



Lazada

Lazada empowers mothers by supporting “Mompreneurs”

Lazada has always been supporting the female community in Southeast Asia, from providing selling opportunities on our platform to hiring women riders among our courier fleet. We strongly believe that when women are empowered, they can bring positive change and shape the future of all those around them, from their families to society at large.¹

—Lucy Peng, former chairwoman and group chief executive, Lazada

Quick facts about Lazada

Lazada Group operates Lazada, an online shopping and selling destination in Southeast Asia.

Founding year: 2012

Footprint: Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam

For Lazada, a leading e-commerce platform in Southeast Asia, working with mothers is an opportunity to support entrepreneurs that struggle to start and grow ventures. As part of Digital2Equal, the company reached thousands of working mothers through its “Mompreneur” initiative, starting with a pilot in the Philippines.

TARGETING WOMEN ENTREPRENEURS IN THE PHILIPPINES

The Global Entrepreneurship Monitor finds that women in the Philippines are just as likely to engage in entrepreneurial activity as men,² in addition to being supported through a range of proactive government policies articulated in the country’s Magna Carta of Women: a set of laws that promotes gender equality in all facets of life.³

The Mompreneur program offers financial and nonfinancial support to help mothers start and grow their businesses online. Lazada piloted Mompreneurs in the Philippines, where more than half of working age women are engaged in some form of entrepreneurship, but often lack adequate training, access to information, and working capital to grow their businesses.⁴ Lazada saw an opportunity to address the needs of women entrepreneurs while also growing their base of local sellers.

The Mompreneurs program targets and encourages mothers to pursue running an online store. The program offers free



training and assistance in the process, including guidance while setting up the online stores and waiving commissions for Mompreneurs while they familiarize themselves with the world of digital sales. Top sellers receive further support in the form of working capital loan schemes. Lazada also provides support through offline engagements such as the two-day Lazada Women's Festival in May 2019, where sellers targeting women customers showcased their products in collaboration with mom bloggers and influencers. This approach is consistent with evidence showing that combinations of financial and nonfinancial support and training work best to help entrepreneurs succeed.⁵

Mompreneurs forms part of Lazada's broader program to bring new entrepreneurs into e-commerce. Other strategies for supporting entrepreneurs across the platform include the following:

- **Robust e-commerce tech:** This strategy supports sellers with robust tools and backend systems for payment, logistics, and artificial intelligence technology.
- **E-business solutions:** This solution drives the growth of high-value sellers and the offline-to-online experiences of small and medium enterprises.
- **Shoppertainment:** This innovative strategy enhances the shopping experience by gamifying interactions between sellers and buyers.
- **Livestreaming:** COVID-19 has forced many traditional sellers to use livestreaming technology to continue selling online. Livestreaming can be set up easily with a mobile phone and the Lazada application. Many sellers found a new way of staying connected with their target audience during the strict lockdowns that happened in many Southeast Asian cities at the height of COVID-19 pandemic.

Following a successful pilot in the Philippines, Lazada intends to scale the Mompreneur program to other parts of Southeast Asia, with a targeted reach of tens of thousands of people.

THE MOMPREENEURS

It is a transformative era we live in now, online and offline, where women empowerment is in the air and at every corner, we see women beautifully and fearlessly owning who they are. Lazada continuously advocates the importance of the role of women regardless of the industry they represent. Each one has their own voice, and we are proud to be a platform that is both a fun and safe space, where women can make empowered choices at any moment with a single click.⁶

—Emmanuelle Chavarot, chief business officer, Lazada Philippines

For stay-at-home mother of two and full-time virtual assistant Anna Liza, the Mompreneurs program allowed her to set up MustHavePh—an online store selling locally made teas, serums, and body scrubs—with little to no capital. Previously, Anna Liza's attempts were limited to sales in person and over social media where she spent a sizable amount of her budget on ads that did not yield adequate conversions. Once initial sales through the Lazada platform began trickling in, Anna Liza was also able to sign onto Fulfillment by Lazada—a logistics management program that allows sellers to pass on the highly involved and lengthy process of processing, packaging, and shipping orders to customers. The additional support allowed her to boost her sales and thereby realize significant contributions to her family life and income.

Former housekeeper Maylyn Bartolome shares a similar story. After years working overseas for other families in China to send what little money she earned home, she decided to return to the Philippines and used her savings to set up a small

Case Study: LAZADA

printing business at a mall in Quezon City. But the business collapsed within three months because of high rent costs and low traffic. With no means of providing for her growing family, Maylyn came across the Lazada Mompreneurs program and, using the printers she had left from the businesses, put up an offer to print custom shirts, bags, and backpacks on the Lazada platform. With support, her DesignPlus store has grown steadily to become not only the sole source of income for the Bartolome family, but also a way to help Maylyn make long-term plans. She was able to enroll her four children in private schools and invest some of their profits in mutual funds, thereby safeguarding their futures.

- 1 Shawn Lim, "Lazada Takes a Stand on Gender Equality in Emerging Markets in Asia Pacific," *The Drum*, October 9, 2018, <https://www.thedrum.com/news/2018/10/09/lazada-takes-stand-gender-equality-emerging-markets-asia-pacific>.
- 2 Philippines Economy Profile (database), Global Entrepreneurship Monitor, 2015, <https://www.gemconsortium.org/economy-profiles/philippines-2>.
- 3 Republic Act 9710, Philippine Commission on Women, <https://pcw.gov.ph/law/republic-act-9710>.
- 4 Philippines Economy Profile (database), Global Entrepreneurship Monitor profile of Philippines.
- 5 Estera Barbarasa and Chrys Miliaras, *Why Banks in Emerging Markets Are Increasingly Providing Non-Financial Services to Small and Medium Enterprises* (Washington, DC: World Bank Group, 2012). <http://documents.worldbank.org/curated/en/988801468163454790/Why-banks-in-emerging-markets-are-increasingly-providing-non-financial-services-to-small-and-medium-enterprises>.
- 6 "Lazada Philippines Launches Its 2nd Women's Festival to Capture the Millions of Desires of All Kinds of Women," *Adobo Magazine*, August 13, 2019.