

How to reach and engage the Chinese customers?

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Who are your customers?

- Chinese end consumers?
- Chinese travelers?
- Chinese investors?
- Chinese distributors?
- Chinese students?
- Chinese daigous?
- Chinese platforms?
- Chinese agents?
- Chinese immigrants?

Regular Trade



WOFE
Fully registered licenses/ label
4~5 years (supplements)

Distributors Chinese Retailers
(offline)

15%~25 %
4~5 years*

Cross border

Own channels
Tmall / JD

→ TP/ agent

Distribution channels
Tmall / JD / Ymatou / Xiaohongshu

→ Traders
Local (NZ) retailers

55%~65 %
26~52 weeks

Daigou model

Local (NZ/AU) Chinese residents
Chinese students

→

Traders
Local (NZ) retailers
Tourism retailers

15%~70 %
now

Regular Trade



WOFE
Fully registered licenses/ label
4~5 years (supplements)

Distributors Chinese Retailers
(offline)

0*~
\$ 8 m

Cross border

Own channels
Tmall / JD

→ TP/ agent

Distribution channels
Tmall / JD / Ymatou / Xiaohongshu

→ Traders
Local (NZ) retailers

> \$ 1 m
or
(nothing)
)*

Daigou model

Local (NZ/AU) Chinese residents
Chinese students

→

Traders
Local (NZ) retailers
Tourism retailers

As your
local
budget

Regular Trade



WOFE
Fully registered licenses/ label
4~5 years (supplements)

Distributors Chinese Retailers
(offline)

3

5

15%~25 %
4~5 years*

Cross border

Own channels
Tmall / JD

TP/ agent

4

Distribution channels
Tmall / JD / Ymatou / Xiaohongshu

Traders
Local (NZ) retailers

3

55%~65 %
26~52 weeks

Daigou model

2

Local (NZ/AU) Chinese residents
Chinese students

Traders
Local (NZ) retailers
Tourism retailers

1

15%~70 %
now

Regular Trade



WOFE
Fully registered licenses/ label
4~5 years (supplements)

Distributors Chinese Retailers
(offline)

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15%~25 %
4~5 years*

Cross border FTZ/ Positive list

Own channels
Tmall / JD

TP/ agent

4

Distribution channels
Tmall / JD / Ymatou / Xiaohongshu

Traders
Local (NZ) retailers

3

55%~65 %
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Daigou model

2

Local (NZ/AU) Chinese residents
Chinese students

Traders
Local (NZ) retailers
Tourism retailers

1

15%~70 %
now

Brands have gone through 1-5 stages
in order



Daigous – Buying on behalf...

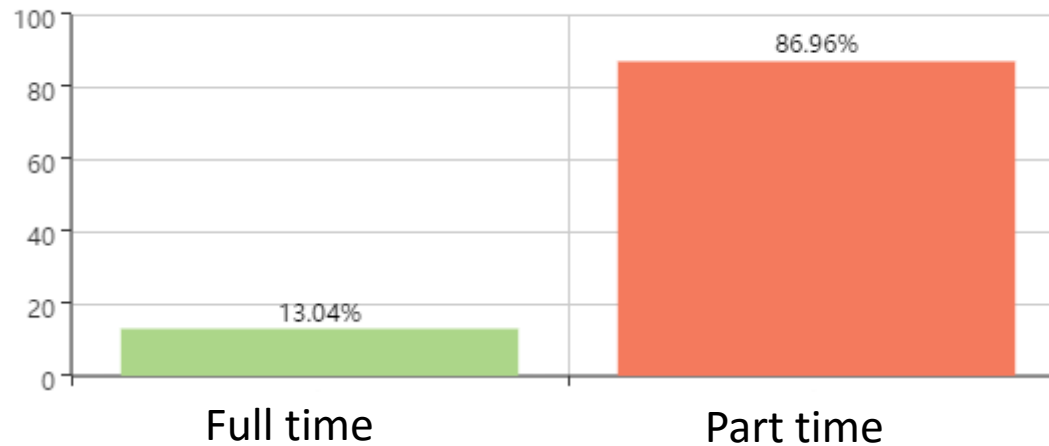
- Who are they?
- What they are doing?
- Where do they live?
- How do they sell the products?
- How to approach them?
- How big the market this group represents?
- What kind of products will they be interested in?
- How do they sell products?

Why Daigous?

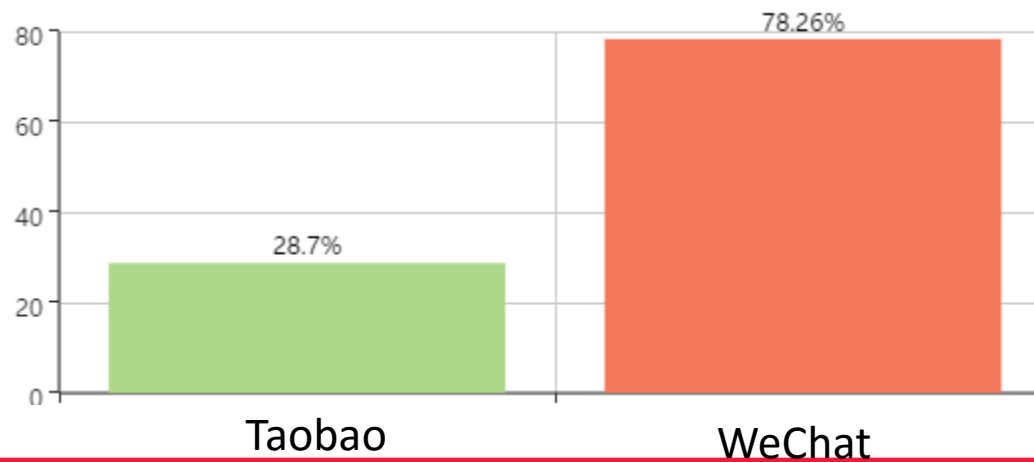
Decision making influence channels

- **Word of mouth information from people I know (74%)**
- Corporate website (49%)
- In-store information from salespeople or displays (48%)
- Online information from sources like expert review (44%)
- Online information from social media sites (39%)
- Online advertising shown when making queries on search engines (33%)
- Print advertisement (31%)
- Paid advertising on TV or radio (29%)
- Online advertising through banner ads, pop-up ads, Facebook (23%)
- Direct mail or telemarketing (23%)

About Daigous



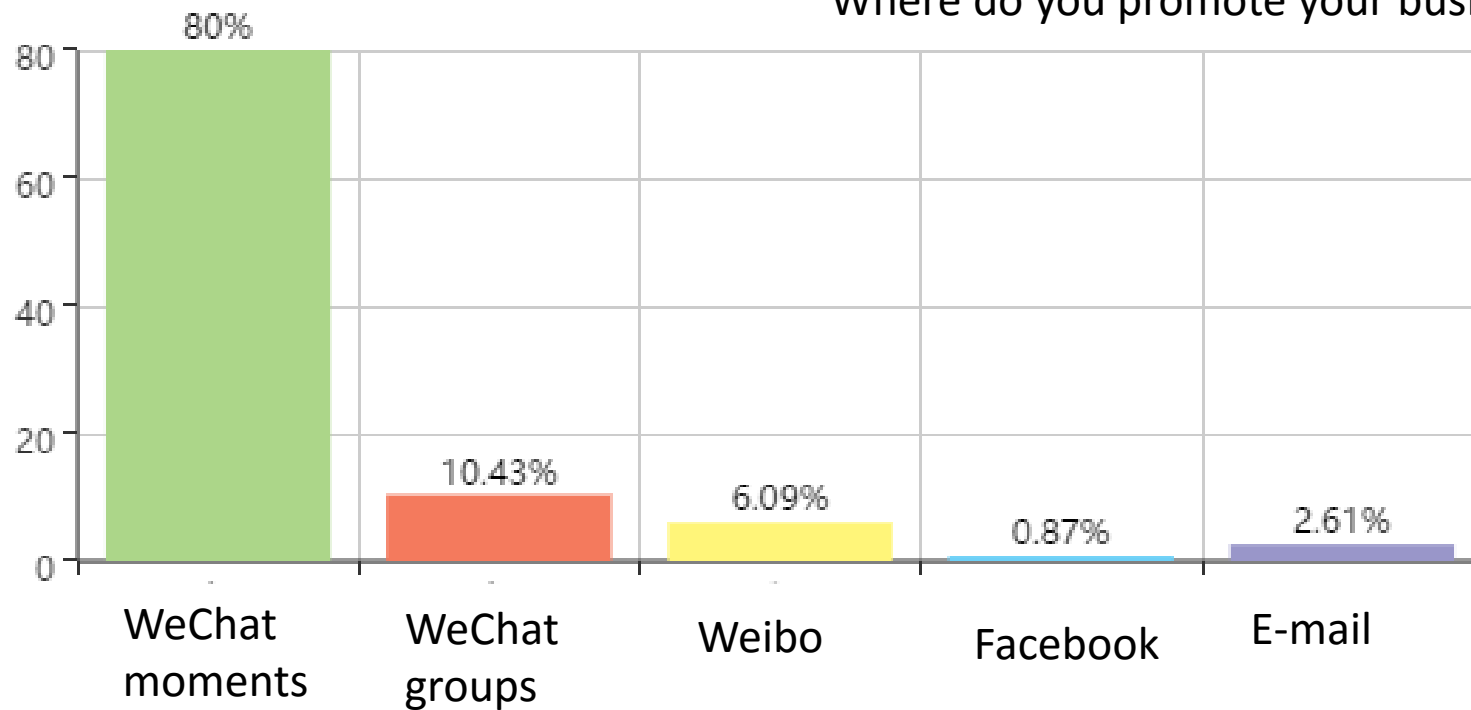
Full time or Part time basis?



Where are your stores?

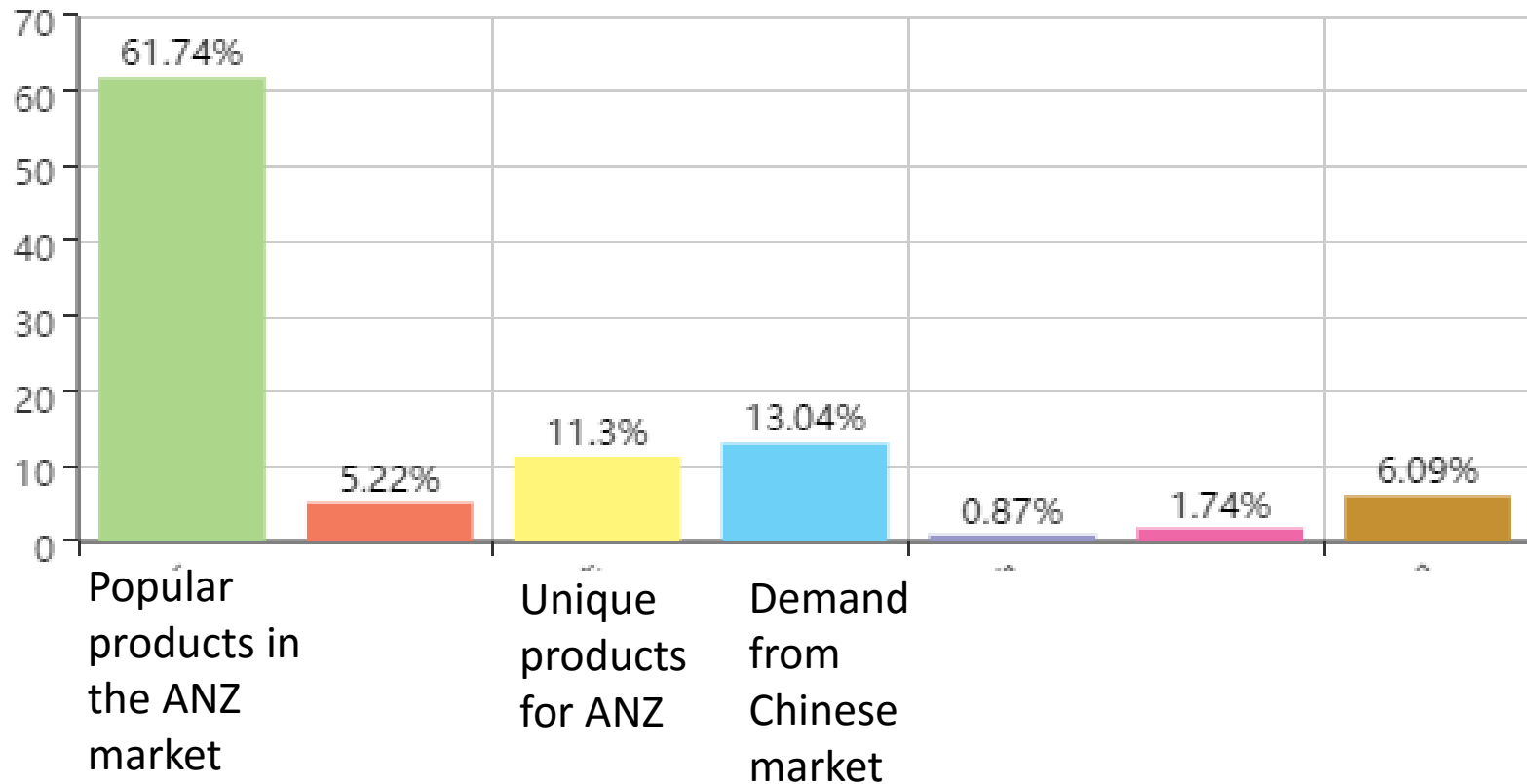
About Daigous

Where do you promote your business?



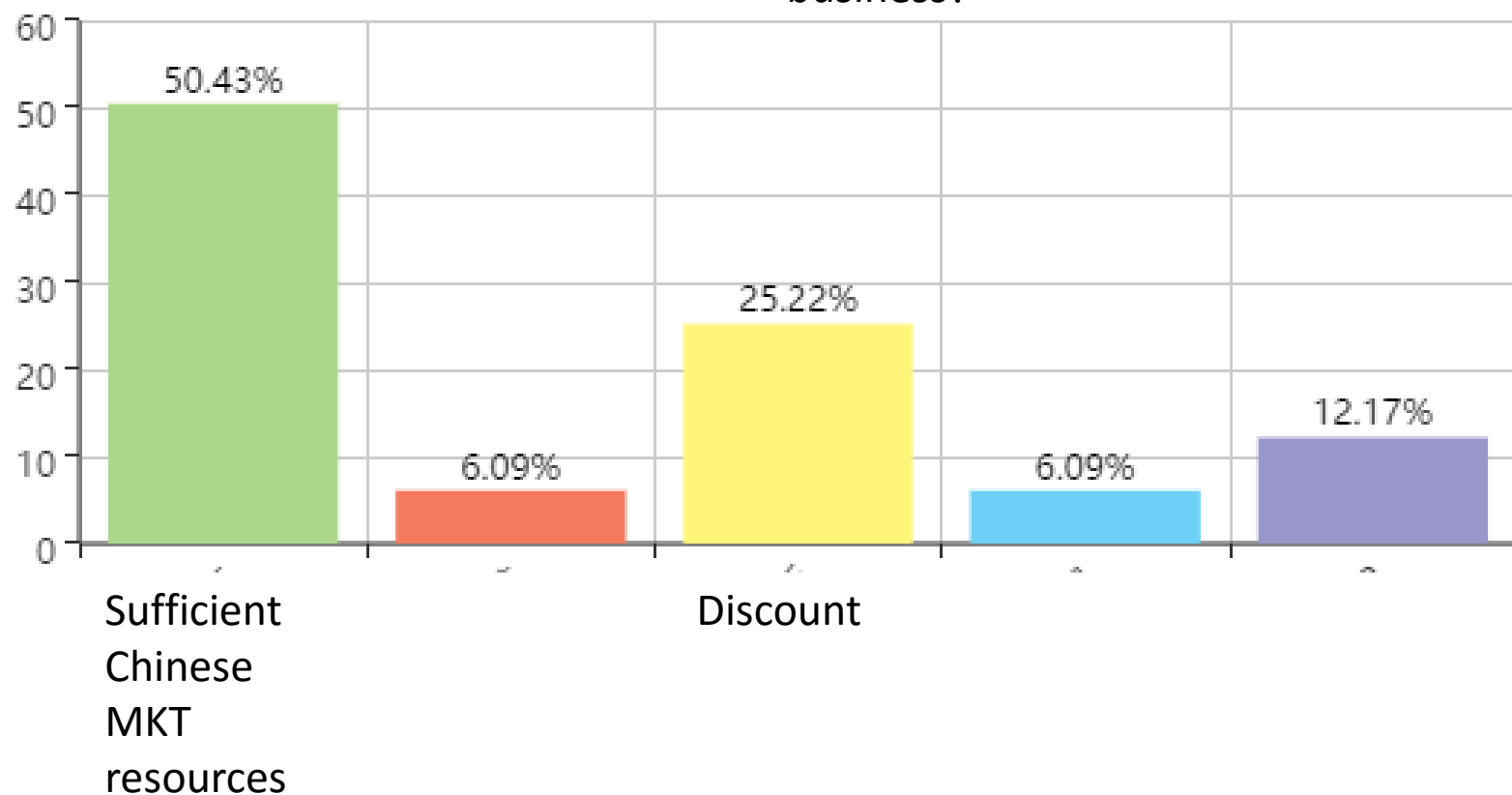
About Daigous

How do you choose your portfolio?



About Daigous

What can brands do to help your Daigou business?

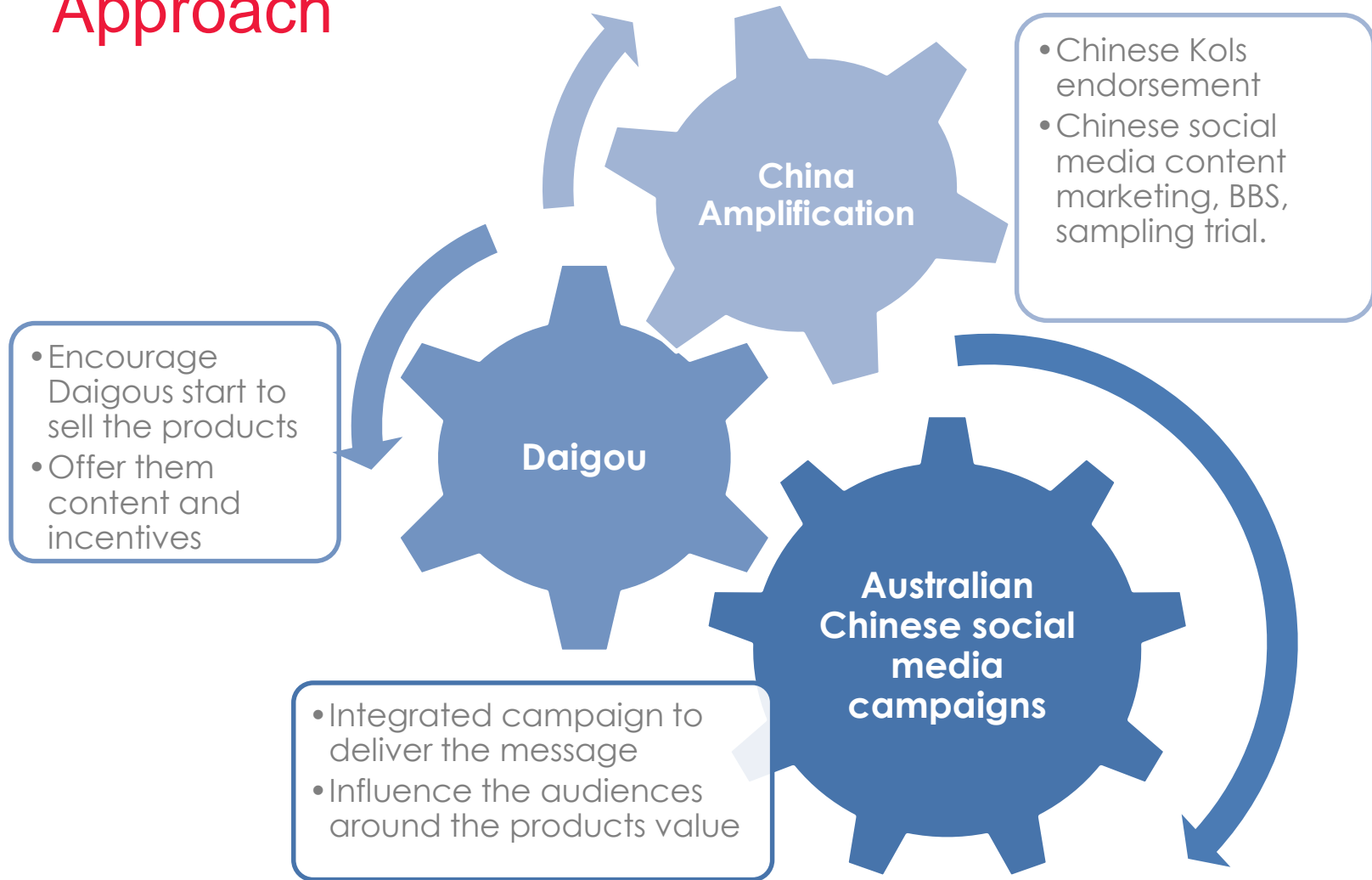


TUESDAY 24 MAY 2016
 活动时间上午10:00AM, 下午1:00PM
 PHARMACARE VIP 交流会暨产品特卖会
邂逅大BOSS
 价值\$35精心伴手礼, 参与即有! 劲爆大奖 \$500 两份
EPPING CLUB
 145-47 Rawson Street, Epping, NSW 2121
 报名: 凤雅堂各大门店, 名额有限先到先得 扫一扫报名

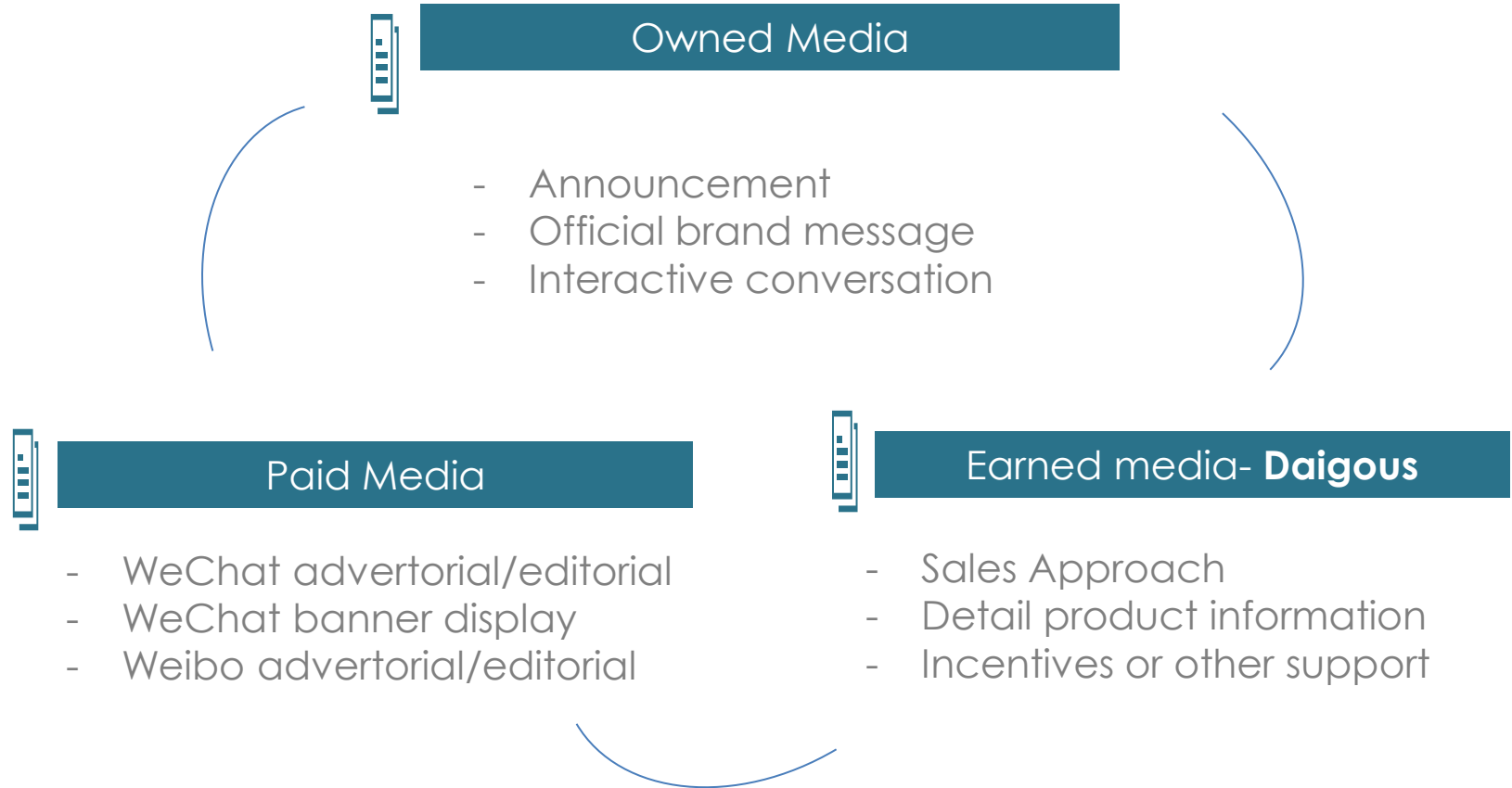
FatBlaster **Nature's Way** **Phoenix Beauty 凤雅堂**



Approach



Communication channels



2016 首届中澳电商峰会 与您面对面

冠名赞助商

Nature's
Own

BLACKMORES

Swisse

Ostelin



UGG
SHEEP SKIN SOLUTIONS

Lalisse
SKIN SOLUTIONS

POST

大会主办方

大会承办方

eCOMMERCE CHINA
ACCESS
THE WINDOW TO CHINA

南海
Nan Hai
Culture-Media
AUSTRALIA

Daigou Conference – Sydney 30th April, Mel 1st May



- Over 5000 people attended the event. (Sydney 4100 + Melbourne 950)
- 1 million impressions for the event on Chinese media
- High engagement WeChat moments/ private groups/ personal contact products exposures...

Social listening



- What is your current sales in Chinese market?

- How many people are selling your products?

ACCESS³
the bridge to china

eCOMMERCE **CHINA**

eCOMMERCE **CHINA**

Challenges

- Cultural differences
- Knowledge gap
- Language barrier
- Time consuming
- Potential risk
- Opportunity cost
- Market misunderstanding
- Complex and challenging business environment
- Lack of resources (SME base)



What we aim for is to create an effective cross-boarder activation plan.

Thank you!