

SW3- MARKETING, SALES & PROMOTION

1. What is the name of the company? Provide the company logo.



2. What is the URL of the company home page?

<https://www.olx.ph/>

3. History:
 - a. Who founded it and when?

OLX is an Argentinian global online marketplace, operating in 45 countries, and is the largest online classified ads company in India, Brazil, Pakistan, Bulgaria, Poland, Portugal and Ukraine. **It was founded by Fabrice Grinda in 2006.**

- b. Initial products/services and markets?

The OLX marketplace facilitates buying and selling services and goods such as **electronics, furniture, household goods, cars and bikes.**

- c. Private or public?

PUBLIC

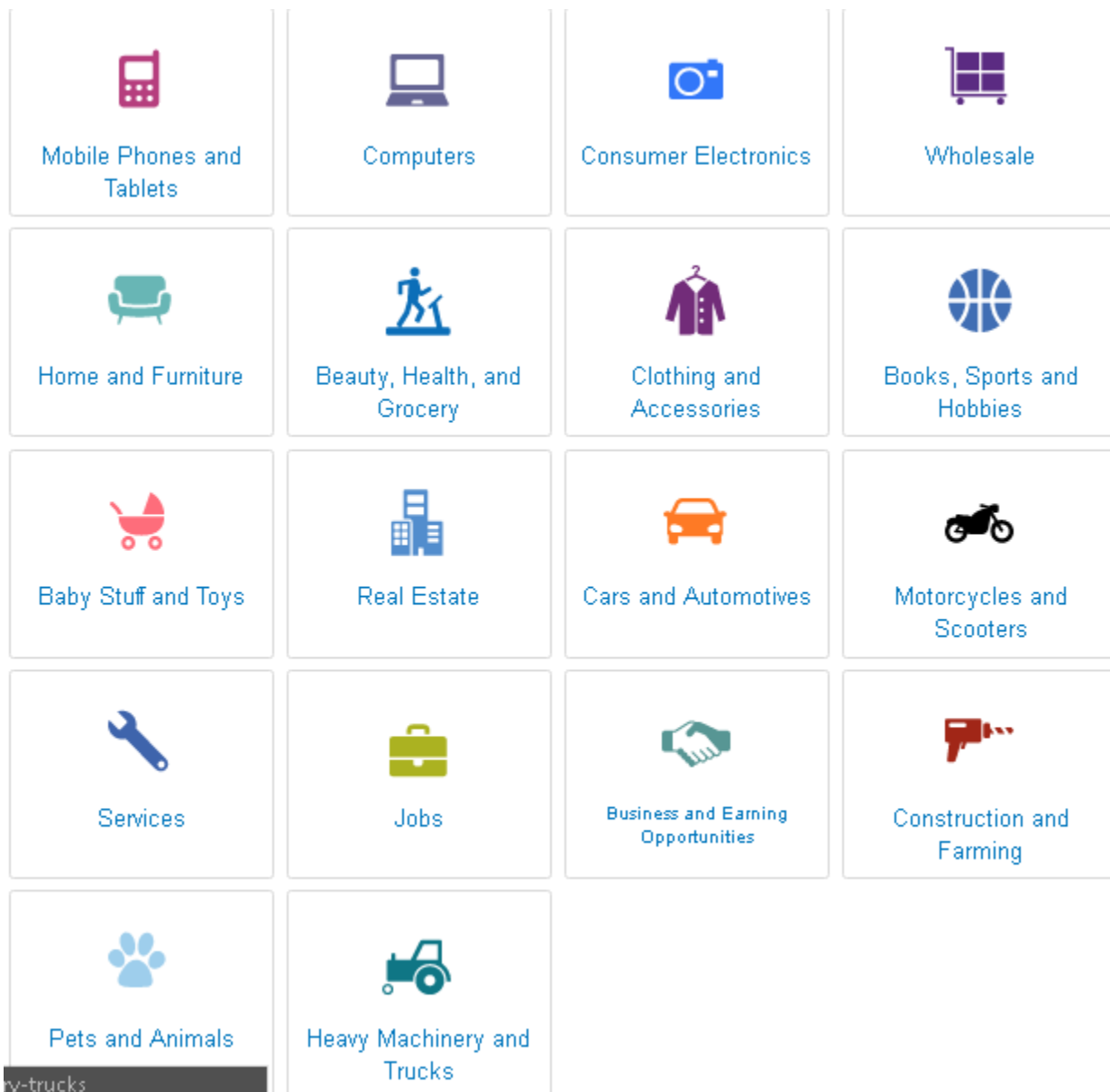
- d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)

E-COMPANY

4. Financials:
- a. Most recent year's revenues?
 - b. Most recent year's profits?

In disclosures to the registrar for financial year 2016-17, **the company reported a profit of Rs 8 crore on revenue of Rs 92.5 crore.** Earnings rose 58 per cent from the previous year, according to the regulatory filings sourced from Tofler. The company had reported a loss of Rs 2.1 crore for the 12 months ending March 20

5. What are its main products and services?



6. What is its target market and who are its customers?

OLX targets to grow its customer to customer base by encouraging Filipinos to sell their unused items on the Internet minus the fear of being cheated or falling for a hoax product endorsement.

Customer to customer or C2C is an innovative way to allow customers to interact with each other. It is a deviation from the traditional market of business to consumer relationship wherein customers proceed to a business or establishment to purchase goods. With C2C, customers sell goods and services to each other thus eliminating the need for an actual business establishment.

7. Who are its main competitors?

Quickr and Click.in

8. How is the company using the Internet for marketing, sales, and promotions?

OLX.ph, formerly Suliit.com.ph, provides a simple platform for selling personal items using just a mobile device. **The process is encouraging those relatively new to e-commerce to discover for themselves the great deals and convenience offered by online buying and selling.**

<https://www.olx.ph/>

<https://en.wikipedia.org/wiki/OLX>

<https://economictimes.indiatimes.com/small-biz/startups/olx-revenue-makes-quickr-surge-of-58-profit-up-31-in-fy17/articleshow/61194667.cms>