











# WORLD OF E-COMMERCE

E-commerce is expected to be the largest retail channel in the world by 2021, accounting for 14% of total retail sales. Alibaba and Amazon are dominating the e-commerce world, but how do they stack up against each other and how do the other players fit into the eco-system?

		
<b>Founded in 1999</b>		<b>Founded in 1994</b>
<b>2014</b>		<b>1997</b>
<b>Market cap (as at 1 Dec 18): US\$417b</b>		<b>Market cap (as at 1 Dec 18): US\$826b</b>
<b>31.9x FY19F PE( YE 31 Mar)</b>		<b>85.6x FY18F PE (YE 31 Dec)</b>
<b>58% of China's retail e-commerce</b>		<b>49% of US retail e-commerce</b>
<b>FY18 (YE 31 Mar): RMB4,820b (US\$768b; +28% yoy)</b>	<b>GMV</b>	<b>FY17 (YE 31 Dec): US\$186b (+31%yoy)</b>
<b>2018 Singles Day: US\$30.8b (+27% yoy)</b>		<b>Amazon's Prime Day: Est US\$4b</b>
<b>&gt;60,000 employees</b>		<b>&gt;380,000 employees</b>

# E-COMMERCE : **SYSTEM**

## The Shopping flow:



## The Eco-System:





# Toxic Employee?

## ***One bad apple can ruin the whole bunch.***

And we are talking about your underperforming employees. I called this 'Toxic Employee', this person initially impresses in the interview phase, underperforming employees is a serious threat to your business.

For the bosses, this is not just wasting your company's money, the effects are more than that. 'Toxic Employees' bad behaviour can easily corrupt into the minds of the other employees through basic peer effect.

Let's look into the hidden ways in which bad employees can jeopardize your business, and why it is imperative to let them go in order to good further and achieve company goals faster.

## **Negative organisational reputation**

One of the most destructive ways in which 'Toxic' employees can hurt organisations is by damaging its reputation. A business's reputation takes years of hard work and time to establish, and, one poor-performance employee may derail all of that hard work for quality products, services, and professionalism.

It goes without saying that unprofessional customer service or products lacking that level of excellence expected from any business could leave clients and customers disgruntled.

## **Day-to-Day interruptions**

'Toxic' employees have the tendency to refuse thinking and solve their problems independently which, in turn, causes workflow interruptions for managers and the whole team. Managers are forced to hand-hold the harmful employee through menial daily tasks. The damage this type of person may do is not only contagious, but it often shows in team performance.

This leads to losing productivity at management-level as well, because managers are unable to implement new ideas and initiatives due to the constant supervision they have to undertake with the 'Toxic' employee.



## **The tough decision...**

***Bosses must take the tough decision and remove toxic employees from the office environment to reward the best employees.***

***Even though firing someone who isn't performing at normal standards is an uncomfortable experience altogether, managers have to ask themselves if they are willing to lose professionally due to one individual. The moment when a manager starts to think about what is best for the organisation, the decision will become all the more clear.***



**BEST**



## Employer

Google receives over 2 million job applications each year.

Their hiring process usually takes an average of 6 weeks, candidates are screened by their potential boss, colleagues and the hiring committee.

### Best place to work in...

Google

WANTS

Happier,

Healthier, &

Productive

Employees

### WORLD CLASS HIRING PROCESS. HOW?

1. Set a high bar. Hire someone better than you
2. Hire through your own portal instead of using third-party recruiters
3. Assess candidates objectively. Write notes and compare to refine assessment capability
4. Provide candidates a good reason to join your company. Show them who they get to work with

# NETFLIX

Netflix beat Google and Tesla in the recent HR survey, to become the BEST place to work in

**Strategic Talent Management-**  
**Do not compromise on hiring**



**Remove inadequate employees,  
Tolerate & Keep only fully formed  
adults**

**Operate as a team, NOT a family**

