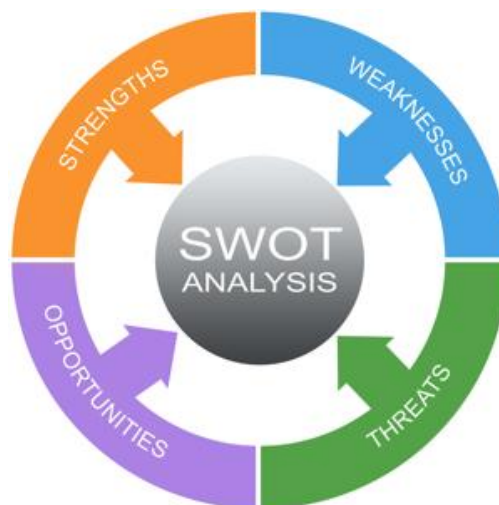


SW2 – SAMPLE E-COMMERCE SITE

CONTENT



Asos.com is a British online [fashion](#) and [beauty](#) store. Primarily aimed at young adults, Asos sells over 850 brands as well as its own range of clothing and accessories. Asos.com is a global online fashion and beauty retailer, offering women's wear, menswear, footwear, accessories, jewellery and beauty products. It sells over 80,000 branded and own-brand products online and through mobile experiences. ASOS is a unique, multi-platform experience that truly resonates with the people who use it, because it's built by them. It's a place to develop your own style and be inspired... and, of course, to shop.



Strengths

1. Sells over 850 brands as well as its own range of clothing and accessories
2. Innovative ways to display merchandise to customers and interactive ways to shop, including customer created looks, company edited fashion trends, and the ASOS marketplace.
3. UK's largest independent online and fashion beauty retailer
4. Connects with its customers through social media platforms including Twitter, Facebook, Instagram, Tumblr, Youtube, and Google+
5. International expansion and growth with sales growth outside of UK
6. New international supply chain platform, Allport, increases visibility and cooperation across ASOS' international supply chain
7. Has over 4000 employees as a part of the organization
8. It has its business spread over 200 countries

Weaknesses

1. The free shipping service provided by ASOS costs the company 100 million pounds on an annual basis.
2. Around 30% of purchases are returned to the company, resulting in additionally shipping charges for ASOS

Opportunities

1. Consumers are willing to spend more money on unique products
2. Increasing mobile penetration helps people to make more purchases from mobile platforms
3. Globalization is expanding the reach of retailers, as they are able to connect with consumers across the globe and grow their businesses

Threats

1. Larger retailers existing in both digital and physical form may have more brand recognition than ASOS, as they gain consumers through foot traffic as well as their online platform.
2. Uncertain economic times

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