

Lazada (Pin, Baitoey, Chat)

Actually, I'm the one who hasn't had an experience of shopping in E-commerce like Lazada or Shopee, but I know that there are many campaigns that discount the price of goods almost along the year or it has the flash sale that will happen only a particular period. Therefore, I think that this seminar paper is very interesting that we know the group of people who are usually attracted by the promotion of these E-commerce, the studying of the topic can help the firms to know that which group of people or products categories that are price sensitive, and for the companies (Lazada, Shopee, etc.) will know that which type of product don't have to give much promotional price, how to plan the promotional strategies along the year that can maximize the total revenue of the firms, traffic of the users and benefits. For the results of the methodology are valid, the outcomes are sensible with my thoughts. For the suggestions that suggest the double digit should be launched lesser, but I think that it may be better that you study the SCP of the industry that will be more valid that is why the E-commerce companies have to launch many promotions to attract the users.