



# Fireside Chat | **[E-Commerce]** Advancing E-Commerce Excellence: Navigating Dynamics Across Channels, Products and Services

MARTECH  
EVANGELIST



**PARJONO SUDIONO**

Former Head of Digital  
Marketing & E-commerce  
Shiseido Indonesia

*Bata*



**INDERPREET SINGH**

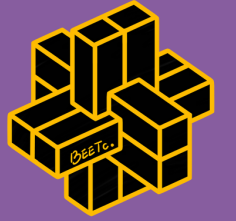
Director, E-commerce, Asia  
Pacific  
Bata Group

OMG Omnicom  
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**Rohan Mahajan**

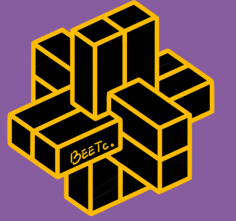
Chief Operating Officer  
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## Question 1

**Can you discuss the current state and growth of the e-commerce sector in Indonesia, particularly focusing on the different category? What are the key trends, challenges, and opportunities?**



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## Question 2

**How can businesses effectively implement omnichannel solutions to enhance customer experience and boost sales? What are some successful strategies and examples?**



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### Question 3

**In the massive and highly competitive beauty industry, what are the best practices for maintaining customer loyalty? What strategies have proven effective?**

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**Key Takeaway**

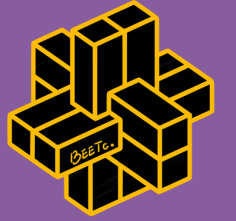


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**Q & A**

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