ezbuy Successfully Launches in Thailand

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International fashion and lifestyle products become more easily available to Thai consumers

BANGKOK, Thailand: Recently launched in Thailand, the e-commerce website ezbuy, has been steadily increasing its number of customers. With over 10 million product offerings and delivering across Thailand, it has found a sweet spot in selling affordable fashion and lifestyle goods to consumers in Thailand.
After its launch in May 2016, ezbuy Thailand has been growing at a staggering rate, helped in part by investments from IDG and an ex-Alibaba CEO. It unofficially claims the title as the fastest growing e-commerce start-up in the region. More and more shoppers appreciate this e-commerce website for its reasonably priced, modern clothes, office supplies, kitchen utensils, and electronics. Within just six months, ezbuy has become one of the top fashion retailers in Thailand in terms of volume and is currently among the five most popular e-commerce websites in the country.
Over its first few months of operation, ezbuy has witnessed a large number of repeat customers. This is due to the company's core philosophy to always focus on providing value to its customers. The core value proposition for anyone to shop on ezbuy is that it allows customers to shop directly from global sources. This results in tons of savings, and guarantees customers that their money is well spent. There is no more need to spend too much time on comparing prices. Additionally, ezbuy also boasts that it has one of the lowest cross-border shipping fees in Thailand. All in all, customers love this new way of shopping, and ezbuy prides itself for being able to continuously improve its operations and pass on more savings to its customers.
As a result, customers are very happy with the service and products, and are glad to use it again. To this point, ezbuy claims that many of its customers are even buying to resell in other major e-commerce platforms. Currently, ezbuy items arrive within 12 to 21 days but they are working on reducing it to only two to three days, depending on where the products are being shipped from.
"The Thai market has a lot of potential for the e-commerce sector. People are discovering the advantages of shopping online and benefitting from them in many ways. At ezbuy we provide affordable, quality products from around the world and offer great customer service. This is what people really appreciate and keeps them coming back to us," says Chong Siong, ezbuy Thailand's Country Manager.

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About ezbuy: ezbuy provides fashionable clothing, electronics and other lifestyle products at affordable prices. Founded in Singapore in 2010, ezbuy is invested by one of the most successful venture capital firms, IDG as well as an ex-Alibaba CEO. In recent years, ezbuy grew at a tremendous pace, expanding beyond Singapore to Malaysia, Indonesia and now Thailand. Its strong customer service and international product range have quickly made the company very popular in the Kingdom and will help it continue to attract new customers. Currently, the largest group of customers are ladies but male shoppers are increasing in size as well.