

A Customized Panacea for Brand D2C Strategy in SEA

When a Fortune 500 cosmetics brand approached Singapore-headquartered Anchanto with their SEA D2C solution requirement, the team looked at the problem statement from various perspectives and offered a comprehensive solution through SelluSeller, a robust yet customizable SaaS product that could be tailored as per a brand's exact D2C requirements.

The team studied all existing systems of the brand and did blueprinting of the solution. The team then conducted intense training workshops for all relevant teams of the brand and explained in detail the workings of the solution.

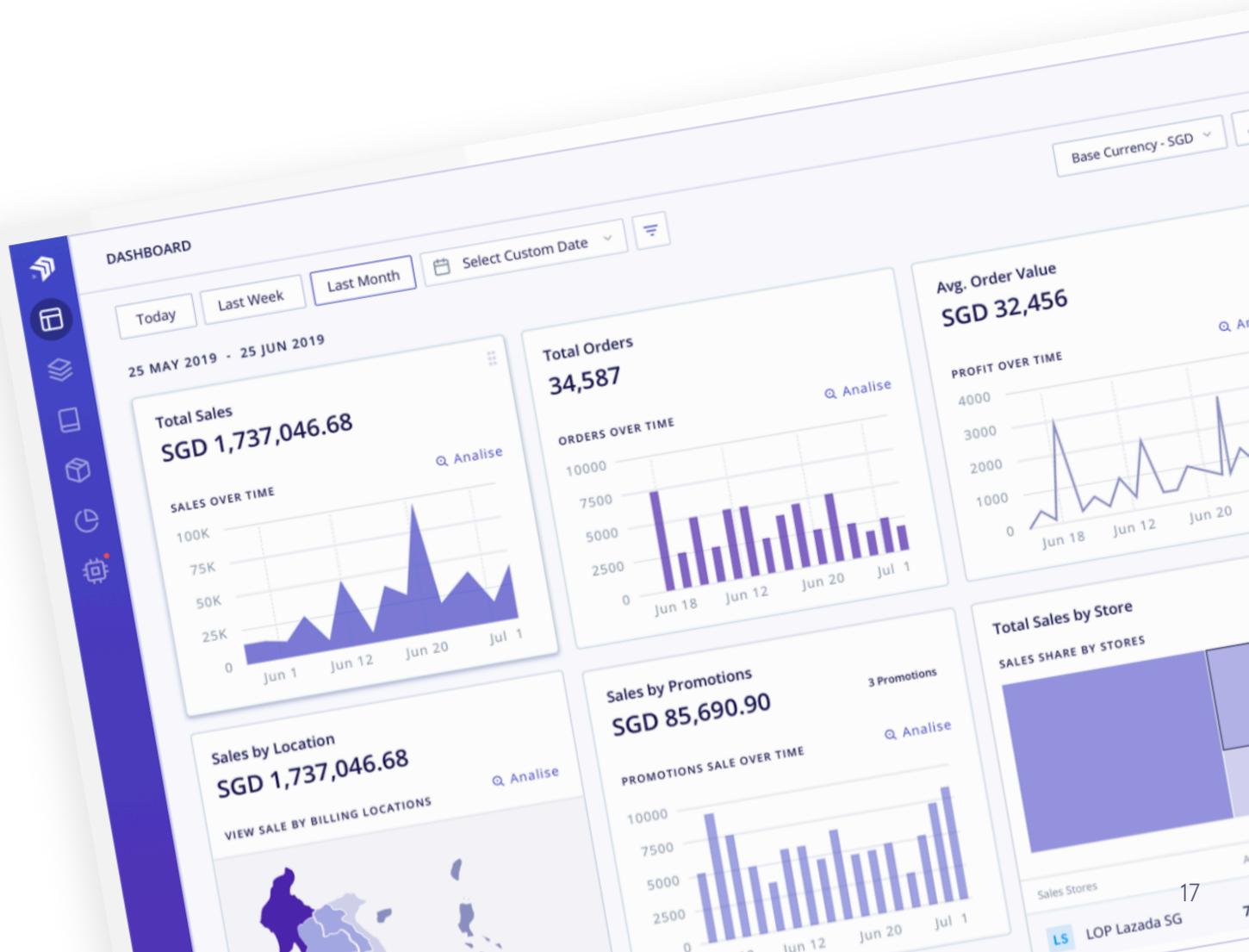
The team mapped all existing processes, current systems, and business processes and capabilities and offered a tailored D2C solution to the brand.

SelluSeller's mature capabilities and rich experience of dishing out tailored solutions to ease out a brand's eCommerce and D2C pain points came in handy as it seamlessly integrated all critical systems of the brand with one another and also with marketplaces across regions.

SelluSeller seamlessly connected and integrated the brand's eCommerce replenishment system, manufacturing systems, warehousing systems, information systems, and every existing backend system that would play even a minutest role in the rollout.

SelluSeller offered an inimitable solution to the brand that could drastically reduce their D2C strategy implementation timelines and also provide a panacea for all pain areas.

The solution included country wise rollout and integration of the brand's systems such as IT, business, finance, manufacturing, warehousing, CRM, and SAP, among others. The solutioning also included integration of their internal legacy systems to marketplaces to enable two-way communication.



CONSUMER TOUCH POINTS

Marketing

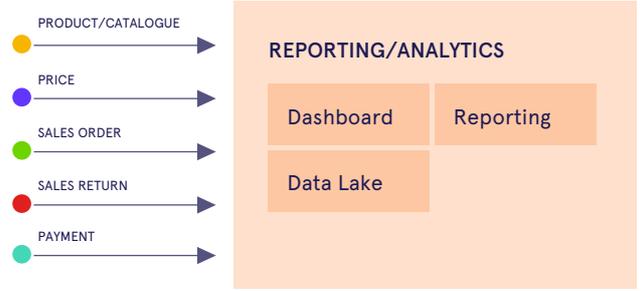
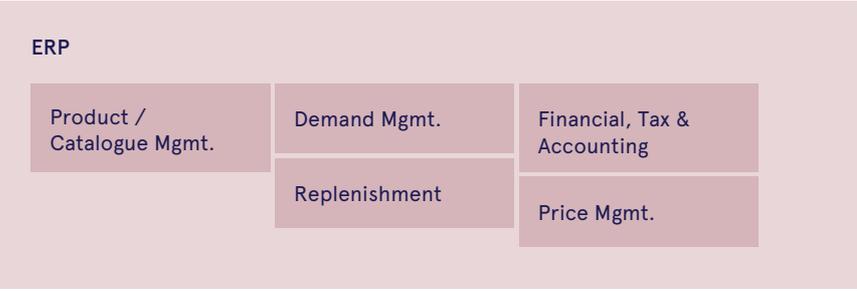
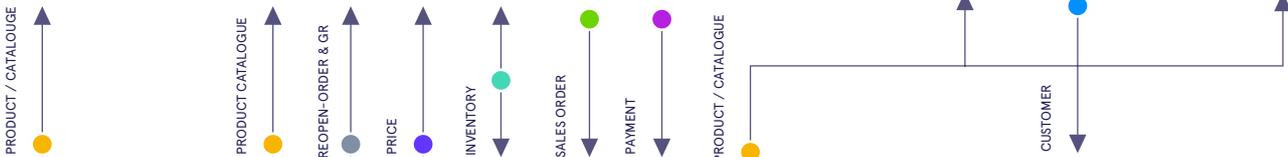
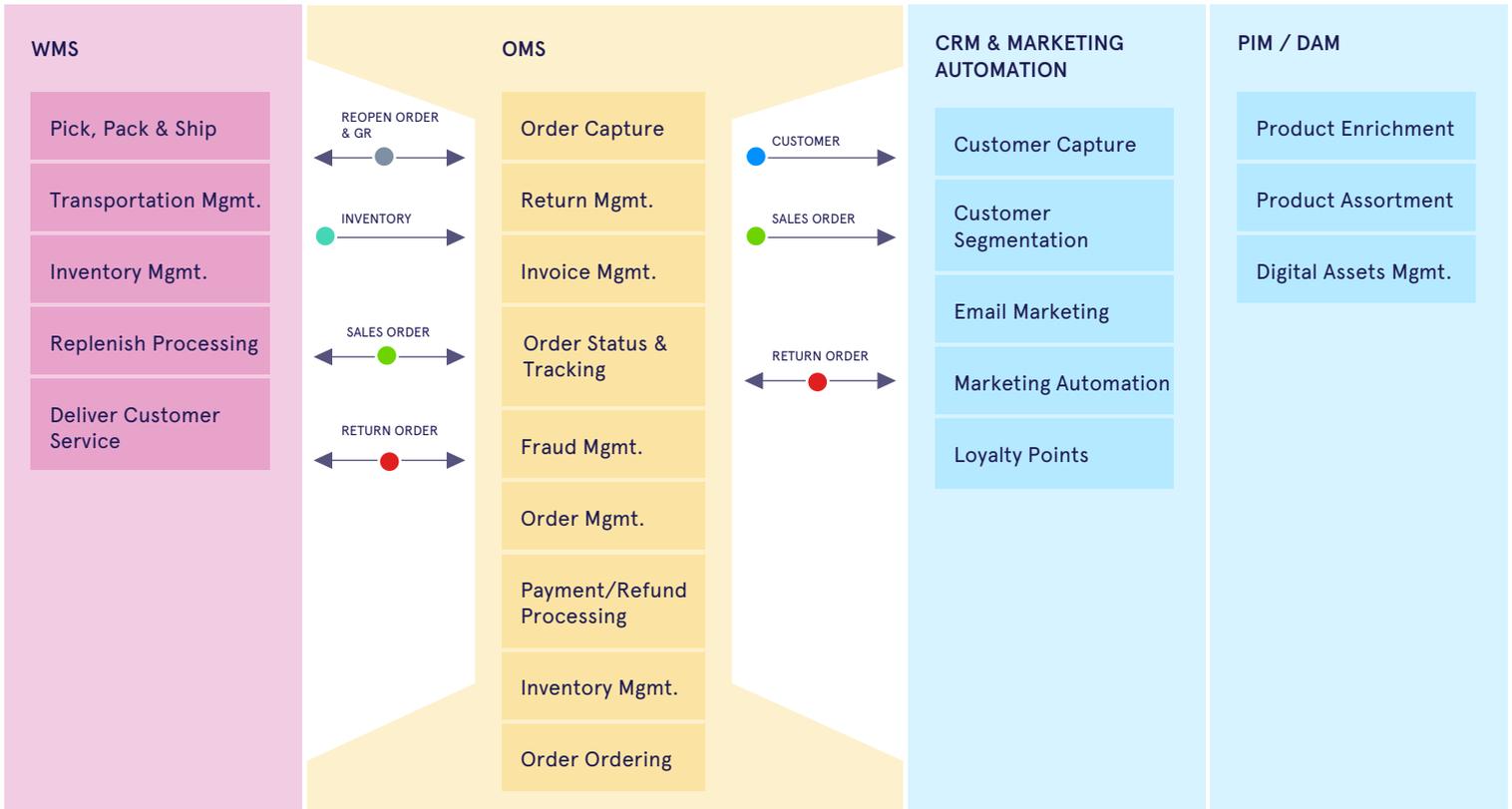
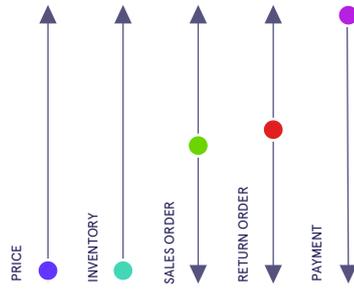
Merchandising

Customer Service

Online Shopping

SEO

Advertising



MASTER DATA

- PRODUCT / CATALOGUE
- PRICE
- CONTENT
- CUSTOMER
- INVENTORY

TRANSACTIONAL DATA

- REOPEN-ORDER/GR
- SALES RETURN
- SALES ORDER
- PAYMENT

SelluSeller empowered the
brand with systems for

- Order Lifecycle Management
- Channel Integration
- Last Mile Carrier Integration
- Product Information Management (PIM)
- Digital Assets Management (DAM) and
Distribution
- Payment Reconciliation
- Invoicing
- Two-way Inventory Synchronization for
Real-Time Visibility of Product-Specific
Stock Availability Across Marketplaces
- Customer Claim Management
- Financial Reconciliation
- Promotions Management

and other crucial robust systems and processes.

SelluSeller provided the best-possible D2C strategy implementation solution to the fortune 500 cosmetics brand as it also made their D2C foray compliant with country wise restrictions.

SelluSeller's invoicing system is certified by the Bureau of Inland Revenue (BIR) in Philippines and hence enabled the brand to directly send invoices to customers in Philippines. SelluSeller also eased the brand's D2C entry into Vietnam as it provides the invoicing data management system that is certified by the Vietnamese Revenue Authority, a requirement that is mandatory for brands to comply to do D2C business in the country.

Hence, as part of the solution, the brand experienced SelluSeller's seamless expertise and implementation of project management services, global UAT, regional and country-by-country rollout, integration of multiple critical internal systems and marketplaces, marketplaces coordination and collaboration. To top it all, team SelluSeller also got new APIs built by marketplaces such as Lazada and Shopee particularly for the brand to enable seamless integration of all brand systems and marketplaces.

The global Fortune 500 cosmetics brand got a tailored solution in SelluSeller that enabled their transformation and foray in SEA as a D2C brand with a strong presence on all marketplaces.

SelluSeller evolved its SaaS platform to accommodate and solve the brand's pain areas by customizing its platform to suit their particular purpose and business requirements. The cosmetics brand successfully established the first-mover advantage and leadership in SEA and has clocked in a million orders already. With SelluSeller, the brand achieved a workable and world-class digital strategy for their D2C initiative, along with turning key systems such as CRM, SAP, and finance to real-time insight producers. The brand now has access to recognized D2C revenue in real-time with genuine monthly cut-offs.

Bolstered by the results that their now-in-place D2C strategy has generated in a short span of time, the brand is upbeat about their performance in SEA and has put in place a new Digital BI team to decipher deeper consumer behavior based on the real-time data that their SelluSeller-powered new system generates from daily consumer transactions on various regional and global marketplaces.

Think D2C in South East Asia, think SelluSeller!

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