

List of E-commerce Platforms for the Singapore E-Commerce Programme

1) Amazon

Amazon helps small businesses and entrepreneurs reach hundreds of millions of customers around the world, giving the smallest of businesses the opportunity to compete next to the biggest household brands in our stores. More than half of all items sold in Amazon's online stores come from the millions of small and medium-sized businesses (SMBs) that have chosen to grow their business with Amazon. SMBs selling in Amazon's stores have created an [estimated 1.6 million jobs worldwide](#). In 2019 Amazon invested more than \$15 billion to support third-party sellers – almost all of whom are SMBs – including infrastructure, programs, people and more than 225 new tools and services. By selling in Amazon's stores, entrepreneurs can cost-effectively establish a new online business or extend an existing business online. Further information about selling on Amazon can be found here: <https://www.amazon.sg/sell>.

2) Lazada Singapore

Lazada Singapore started in 2013, and over the years has grown to become a household eCommerce platform loved by Singaporeans. With a promise of fast, secure and a convenient online shopping experience, Lazada Singapore offers a wide range of products at the touch of your fingers.

With a mission to accelerate progress in the country through commerce and technology, Lazada Singapore is backed by Alibaba Group and powered by its cutting-edge technology infrastructure. It empowers sellers with a suite of business tools to make data-driven decisions and take their eBusinesses to the next level. Further information about selling on Lazada can be found here: <https://pages.lazada.sg/wow/i/sg/sell-on-lazada/sell>.

3) Qoo10

Founded in 2010, Qoo10 is Singapore's most established e-commerce platform, counting more than 3 million registered users. Present in Indonesia, Malaysia, China, Hong Kong, and most recently India, via a merger with Shopclues, the company's mission is to establish a free and open e-commerce platform, where businesses of all sizes can sell their goods to customers from any country. With a holistic business model built around our core values of entrepreneurship, speed, and sustainability, Qoo10 offers a rewarding experience for buyers and sellers alike. For more information about the company, please visit our website at <http://www.qoo10.sg>.

4) Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Type of solutions provided

Solution offerings	Amazon	Lazada	Qoo10	Shopee
a. Content Development (e.g. product photoshoot, content copywriting, product packaging)	✓	✓	✓	
b. Product Listing (e.g. setting up of merchant store, uploading of content, store decoration)	✓	✓	✓	✓
c. Channel Management (e.g. assortment & pricing, promotion/campaign planning, forecasting and inventory management, data analytics)	✓	✓	✓	✓
d. Fulfilment (e.g. warehousing of products, fulfilment by e-commerce platforms, integration with last-mile logistics providers)	✓	✓	✓	✓
e. Advertising and Promotion (e.g. cross-channel marketing campaigns, onsite/ in-store marketing campaigns)	✓	✓	✓	✓
f. Training Workshops to Enhance E-Commerce Capabilities	✓	✓		✓