

*Bizdaily 19 March 2024 TEMU*

a shopping company

on steroids

to explode in popularity

to take centre stage

to take on rivals

to slay dragons

a regular online shopper

rockbottom prices

a tag line

shop like a billionaire

to analyse retail

to flash up at sm

to inspire urgency

addictive

overwhelming

a great bargain

gamified

a short commercial

a flipside

to spike

micromarketing

to push products

to eclipse sth

to double in price

to buy on the cheap

unbranded

to cut out retailers

to raise concerns

slave labour

to head up a committee

to face a backlash

be detained

under fierce scrutiny

to deny claims / allegations

against their will

to voice concerns

fast fashion

genocide

forced labour

a code of conduct

robust supply chains

the cost of living

mindful

shipping loopholes

import tariffs

to ship in bulk

cost-saving tactics

AI generated images

to ship by air

straight to mail boxes

a local courier

delivery

to grow brand awareness

cheap deals

to grab a market share

a rounded experience

to roll out sth

functionalities