

Journey of a parcel

The Sunday Times looks at how items bought on e-commerce platforms make their way from merchants to consumers.

1 Cart checkout

Shopper buys products on the e-commerce website. On platforms such as Qoo10 and Shopee, the payment is held in escrow temporarily until the order is successfully received in good condition by the buyer. Then the payment is released to the merchant.

2 Order received

Merchant receives the order and readies the products for delivery.

3 If the merchant is local...

A local third-party logistics company will pick up the parcel from the merchant directly and deliver it to the shopper. Merchants typically have their own storage facilities for their stock. **Skip to 9**

4 If the merchant is overseas...

Logistics representatives – typically third-party logistics companies – in the country of origin pick up the parcel.

5 Arrival at logistics facility

The parcel is taken to a logistics facility. Lazada has its own logistics facilities in multiple locations including China, South Korea, Malaysia, the Philippines and Hong Kong.

6 Consolidation for shipping

At the logistics facility, parcels are consolidated.

7 Crossing borders

The consolidated items are shipped to Singapore via air or sea. For Lazada, this is typically done via cargo ship.

8 Arrival in Singapore

Upon arrival in Singapore, a local third-party logistics company will pick up the parcel.

9 Local delivery

Once in Singapore, the package can be delivered in the following ways:

- **Doorstep and letter-box deliveries**
Postmen typically make between 20 and 60 doorstep deliveries daily, on top of delivering 3,000 mail items.

- **Smart parcel lockers**
Partner couriers deliver the parcels to locker stations across Singapore, including lockers under SingPost's POPStation, bluPort, Parcel Santa and Locker Alliance.

- **Park N Parcel**
The service, which has 1,600 collection points, allows parcels to be delivered to a home or store near a customer's home. The customer can then collect the parcel at his convenience.

The big platforms



Lazada is the most visited platform (desktop and mobile Web) in Singapore, recording an average of **7.5 million** visitors per month

- For the 9.9 sale on Sept 9, Lazada sold over **52,500 eggs** in Singapore through RedMart. This is enough eggs to feed every household in Ang Mo Kio.
- The platform also sold over **10,000 litres of liquid detergent** in Vietnam.



Qoo10 came in second with an average of **7.1 million** visitors per month



Shopee is the most downloaded mobile e-commerce shopping app in Singapore and garnered more than an average of **2.8 million** visitors per month

- For the 9.9 sale, Shopee received **three times** as many orders in the region as compared with last year.
- The platform received more than **5.8 million orders** during their 9.9 sale in 2018.

At Lazada and Qoo10, a select number of products that have proven to be fast-moving necessities are also stocked at each company's facility and these can be bought directly from the e-commerce platforms. Products include diapers, formula milk, rice and laundry detergent.