

Company Key Info



Founded: 2010
Headquarters: Seoul, South Korea

IPO: 2021
Website: www.aboutcoupang.com

What Is It?

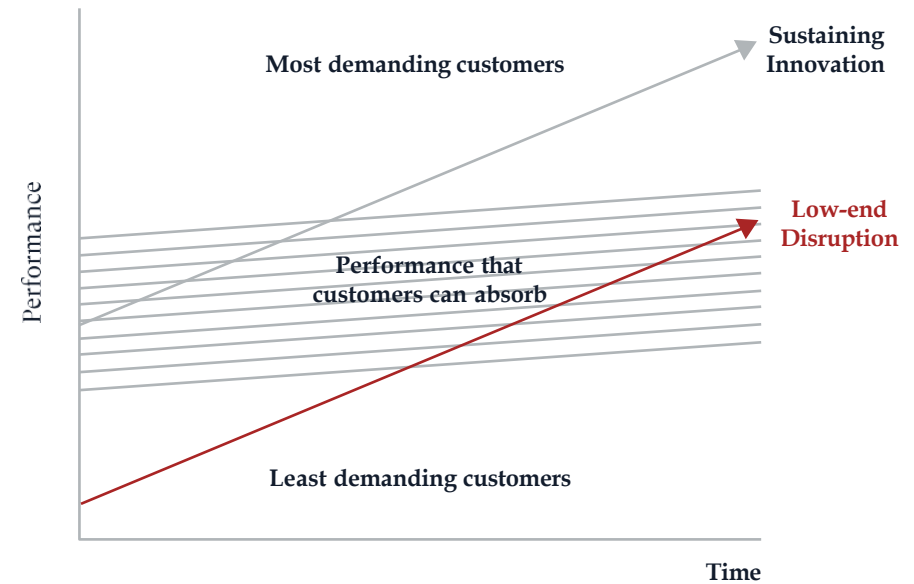
Coupang's mission is to reimagine e-commerce by wowing each customer from the instant they open the Coupang app to the moment an order is delivered. Powered by a dynamic end-to-end e-commerce and logistics network and a customer-centric culture, Coupang breaks tradeoffs around **speed, selection, and price**.

Today, Coupang continues to build a business that delights customers so much that they cannot imagine life without it. The company is also working to expand more deeply international markets, high-speed delivery services, entertainment, payments, and more.

A Disruptive Force

Disruptive innovations are generally cheaper and more convenient, allowing them to either displace incumbent rivals or create new markets by winning over non-consumers. They present incumbent companies with a dilemma. If they continue to focus on their current products and services, they will lose out to new entrants. If they change their cultures and processes, however, they will lose out to their traditional rivals.

Coupang disrupts **brick-and-mortar retail** by giving customers a **high level of selection and convenience**, by offering products online that had previously only been available through traditional retail channels. Incumbent retailers in Korea have largely been unable to adapt their business models for e-commerce.



The company has built durable operational and cost advantages by investing aggressively in delivery infrastructure and processes. This has strengthened Coupang's competitive moat and positioned them to move up-market by offering the same high margin goods offered by brick-and-mortar retailers, but with all the convenience and cost advantages that Coupang's operating excellence confers. Coupang has executed on this successfully and is now **South Korea's leading e-commerce platform**.

