

Marketing and malaysian market analysis flashcard



My too provides several methods for payment services such as Papal, credit and debit cards, direct debit and express courier revive In shipping for customers allover In Malaysia. Moreover. Azalea. Com. My provides a return policy service to customers who wish to return their purchases within 30 days of purchase and willing to refund customers balance as store credit without any penalty charged. C) Product Is uniquely Better Azalea. Com. Y conducts various interviews and market research on potential brands that will attract and sell successfully to customers because Azalea wants customers to consider these potential brands superior and unique to the competition on the Internet. For instance, Azalea. Com. My is willing to take risk to bring in and sell local designer's products for the reason that the fabrics used by the designers are good in quality with eye-catching designs and believe that customers are willing to pay for a price since they feel the purchase would be a worth buy.

Diagram of Porter's 5 Forces 1 . Rivalry Among Existing Competitors When Azalea. Com decided to tackle the Malaysian market, Azalea takes note on the number and capability of its competitors in the Malaysian market. At that time, Fashion Valet was the only similar website that carries a wide range of brands from local to Asian designers. In order to set their place in the Malaysian market, Azalea offers many brands that Fashion Valet does not have and created their website where customers will find it is easy to navigate with clear tabs for men's, women's and kids' fashion.

Azalea. Com also offers discounts and bargains all year round to attract current and new customers while constantly bringing new brands to the website. 2. Threat of New Entrants Azalea. Com was already an established
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brand in other Asian markets and thus, when Azalea. Com wanted to tackle the Malaysian market, Azalea. Com has already a customer loyalty to established brands offered on the website. Thus, the market size of Azalea. Com increased and became the largest and fastest growing fashion website in Southeast Asia.

Azalea. Com eventually has a strong a durable barriers to entry and able to preserve a favorable position and take fair advantage of it. 3. Threat of Substitution Fashion Valet is a good example of threat of substitution for Azalea. Com. When Azalea. Com entered the Malaysian market, Azalea. Mom tries to add a mixture of top international and local brands with affordable prices as Fashion Valet focuses on local and Asian fashion designers. Moreover, Azalea's websites updates their soon as they are launched.

Azalea offer provides several payment options such as Cash on Delivery (COD), Cellos Archaic, Credit Card, Online Transfer and offers free shipping for all orders of which paid price is ARMS. O and above. 4. Bargaining Power of Buyers Azalea. Com is trying to control the bargaining power of buyers by implementing promotion and discount programs to their customers. Azalea. Com offers a ARMS off for new customers with a 1 year validation period. Other than that, Azalea. Mom provides a comprehensive and personal service for customers who wish to inquire about their purchases. Azalea. Com also offers shipping that takes less than 14 business day to arrive at customer's doorsteps and free shipping for order above ARMS. Azalea. Com also offers a flat rate shipping fee around ARM to RMI depending on the location. 5. Bargaining Power of Suppliers Azalea. Com tries to set

reasonable prices for the Malaysian market so that customers from any income groups are able to enjoy purchasing their items on Azalea.

Customers are able to make their purchase decision anywhere and anytime they want because of online selling. With Internet available at any area especially in the city area, Azalea. Com can go further and expand their market to both national and international markets. And thus, Azalea. Com has a great implication for Place in the marketing mix due to the large market place. D) Promotion Promotions for Azalea. Com is actively used to inform customers about Azalea and its newsletters, online offers, and internet advertising to encourage new and old current customers to visit their website.