

# Lazyninja: Cashing in on the ecommerce burst in India

# The current scenario of online shopping in India...

- According to a research undertaken by TNS Australia incorporating inputs from Google data, online shopping has grown by a remarkable 128% in 2012-13
- This number is expected to grow at a three times faster rate in the coming years
- Apparel and accessories has seen the maximum growth in the number of buyers in online shopping
- People love to buy their clothes through online shopping!
- 2014 is expected to see apparel replace electronics as the most popularly shopped category

# According to a recent study in the US...

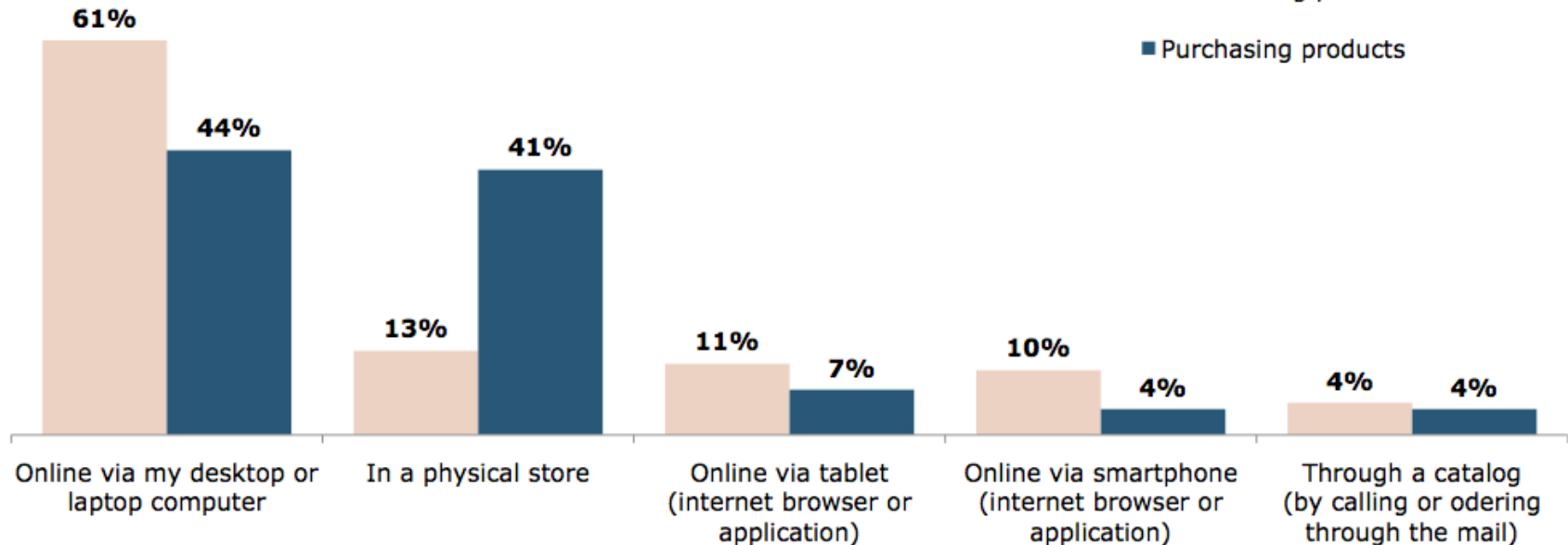
## Online Shoppers' Preferred Method of Access to Multichannel Retailers

% of US online shoppers who make at least 2 online purchases in a 3-month period

**June 2014**

■ Researching products

■ Purchasing products



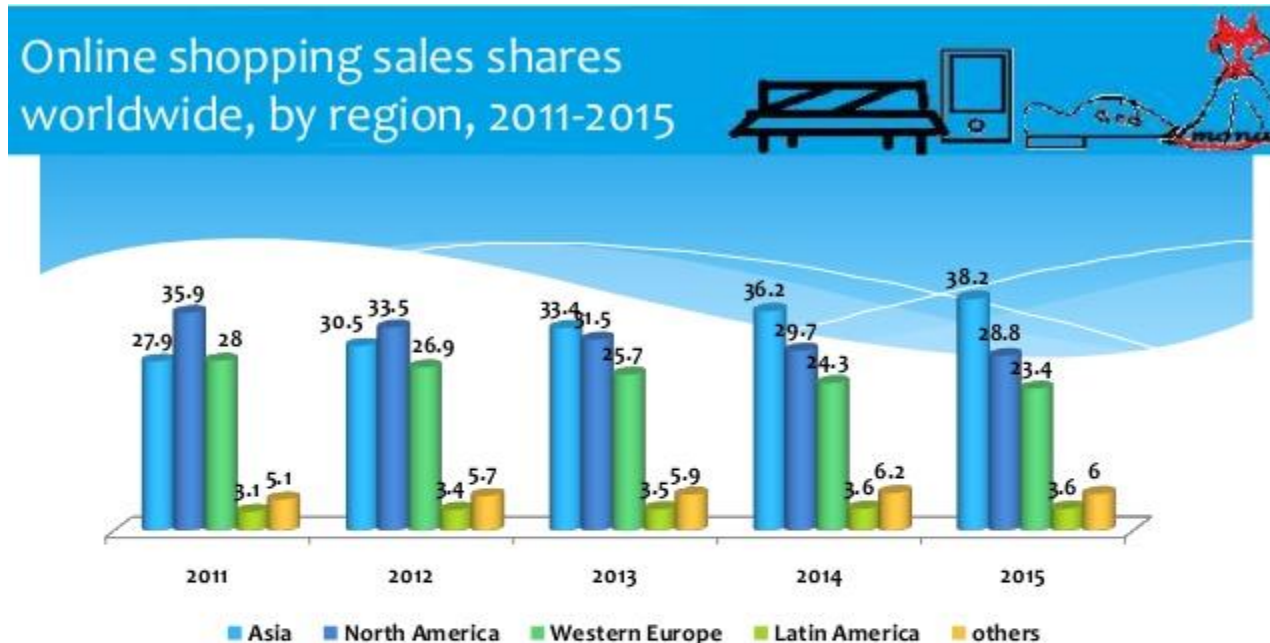
MC MARKETINGCHARTS.COM

Source: UPS / comScore

# Why online shopping is popular?

- People have always loved the idea of being able to shop from the cozy confines of their home and with internet online shopping has become even more easier
- The internet was always there than what led to the popularity of online shopping?
- Its simple....over the years, we have started to rely on gadgets like mobiles, smartphones, tablets, etc. to access the internet
- Non metro's are participating more actively
- With more points of access, the usage of internet has also grown and so online shopping has become hugely popular

# Narrowing down to the online shoppers in Asia...



As the above graph shows, currently North America has the highest share of online shoppers. However, multiple drivers such as increasing internet penetration, availability of more categories in websites, and entrance of new companies in the online shopping market place is expected to result in Asia becoming the leading online shopping destination.

Asia's share is expected to increase from 27.9 percent in 2011 to 38.2 percent in 2015.

# India is not far behind!

Online shoppers Asia pacific, by country, 2011-2015



(Million)

	2011	2012	2013	2014	2015
China	178.4	219.8	270.9	374.9	423.4
Japan	70.2	73.3	75.6	78.2	79.2
India	14.5	19.2	24.6	36.2	41.8
South Korea	22.2	23.3	24.4	26.3	26.9
Australia	9.8	10.2	10.6	11.2	11.5
Indonesia	2	3.1	4.6	7.4	8.7
Others	37.6	42.2	47	57.3	62.1

- China boasts the highest number of people who buy goods online in the world—nearly 220 million in 2012
- India's online shopping growing fast.
- In India, online shoppers will increase by more than three times by 2015, jumping from 14.5 millions in 2011 to 41.8 millions in 2015.

# Identifying the need

- In spite of apparel and accessories being a popular purchase, the levels of customer satisfaction are low...Why?
- The reasons for this are:
  - Lack of variety
  - No newness, repetitive designs
  - Overcrowded websites
  - Low customer involvement

# Who will address this need???



# Introducing Lazyninja

- Lazyninja was brought into existence with a vision to cater to these demands
- From bringing forth the best variety to following stringent quality measures, Lazyninja does it all
- Every design is carefully created to suit the ever evolving taste of the consumer
- More options to choose from
- Bigger range of sizes so that there is something every one

# Who are we??

- Being driven by a group of young professionals, Lazyninja caters to the demands of youngsters who aspire to be fashionable and stylish
- Sourcing the best of designs from all over the country, team Lazyninja ensures that only what is exceptionally good is displayed on the website
- Our motto: designer stuff at affordable price
- Evolve according to the changing demands of the customer
- In spite of being a new entrant, Lazyninja is already a hot favorite!

# The concept

- The idea of Lazyninja was born out of the need to cater to the Lazy people who wanted to buy the best of stylish stuff without having to stress themselves to look for it!
- In simple terms, Lazyninja increases the ease of shopping for classy apparels without having to move out of your homes
- Rain or storm, you can sip your coffee and do your shopping even as you are lying down on the bed-thanks to lazyninja
- Great style at affordable price-another key driver that motivated the makers to establish the website!

# Catering to a niche: Lazyninja!

- With its extensive variety, Lazyninja is one of the best online shopping sites dedicated to apparel shopping
- An absolute delight for those who love to indulge in shopping variety of t shirts
- Superbly impressive design and the collection is regularly refreshed
- Constant customer engagement through social media, feedbacks and contests!
- On time delivery
- Complimentary packaging and delivery service as well!

# Why people love Lazyninja?

- In spite of its recent inception, Lazyninja has a huge fan following
- This is simply because team lazyninja listens to the customers
- From feedbacks to brickbats, they take it all and so people love them!
- Superior quality stuff delivered at your doorstep
- Awesome facilities like cash on delivery, exchange, etc.
- Well mannered customer service team to ensure that your requirements are properly addressed

# Listening to customers-Lazyninja

- Unlike most of the online shopping portals, Lazyninja spends a lot of time listening to its customers
- Be it the design or the variety, Lazyninja has always used the feedbacks constructively and people love this!
- Listenership helps to engage customers proactively increasing the popularity of the brand and the website
- What's more is that when the improvements happen due to customer feedback, Lazyninja does not hesitate to give credit
- People appreciate this promptness and have therefore grown to love the brand

# What do you buy on Lazyninja

- For starters, Lazyninja offers an extensive range of superbly awesome t shirts
- Inspired from TV serials, real life situations and the all time favorite witty one liners, the Lazyninja collection boasts of variety that you have never seen!
- From full sleeves to half sleeves, Lazyninja has something for everyone
- Choosing apparel from Lazyninja ensures that you wear your attitude as your style, easily setting you apart from the crowd
- You can also gift a shopping voucher to your near and dear ones

# Not just T-shirts

- Lazyninja is not only about T shirts, it is about much more
- Yes! They have entire section dedicated to key chains and laptop skins
- Here again, the stuff is designer and extra ordinary
- Each design is a blend of creativity, style and quality ensuring that you look completely fashionable



# Any Body Can Design

- In an endeavor to engage the audience, Lazyninja organizes regular contests
- The recent one was Any Body Can Design wherein the makers invited the people to come forth and show their creativity
- With this contest, Lazyninja became of the people and completely for the people
- The contest was a huge success and received entries from several parts of the country
- While the results are still to be announced, the contest clearly shows the love that people have towards Lazyninja!

# Customer felicitation

- The major reason for Lazyninja's growing popularity is that they never fail to appreciate the customer's contribution
- From contests to feedbacks and even engaging on social media, Lazyninja has always thanked the customers for their support
- This has made the people love them even more
- In the coming years, Lazyninja is all set to grow to become the country's most loved websites for t shirts and super cool accessories

# Here to serve

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# Thank You!