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### Lazada e-commerce staff members' branding process in Vietnam

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#### Abstract

Strategic analysis of employer branding refers to proactive actions taken by businesses to improve brand recognition and differentiation. However, this is only one aspect of brand management – a management system that combines the many elements that work together to make up a brand experience. Qualitative methods, historical methods, secondary data collection methods, analysis - synthesis

methods, enumeration - comparison methods were used in this study. Research results show that employees' evaluations according to the welfare criteria for the business. Based on that, make suggestions and recommendations for the company to always promote people and the working environment to become more open so that people can interact and support each other more easily.

**Keywords:** Lazada Vietnam, Recruitment, Brand Strategy, Lazada Employees

#### 1. Introduction

##### *Reality of Vietnam's employer brand strategy development?*

Employer branding is a “real promise.” Regardless of the value proposition, businesses need to ensure that they fully and accurately fulfill their “brand promises” in order to build and strengthen Build the trust of employees and outside candidates. If you declare one thing and do another, your employer's brand will be negatively affected and you will lose the trust of your own employees first, and then those of outsiders. Therefore, being true to what you have stated is more important in building an employer brand than any communication program. Develop an effective communication plan businesses need to develop a clear, effective communication plan to market these value statements to candidates and internal employees.

For employees, internal marketing will give them a fuller, deeper understanding of the company's commitments and what the business has accomplished. Thereby, it is these employees who will be the best communicators of the employer brand message to the outside, based on what they feel and believe in. External candidates are more likely to believe what the employees themselves say in the business than in any statement from the company. Conclusion Today, employer branding has been considered as a strategic option to gain competitive advantage and contribute to the sustainable development of enterprises. A strong employer brand helps to attract and retain talented people effectively, reduces costs and risks in personnel turnover as well as increases the reputation/brand of the organization.

Employer brand is like a business promise to employees, including financial, work, environmental, cultural aspects, that businesses can meet for employees. And businesses that keep this promise will have a strong employer brand in the labor market. It is time for Vietnamese businesses to rethink employer branding, seeing it as a strategic solution in addition to business and financial aspects. can compete with foreign enterprises and multinational corporations in the increasingly fierce battle to attract and retain talented people.

##### *Lazada's recruitment brand strategy*

###### **- About Lazada**

Lazada Vietnam is an e-commerce exchange offering a wide range of products in different categories such as furniture, phones, tablets, fashion products, health care products, beauty products, toys and sports equipment. Lazada Vietnam is part of Lazada Group, a multinational e-commerce company with branches in Indonesia, Philippines, Singapore, Thailand and Malaysia. Lazada Group is owned by Alibaba Group. Lazada's direction is a market model, an intermediary of the online buying and selling process. In January 2016, Lazada Vietnam confirmed that the company is currently working with 3000 suppliers over 500,000 different products. In addition, Lazada provides sellers with other services such as easy payment process, door-to-door delivery service and professional customer care. Lazada Forward Youth is the biggest recruitment program of the year to find talented and passionate young people in the field of e-commerce. Through the program, you have

many opportunities to become an official employee of Lazada Vietnam and develop a career in the challenging e-commerce field.

### - Strategy

Whenever it comes to the big guys on the e-commerce floor today. The name "Lazada" is almost no stranger to everyone. With high coverage speed, especially after the epidemic period. The level of competition in this market becomes more and more fierce. So how can Lazada stand firm in the market? Let's learn about the success of Lazada's marketing strategy. Contributed to making the brand become one of the leading "leaders" on the Vietnamese e-commerce floor. Marketing today has become a powerful weapon. To contribute to increasing the awareness and competitive position of many businesses. For Lazada, the brand has been smart in choosing digital marketing channels to cover its name such as:

Appear in the media. Almost all tools such as advertising on television, outdoor, social networks, building posters, newspapers, etc. Lazada do not ignore any detail. Through effective use of the development of digital channels. To increase your brand awareness. In addition to selecting popular information channels of customers. Lazada also knows how to put its products in the eyes of users in the most obvious way. Information about products as well as advertising messages of the brand. Always be creative and reach your target customers directly. Outdoor advertising campaigns and promotions on Fanpage are always held regularly. This contributes to attracting target customers and creating a competitive advantage. Compared to the big guys in the current e-commerce market.

Optimizing keywords, website interface. Lazada always diversify its website interface. In line with market trends and changes. To give users a feeling of comfort and excitement in choosing to buy products and brands. Always promote the design with vivid and extremely realistic images. In addition, Lazada also runs Ads ads in promotions. To maximize customers and increase market share for businesses.

## 2. Overview of company and its branding approach

### 2.1 Determine the company's value proposition

Mr. James Dong - General Director of Lazada Vietnam stated that:

"Lazada is Southeast Asia's largest e-commerce platform, serving over 50 million consumers annually - the largest number in the region. We have the fastest growth, reaching triple digits in recent quarters alone, and operate the largest B2C logistics network in SEA. We are also modernizing and digitizing payments in the region, working with leading international and domestic financial partners.

In March of this year, we announced a new vision that focuses on driving the region's growth through trade and technology with three strategic elements.

The first is to build an online shopping ecosystem, accelerating the digital transformation of traditional businesses. Not only partnering with brands, we also educate small and medium businesses, young startups and female entrepreneurs through Lazada Academy and events in the merchant community.

Next, we invest in developing technology infrastructure with optimal logistics, warehousing, and transportation processes. As one of the largest logistics suppliers in Vietnam's e-commerce, Lazada also actively cooperates in development

with 3rd party suppliers to raise domestic service quality standards.

And finally, we leverage these strengths to focus on improving the user experience through livestreams and LazGame games, making online shopping a lifestyle, more entertaining."

Thus, Lazada makes a firm affirmation of its position in the Vietnamese market. Bringing peace of mind not only to our partners but also to young generations who want to try their hand at logistics can also be more confident about the business they want to contribute.

### 2.2 Conduct employer brand assessment

Lazada has captured the top market share in 4 out of 6 markets in Southeast Asia, ranked 2nd in Vietnam and 5th in Singapore.

As one of the leading units in the Vietnamese market, Lazada has been contributing to making online shopping more popular with Vietnamese consumers, as a lever for economic development. The success of Lazada today shows that this brand has applied lazada's marketing strategy and effective marketing tools, not simply spending money.

### 2.3 Communicating the company's value proposition

- Public Relations
- Marketing and advertising on a large scale
- Direct marketing
- Marketing through social media
- Participating in fairs and exhibitions
- Organize online campaign
- Organize an offline campaign
- Build branded website
- Customer database analysis
- Conduct online advertising activities
- Create an online shopping application on your phone

### 2.4 Leveraging the power of word of mouth

There are many definitions of word-of-mouth marketing. WOMM was born based on the need to interact with each other. So, in my opinion, word of mouth marketing is simply creating a story for people to talk about you, and making it easier for that story to happen.

We need to note that word of mouth marketing is only effective when your product / service is really good. Sometimes, customer word of mouth happens when your product or service is so good, that they become voluntary "fans" and speak well of your business whenever they get the chance.

Word of mouth marketing is a form that is not completely dependent on the Internet or technological connections like other forms of marketing. Of course, the Internet environment helps stories spread faster and farther, but in reality, according to some documents 80% of word of mouth comes from real life stories.

### 2.5 Optimizing the working experience

#### ▪ Comfortable working space

As a multinational company, Lazada pays great attention to and invests in its office and working environment. Unlike traditional offices, Lazada employees will be able to work in a common space with the same full equipment, creating a sense of closeness and equality between boss and employee conditions for each member to freely express themselves in an open space.

The dining area is luxuriously designed, fully equipped according to the standard of a modern canteen with: refrigerator, coffee maker, microwave well meeting the needs of the members. After tiring working hours, the employees can sip coffee and enjoy the city view to get away from stress, relax and regain good working spirit.

#### ▪ **Flexible working time**

Lazada employees are not constrained by time. This creates mental comfort, promotes free creativity and brings higher work efficiency. At Lazda, you just need to know how to plan work, be proactive and complete the job well.

#### ▪ **Solidarity building**

Lazada to promote teamwork, promote collective strength to create great success. Therefore, Lazada focuses on investing in people, creating an open working environment so that people can easily interact with each other. Create a united team, join hands and build and develop the company.

#### ▪ **Good welfare regime**

Lazada members will enjoy special benefits. In addition to ensuring the rights of employees according to the regulations of the State, Lazad employees are also entitled to AON health insurance, equipped with personal computers, taxi cards, phone expenses, gift vouchers or participate in social events, entertainment, travel. And especially, to welcome the spirit of hard work, the employees who stay to work after 8 pm will be served dinner. free.

### **2.6 Create learning and development opportunities**

#### ▪ **Create a study group**

Create an open and formal learning group to share learning from everyday work experiences. Share select, skill-based training, with links to events and training materials.

Seek input and engage employees by holding a poll in this group to determine what employees are most interested in learning.

#### ▪ **Create a Learn guide in team groups**

Thanks to Learn, team admins have a selection of multimedia articles with training content that employees can easily access at any time, using a computer or mobile device. Learn how to use the Learn feature in our tutorial.

#### ▪ **Create learning events and broadcast educational content**

When you create Events to raise awareness for upcoming training seminars, you can send calendar invitations to ensure people can spend time on their scheduled training. Then use the Live video to stream this training to the group. At the same time, the system will automatically post the recorded video to the group. Thanks to that, anyone who missed the show can watch it later.

Provide a timely, step-by-step learning experience by broadcasting a "Live from the Expert" session and answering questions using the live video's H&D feature. Or create a "learning moment" by creating short interactive videos that capture learning in action and then share the videos.

#### ▪ **Create learning communities and orientation groups**

Create learning communities or orientation groups to encourage knowledge sharing and career growth. Ask team members to share insights from their roles and interesting learning content from around the web.

Create a 1-on-1 team (director and mentor) to provide a private space to share development experiences, facilitate the implementation of an online orientation experience through video calls.

#### ▪ **Share personalized learning content through chat bots**

Automate the learning experience with chatbots. Leverage the power of artificial intelligence and machine learning to deliver customizable learning to employees through desktop and mobile Chat messaging.

#### ▪ **Benefit**

- Integrate lessons into the daily work of frontline workers, managers and leaders. Tailor lessons to meet individual learning preferences.
- Deliver "just-in-time" learning experiences with tailored content and input to boost productivity.
- Share hands-on learning experiences from field experts and create opportunities to ask questions.
- Use the Learn feature to deliver instructional materials that are accessible and easy for learners to absorb
- Reduce the cost of bringing training programs to employees

### **2.7 Promote recruitment brand by videos, blogs, images, slideshows**

Lazada is considered a successful business in its affiliate marketing program and wise development, in line with the characteristics of the e-commerce market in Vietnam. This can be considered as a competitive advantage of Lazada compared to other famous e-commerce sites in the market.

Thanks to diversifying the range of partners from hot bloggers, online newspapers, website owners, forums. Lazada has attracted members who want to have a long-term cooperation with this business.

### **2.8 Build a diverse and appropriate team**

Creating a dynamic, youthful and creative working environment is one of the leading criteria in the human resource development strategy of this e-commerce platform. Here, each employee is given the opportunity to learn, experience and challenge themselves in the field of e-commerce.

Lazada's corporate culture emphasizes the individual role, as well as the connection between individuals and leaders or the development of the company. Through roundtable seminars between employees and leaders, businesses encourage people to open up to exchange ideas, regardless of position, rank or experience.

Not only providing the opportunity to work in a dynamic international environment, Lazada attracts young talents with a clear career development path. This is a factor that helps employees to be motivated to improve their work goals and create a premise for promotion.

With the motto "Today's success is tomorrow's starting point", the company often organizes chat sessions with leaders to help employees freely share views, receive useful advice on the path of development. career development.

Contributing to creating internal cohesion, especially during the period of working from home, Lazada organized the "Townhall" program to honor outstanding individuals and groups with outstanding work results in the quarter. Besides, employees can participate in online gameshow during working hours to relax and receive interesting gifts.

### **3. Research methods**

To carry out research in this paper, our group used the following research methods:

### 3.1 Historical method

We use the historical method to understand, examine the data more specifically, the events that take place in the process of running Lazada's employer brand strategies in continuous chronological order. From the beginning of our business to the time we researched about Lazada company, in order to point out the features of the strategy, the difference of Lazada's employer brand strategy with other businesses.

### 3.2 Methods of collecting secondary data

We collect information and data available on the Internet to use business results and data of Lazada company. From there, analyze whether Lazada's employer branding strategies are successful or not, achieving the sales set by the company.

### 3.3 Analytical - synthetic method

We use an analytical method to break down the aggregate data that we have collected on the internet, into small ideas, and then analyze those ideas in detail. And after clarifying each of those small ideas, we use the synthesis method, to unify the ideas together and summarize the content that those small ideas bring.

### 3.4 Listing - comparison method

Next, we use the enumeration method to state the information that is similar or different with the arguments that our group gives to prove. In parallel with the listing, we use the comparative method to compare with arguments similar to those of our group.

### 3.5 Qualitative research methods

We use qualitative research methods to probe and learn about opinions and perspectives to find out the insights of the essay, in addition, based on this method, we can detect customer trends. customers in the future, thereby drawing suggestions to improve Lazada's employer brand strategy.

## 4. Research results and discussion on Lazada's recruitment brand strategy

### 4.1 Research results on Lazada's recruitment brand strategy

Lazada Vietnam is a small branch of Lazada Group. This is an enterprise owned by alibaba group - a multinational e-commerce group with branches in Indonesia, Singapore, Thailand and Malaysia. As a member of a large e-commerce corporation, the business always appreciates professionalism in working style.

And with the situation of online business becoming more and more popular and becoming an indispensable part for business enterprises, especially on e-commerce platforms like Lazada. Therefore, the human resource in lazada is very large and lazada also needs to recruit a large number of qualified and enthusiastic employees....

The number of employees at Lazada Vietnam ranges from 100 to 200 people in all operating departments. The company has a policy to attract talent with many attractive benefits and high salary compared to the market average. In addition, the company also opens many professional training courses to help company employees improve work efficiency. Evaluation according to the welfare criteria:

- Life balance: 3.4/5
- Opportunity for promotion: 3.2/5

- Salary/Benefits: 3.5/5
- Company culture: 3.4/5
- Manager: 3.7/5
- Training/Instruction: 3.2/5

Summarizing the evaluation results of employees currently working at Lazada Vietnam, the average score of the company is 4.2 out of 5 points. This is considered a high score compared to many companies today. This proves that the company is really an ideal workplace for employees.

All evaluation criteria achieve similar scores in the range of good - good. Lazada Vietnam employees are very satisfied with the working environment and the company's welfare policies. This is considered a good sign for the existence and development of the company.

### 4.2 Discussing Lazada's recruitment brand strategy

Lazada is a big brand in the field of e-commerce and when Lazada recruits, it is one of the extremely attractive job news for employees today. You will easily find many attractive jobs with many different positions. This can be considered as a huge job opportunity market for you to have more opportunities to apply. Lazada is also an ideal working environment in the Top 100 best places to work in Vietnam for many years in a row. Employees working here are always able to unleash their creativity in a comfortable, convenient and friendly environment to be able to achieve the best results.

Lazada pays great attention to and invests in the working environment for its employees. Different from the restrictive traditional office style, employees at Lazada always work in an office with full equipment, creating a feeling of closeness, equality and comfort to work and express their own personality. me. In addition, the working time frame at Lazada is also quite comfortable, not strict about the time. This will contribute to promoting the spirit of learning, creativity, proactive management, and reasonable planning and execution time allocation to be effective at work.

Lazada is a company that always upholds the spirit of building a united and strong team of employees in the company. Therefore, the company always promotes people and working environment to become more open so that people can interact and support each other more easily.

## 5. Conclusions

### 5.1 Advantages

For the employees working here, there is the most comfortable and relaxing working environment with extremely friendly workers to create the best efficiency.

Lazada has a completely different working space from the traditional one, where employees can work at a place with all necessary equipment. Creating a feeling of closeness and equality, in addition to being able to freely express their own personality. Working time here is very comfortable, not too strict working time. As a result, employees can freely explore and learn, can be proactive in time management and allocate plans appropriately and effectively to achieve high efficiency at work.

As a large enterprise here, it always upholds the spirit of building a solid and united staff in the company.

Enjoy very special welfare regimes that cannot be achieved by any other business like Lazada.

The rights of employees working here are equipped with personal computers so that they can work; phone charges are paid; gift vouchers; in addition, there is health insurance...

For employers of lazada create a lot of different jobs and job positions.

### 5.2 Disadvantages

Lazada has very attractive policies and incentives from which recruitment is extremely difficult.

Meeting the requirements of employers is increasing day by day: you need to have professional experience and skills in communication and handling situations when in the position of customer care staff.

Need to have high responsibility at work, requires you to be very serious and attentive and also need to be careful in working style.

There are a number of positions with limited recruitment such as Category Management, which requires a lot of experience, in the field of economics, high technology skills, etc.

### 5.3 Solutions

Open more specialized and specialized training courses for employees. Encourage to create a comfortable space for employees, create opportunities for employees to increase interaction with each other such as festivals, events, etc.

It is necessary to increase the value of the brand so that the enterprise can promote the brand widely, increasing the recruitment ability of the enterprise and even more competitiveness.

In order to create a brand strategy, employers or companies need to have and build their own recruitment process in a standardized way and need to have methods that are suitable for the company and recruiting personnel.

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