

Panel Discussion | **[E-Commerce]** Strategising Across Channels, Products, & Services for E-Commerce Success



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What key trends do you anticipate will shape e-commerce in 2025?

① Start presenting to display the poll results on this slide.

Question 1

Where does e-commerce fit within a more digital-native market, & what does the landscape look like?

Question 2

How are you looking at new initiatives & utilising them to build engagement?

Question 3

What are the two most important lessons you've learnt?

Q&A