lazada's biggest channel 12,000 partners in 6 countries



#### DATA, DATA, DATA

Effective marketing investment  
Fixed ROI on your store and selected SKUs



Runs Dynamic Ads directly on Facebook showcasing products on Lazada's catalog



Send traffic from shoppers with high intent to drive purchases


# Campaign visibility support



Type	Visibility support from Lazada	Brand to do
Onsite visibility	HP banner (tentative 5 days)	<ul style="list-style-type: none"><li>• <b>Traffic</b><ul style="list-style-type: none"><li>• brand's social media post</li></ul></li><li>• <b>Promo tool</b><ul style="list-style-type: none"><li>• Seller voucher</li><li>• Free shipping</li></ul></li></ul>
	Brand card in MCP	
CRM	Push notification	
Social Media	Facebook, IG, Line	
CPAS	CPAS investment to MCP	
Voucher	Campaign voucher to support joining brands (TBC)	

Further information please contact:

Arsarn Kasetsoontorn  
arsarn.k@Lazada.co.th

 LazMall