

Scenario	Type of Transaction Model	Advantages	Disadvantages
1	Business- to-Consumer (B2C) Cross-border	<ol style="list-style-type: none"> 1. Can we leverage some type of local PPE? 2. Only requires localisation of the New Zealand website? 3. Can I use it to “test the waters” in China? 	<ol style="list-style-type: none"> 1. How to return unwanted products? 2. Chinese Customer has to act as the IoR? 3. Or, New Zealand seller has to ship DDP? 4. Assumes that Chinese customer will pay via credit card or cash-on-delivery? 5. Long delivery times from New Zealand to China? 6. Reaching the maximum Chinese customer base?
2	B2C or Business-to-Business (B2B) Cross-border	<ol style="list-style-type: none"> 1. Can we leverage some type of local PPE? 2. Only requires localisation of the New Zealand website? 3. Reduced delivery time? 4. Can a service provider assist with storage, e-fulfillment and importation? 	<ol style="list-style-type: none"> 1. How to return unwanted products? 2. Assumes that Chinese customer will pay via credit card or cash-on-delivery? 3. Value of the goods increased by the in-country warehousing operations? 4. How to return unsold inventory? 5. Reaching the maximum customer base?
3	B2B Cross-border	<ol style="list-style-type: none"> 1. Least amount of hassle for the Chinese customer? (i.e., optimal customer shopping experience) 2. Goods can be exchanged with other non-bonded goods? 3. Payment flexibility? 4. Reduced delivery time? 5. Reaching the maximum Chinese customer base? 	<ol style="list-style-type: none"> 1. Maximum amount of risk for the New Zealand seller? 2. License required to maintain a local website? 3. How to return unsold inventory to New Zealand? 4. Will I need to hire local staff to support delivery, customer service, etc.?