

Digital Marketing and Online Presence of Guess

aZillion Words

Table of Contents

1. Guess online presence	3
1.1 Online profile	3
1.2 Online pages	4
2 Online Marketplace	11
2.1 Micro Environment	11
2.1.1 Customer	11
2.1.2 Competitors	11
2.1.3 Suppliers	12
2.1.4 Intermediaries	13
2.2 Macro Environment	13
2.2.1 Political and legal environment	13
2.2.2 Economic Environment	14
2.2.3 Social and Cultural Environment	15
2.2.4 Technological Environment	16
3. Guess response towards digital marketing influences	16
3.1 Digital-first strategy	16
3.2 Customer 360 project	17
3.3 Social inclusion	17
3.4 Responsible sourcing	19
3.5 Closing Brick and mortar stores	20
3.6 Balancing between domestic and international	21
Reference	22

1. Guess online presence

1.1 Online profile

Guess, Guess by Marciano, as well as G by Guess are all part of the company's \$2.8 billion revenue last year. Smartphones, iPads, and social media are what Guess considers innovative technology. Guess' mobile commerce, apps, and kiosks are part of its overall consumer-facing approach. Mobile kiosks have been introduced at 60-70 Guess retail locations, and the company is planning on expanding the number of kiosks in the coming years (Forbes.com, 2022). Sales employees may demonstrate items to customers' in-store using tablet-based kiosks. Additional features include the ability for users to subscribe to reward programs and purchase things from the tablet computers of the corporation. Guess uses the tablets as a learning tool to teach its employees about its procedures. In addition, Guess provides an app for businesses that incorporates data and a virtual shop tour ((Forbes.com, 2022).

As a result, Guess has a presence on social media and is utilising it to deliver personalised, relevant promotions through mobile. Because tying social media to a business's bottom line might be tricky, Guess has integrated Facebook login details into something like a commerce-enabled app (Forbes.com, 2022). To construct its CRM database, a firm may obtain specific information from a customer's Facebook account if they say so. Using information like which companies a customer "likes" on Facebook, Guess can better target advertising to that customer. The corporation can observe which sites a user's friends like allowing it to construct a Facebook following (Forbes.com, 2022).

1.2 Online pages

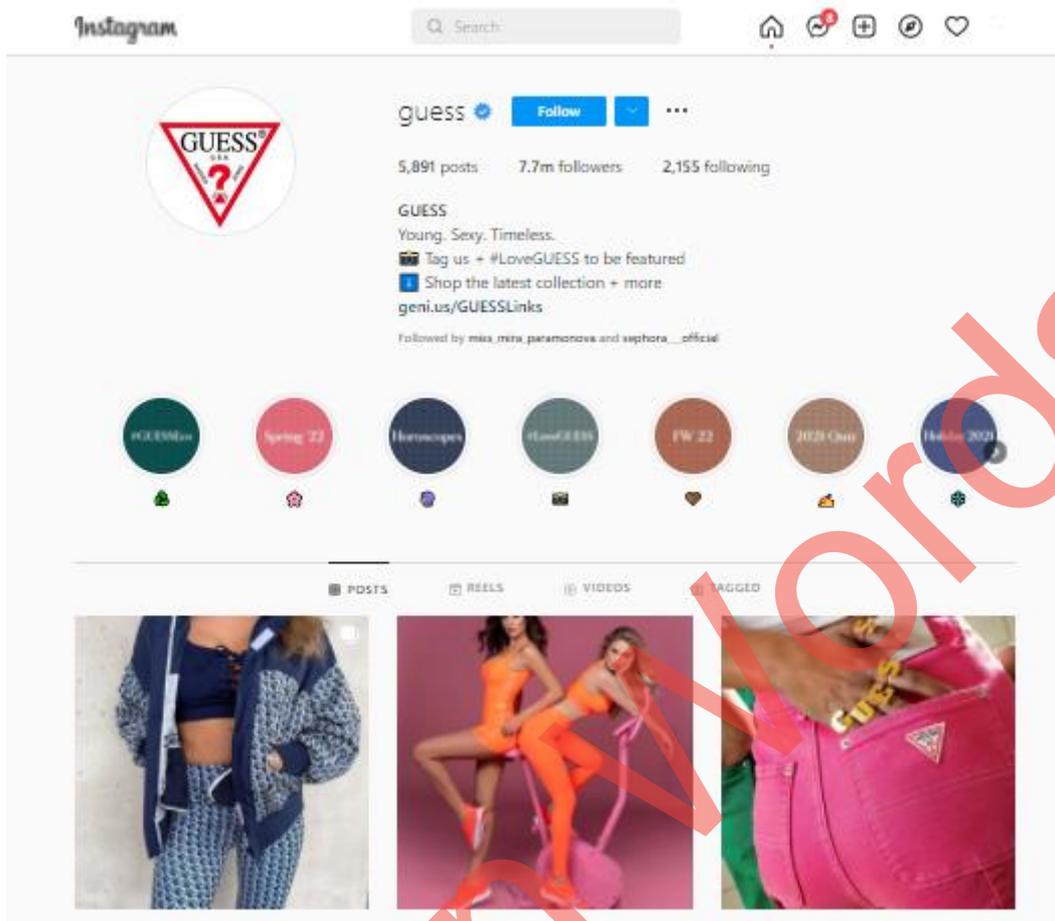


Figure 1: Guess Instagram page

◆ (Source: [instagram.com/guess](https://www.instagram.com/guess), 2022)

The Instagram page of Guess has been a great medium for the company to promote its products on the digital platform. With a follower base of 7.7 million, the company can interact and engage efficiently with its followers. The company uses the digital platform to promote its advertisement campaigns such as #LoveGUESS. The company has also collaborated with several Instagram influencers and celebrities to promote its wide range of products ([instagram.com/guess](https://www.instagram.com/guess), 2022).



Figure 2: Guess Twitter page

(Source: twitter.com/guess, 2022)

The Twitter page of Guess is another digital medium for the company to promote its products online. The company has over four hundred thousand followers on their Twitter page. The company has posted several interactive posts and short videos to keep its customers engaged and up to date with their style and products (twitter.com/guess, 2022).

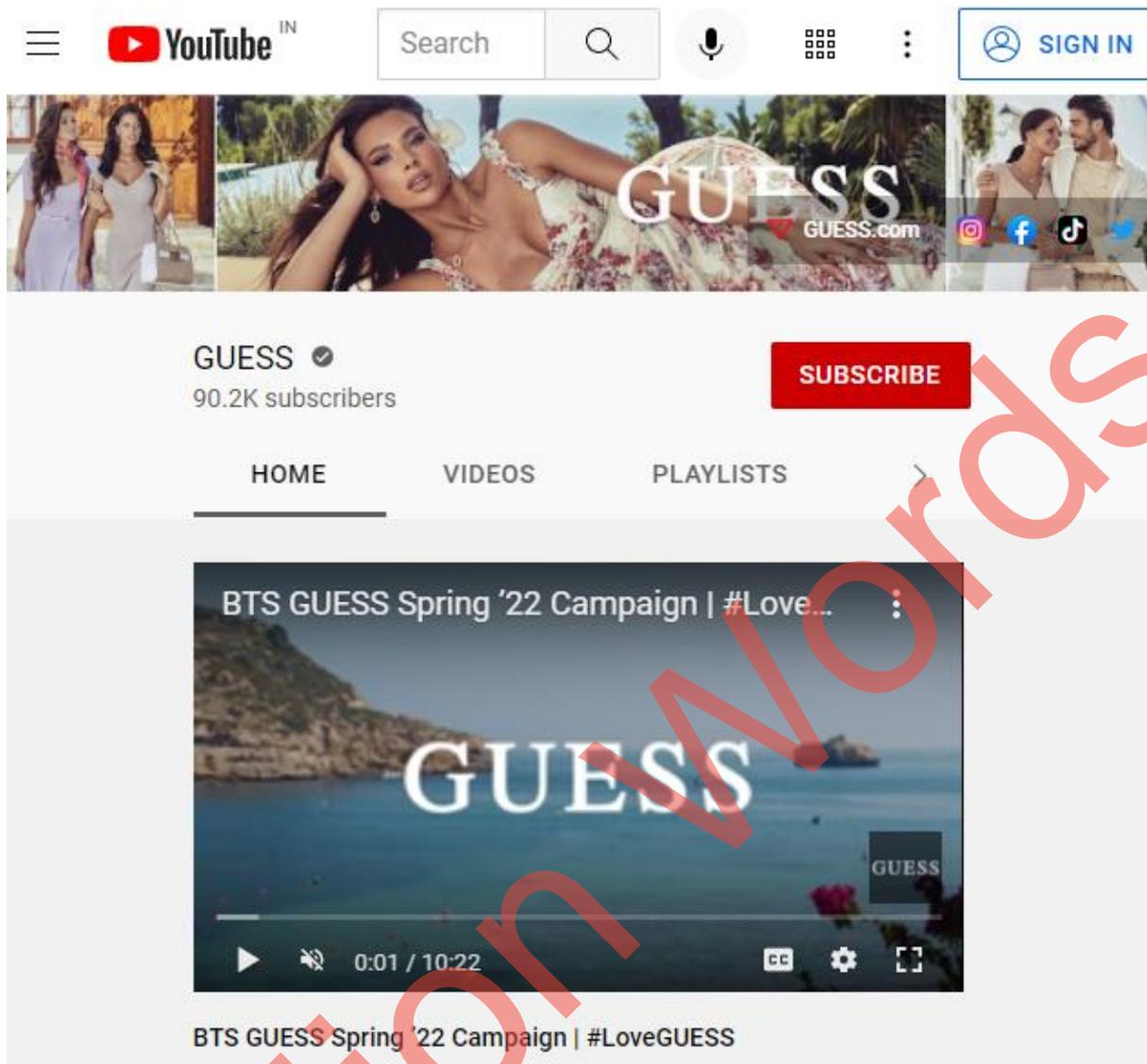


Figure 3: Guess youtube page

(Source: youtube.com/guess, 2022)

The Youtube channel of Guess hosts several videos of their seasonal collection, creating awareness among their ninety thousand followers. In their most recent youtube post, the company has shared a video of their 2022 spring collection (youtube.com/guess, 2022). The company's youtube channel has also shared fashion discussion videos of influences and celebrities, showcasing the various collections of their fashion products. It has also used the digital medium to promote its #GUESSActive advertisement campaign by sharing workout videos (youtube.com/guess, 2022).

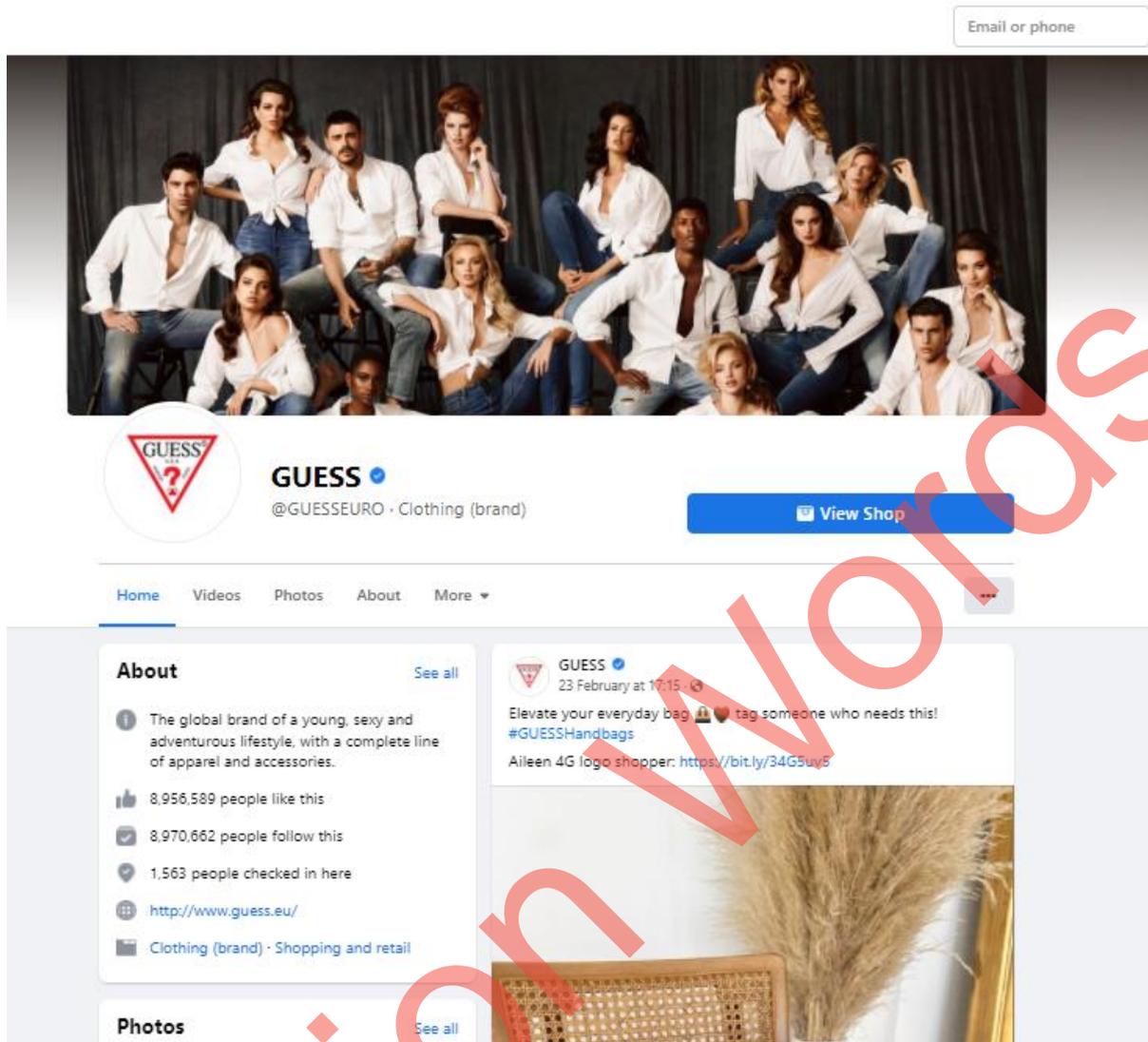


Figure 4: Guess Facebook page

(Source: facebook.com/GUESSEURO, 2022)

The Facebook page of Guess has 8.9 million. It uses this follower base of the social media website to interact with its customers. It constantly posts pictures and videos of its products to keep its followers engaged. The page also can direct any follower to their online shop. It makes it convenient for the followers to purchase its products (facebook.com/GUESSEURO, 2022)

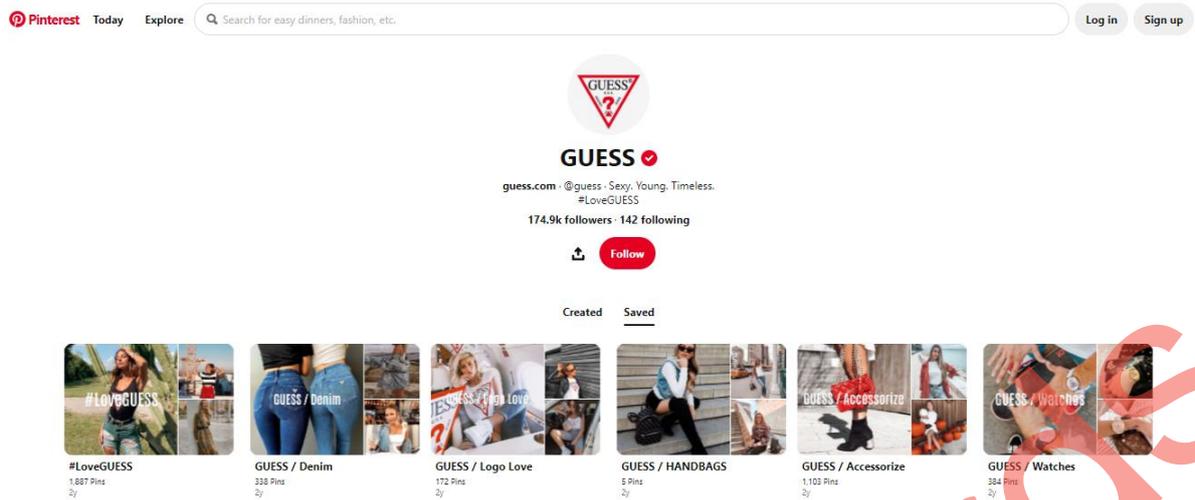


Figure 5: Guess Pinterest page

(Source: pinterest.com/guess, 2022)

Pinterest is an image-based digital platform where the company posts constant pictures of their latest collection. The fashion retail company has nearly a hundred and seventy-five thousand followers. The company uses this fan following to promote advertisement campaigns such as #LoveGUESS, GUESS/Denim, GUESS/LogoLove, GUESS/Accessorize etc. (pinterest.com/guess, 2022).

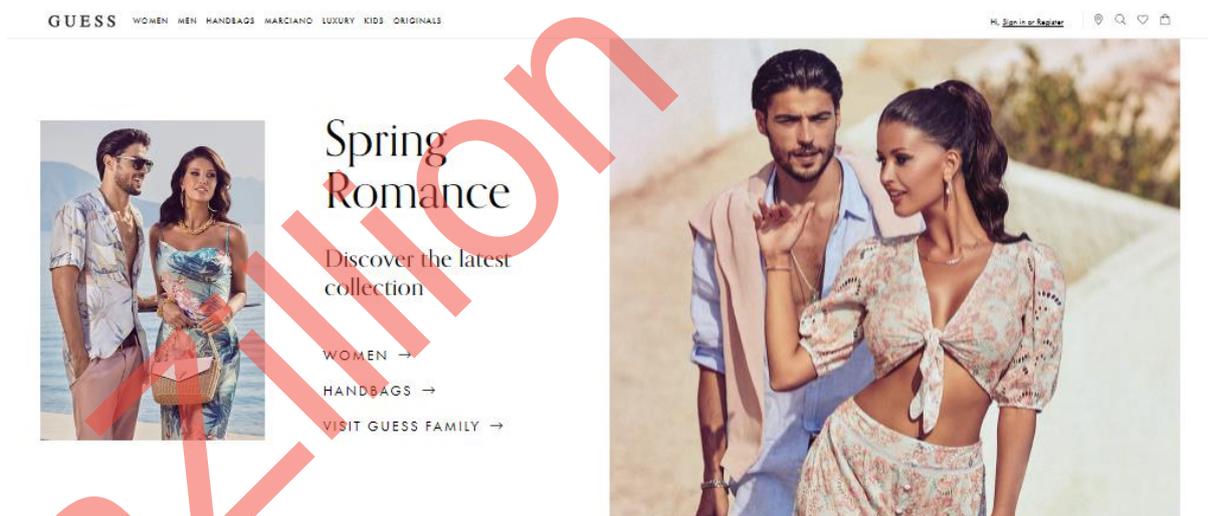


Figure 6: Guess global website

(Source: guess.com, 2022)

The company's website hosts all of its fashion clothing, accessories and other fashion items. The company uses this digital platform to showcase its wide range of products. These products are available to its customers worldwide (guess.com, 2022).



Figure 7: Guess factory outlet website

(Source: guessfactory.com, 2022)

It is another company website where it sells factory outlet products to its customers worldwide. The website has listed products with a slightly lower price than their average pricing. This website serves the same purpose as their global website (guessfactory.com, 2022).

GUESS?, Inc.
Retail Apparel and Fashion
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Overview Jobs Life

About us

In 1981, GUESS sold its very first pair of jeans to Bloomingdale's department store. Since then, GUESS has grown, becoming one of today's most recognized and influential apparel brands in the world.

The continued dedication and commitment of our employees is the driving force of GUESS, Inc. Our talented professionals focus on leading the company with their vision of success. Join the team at GUESS and bring your vision to life.

GUESS is seeking eager, passionate individuals to uphold our commitment to the spirit of the GUESS family of brands including GUESS, Marciano, GUESS Factory, and G by GUESS.

Website	http://www.guess.com
Industries	Retail Apparel and Fashion
Company size	10,001+ employees
Headquarters	Los Angeles, CA

Figure 8: Guess LinkedIn page

(Source: [linkedin.com/company/guess-](https://www.linkedin.com/company/guess-), 2022)

Being one of the most popular fashion retailers globally, it is evident that enthusiastic designers and marketers would like to be a part of the company. The LinkedIn page of the company has over one hundred eighty thousand followers. It implies that many individuals are interested in joining the company. The company's LinkedIn page allows such enthusiastic individuals to post their CVs to become part of the company ([linkedin.com/company/guess-](https://www.linkedin.com/company/guess-), 2022).

2 Online Marketplace

2.1 Micro Environment

2.1.1 Customer

This company's ideal consumers are between 18 and 32, with an annual income of between \$25,000 and \$60,000. Guess' ideal consumer is a fashion-conscious adolescent or young adult between the ages of 18 and 32. Guess values this audience since they have a high disposable income and a strong preference for brand recognition. There are around 90 million of these individuals, or 30 percent of the US population, who fall into this demographic known as Millennials - those between the ages of 18 and 39, who have an average annual income of between \$25,000 and \$60,000. Guess Inc. is attempting to broaden its client base by launching new products. Earlier this year, it launched an athletic apparel line with pop sensation Ariana Grande as the face of it. The 'Athleisure' market - people who wear sportswear in non-sporting contexts - was the focus of this campaign.

2.1.2 Competitors

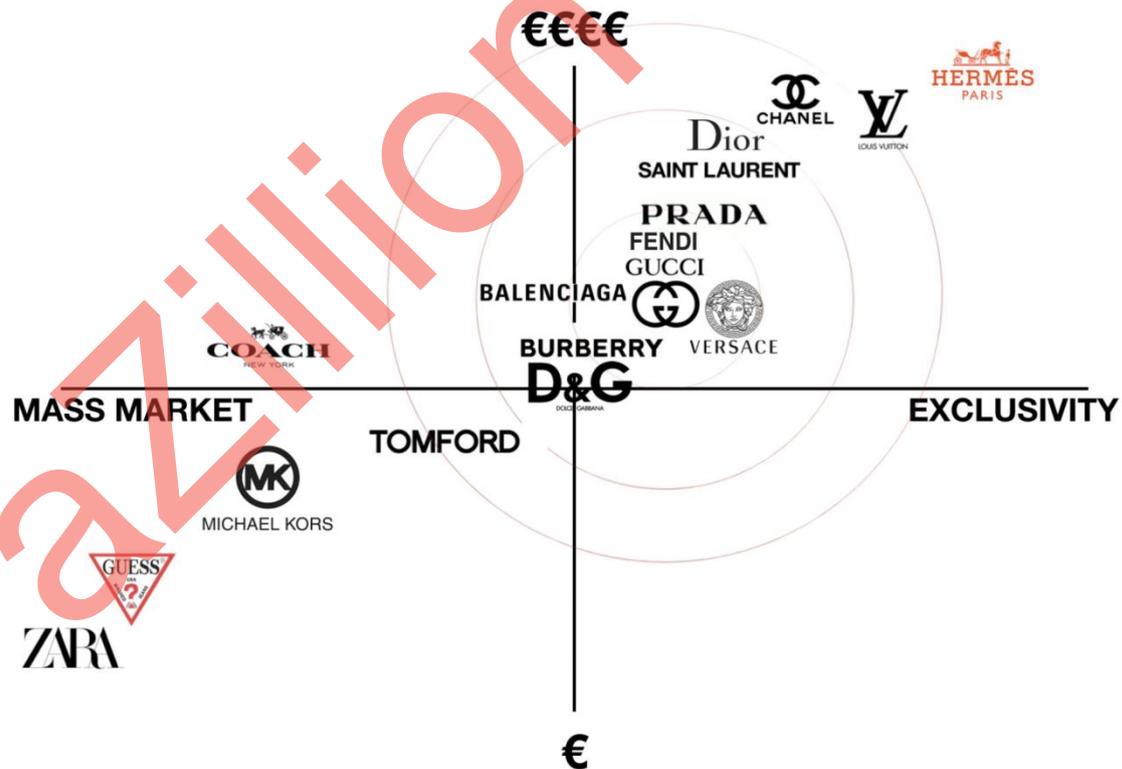


Figure 9: Competitor positioning map

(Source: Similarwebsite.com, 2022)

Guess has tough competition with several other apparel and accessory companies worldwide. Being in the lifestyle and retail sector, the company focuses on fashion-centric individuals and individuals who stay up to date with the current fashion trends. However, the company comes across severe competition with brands such as D&G, Chanel, Tomford, Zara and many more similar fashion retailers (Similarwebsite.com, 2022).



Figure 10: Guess.com online traffic

(Source: Similarwebsite.com, 2022)

2.1.3 Suppliers

Guess Inc. uses a Qimaone collaborative assurance and supplier relationship management platform from Qima to ensure that all of its goods are sourced ethically and produced following quality control standards. Since Guess is a worldwide brand, hundreds of supplier factories in 30 nations worldwide provide the company's garments (Sustainability.guess.com, 2022).

Guess has not used factories, instead of cooperating with production facilities and designers throughout the globe that offer completed products. The firm uses the Qimaone platform to retain end-to-end visibility throughout its entire supplier network as part of this operational paradigm (Sustainability.guess.com, 2022).

Investigators from factories, third-party agencies, even Guess may all use the Qimaone mobile app to gather data in real-time and collaborate. It helps Guess establish management and forecasting methods for earlier detection of possible difficulties with suppliers. They can become serious risks because of the analytics and insights generated by Qimaone data (Sustainability.guess.com, 2022). As customers become increasingly aware of the importance of sustainable supply chain processes, Guess is taking a more proactive stance. Eighty-eight

percent of American adults polled by UPS-owned on-demand fulfilment platform Ware2Go said sustainability is an essential factor in their purchase choices, and two-thirds (66 per cent) said the epidemic had made it even more so. Nearly two-thirds (66 per cent) of respondents said they would be more inclined to buy from a company with carbon-neutral delivery if the product and shipping prices were the same (Sustainability.guess.com, 2022)..

2.1.4 Intermediaries

Guess and its licensees and distributors operate in 97 countries worldwide. It operates roughly 870 retail stores in the Americas, Europe and Asia. The Company's licensees and distributors operated roughly 770 additional retail stores worldwide (supplychaindive.com, 2022).

2.2 Macro Environment

2.2.1 Political and legal environment

The monarchical authority of Malaysia, able administration and strong bureaucracy has rendered political stability to the nation. Every political element within the state is in harmony and collaboration that renders firmness to the state's authority. However, issues like bribery and corruption detrimentally affect the nation's political stability. The condition of Malaysia is much better in terms of corruption in comparison to other neighbouring countries. Online businesses in Malaysia require a license to operate within the country. Not registering or licensing may lead to a fine and other disciplinary actions as mentioned in Malaysian Law (LEU and MASRI, 2021). The internet and telecom connectivity in Malaysia is of a high standard hence the usage of Ecommerce platforms is substantially high. Approximately half of the total population of Malaysia is regular purchasers of commodities, and around 82% of mobile users utilise their electronic devices to purchase commodities online. Along with mainstream ecommerce stores, selling products through online devices on social media platforms like Facebook is also extremely popular in Malaysia.

The digital signature law of Malaysia was promulgated in the year 1997, and due to the assurance of security of online transactions, ecommerce businesses have started growing since then in Malaysia. The legal framework of Malaysia to restrict cybercrimes is substantially strict, and there are arrangements for both monetary fines and imprisonment based on the seriousness of the crime (Fawzy *et al.* 2018) The rank of Malaysia in terms of press freedom is not satisfactory. The ecommerce market of Malaysia is emerging as one of the largest in Southeast Asia due to the favourable political climate and convenient laws. In

the year 2020, the Malaysian ecommerce market amounted to around \$4.3Billion, and it has been speculated that it shall double by the year 2024 (Ismail and Masud, 2020). The political authority of Malaysia is attempting to develop the ecommerce infrastructure, and businesses are looking forward to ensuring growth in the market by guaranteeing product availability, delivery, payment, and multiple other regulatory requirements. The ministry of domestic trade and consumer affairs looks after the functions and operations of the e-commerce industry of Malaysia. There are a few guidelines and restrictions set by the ministry involving the operation of foreign businesses operating in the ecommerce industry of Malaysia. Every international business aspiring to enter the Malaysian markets needs permission from the associated ministry.

2.2.2 Economic Environment

The expected growth rate of the Malaysian ecommerce industry is approximately around 11.4%. The aggregate revenue of the entire industry is around \$1.31 Billion. Along with the ecommerce industry, the electronics and media industries are witnessing substantial growth in the Malaysian market. The elements that determine the purchasing decisions of Malaysian consumers are product quality, price advantages, range of products and discounts offered by the businesses. The purchase of furniture and digital appliances through ecommerce platforms are increasing gradually (Mat and Ya'akub, 2019). The B2B ecommerce market of Malaysia is also substantially large. This sector is one of the most rapidly growing sectors of the Malaysian economy, and SME businesses are witnessing growth gradually due to the emergence of the B2B Ecommerce market. Among the countries of the Asia Pacific region, Malaysia ranks high in terms of adaptability of technologies. The local SME businesses of Malaysia substantially benefit due to the growth of the Ecommerce industry. Almost 70% of Malaysian SME businesses have adopted industry 4.0 technologies in their operational approaches, indicating that Malaysian businesses' adaptability to technology is high. The usage of digital payment devices have increased considerably due to the adoption of industry 4.0 technologies, and numerous automation software have made it convenient for Malaysian businesses to operate.

Multiple mobile applications have been introduced in the Malaysian market in the past few years. Improvement in internet connectivity and continued growth in market size are the contributing factors for the luxury of digital businesses in the Malaysian market. The number of mobile network operators and telecom businesses is increasing gradually. The market size of mobile applications is growing, and this growth positively impacts the entire economy. Numerous commercial banks are offering services through mobile applications (Ismail and

Masud, 2020). Social media platforms play a major role in determining the decisions involved in online shopping. Multiple international businesses are establishing storehouses and depots in Malaysia to satisfy the demand of the Malaysian consumers by ensuring speedy delivery and improving service towards customers. Additionally, these businesses are attempting to diversify their product offerings to seek attention from Malaysian customers. Malaysian regulatory authorities have established approximately 200 industrial estate zones. Due to the establishment of these industrial Zones, the ecommerce industry of Malaysia is currently witnessing unprecedented growth.

2.2.3 Social and Cultural Environment

The predominant ethnic groups of Malaysia are mostly of three types, including the indigenous Malay people, Indians and Chinese. The religion of the majority of the country is Islam. However, different festivals of multiple religions and ethnic groups are celebrated. The presence of a multi-ethnic and multi-religious population has diversified the society and culture of Malaysia. Despite the harmony and cosmopolitan nature of the society, interreligious or interethnic weddings do not occur, indicating the integrity and rigidness of people associated with religion and culture. The World Bank has positioned Malaysia among countries of high-income groups, and it is evident that Malaysian people are interested in embracing digital technologies (Fadzil *et al.* 2018). The high purchasing power and knack for digitalised technologies contribute to the growth of the ecommerce industry in Malaysia. The strength of Malaysia in terms of cybersecurity is considered one of the best in the entire globe.

Factors like social status drive upper and upper-middle-class people to make purchasing decisions. Compared to some other countries with similar economic growth and income, the people of Malaysia enjoy a much wealthier and more luxurious lifestyle. The low rate of taxes and free access to health services and education increase the purchasing power of Malaysians. Accessibility to legal institutions and justice also costs no charge for Malaysian citizens, and Malaysian individuals spend surplus money consuming luxury items. The high purchasing capacity of Malaysians contributes to the growth of electronic and ecommerce businesses (Lee *et al.* 2020). The diverse, multi-ethnic and multi-religious background creates the demand for various commodities in the same consumer market. Eventually, ecommerce businesses expand their offerings to address the demand of the diverse population. High cyber security assures Malaysians to purchase commodities through ecommerce sites securely and conveniently. Due to the emergence of the ecommerce industry, it has become easier for Malaysian individuals to purchase commodities conveniently and fast.

2.2.4 Technological Environment

Access of individuals to the data network and internet connection positively influences the country's technological environment. Tech giants like Google, IBM and Amazon have been present in the Malaysian market for decades, and people have shown a welcoming attitude to these tech businesses (Ismail, and Masud, 2020). Social media platforms like Facebook and Instagram are also excessively popular in Malaysia, and ecommerce businesses have achieved growth due to the support and assistance from the social media platforms. The nation has aimed to attract investment in technological sectors by 2025 (LEU and MASRI, 2021). It speculated that investment in technological sectors might contribute to the economy and pave the way for ecommerce businesses to function more effectively. Investment in tech sectors shall create more job opportunities, and eventually, the purchasing power of the individuals is expected to enhance considerably. As the tech culture improves more in the country, it can be speculated that ecommerce businesses shall witness further growth (Lee *et al.* 2020). E-commerce involves various technological advancements that include mobile commerce, digital marketing, and electronic transfer of funds, supply chain management, and inventory management. All these technology-related aspects of Malaysian businesses shall improve with investment in tech sectors and further growth in ecommerce industries.

3. Guess response towards digital marketing influences

3.1 Digital-first strategy

Guess is reaping the benefits of its strong digital strategy. An impressive 19% gain in the company's North American and European e-commerce operations was recorded in the third quarter of fiscal 2021. It was previously reported that Guess commerce's business in these areas grew by 9% in the fiscal second quarter. Even more so, the company's fourth-quarter internet growth is expected to be strong (Investor.guess.com, 2022). With its digital-first strategy and social media investment, Guess seems to be on track. The firm is working to integrate brick and mortar shops, e-commerce, and mobile sales to enhance online operations further. Customers have been able to reserve products online and pick them up in the shop due to these efforts (Investor.guess.com, 2022). The corporation uses data collection, consumer profiling, and tailored marketing to enhance its e-commerce operations. Also, it is putting forth a lot of work to improve its image (Investor.guess.com, 2022).

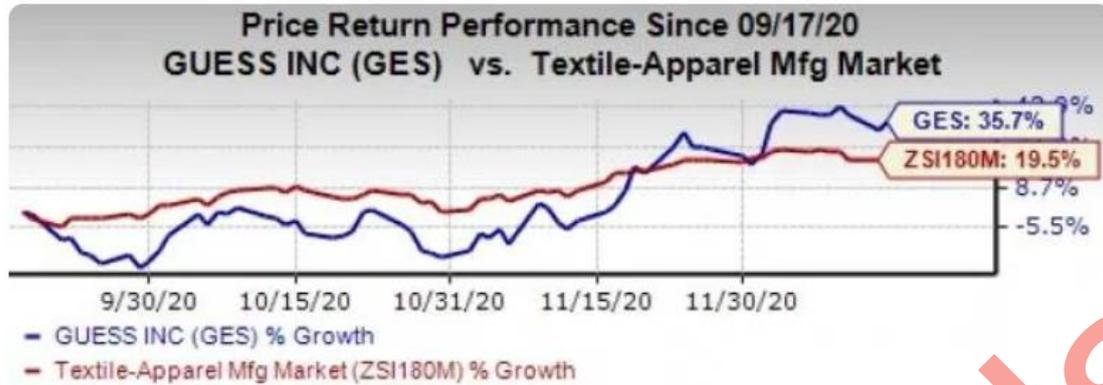


Figure 11: Guess performance

(Source: Investor.guess.com, 2022)

3.2 Customer 360 project

To improve operating margins, Guess has implemented several cost-cutting and efficiency measures. Customer-focused initiatives are also being implemented, including global e-commerce strategy; salesforce adoption and omnichannel interface redesign projects. Last week, Salesforce announced that it had finished its salesforce platform installation in North America, Canada, and Europe except Russia. The platform is scheduled to be launched in Russia in February 2021 (Investor.guess.com, 2022). Guess is amazed by the platform's ability to boost customer experience, acquisition, and engagement. With these channels, the company is also anticipating substantial online growth. When it comes to improving customisation, customer data integration, user journey involvement and outcomes analysis, the Guess team is progressing well in their shared space with Hanesbrands HBI. The entire deployment of Customer 360 will be completed by the end of 2021 (supplychaindive.com, 2022).

3.3 Social inclusion

Gender pay equity as determined by the United Nations will be shown at both corporate and retail sites of Guess in FY2021. As part of its commitment to equal pay for equal labour, it will continue to examine the pay ratios between women in their business (supplychaindive.com, 2022).

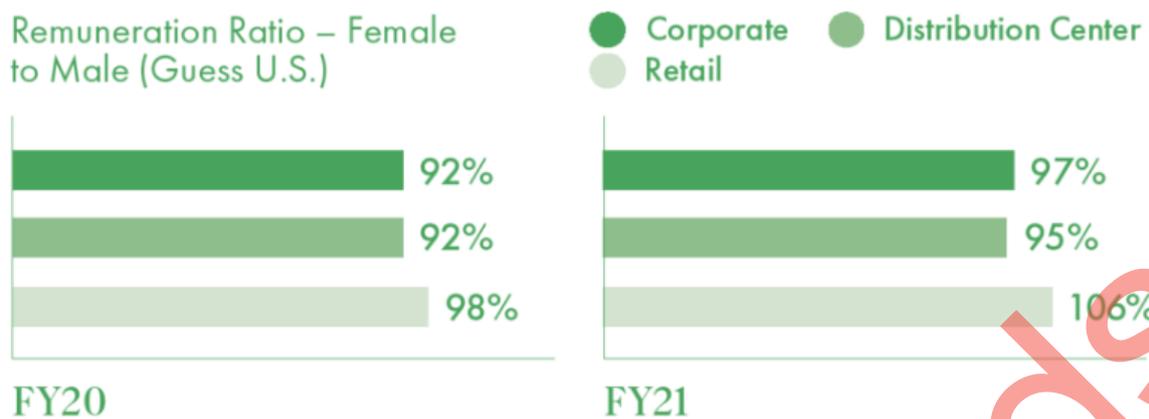
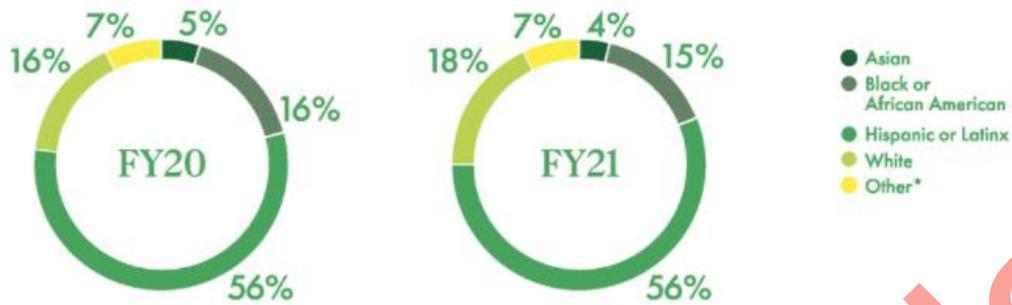


Figure 12: Guess remuneration stats

(Source: supplychaindive.com, 2022)

As part of its commitment to equal pay for equal labour, it will continue to examine the pay ratios between women in their business. Beginning in FY2020, their ethnicity monitoring will be more detailed to better represent the significance they place on diversity and inclusion and the benefits it brings to the business (supplychaindive.com, 2022). The public release of this data is particularly essential to them because they feel it will help promote diversity in a few areas. Even though they have a diverse global business, there is potential to enhance the number of Black and Indigenous senior leaders in their ranks. They must keep improving their diversity and inclusion KPIs to stay relevant as they strive to create an inclusive environment for all GUESS employees (Investor.guess.com, 2022). To prioritise the efforts, assign responsibilities and assess the effect of the numerous projects, they need the correct metrics (supplychaindive.com, 2022).

Retail - All



Corporate - All



Management - Retail and Corporate

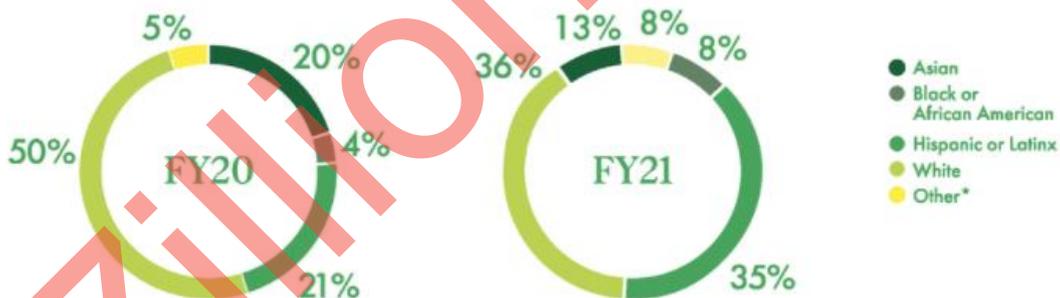


Figure 13: Guess management analysis

(Source: Investor.guess.com, 2022)

3.4 Responsible sourcing

In light of ongoing trade concerns between the United States and China, Guess relies increasingly on suppliers in Bangladesh and India. As the company continues to reduce its reliance on Chinese suppliers and mitigate the risk of possible tariffs, Guess has not compromised the quality of its goods (supplychaindive.com, 2022). Guess isn't the first company to diversify its supply chain in the apparel sector. An American Fashion Industry Association research found that 83% of respondents expected to cut their procurement from

China in 2019, but just 6.7% of those respondents stated they would drastically reduce their procurement from China in 2019. Bangladesh and Vietnam dominate the sourcing market (supplychaindive.com, 2022).



Figure 14: Guess product sourcing

(Source: supplychaindive.com, 2022)

Because of this, Guess plans to extend its supply chain grievance programme to include companies in India and Vietnam as the company grows its supplier base. Some big Chinese supplier firms already have a procedure that allows employees to voice their concerns anonymously. Increasing confidence in the grievance programme has led plant managers to see its usefulness in improving them (supplychaindive.com, 2022). Other Guess practises linked to responsible sourcing were put on hold by COVID-19, including the growth of the grievance procedure. To comply with pandemic limits, supplier factory training sessions were delayed until 2020, and Guess' audit timetable was given extra extensions and flexibility (supplychaindive.com, 2022).

3.5 Closing Brick and mortar stores

Rather than shutting underperforming Guess and Marciano locations, the company concentrates on keeping the Factory and G by Guess ones open. The main concern is whether or not the individual shops are profitable (Forbes.com, 2022). Guess aims to shut between 100 and 120 locations in the United States and Canada in the coming year. According to the

company's plans, it plans to shut around half of its present 400 locations in the area, which would reduce its retail presence in the region significantly (Forbes.com, 2022).

3.6 Balancing between domestic and international

The company's goal is to improve profitability in the United States by expanding internationally. Guess is concentrating on increasing profitability with a lower footprint in the Americas while comparative store sales are increasing in Asia and Europe. As a result of eliminating failing locations, Guess aims to enhance foot traffic per store by focusing on the ones that are doing well (Forbes.com, 2022).

2 Zillion Words

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