

ECOMMERCE FASHION

Process, Implementation Costs



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PROLOGUE

eCommerce in the fashion industry has become an indispensable business model that fashion brands need to adopt to survive during the Covid-19 pandemic and help businesses adapt to changes in consumer behavior, gaining a competitive advantage for breakthroughs in the future.

Furthermore, fashion is one of the four pillars of the Vietnamese eCommerce market, accounting for 43% of online shopping, second only to the food, electronics, and home sectors. According to the e-Conomy SEA 2021 report, 47% of surveyed Vietnamese agree that eCommerce in the fashion industry has become a consumer shopping habit.

Therefore, eCommerce in the fashion industry is an essential business trend for fashion brands today, ranging from young non-traditional startups to industry giants.

With over 9 years of experience in implementing complex projects both domestically and internationally, SECOMM has created the eBook **"eCommerce Fashion: Process, Implementation Costs"** with the aim of providing businesses with the necessary information to develop fashion eCommerce. It includes:

- The potential of eCommerce in the fashion industry
- Specifics of eCommerce in the fashion industry
- Basic process of building a fashion eCommerce website
- In-depth process of building a fashion eCommerce website
- Success lessons from major brands

All data in this eBook has been collected from various reliable sources such as Forbes, Statista, e-Conomy SEA, Google, Meta Business, etc.

1. The potential of eCommerce in the fashion industry

According to Statista, the compound annual growth rate (CAGR) of the fashion eCommerce industry is expected to increase by 14.2% from 2017 to 2025. The projected CAGR is set to reach \$1,000 billion by 2025, with the U.S. market accounting for approximately 20%, equivalent to \$204.9 billion.

According to the [Vietnam eCommerce Report 2023](#), the fashion sector is considered a key pillar of the eCommerce industry, ranking second to the food, electronics, and home sectors.

Show that eCommerce is bringing significant potential to the fashion industry, especially in developing markets like Vietnam. Major global fashion brands, such as Zara, H&M, Uniqlo, etc., have opened traditional stores and eCommerce websites in Vietnam. Domestic fashion brands also increasingly focus on eCommerce activities to reach a broader potential customer base.

In general, eCommerce is becoming a crucial sales channel for fashion brands. With proper investment, fashion brands can leverage eCommerce to develop their businesses and achieve specific successes





The goods and services most purchased and used on eCommerce websites and applications

2. Benefits of Implementing eCommerce for the Fashion Industry

2.1. Expand Business Scope

Implementing eCommerce provides fashion brands an additional potential sales channel, generating parallel revenue streams alongside offline business activities in showrooms. Beyond geographical constraints, eCommerce breaks barriers related to space and time, enabling customers to shop anytime, anywhere.

Moreover, eCommerce is a widely accessible channel for reaching consumers, especially in the fast fashion segment for women. With the support of eCommerce, marketing activities such as livestreaming, shoppertainment (shopping combined with entertainment), affiliate marketing, etc., are conducted more effectively, contributing to the expansion of business scope for enterprises.

2.2. Adapt to Changes in Consumer Behavior

After the COVID-19 pandemic and social distancing measures, consumer behaviour has changed significantly, shifting from offline to online shopping across various industries over time. Particularly in the fashion sector, the percentage of online shoppers increased from 18% to 48% between 2020 and 2021. Therefore, implementing eCommerce by fashion businesses is crucial to swiftly adapting to changes in consumer behaviour and the market.

Consumer behaviour has also changed significantly post-pandemic, such as waiting for specific days to shop for goods or take advantage of sales. Additionally, through eCommerce tools, businesses can track, analyse, and consolidate the consumer behaviour of specific target groups - an aspect offline shopping cannot achieve. This helps businesses have comprehensive data and forecasts to deploy strategies suitable for current and future consumer behaviour.

2.3. Enhance User Experience

User purchases are expedited by applying user experience-enhancing technologies in eCommerce.

Visual experiences such as images, videos, virtual reality experiences, etc., provide users with comprehensive information and product experiences, accelerating the purchasing process. VR/AR technology facilitates online shopping for clothing, accessories, and footwear, creating an experience similar to shopping in a showroom.

For instance, the brand American Apparel has utilised AR to provide customers with additional product information, including detailed descriptions, availability, colours, and even reviews from previous buyers.



The AR function at American Apparel stores

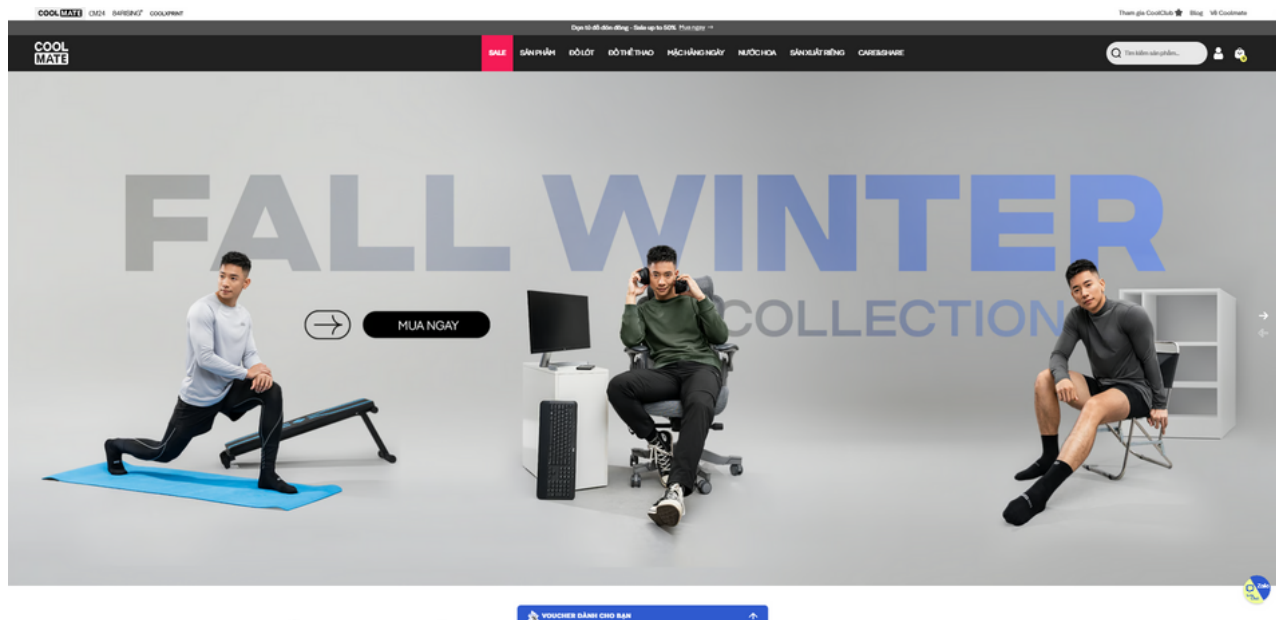
2 | SPECIFICS OF FASHION ECOMMERCE

1. Standard UI/UX Website Interface

UI/UX is a criterion that businesses often prioritise when designing an eCommerce website to create a user-friendly interface for users passionate about the fashion industry and maximise interaction capabilities with customers.

For instance, [fashion eCommerce websites](#) typically require investment in high-quality images/videos to make the content more appealing. This helps businesses convey information and product descriptions more efficiently, especially for promotional programs displayed on banners, significantly contributing to stimulating customer shopping demand.

Additionally, businesses must pay attention to other issues, such as cross-device compatibility, arranging call-to-action buttons, and designing layouts that showcase the diversity of product styles, from navigation to detailed pages.



eCommerce Website Interface of Coolmate

2. Comprehensive Functionality from A to Z

To conduct practical eCommerce, businesses require a comprehensive system of functionalities ranging from basic to advanced to meet the eCommerce needs of the fashion industry, including:



Category Management: Managing attributes, pricing systems, inventory, images, and videos to maintain operations.



Content Management: Developing content for CMS pages, storing images, customising themes, and website design.



Customer Management: Controlling information, behaviour, and consumer habits to build strategies for specific customer groups.



Sales Management: Establishing and operating sales processes, orders, payments, and shipping.



Marketing Management: Deploying and optimising programs to attract potential customers with integrated support tools.



System Management: Ensuring continuous product availability for the supply chain using automated management tools and shipping direction.



Store Management: Navigating and maintaining eCommerce operations from online to offline.



Cart and Checkout: Managing the shopping cart and guiding customers through subsequent payment steps.



Analysis and Reporting: Monitoring and measuring eCommerce performance to generate detailed reports for business improvement.

In addition, businesses need to develop specific functionalities to address the unique challenges of the fashion industry.

3. Integration with a Variety of Third-Party Services

To provide a seamless shopping experience for customers, fashion businesses often integrate various payment methods, shipping services, as well as management software and business analysis tools to optimise their eCommerce systems.

Some standard [payment methods](#) that need to be integrated on the website include:



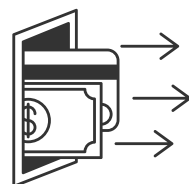
Card payments

Domestic cards,
VISA, Mastercard



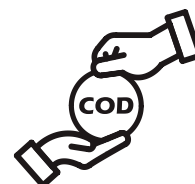
E-wallets

MOMO, Zalopay



Payment gateways

OnePay, VNPay,
PayPal



COD

(Cash on delivery
– Cash collection
upon delivery)

Integration with various shipping providers such as Giao Hàng Nhanh, Giao Hàng Tiết Kiệm, Viettel Post, and popular shipment tracking applications is essential.

Concerning the integration of management software for back-office operations, businesses may consider ERP software like SAP, Salesforce, and Oracle.

Integrating [BI tools](#), such as Tableau, Looker, etc., will also help businesses analyze long-term effective business strategies.

4. Future Scalability

Typically, fashion businesses starting out don't prioritize the ability to expand into e-commerce websites in the future because platforms that support this functionality are often scarce. However, strategically investing in a platform with this capability will give the business a competitive edge over competitors in the market.

This capability enables fashion businesses to customize and develop new features to serve future business goals. Additionally, it helps fashion businesses easily switch languages, currencies, and expand from one website to multiple websites to position their brand globally.

3

BUILDING A BASIC FASHION ECOMMERCE WEBSITE

With nearly 10 years of experience in eCommerce, SECOMM has outlined a 5-step journey for building fashion websites commonly seen in Vietnamese businesses.

1. Determining Objectives

Firstly, businesses in the fashion industry need to clearly define their objectives and prioritise each of these objectives when planning the development of an eCommerce website.

For short-term goals, businesses may prioritise monitoring and analysing customer behaviour on the website, evaluating the effectiveness of online marketing campaigns to improve sales figures.

In the long-term vision, businesses may be interested in exploring customers' potential and optimising [online and offline](#) business operations.

When setting objectives, time is also a crucial factor. Businesses can choose to deploy quickly to penetrate the eCommerce market or take a gradual deployment approach to allow time for testing, evaluation, and adaptation to this competitive and expansive market.

2. Choosing an eCommerce Platform

Currently, there are [two popular types of platforms](#) that support the construction of eCommerce websites: SaaS (Software as a Service) and open-source.



Characteristic	SaaS	Mã nguồn mở
Notion	Service distribution model for building website systems in software form	The software's source code is publicly available and can be used for free
Storage	On the provider's server system	On a separate server system
Interface	Use existing interfaces Customize available interface Design your own interface	Use existing interfaces Customize available interface Design your own interface
Feature	Basic Advanced	Basic Advanced Specific to the fashion industry
Use	Easy	Difficult
Technical knowledge	No programming knowledge required	Requires knowledge of programming and system administration
Maintenance	The platform provider takes charge	The enterprise or development unit is responsible
Customizability	Low	High
Scalability	Low	High
Example	Shopify BigCommerce Squarespace	Adobe Commerce WooCommerce OpenCart
Suitable for	Individual, small, medium, large businesses	Medium, large enterprises, corporations

Comparison between SaaS and Open-source Platforms

Typically, businesses new to the eCommerce market will choose SaaS platforms to save time and costs during the initial phase of building an eCommerce website. Later on, businesses may switch to open-source platforms for building more specialised eCommerce websites.

However, businesses can also choose an open-source platform from the beginning to construct an essential eCommerce website and then upgrade the system over time on the same platform to avoid the need for platform migration in subsequent stages.

3. Designing the Website Interface

When designing the interface, businesses need to meet essential criteria such as UI/UX standards, reflect the brand's characteristics, maintain a consistent product presentation, and provide comprehensive user guidance, etc.

Currently, there are three ways to design the interface:



Using ready-made themes: Optimizing design costs but limiting brand recognition as themes can overlap with other websites.

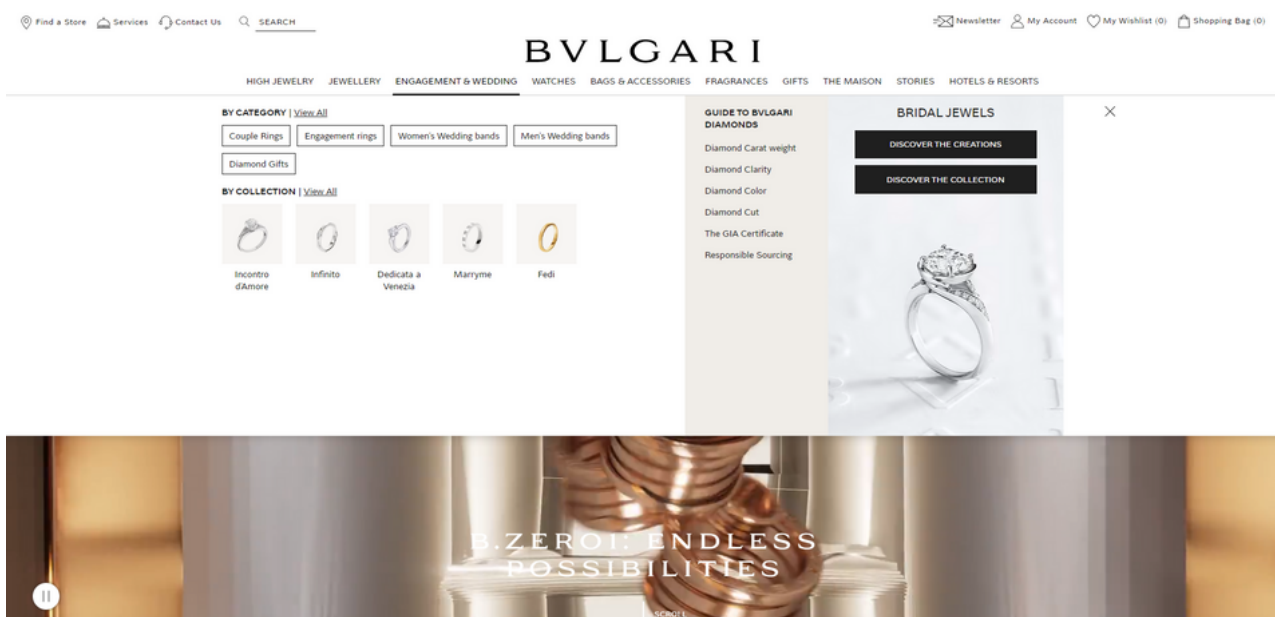


Customizing themes based on needs: Balancing cost savings and adding some brand identity elements such as colour, font, and layout. Effective customisation requires a skilled and experienced team.



Designing a unique theme: Creating a website tailored to the brand. However, this option requires more investment in both design costs and time.

During this stage, businesses often opt for ready-made themes to save costs. However, some financially capable enterprises may choose the two options to position their brand better.



eCommerce Website Interface of Bvlgari

4. Building Features for the Website

Operating an online fashion business website requires various features to address the industry's specific needs. Some commonly included features are:

4.1 Omni-channel Sales

The fashion industry typically involves multi-channel sales with various touchpoints for customers.

For example: On eCommerce platforms (Shopee, Lazada, Tiki, Sendo), on social media channels (Facebook, Zalo, Instagram, TikTok Shop), websites, and eCommerce apps. Therefore, administrators must implement an Omni-channel strategy when deploying eCommerce for the fashion industry.

4.2. Multi-level Menu

Fashion industries usually have numerous product categories, collections, ranging from clothing, shoes, to bags and accessories. Consequently, the demand for consumers to search for products on the website and eCommerce app is high. Businesses should build a multi-level menu and an advanced product search function using keywords or filters to meet customer search and navigation needs.

4.3. Quick Cart

Additionally, clothing, bags, shoes, and fashion accessories are often low-involvement products. Therefore, implementing a quick cart feature will expedite the consumer purchasing process, increasing online business sales.

4.4. Customer Segmentation

The fashion industry typically has various customer segments, including new, existing, and VIP customers. Businesses should build a function to categorise customers to tailor care and personalise the experience for each customer type.

Over time, the business will gradually exploit insights from each customer segment, providing better business solutions in the future.

4.5. Handling High Traffic

Finally, eCommerce systems in the fashion industry must handle significant traffic and substantial monthly order quantities, especially during sales seasons.

5. Completing Legal Procedures

After successfully implementing features, testing, and launching the website, businesses need to fulfil legal procedures related to eCommerce.

According to the Government of Vietnam's Decree 52/2013/ND-CP, every individual or organisation owning an eCommerce website for selling goods must notify or register with [the Ministry of Industry and Trade on the Ministry's public service portal](#).

Note: Websites that operate for an extended period or fail to register/notify the competent authority within the specified time frame may be subject to administrative penalties as stipulated by regulations.

4

BUILDING A SPECIALIZED FASHION ECOMMERCE WEBSITE

1. Reassessing Objectives

Before investing effort and budget into a specialised eCommerce system, businesses must reevaluate both short-term and long-term goals for the eCommerce platform. The system's objectives will always require adjustments based on the business's eCommerce stage and the customer journey. Precisely defining the system's goals will act as a guiding principle to shape and implement subsequent steps seamlessly and consistently.

For short-term goals, businesses can focus on expanding brand presence in the market, attracting users and potential customers, and supporting the eCommerce marketing strategy. Regarding long-term goals, businesses may consider building a loyal customer base, expanding customer segments and business models, creating an ecosystem, and more. These goals lay the foundation for sustainable development and prosperity for the business in the future.

In general, establishing specific objectives and adjusting them based on market conditions and business growth is a crucial part of managing and succeeding in the fashion eCommerce industry.

2. Choosing a Platform for Migration

When basic SaaS platforms are no longer sufficient to support the expansion of the website system, businesses will need to migrate to more specialised platforms such as [Adobe Commerce](#), [Shopify Plus](#), BigCommerce Enterprise to develop a resounding fashion eCommerce website.

Certainly, when migrating platforms, businesses will face challenges such as conversion costs, training time for personnel on the new platform, and data loss during the migration process.

Characteristic	Adobe Commerce	Shopify Plus	BigCommerce Enterprise
Platform	Open Source	SaaS	SaaS
Cost of use	Adobe Commerce: From \$22,000/month Magento Open Source: Free	From \$2,000/month	From \$1,000/month
Development costs	From \$50,000/project	Included in the cost of use	Included in the cost of use
Transaction costs	Free	0.15% transaction fee if not using Shopify Payments	Free
Standard features	★★★★★	★★★★★	★★★★★
Advanced features	★★★★★	★★★★★	★★★★☆
Special features	★★★★★	★★★★☆	★★★★☆
Customizability	★★★★★	★★★★★	★★★★
Scalability	★★★★★	★★★★★	★★★★
Example	Coca-Cola, Ford, Samsung, Gucci	Allbirds, Fashion Nova, Heinz, Kylie Cosmetics	Ben & Jerry's, Patagonia, Skullcandy, Yeti

Comparison Table: Adobe Commerce vs. Shopify Plus vs. BigCommerce Enterprise

3. Choosing Development Resources

To build a highly complex eCommerce website on a professional platform, businesses need to select appropriate resources for website development. Typically, businesses can choose to build an in-house team or seek external development partners. Regardless of the resource chosen, expertise and practical experience are required on the selected platform.

To build an in-house team, businesses must recruit and train IT and eCommerce personnel with expertise and experience on the chosen platform. This process takes time and budget to establish a suitable team. Still, it allows businesses to have better control over resources and proactively adjust or develop the website system according to the specified requirements.

When collaborating with development firms, businesses should seek partners based on criteria such as:



Deep eCommerce expertise: years of experience, the quantity and quality of completed projects, and complexity levels of completed projects.



Professional team: from solution consulting experts, eCommerce specialists, and programming teams to customer support.



Clear processes: at a minimum, including analysis, proposed solutions, programming, testing, and system maintenance.



Processing capability: quick support, warranty commitments, and maintenance.

Collaborating with professional firms helps businesses gain domain-specific knowledge, enhance experience, and develop a website that suits the characteristics of the fashion industry.

4. Redesigning the Website Interface

During the platform transition, businesses may decide to keep the interface of the current website if the brand believes it still aligns with the strategy and the new platform. However, many businesses often redesign the interface to ensure that the eCommerce website accurately reflects the brand's business strategy and the new platform.

Similar to the previous stage, businesses have several options when designing the eCommerce website interface: using ready-made themes available on the market, customising themes, and designing a unique interface.



Yody eCommerce website interface

In the fashion industry, customising or designing a unique interface is often prioritised to showcase the uniqueness and class of products. However, the final decision should be based on the business strategy and resources.

5. Platform Conversion and Data Migration

After selecting a suitable conversion platform, the system redesign and platform conversion process is crucial. This requires highly specialised expertise from solution architects to design a system capable of solving business challenges and aligning with the long-term business development and model.

Additionally, data migration should be carried out cautiously to limit data loss or errors. Usually, data conversion is automated as much as possible to avoid potential issues.

The platform conversion process includes the following steps:



Current State Analysis: A detailed assessment of the current system, including the database, interface design, integration, and any custom options implemented.



Modeling: Detailed data modelling, determining the source and target systems, data format, and structure to visualise how data will move and plan the most appropriate conversion.



Conversion Planning: Building a detailed plan for the conversion process, including timeframes, resources, and participants.



Data Integration and Migration: Extracting data from the old system and recording it in the new system, including information about products, orders, customers, and other relevant data. Standard conversion methods include data file import/export, manual conversion, and automated conversion.



Testing and Quality Assurance: Conducting comprehensive testing to identify and fix errors, ensuring that the conversion is carried out according to the plan, and the system operates smoothly and securely with complete and accurate data.

6. Upgrading Functional System

In addition to basic functions, businesses should focus on building advanced features to enhance the online shopping experience for consumers. For example, if a business uses the Adobe Commerce (Magento) platform, here are some superior features:



Advanced Search (Elasticsearch, livesearch) to optimize product search on the website.



Progressive Web Apps (PWA) help the business's website have functions and interactions on mobile devices like a native app.

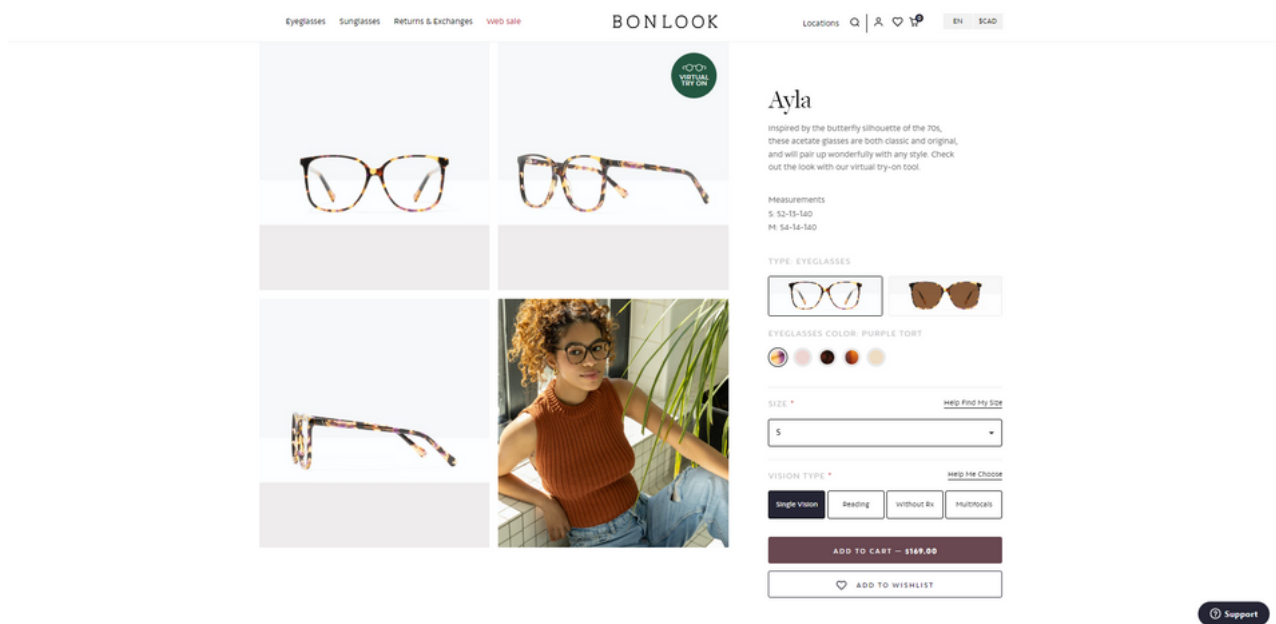


Enhanced SEO to check indexed pages, evaluate the SEO quality of each page, and provide suggestions to improve website rankings.



Multi-Source Inventory (MSI) helps manage products across multiple stores, significantly improving inventory management.

Specific functions address the fashion industry's challenges, such as the 360° View for detailed product material inspection, AR/VR for virtual shopping experiences, etc.



BonLook's website features the Virtual Try-On function for 'trying on' glasses

7. Operation & System Maintenance

The operation of an eCommerce system is an ongoing process that businesses must undertake to ensure the system operates smoothly and efficiently.

This process includes the following crucial tasks:





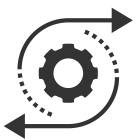
Resource Management: This involves monitoring and managing fundamental resources such as server hardware, application software, data, and IT personnel. This ensures that the system is provided with enough resources to operate smoothly.



Process Management: This ensures that all system operation processes are carried out efficiently. This process may include new development processes, deployment, daily operations, and regular maintenance.



Incident Management: For any system, incidents may occur. The incident management process includes identifying the cause of the incident, resolving it quickly and efficiently, and establishing preventive measures to avoid similar incidents in the future.



Change Management: When there are changes in the system, change management ensures that the impacts of these changes are carefully assessed. Implementing changes must be done safely and efficiently to avoid unintended issues.

In addition, continuous care, [maintenance](#), updates, and upgrades of the website system are crucial for businesses to maintain sustainable growth and adapt quickly to changes in the eCommerce market, especially in the fashion product sector.

8. Deploying Growth Strategies

After a period of operation, businesses should focus on eCommerce marketing strategies or omnichannel strategies to boost the fashion product business.

Omnichannel deployment involves setting up a seamless sales, marketing, and management system across the website, social media channels, and eCommerce platforms to optimize the customer experience and boost business efficiency.

Building a comprehensive marketing strategy and plan based on key channels of [eCommerce marketing](#) such as Content Marketing, SEO/SEM, Email Marketing, and Affiliate Marketing helps to achieve rapid business growth.

5 | CASE STUDY

Several fashion brands have successfully implemented eCommerce early on and achieved unexpected successes, such as Shein, Own Kind, Aussie Chef, etc. The common feature of these brands lies in the comprehensive eCommerce website systems that cater to the fashion shopping needs of customers.

1. Shein

Shein is an eCommerce platform specializing in clothing and accessories from China, established in 2008. With the slogan 'everyone can enjoy the beauty of fashion,' the brand aims to provide consumers a diverse range of choices. Currently, Shein is considered an 'empire' in the fashion industry with a valuation of \$100 billion – surpassing Zara (\$69 billion) and H&M (\$23 billion) combined.

- **Fashion Sector:** Women's Fashion
- **Website:** <https://www.shein.com.vn/>
- **Programming Language:** Vue.js
- **Traffic:** 158.7K/month
- **Ranking:** 4,406 (Vietnam), 192,026 (Global)



eCommerce Website: Shein

Shein focuses on the younger customer segments of Gen Y and Gen Z, groups with internet usage habits. Therefore, the brand has applied technological elements to target this customer demographic accurately.

Shein has developed an eCommerce system, including both a website and a mobile app, to target international markets such as Europe, North America, Australia, and the Middle East, providing a seamless shopping experience for customers.

Furthermore, Shein emphasizes Social Commerce, eCommerce Marketing, Affiliate Marketing, KOC (Key Opinion Consumers), aiming to increase brand coverage and interaction.

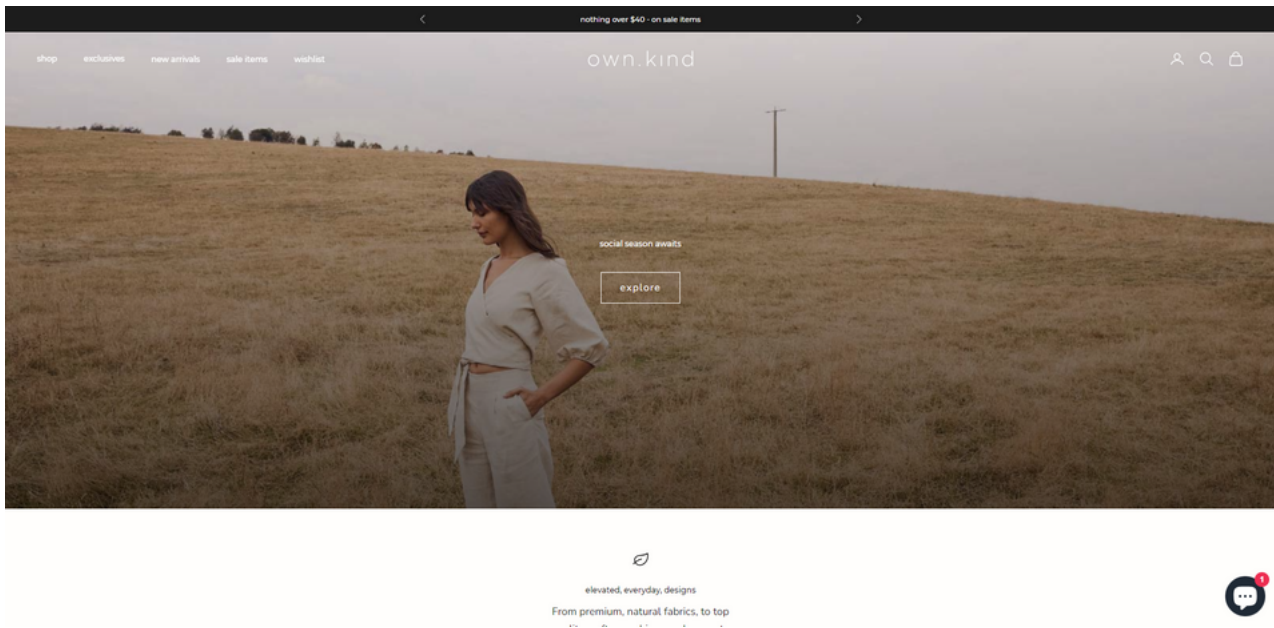
In 2021, Shein's mobile app had over 7 million monthly active users in the United States alone (according to Airnow Data), and the hashtag #Shein received over 10 billion views on TikTok (as reported by Jing Daily). With a revenue of \$15.7 billion in 2021, a 60% increase compared to 2020 (\$9.8 billion), Shein is a clear example of the practical application of eCommerce to dominate the market in the fashion industry.

2. Own Kind

Own Kind, a famous women's fashion brand in Australia, follows a business philosophy of using only natural fibres such as linen, 100% cotton jersey, poplin, and voile to create exclusive clothing items.

- **Fashion Sector:** Women's Fashion
- **Website:** <https://ownkind.com.au/>
- **eCommerce Platform:** Shopify
- **Traffic:** 21.9K/month
- **Ranking:** 458,225 (Australia), 11,776,135 (Global)

Own Kind has implemented eCommerce through a beautifully designed and user-friendly website. The website provides comprehensive product information, high-quality images, and convenient shopping features. The brand's commitment to using natural fibres and the emphasis on exclusivity in its clothing align with its dedication to sustainable and unique fashion.



eCommerce Website: Own Kind

In addition to its eCommerce website, Own Kind employs various marketing channels to promote its brand and products.

The primary marketing channels include:



Social Commerce: Own Kind utilises social media platforms such as Facebook, TikTok, and Instagram to reach potential customers, engaging them through visually appealing content and promotions.



Content Marketing: Creating high-quality content, including articles, videos, and images, Own Kind aims to captivate customers by sharing valuable and attractive information about their products and brands.



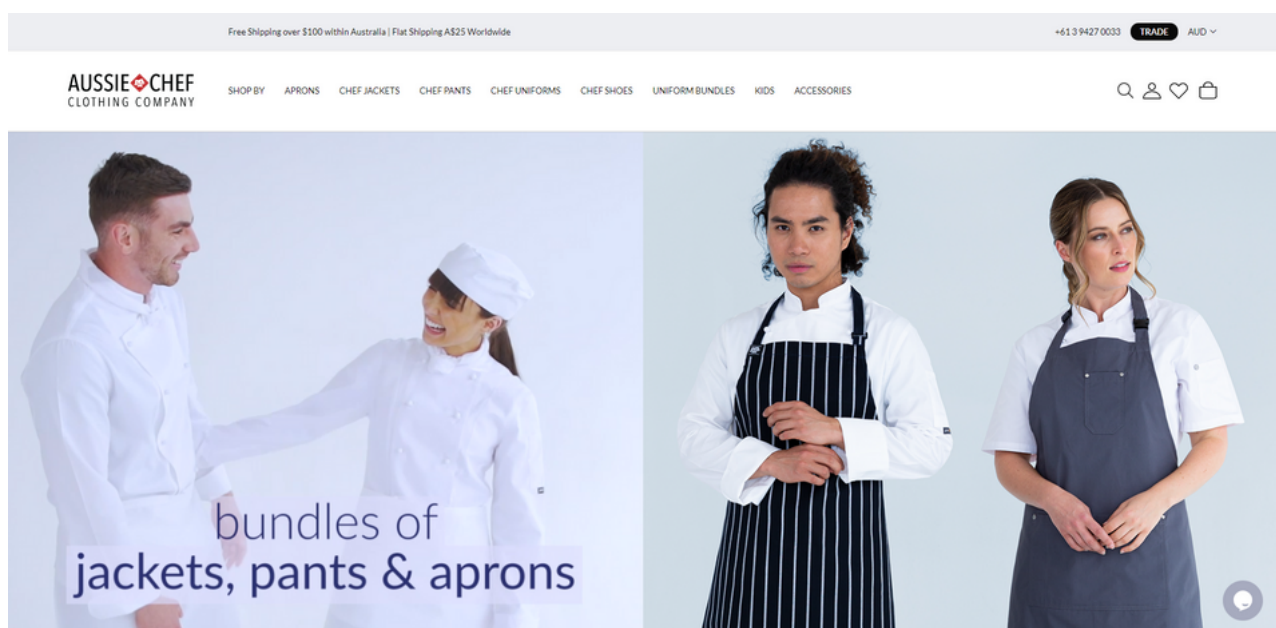
Influencer Marketing: Collaborating with influencers on social media, Own Kind leverages the influence of these individuals to promote and endorse their products to a broader audience.

Additionally, Own Kind is committed to providing attentive and dedicated customer service. The brand ensures a 24/7 online customer support team to assist customers with any inquiries or concerns. This comprehensive approach to marketing and customer service contributes to Own Kind's success in the competitive women's fashion industry.

3. Aussie Chef

Aussie Chef is a specialized fashion brand catering to chefs, founded in 1986 by Nicholas Bacash. After years of operation, the business quickly expanded its market to the current business location in the inner city of Melbourne - Richmond, Victoria, Australia, and established an eCommerce website.

- **Fashion Sector:** Chef's apparel
- **Website:** <https://www.aussiechef.com.au/>
- **eCommerce Platform:** Magento 2
- **Traffic:** 47.4K/month
- **Ranking:** 66,160 (Australia), 1,806,853 (Global)



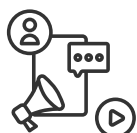
eCommerce Website: Aussie Chef

Aussie Chef's eCommerce website is designed in a modern and minimalist style, featuring predominantly blue and white tones. The website employs high-quality images to showcase Aussie Chef's products, providing comprehensive product information, including images, descriptions, specifications, and prices. Additionally, Aussie Chef offers convenient shopping features such as secure payment and free delivery.

Some highlights of Aussie Chef's eCommerce strategy:



Beautiful and User-Friendly Design: The eCommerce website is aesthetically pleasing and user-friendly, utilising high-quality images and convenient shopping features to provide an excellent shopping experience for customers



Multi-Channel Marketing: Aussie Chef employs various marketing channels, including online advertising, content marketing, and influencer marketing, to reach potential customers everywhere



Dedicated and Attentive Customer Service: Aussie Chef ensures attentive and dedicated customer service through a professionally trained customer support team capable of addressing customer inquiries

This strategic approach reflects Aussie Chef's commitment to creating an engaging online presence, utilising diverse marketing channels, and delivering exceptional customer service.



SECOMM - COMPREHENSIVE ECOMMERCE SOLUTION FOR ENTERPRISES

SECOMM is a full-service eCommerce solution provider, developing bespoke suits that work in any complex system. Working with creativity, self-motivation, and responsibility, we accompany businesses in digitalizing your market for long-term growth.

6⁺
COUNTRIES

9⁺
YEARS OF
EXPERIENCE

25⁺
PARTNERS

50⁺
CLIENTS

250⁺
CUSTOMIZED
PROJECTS

DEEP-DIVE ANALYSIS



We conduct in-depth analysis to deepen every small stuff of your business, from business challenges, industry-particularly to domestic market issues, to thoroughly approach your business needs.

UNMATCHED EXPERTISE



For nearly ten years as technical experts, we have worked with plenty of complicated projects in both home and foreign markets, which were great opportunities to strengthen our valuable capabilities.

BESPOKE SUIT



A comprehensive business approach is the best way to develop fully-tailored solutions standing out from the rest that work in any complex system.

QUALITY-FIRST



Long-term growth is our criterion. We deeply understand quality helps businesses stay sustainably in the market. We think our tailor-made solutions with quality-first are ultimate for your business.

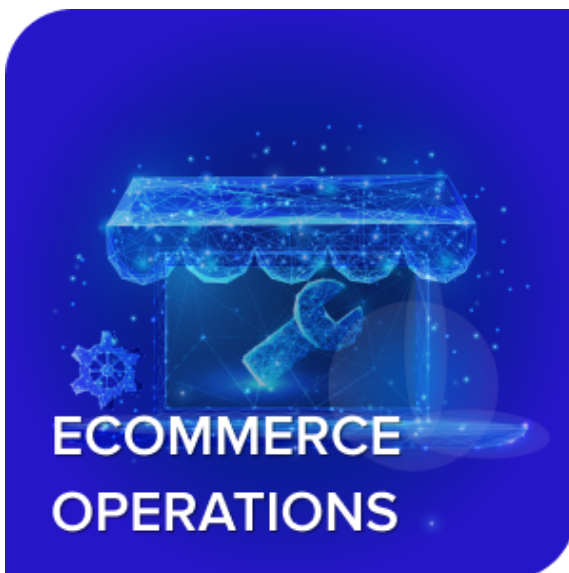
● ECOMMERCE SERVICES



We offer consulting services on technology and dedicated resource development solutions to build a bespoke eCommerce strategy for every business.



We leverage our diverse experience across various cutting-edge technology platforms to create robust and stable eCommerce systems.

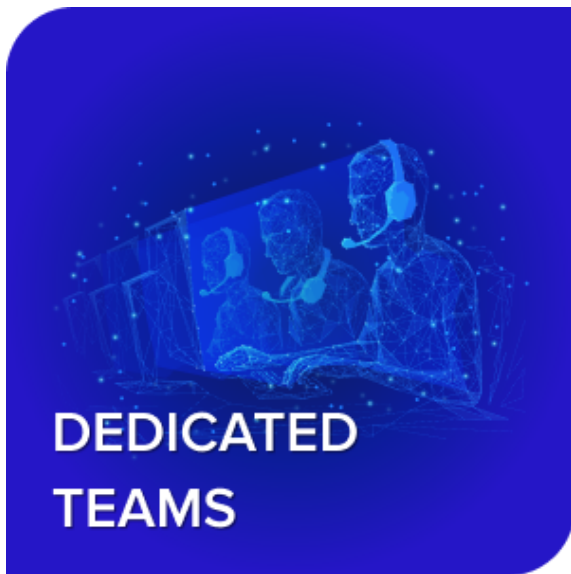


As your dedicated partner, we strive to provide ongoing maintenance and updates for your systems.



Provide Marketing solutions to help businesses increase visibility, attract customers, and boost conversion rates.

OTHER SERVICES



Build and provide a dedicated team to support businesses in successfully deploying and developing projects.



Implement business systems from Offline to Online to help businesses quickly catch up with the continuous development of the market.



Implementing websites with content management support to position the brand in the online market.



Suggesting, integrating, and deploying tracking and analytics solutions to comprehensively monitor the business system.

CLIENT



FEATURED PROJECTS



From B2C to a sustainable e-commerce platform with the 'Buy Now Pay Later' model using Magento

Australia, USA, New Zealand



Developing a high-end wine shopping website for iShop Changi Wines with a focus on handling high traffic

Singapore



Upgrading the system of two B2B toy e-commerce websites from Magento 1 to Magento 2

Australia



Platform migration and setting up an e-commerce website for a leading Australian wine manufacturer

Australia



Rebuilding a grocery e-commerce website in a D2C model using the Magento 2 platform

Hong Kong



Developing an online wine retail website in the first collaboration project with Annam Group

Vietnam



A Remarkable Transformation of the Dairy Giant with Shopify Plus and Headless Commerce Architecture

Vietnam




Upgrading the Magento 1 system to Magento 2 to meet the expanding business scale of Rodshop

Australia



The next project with Annam Group - Developing a retail website for the Annam Gourmet Market grocery store chain.

Vietnam



Developing an online ticket booking system for tours at the 88-story Eureka Tower in Melbourne

Australia




Building and optimizing the performance of BCP - a business connectivity and trade promotion platform for B2B

Vietnam




Developing successful application solutions for Kuehne+Nagel

Global



How Shopify Plus Catapulted Suziverse Into The Big League?

Vietnam



Building an eCommerce platform in Australia with Magento 2 (now Adobe Commerce)

Australia



Building an eCommerce system for the B2B model

USA

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