

Panel Discussion | [E-Commerce]

Advancing E-Commerce Excellence: Navigating Dynamics Across Channels, Products and Services



JINNY NASRITO MUNOZ

Senior Director, Ecommerce
DKSH
[Moderator]



DAVID HU

Head of Ecommerce
Marketplace, APAC MEA
Electrolux



KENNETH LAU

Global Digital Commerce
Excellence Lead
Mondelēz International



NOBU WATANABE

Managing Director, Japan &
APAC Region
Contentserv

slido



Why do you buy online?

Panel Discussion | [E-Commerce] Advancing E-Commerce Excellence: Navigating Dynamics Across Channels, Products and Services

Scan badge
QR code to
submit
questions!

Question 1

Shopee, Lazada, TikTok Shop, E-Retailers like Redmart/Amazon, social commerce platforms like Line/FB - **What are your thoughts on the roles of each of these channels for your organisation?**

How have you managed trade channel conflict whilst maximising the benefits of each of these platforms for both your acquisition and retention strategies?

Panel Discussion | [E-Commerce] Advancing E-Commerce Excellence: Navigating Dynamics Across Channels, Products and Services

Scan badge
QR code to
submit
questions!

Question 2

Undoubtedly, discounts/promos are a big draw for consumers to purchase online. It's often the "go to" for ecommerce managers when we want to boost sales. However, there's pending pressure as well on the manufacturer's side to maximise CVR but balance profitability.

What has been your approach to achieve this balance? Any "best practices" you have adopted?

Panel Discussion | [E-Commerce] Advancing E-Commerce Excellence: Navigating Dynamics Across Channels, Products and Services

Scan badge
QR code to
submit
questions!

Question 3

Can you share the biggest “shift” in consumer behaviour that your team has seen, how did you adapt to it? What were the biggest learnings?

Panel Discussion | [E-Commerce] Advancing E-Commerce Excellence: Navigating Dynamics Across Channels, Products and Services

Q & A

to be operated on
sli.do