

Lazada Singapore Pte Ltd in Retailing (Singapore)

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Abstracts

With internet retailing in Singapore set to face more intense competition due to the imminent arrival of Amazon, Singapore-based international online retailer Lazada is set to focus on offering online shoppers the widest assortment of goods and benefits such as free delivery and a seamless 14-day returns policy. These goals were prioritised after the acquisition of the Singapore-based online grocery start-up RedMart, which is expected to help the retailer expand into new product categories more...

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