

Outline for Negotiation (it doesn't have to follow the exact order. **You may do your own outline of negotiation**)

<p>Parties involved? Name(s) and role(s) of negotiators from both sides. *Refer to the video in MyLine Negotiation assessment</p>	<p>Name: Avishek Saha Role: E-commerce marketing executive</p>
<p>Purpose/Goal of the Negotiation: Why are the parties meeting? What are they trying to achieve?</p>	<p>To collaborate on a Christmas Day campaign called “Buy on Shopee, Eat with Shopee Food”, where purchases on Shopee unlock exclusive Shopee Food delivery and meal voucher benefits — aiming to increase user engagement and revenue for both platforms.</p>
<p>Preparation Research/Information Gathering:</p> <ul style="list-style-type: none"> • Background on the other party, market conditions, etc. • What are your primary goals? What is the other party aiming for? • What will happen if the negotiation fails? Any back-up plans? <p>*Plan the negotiation. Use your own creativity</p>	<p>Background on Shopee Food: One of the largest food delivery platforms in Southeast Asia. Aims to boost Christmas Day online on food delivery.</p> <p>Our Shopee Goals:</p> <ul style="list-style-type: none"> • Increase Christmas sales. • Promote ShopeePay <p>Shopee Food Goals (Likely):</p> <ul style="list-style-type: none"> • Increase Christmas food delivery orders • Gain new users <p>If negotiation fails: Shopee faces lower engagement and weaker campaign impact. Shopee Food with fewer Christmas users and missed peak delivery revenue</p> <p>Backup plans:</p> <ul style="list-style-type: none"> • Shopee partners with other delivery platforms (e.g., Food panda) • Shopee Food runs smaller independent promo

<p>Agenda/Issues to Discuss</p> <p>Description of the first issue/topic to be addressed.</p> <p>Any desired outcome?</p> <p>Other party's likely outcome?</p> <p>*Repeat as necessary for additional issues</p>	<p>Issues:</p> <p>Integration of vouchers:</p> <p>Desire outcome: customers who shop on Shopee receive exclusive Shopee Food delivery rewards.</p> <p>Likely Outcome (Shopee Food): Higher usage on both apps due to combined incentives</p> <p>Cost-sharing for discounts:</p> <p>Desired Outcome (Shopee): Shopee wants higher sales and more customer engagement during the Christmas event by encouraging users to shop more through exclusive Shopee Food rewards.</p> <p>Likely outcome (Shopee Food): Shopee Food will gain more new users and delivery orders as customers redeem vouchers earned from shopping on Shopee.</p>
<p>Negotiation</p> <ul style="list-style-type: none"> • What will you offer? • What will the other party get? • How will it benefit each party? <p>*Plan the negotiation. Use your own creativity</p>	<p>Shopee will offer:</p> <ul style="list-style-type: none"> • Promote Shopee Food prominently on Shopee homepage • Include Shopee Food vouchers in Shopee flash sales and purchase rewards <p>Shopee Food will get:</p> <ul style="list-style-type: none"> • Higher customer purchase spends on Christmas • More app engagement and new retained users <p>Benefit to Shopee:</p> <ul style="list-style-type: none"> • Brand exposure & more online buyers <p>Benefit to Shopee Food:</p> <ul style="list-style-type: none"> • Higher food order volume especially during peak hours

Summarize the agreed-upon points

- Are there any conditions that must be met before the agreement is finalized?
- What is the timeline for completing the agreement?
- Did you achieve your objectives? What were the trade-offs?
- What needs to be done after the negotiation?

*Plan the negotiation. Use your own creativity

Conditions Before Finalizing :

- Agreement applies only for Christmas Day
- Promotions only valid for purchases made using ShopeePay.

Timeline :

- Planning finalized 2 weeks before Christmas
- Execution on Christmas Day

Objectives Achieved:

- Shopee gains higher sales and app engagement.
- Shopee Food gains more users and increased order value.

Trade-offs

- Shopee must allocate more marketing space for Shopee Food, reducing visibility for other brands during the campaign.
- Both parties must rely only on ShopeePay

Things need to be done after negotiation:

- Finalize voucher mechanics
- Begin marketing rollout 2 weeks before Christmas