

Unilever and Lazada Team Up

The Straits Times/ANN/Singapore

Consumer goods giant Unilever sold more products online in March 2017 more than it did all of last year (2016). "In the past three years. Our e-commerce sales in the region have grown nearly 50 percent. We expect growth of three times in the next three years," Pier Luigi Sigismondi, who is president of Unilever Southeast Asia and Australasia, said. Meanwhile, at Lazada, an e-commerce platform that focuses on Southeast Asia, items shipped last year were up 150 percent from 2015. "Our biggest markets are Thailand and Indonesia. But all our markets are growing strongly, even a mature one like Singapore – our youngest, which we entered just five years ago, and also our fastest-growing," said chief executive Maximilian Bittner. The two men spoke to The Straits Times last week as they unveiled their new e-commerce alliance.

The move will see Unilever expanding its online sales via Lazada, building on an existing partnership that includes an exclusive Unilever

online store launched on Lazada Singapore earlier this year. There will also be more social media content around Unilever products to engage consumers.

A key priority will be learning how to overcome logistical inefficiencies holding back the use of e-commerce, especially in large and diverse markets such as Indonesia.

Bittner noted the alliance will create one of the biggest warehousing networks in South-east Asia. Lazada is also regional consumer habits through Unilever's vast customer base. "For example, we want to figure out the right packaging size so we can minimize shipping costs. It's about studying things like payment basket size, and we can't possibly do that by ourselves," said Bittner. The two companies have come together at a time when the fast-moving consumer goods (FMCG) segment is becoming a major part of e-commerce.

Unilever LAZADA LAUNCH SPECIAL

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Product	Original Price (RP)	Discounted Price (RP)	Discount
Rinsol Molto Cair Batol - 1 L	RP 28,500	RP 22,800	-20%
Paket Hemat Rumah Bersih: Sunlight Lemon, Wipol, Super Pell	RP 64,350	RP 43,400	-21%
Sunlight Sabun Cuci Piring Jeruk Nipis Refill 800ml	RP 29,400	RP 23,500	-21%