

# **Ecart Services Malaysia Sdn Bhd in Retailing (Malaysia)**

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## **Abstracts**

Ecart Services Malaysia Sdn Bhd is the operator of online marketplace Lazada Malaysia, which was hosting more than 8,000 local merchants at the end of the review period, and the company has plan to expand the number of local sellers on its website, focusing its attention on small and medium enterprises (SMEs). Lazada Malaysia aims to gain the top position in internet retailing in terms of value sales as well as in the diversity of its consumer audience.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Ecart Services Sdn Bhd: Share of Sales Generated by Internet Retailing  
2014-2016

Competitive Positioning

Summary 2 Ecart Services Sdn Bhd: Competitive Position 2016

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