

**ANNEX 2**  
**LAZADA FORWARD WOMEN AWARDS 2022 – WINNER STORIES**



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## LAZADA FORWARD WOMAN OF THE YEAR AWARD (INDONESIA)



**Farica Edgina Yosafat, 36 years old**  
**Bandung, Indonesia**  
**Berry Baby**

Holding a Master's degree in Sciences (MSc.), Farica was a university lecturer in Physics before she was bitten by the entrepreneurship bug. In 2017, she launched Berry Baby on Lazada, selling more than 800 mother and baby products from apparel to toys, personal hygiene essentials, baby supplements and household items.

To enable more women within her community, her first full-time staff of six were from her home city of Bandung. Farica trains them personally on eCommerce skills from product listing to marketing and data analytics – and today, they are well equipped to help run the business, even picking up additional business tools like livestreaming and marketing solutions via Lazada directly. In addition, Farica and her team works closely with local businesses and home-based entrepreneurs in the community – many of whom are mothers – to design and produce selected Berry Baby products such as bags, socks and baby carriers.

Farica is also the City Leader of the Lazada Club in Bandung. Besides organising events, seminars and sharing sessions to enrich new Lazada sellers, she also constantly finds ways to motivate her peers to learn more new eCommerce and business insights and trends. Today, the Lazada Club in Bandung City has grown to more than 3,000 members under Farica's inspiring leadership.

To Farica, eCommerce presents a great opportunity for women to showcase their ingenuity and creativity, in turn empowering them with income and a sense of personal fulfilment. Her advice to new and existing females in eCommerce? "Be confident and never say never."

*To sign up as a seller, please visit <http://lzd.co/LazadaIDSellerSignUp>.*

## LAZADA FORWARD WOMAN OF THE YEAR AWARD (MALAYSIA)



**Kong Wai Theng, 44 years old**  
**Selangor, Malaysia**  
**[Big Care Mart](#)**

Kong, a pharmacist by training, owns a small pharmacy in her neighbourhood in Selangor. In 2015, the local store named Big Care Mart, started to lose customer footfall amid intensifying competition from bigger brands and businesses.

Kong realised that eCommerce is picking up pace in Malaysia and decided to bring Big Care Mart onto Lazada, in a bid to make up for lost revenue and to overcome her financial challenges. Despite having no prior experience in eCommerce, she worked hard to equip herself with the necessary know-how and skills via the Lazada University in order to grow her business online.

Today, Kong is an esteemed top seller on Lazada, having been recognised with the Lazada Top Seller Award in the Health category in 2018 and 2019 respectively. Her willingness to experiment with Lazada tools such as vouchers, free shipping options and marketing solutions has deeply contributed to her success in driving more sales and conversion.

Kong is a certified LazStar trainer on Lazada University, where she uses her own experience as a self-made entrepreneur to guide new sellers on Lazada. To all aspiring business women, she hopes that they will persevere in the face of any type of challenge. For Kong, success will come if you continuously improve yourself and search for opportunities.

*To sign up as a seller, please visit <http://lzd.co/LazadaMYSellerSignUp>.*

## LAZADA FORWARD WOMAN OF THE YEAR AWARD (PHILIPPINES)



**Monalisa Gao, 45 years old**  
**Las Piñas, Philippines**  
**Lucky HR**

For Monalisa, family always comes first. In 2013, Monalisa decided to retire early and close her highly successful consumer electronics business with 15 physical stores across the Philippines, a business that she founded since graduating from college.

With more time to spend with her daughter and husband, they travelled to China to visit her extended family and friends. It was during this visit, she was amazed by the assortment of products and ease of shopping brought about by Taobao.

Exploring a new way of shopping for Filipino consumers, Monalisa became one of the first pioneer online sellers when she approached Lazada – the first and only eCommerce platform available in the Philippines in 2013 – to kickstart her eCommerce journey. Her store, Lucky HR was one of the first brand partners selling consumer electronics on the platform. She recounts learning how to set up an online business from scratch, something which was very different compared to running her physical retail business in the past.

Today, Monalisa is one of the top sellers on Lazada, overseeing her flagship Lucky HR store and a 1,000-square metre warehouse. Monalisa constantly contributes to the eCommerce ecosystem by training new sellers in Lazada University and by introducing the Filipino market to Chinese sellers in Taobao University. She is grateful that eCommerce has given her a way to juggle work and family, and is proud to be financially independent through the fruits of her labour. She hopes that her success and experience will inspire more women and mothers to explore the world of eCommerce.

*To sign up as a seller, please visit <http://lzd.co/LazadaPHSellerSignUp>.*

## LAZADA FORWARD WOMAN OF THE YEAR AWARD (SINGAPORE)



### **Liang Wee Ling, 45 years old** **Singapore** **8miles**

Wee Ling is a product design engineer by training. In 2017, she enrolled herself in eCommerce courses to learn new skills, and therein began her journey on Lazada with her store, 8miles, to sell handmade hair accessories with her newly acquired eCommerce skillsets.

With the flexibility of running a business on eCommerce, Wee Ling decided to make the shift to selling Mother and Baby products on her store instead of handmade hair accessories. The mother of two started small by operating from her flat, which served simultaneously as her home, office and warehouse.

Today, 8miles has expanded significantly, prompting Wee Ling to rent proper space in a warehouse to cater to the rising demand of her customers. She credits her success to her active participation in Lazada mega campaigns such as 11.11 and 12.12, which enables her to drive more sales and expand her loyal customer base.

Wee Ling's biggest satisfaction and motivation comes from the fact that she started her business from scratch and grew the business with the help of her family. To her, this fulfilment is something a full-time job cannot offer. As Lazada's Seller Ambassador, Wee Ling also engages her fellow sellers constantly, exchanging support and ideas to fuel each other's business expansion in the long-term.

*To sign up as a seller, please visit <http://lzd.co/LazadaSGSellerSignUp>.*



## LAZADA FORWARD WOMAN OF THE YEAR AWARD (THAILAND)



**Pattiya Thanasrivanitchai (May), 30 years old**  
**Bangkok, Thailand**  
**[Happi Cup](#)**

In Thailand, topics related to female hygiene are not only considered taboo, related products are also expensive. During a holiday to the Maldives in 2019, May found herself deprived of activities such as swimming and diving due to her menstrual cycle. It was then, she discovered the many benefits of using a menstrual cup and a business epiphany came to her too.

Thus, beginning May's journey to create more awareness on female well-being, pioneering such products and leveraging eCommerce to bring her message to a wider audience.

Within a short span of time, May sourced for the best-grade silicon from the United States to start manufacturing menstrual cups at a local factory. Already an active Lazada customer, May witnessed first-hand how sellers can engage with consumers intimately on the platform. She subsequently set up Happi Cup on Lazada in 2020 to start advocate for and sell menstrual cups to Thai consumers.

May received overwhelming support for her products, especially from younger females who embrace a more environmentally friendly manner of managing their periods. She also produces content on female health regularly on the store's social media channels, educating consumers on female health and building a community where discussions around the subject are held freely.

For May, learning never stops when it comes to eCommerce. She advises peers to fully utilise Lazada University resources and conduct regular check-in sessions with their account managers to learn about campaigns, marketing solutions and data analytics tools. She hopes to inspire more women to start their businesses on Lazada, tapping into the multitude of opportunities the platform can offer.

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## LAZADA FORWARD WOMAN OF THE YEAR AWARD (VIETNAM)



**Đoàn Trần Thùy Linh, 33 years old**  
**Ho Chi Minh City, Vietnam**  
**[Light Coffee](#)**

In 2016, Thùy Linh decided to sell coffee products online through Lazada as more consumers, including herself, started to integrate eCommerce into their lifestyles. She set up [Light Coffee](#) despite having no prior eCommerce experience, leveraging on resources and help available on Lazada University.

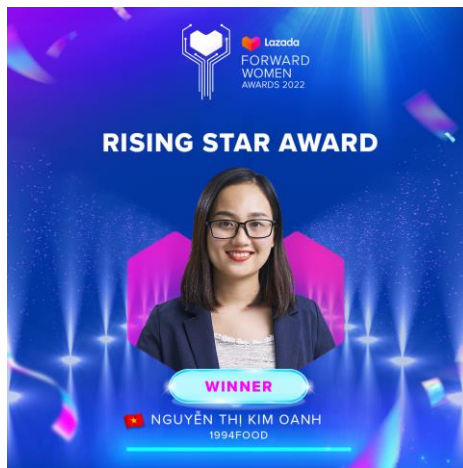
Thùy Linh's dedication in studying how to sell online paid off very quickly. Her coffee sales grew exponentially and in 2018 and 2019, she became the top seller in the Food and Beverage category on Lazada. Today, she remains one of the top sellers on Lazada and owns a factory and warehouse with a total staff count of 19.

For Thùy Linh, the Lazada platform enables her to expand and sell in bigger volumes compared to her current physical store's limitations. She also attributes her success to the data analytics tools on Lazada's seller platform, which has enabled her to anticipate demand and introduce new flavours, products and sizing options that different consumers are looking for.

Today, Thùy Linh is also a passionate advocate of eCommerce, having trained more than 10,000 Lazada sellers as a lecturer at Lazada University. She hopes to inspire more women to be confident and start their online business, having experienced how eCommerce has enabled her to balance both her work and family commitments.

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## RISING STAR AWARD



**Nguyễn Thị Kim Oanh, 28 years old**  
**Ho Chi Minh City, Vietnam**  
**[1994food](#)**

Oanh started [1994food](#) on Lazada in December 2020, selling healthy snack options such as nuts, granola and diet biscuits. Prior to starting her eCommerce business, Oanh was running a successful travel agency together with her husband, which eventually had to shutter when travel grinded to a halt due to the pandemic.

It was also during the same period, Oanh welcomed a newborn daughter. With her pregnancy journey, Oanh wanted to provide healthy and nutritious snacks to other women, importing her products from multiple sources, including the United States. Amid a growing interest in health-related products in Vietnam, Oanh picked up online selling skills quickly and capitalised on this trend to scale her business quickly. Within the span of a year, Oanh built a team to help with customer service and order fulfilment, on top of her own factory to produce [1994food](#)'s best-selling product – their diet biscotti.

In spite of the economic challenges and increased family responsibilities, Oanh's keen business acumen and determination, along with the support of her family and the local seller community, helped her to pivot and succeed in eCommerce in a relatively short amount of time. While mentoring other new sellers, Oanh wants other women who are considering starting a business to know that while there are challenges to overcome, if they put their minds to it, they too can pick up new skills, grow their network, and find satisfaction in building their own business. As [1994food](#) is a relatively young business, she intends to focus on stabilising the business operations and making sure it is set-up for long-term success.

*To sign up as a seller, please visit <http://lzd.co/LazadaVNSellerSignUp>.*



## CREATIVE AWARD



**Nurul Izzan Zamzuri, 38 years old**  
**Puchong, Selangor, Malaysia**  
**[Niz Craft](#)**

An avid crocheter from a young age, Izzan started [her online store](#) on Lazada in 2018 while she was working full-time as a finance IT consultant to provide quality yarn to the niche but active community of crocheters and knitters in Malaysia.

Izzan picked up crocheting as a child from her mother and loves the craft for not only engaging her creative mind, but also to help her de-stress. With her years of experience and knowledge about the craft, she became an authorised seller for a well-known yarn brand from the Netherlands. Armed with insights on other fellow crocheters' yarn search and purchasing behaviors, Izzan was able to list her products differently to cater to their needs and search habits. Beyond the products, she enjoys engaging with consumers and flex her creativity to share more craft ideas and knowledge, thereby growing her customer base.

As interest in crochet craft grew locally, evident by the increase in new customers and orders, Izzan, with the support of her husband, now runs Niz Craft full-time. Having been able to turn her passion into a business, her advice to other women is to be brave, do your research and trust that other like-minded people will support your business and products.

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## INSPIRING AWARD



**Pauline Ng, 35 years old**  
**Singapore**  
**[Porcelain](#)**

Pauline and her mother first started Porcelain, a luxury facial spa, in 2009 when she was fresh out of university. Fast forward 11 years, Pauline started listing their skincare products that are formulated in-house on Lazada in 2020 via their Porcelain flagship store on LazMall. Their skincare products are complementary to their facial spa treatments, aimed to help customers treat their skin problems at home.

With Pauline recognising technology as a key for the business to improve customer experience and push traditional boundaries within their industry, eCommerce naturally became a channel to reach their customers directly. Together with her team, Pauline had to learn how to sell online – taking into consideration different facets and details such as product photography and consumers' online shopping experience that are in contrast to what she was used to when running their physical stores. Pauline's determination and mindset also motivated the team as they had to be re-trained on new data sets, new channels and new ways to deliver customer service. A memorable moment for them was their first-ever livestream on LazLive after they learnt how best to conduct one, which increased their followers and customer engagement greatly.

Taking things step-by-step is something that Pauline lives by, and she also finds herself motivated by her team members. Her passion for the business and love for the team has spurred her on throughout the years, and she has set her sights to bring Porcelain to achieve greater success through eCommerce.

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## ENTERPRISING AWARD



**Nadya Amatullah, 38 years old**  
**Bandung, Indonesia**  
**[Nadjani](#)**

Nadya graduated with a degree in communications, but opted to pursue her passion in fashion when she started work in the fashion retail industry in 2003. Five years later, she went on to create her own nature-inspired fashion label, Nadjani, and started selling the garments on Lazada in 2020.

Creating and operating her fashion label from home initially, Nadya employed stay-at-home mothers from her neighbourhood to provide job opportunities within the local community. Now, she runs a team of more than 40 people in Bandung, Indonesia, navigating the business environment and challenges together. Since the start of the pandemic restriction, Nadya has challenged her team to brainstorm for new ideas to service the community while exploring alternative revenue streams. As a result, they pivoted to producing fabric reusable masks and products like aprons and gardening kits for stay-at-home consumers, collaborated with influencers to drive sales and participated in the Jakarta Fashion Week which was held in partnership with Lazada.

While Nadya continues to grow Nadjani, she also aims to create more impact in the ecosystem that she has found herself in – to grow and nurture the seller community and also create livelihoods for the local community.

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## BRICKS TO CLICKS TECH ADOPTER AWARD



**Elyse Janina P. Juan, 32 years old**  
**Las Piñas, Philippines**  
**[Papemelroti](#)**

For more than five decades, Papemelroti has been the go-to for many Filipinos looking for original, eco-friendly and locally made gifts, stationery, craft and home décor items. Elyse is part of this family-owned business with more than twenty physical stores, serving as Creative Director to oversee the business' creative direction, marketing and move to eCommerce via Lazada.

Elyse launched the Papemelroti LazMall flagship store in early 2020 when she was eight months pregnant. Likening the flagship store to raising a newborn, she viewed eCommerce as an opportunity for her to continue the legacy of her family business beyond brick-and-mortar stores. Just like how her late grandmother, Lola, started Papemelroti 55 years ago with just scraps of craft material, she knows in her heart that Lola would have been proud of her can-do attitude and entrepreneurial spirit in expanding the business online.

With her sights set on regional, and eventually international, expansion, Elyse hopes to be able to honour her promise to take care of her long-servicing staff and create more livelihoods for the local community.

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## SOCIAL STAR AWARD



**Manassawee Suangkaew, 34 years old**  
**Bangkok, Thailand**  
[Loonnystore](#)

With a love for fashion, Manassawee started Loonnystore online to sell fashion apparel through Lazada, Facebook, Instagram and LINE. Reflecting the latest fashion trends and celebrity styles, Manassawee has built a following of loyal customers by constantly engaging with them through the different online platforms.

Manassawee stands firm and prioritises engaging with customers online and delivering outstanding service. Since starting her journey on Lazada three years ago, she found that the system enabled her to respond to customers, convert purchase intent and fulfil orders much quicker than if she were selling through other social media platforms. Now, Loonnystore's social platforms are complementary to their store on Lazada, as Manassawee utilises social media for lifestyle pictures and social sharing to direct traffic to the Lazada store. Since then, she has seen demand for their items increase steadily, resulting in the need to increase inventory to meet growing demand.

As the fashion industry is a competitive one, adopting a customer-first approach is crucial to standing out. To Manassawee, if you take time to understand the customer and talk to them, you will naturally be able to address their needs and anticipate what they want, which in turn helps to grow the business. Time waits for no one, so her advice to others is to start your selling journey now and grow the business along the way.

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