Asos

asos
discover fashion online

British ASOS Plc owns and operates asos.com, an online B2C retail place for fashion operating globally.

Business Model

- Fulfillment by seller
- Fulfillment by platform
- Vendor central (Companies sell products to ASOS.com, which sells and fulfills orders)
- Products owned and sold by ASOS: "ASOS design brand" is owned, stored, and fulfilled by ASOS B2C

Market reach and product reach

- Global market reach (asos.com)
- Top markets by sales percentage (UK (36,6%) US (13,2%) EU (31,4%))
- Roughly 87.000 products
  Clothing, Jewellery & Accessories, Body Care

Enrollment process, fees, and commission

Fairly easy process to apply for the marketplace as a seller, harder to be accepted.

- small brands have to go through the marketplace first and grow before having the opportunity to be launched on asos.com.
- Application form online (name boutique, what you will sell, where else do you sell, link to social media, about your business, example of products)

Commission
- ASOS.com
  - Unknown
- Marketplace
  - 20% commission on each sale

Fees:
- A boutique costs £20 Listing fee per month to be on the marketplace

Sellers

- Roughly 1,195 sellers (third party brands on asos.com)
- Marketplace
  - Roughly 800 boutiques (representing independent smaller brands/sellers)
  - Stripe online payment processing (Stripe allows ASOS Marketplace customers who pay by credit or debit card to pay you directly through Stripe via a Marketplace-branded checkout)

Payment options (ASOS Marketplace):
- Stripe, Apple Pay (Via Stripe), Paypal

Brand protection: 5/5

Tech integration

- Seen some indication on that ASOS before has had open API for developers (2011) to use ASOS customer basket code etc. We can not find any information that they still offer this opportunity for any developer.
- Technical integration rating **(No API TO RATE)**

Customer ownership

- Platform-centric: **3/5**
- Buyer-centric: **4/5**
- Seller centric: **2/5**
- Compliant centric: **4/5**

Return policy (days) and buyer review

- Generally free return of items, with explicit directions on the website and FAQ about returns.
  - Confirmed free return for US, UK, Germany, France, Italy
- International return policy: "Depending on the options available in your country, you'll be responsible for the cost of returning any items."