

从策略、设计、客服到后端仓配的电商一站式解决方案专家



OPERATIONAL REALITY

Alex Qian



Agenda

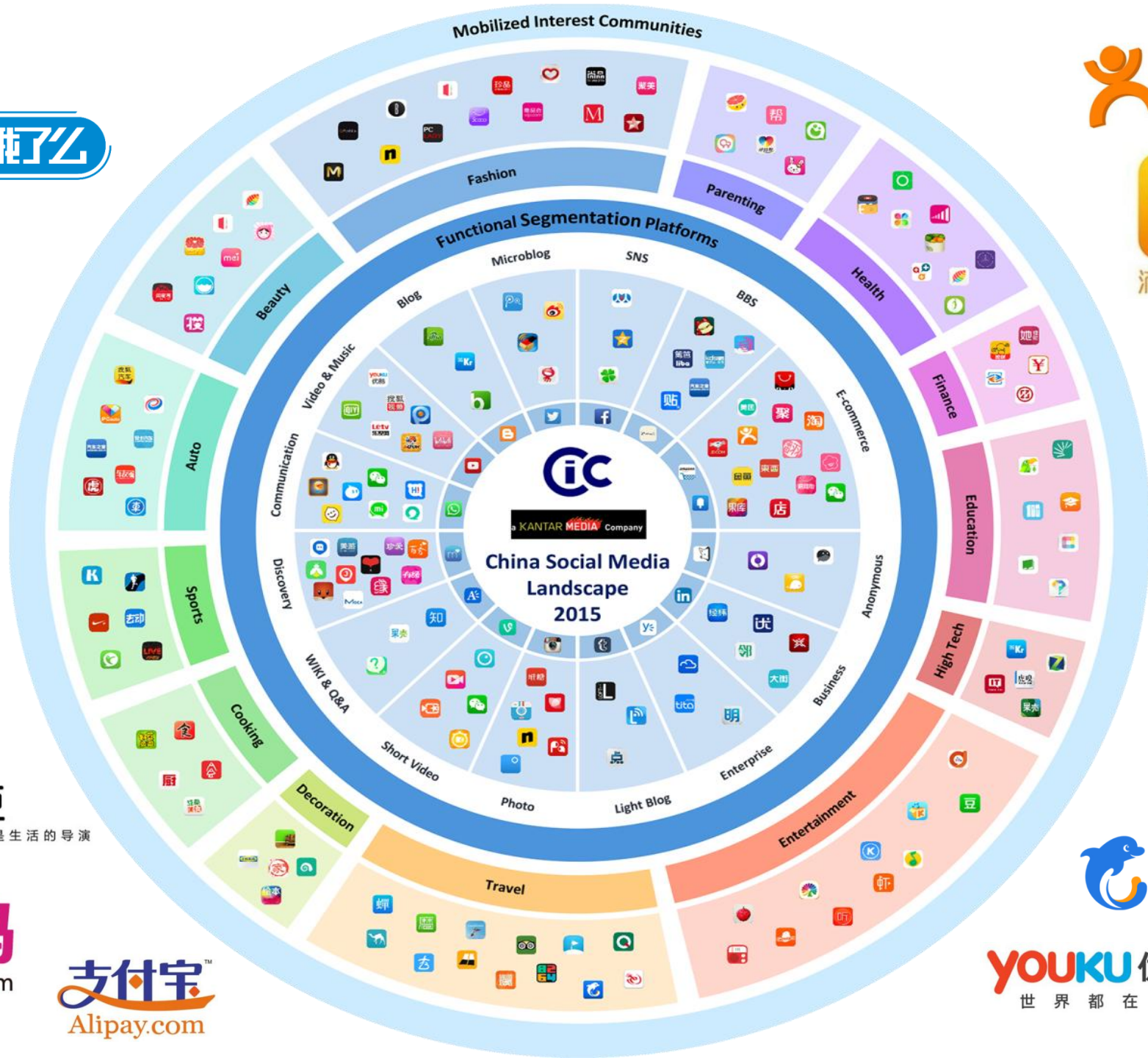
- ❑ China Digital Market Landscape Assessment and Trends
- ❑ China Digital Shopper Understanding
- ❑ China eCommerce Market Landscape Assessment
- ❑ China eCommerce Platforms Introduction
- ❑ Practical Recommendations
- ❑ Q&A

China Digital Landscape

- ❑ 1.3 billion Population
- ❑ 1.2 billion mobile subscribers
- ❑ Over 600 million internet users
- ❑ Over 500 million mobile social accounts
- ❑ Over 300 million online shoppers
- ❑ Over 4.1 Trillion GMV in 2015



Digital Trends in China





Mobile is heart of everything

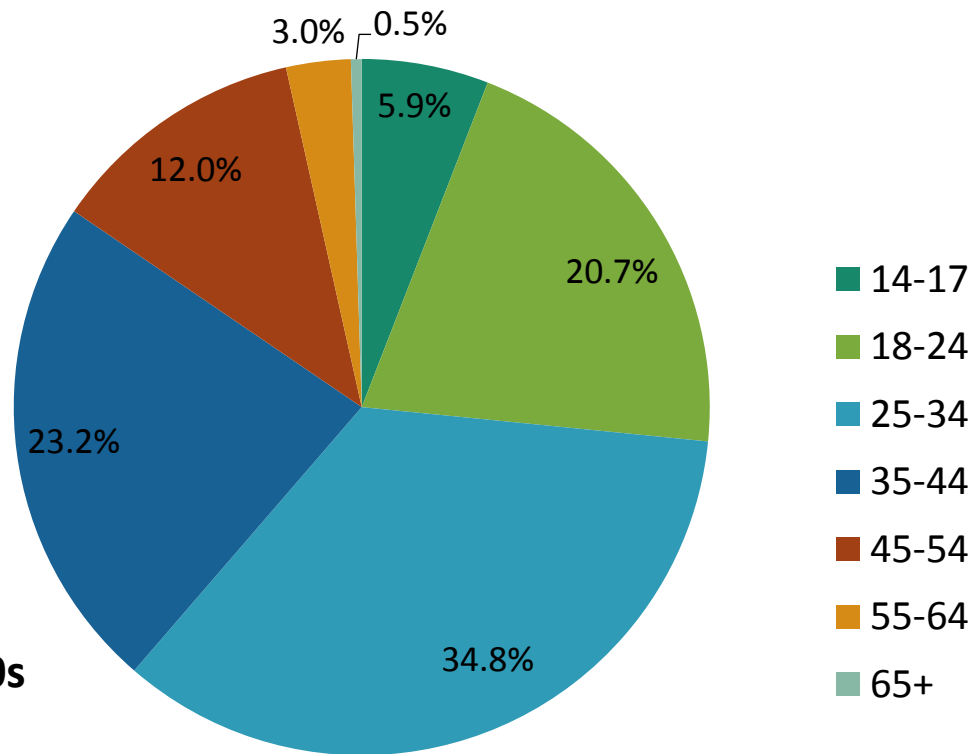
APP oriented – 70% sales happen on mobile



China Digital Shopper Understanding



Digital Shopper Share (% of total) Year 2015

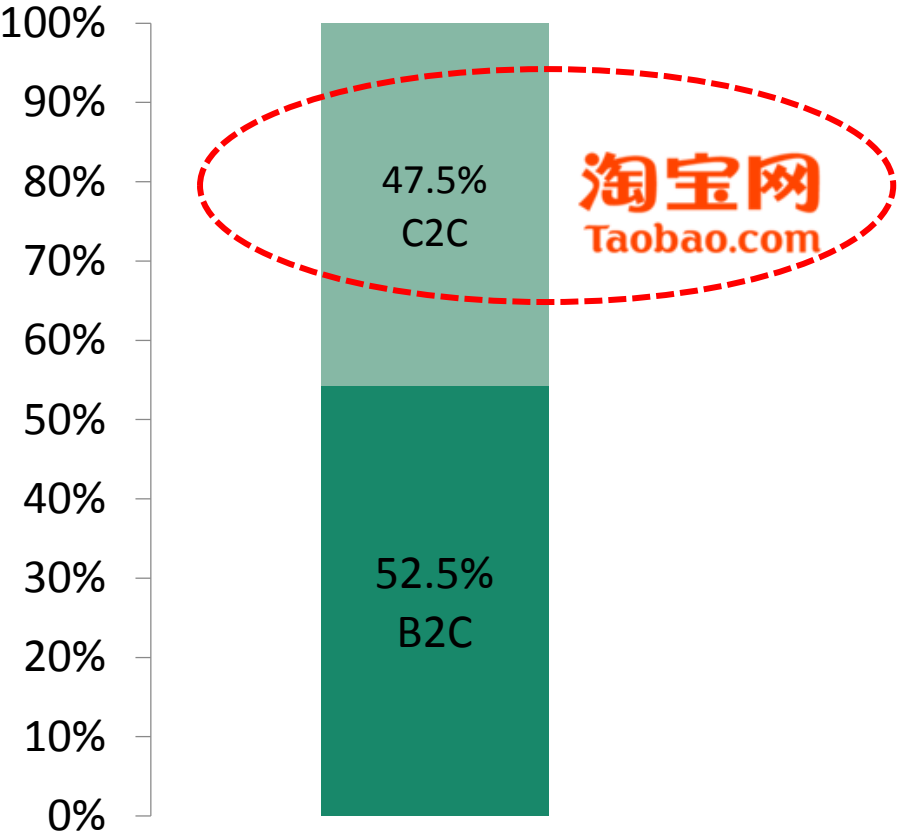


- ❖ Very Young; born in the 70s, 80s & 90s
- ❖ Into Social Media
- ❖ Enjoy sharing brand/product experience
- ❖ Word of mouth
- ❖ Trust KOL recommendation

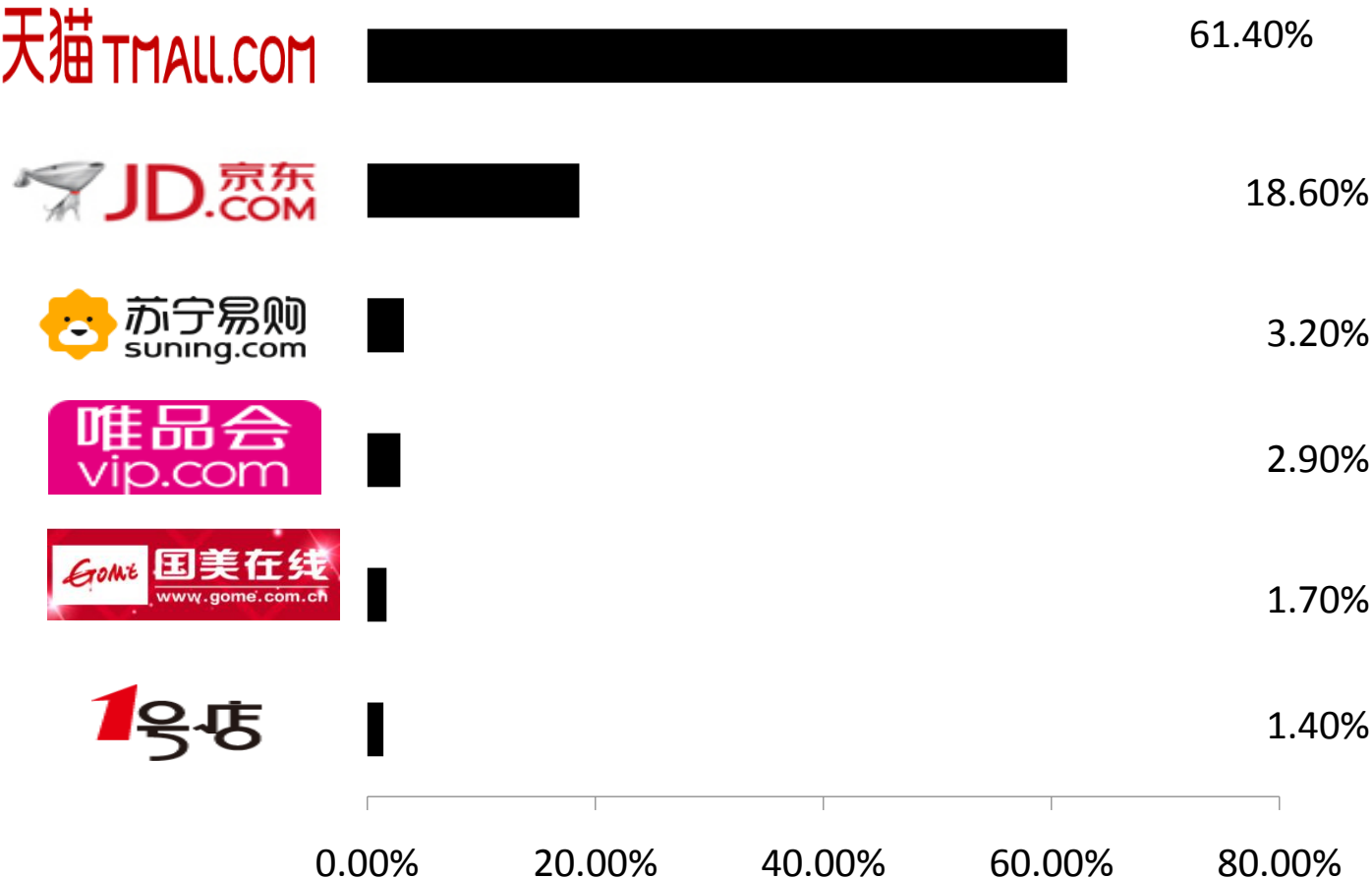


China E-Commerce Landscape

B2C vs C2C Sales in 2015



Online B2C Platform Sales



Rise of B2C; the trend will continue

Source: continuous monitoring database based on millions of multi-source samples of IEcData and big data processing technology of Iresearch . Right share was total share of Top 6 platform in B2C

Example from Taobao



Karen Murrell & Royal Nectar on Taobao

淘宝网
Taobao.com

宝贝 Royal Nectar 蜂毒面膜

搜索

在结果中排除 请输入要排除的词

综合排序 人气 销量 信用 价格 1/100

确定 地 更多

合并卖家

您好, "Royal Nectar 蜂毒面膜" 相关的宝贝: 黄钻爱买店铺 找到 50 件 | 回头客爱买店铺 找到 64 件

HE 新西兰大卖场
原装进口 产地直邮

含税价
¥229

✓满399减20
✓深层滋养
✓肌肤宛若新生

Royal Nectar

¥239.00 包邮 269人付款

Royal Nectar皇家蜂毒面膜保湿紧致肌肤面膜50ml 新西兰直邮

healthelement海外旗舰店 新西兰

皇室御用
销量已超2000瓶

天然萃取
原装进口

肌肤逆转10年
挑战抗衰老极限

Royal Nectar

¥265.00 包邮 19人付款

澳洲新西兰Royal Nectar皇家正品花蜜蜂毒面膜保湿补水滋润

至高国际海外专营店 新西兰

一瓶包直邮
2瓶立减20元

和蜂毒面膜公司总裁合影

Royal Nectar

¥229.00 包邮 230人付款

新西兰直邮Royal Nectar蜂毒面膜皇家御用 1瓶可包直邮可包现货

新西兰之家 新西兰

Royal Nectar皇家御用蜂毒面膜
王妃御用
美白去皱

Royal Nectar

¥185.00 47人付款

现货 澳洲代购新西兰Royal Nectar皇家花蜜-蜂毒面膜英国皇室御

123碧云天 澳大利亚

karen murrell

今天拍下
¥79

¥99.00 1414人收货

KAREN MURRELL纯天然可以吃km孕妇口红唇膏保湿 不脱色新西兰正品

esteemh 广东 珠海

今天拍下
一支78
两支148
拍下修改

¥88.00 710人收货

【现货】新西兰Karen Murrell天然口红唇膏20%可可食km孕妇可用

何串文 新西兰

米拉团第13期

今天拍下
两支148
拍下修改

¥162.80 388人收货

新西兰Karen Murrell天然口红唇膏套装 唇膏孕妇可用 正品代购

米拉团米 澳大利亚

限量版

¥139.90 186人收货

新西兰Karen Murrell天然口红唇膏套装 唇膏孕妇可用澳洲

yw_pretty 澳大利亚

lucifer 满699元澳洲包直邮

Royal Nectar

¥239.00 包邮 269人付款

Royal Nectar皇家蜂毒面膜保湿紧致肌肤面膜50ml 新西兰直邮

healthelement海外旗舰店 新西兰

保湿去皱 抗氧化
紧致肌肤 美白亮肤
吸皱毛孔

Royal Nectar

¥265.00 包邮 19人付款

澳洲新西兰Royal Nectar皇家正品花蜜蜂毒面膜保湿补水滋润

至高国际海外专营店 新西兰

包邮

Royal Nectar

¥229.00 包邮 230人付款

新西兰直邮Royal Nectar蜂毒面膜皇家御用 1瓶可包直邮可包现货

新西兰之家 新西兰

Royal Nectar

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现货 澳洲代购新西兰Royal Nectar皇家花蜜-蜂毒面膜英国皇室御

123碧云天 澳大利亚

店主与设计师大合影

1支国内现货包邮
3支新西兰直邮
20种颜色

¥99.00 1414人收货

KAREN MURRELL纯天然可以吃km孕妇口红唇膏保湿 不脱色新西兰正品

esteemh 广东 珠海

karen murrell
天猫官方海外旗舰店

今天拍下
¥79

¥99.00 1414人收货

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esteemh 广东 珠海

Karen Murrell 口红/唇膏
大自然的色彩 可以吃的口红

¥88.00 710人收货

【现货】新西兰Karen Murrell天然口红唇膏20%可可食km孕妇可用

何串文 新西兰

karen murrell
天猫官方海外旗舰店

今天拍下
¥79

¥99.00 1414人收货

KAREN MURRELL纯天然可以吃km孕妇口红唇膏保湿 不脱色新西兰正品

esteemh 广东 珠海

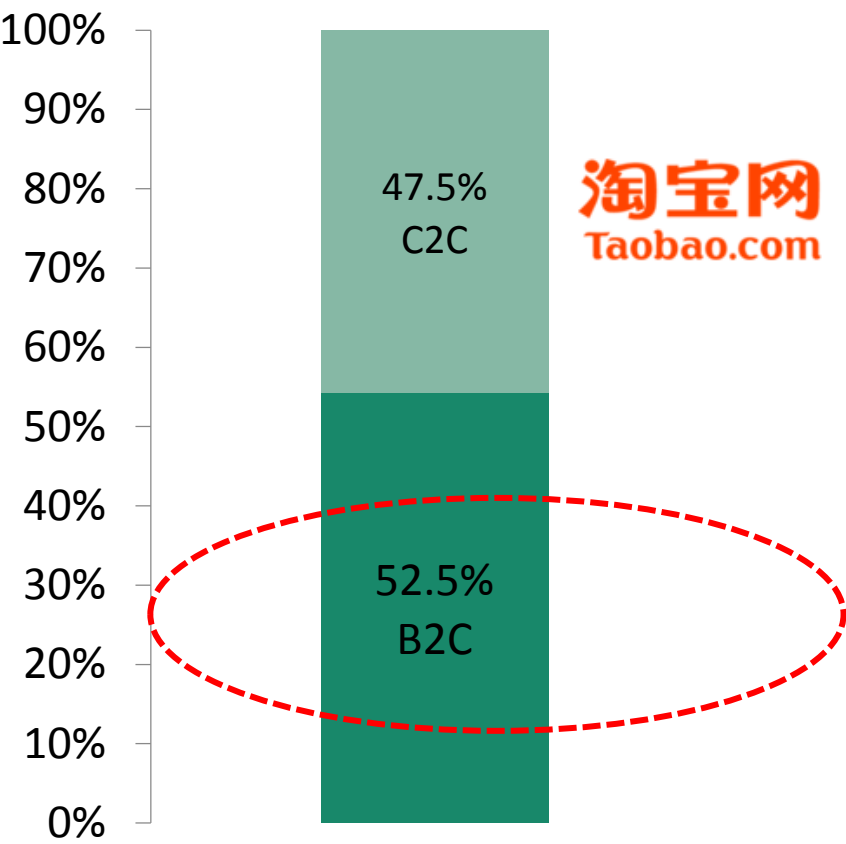
C2C: Taobao has +80% share



Distribution in Taobao

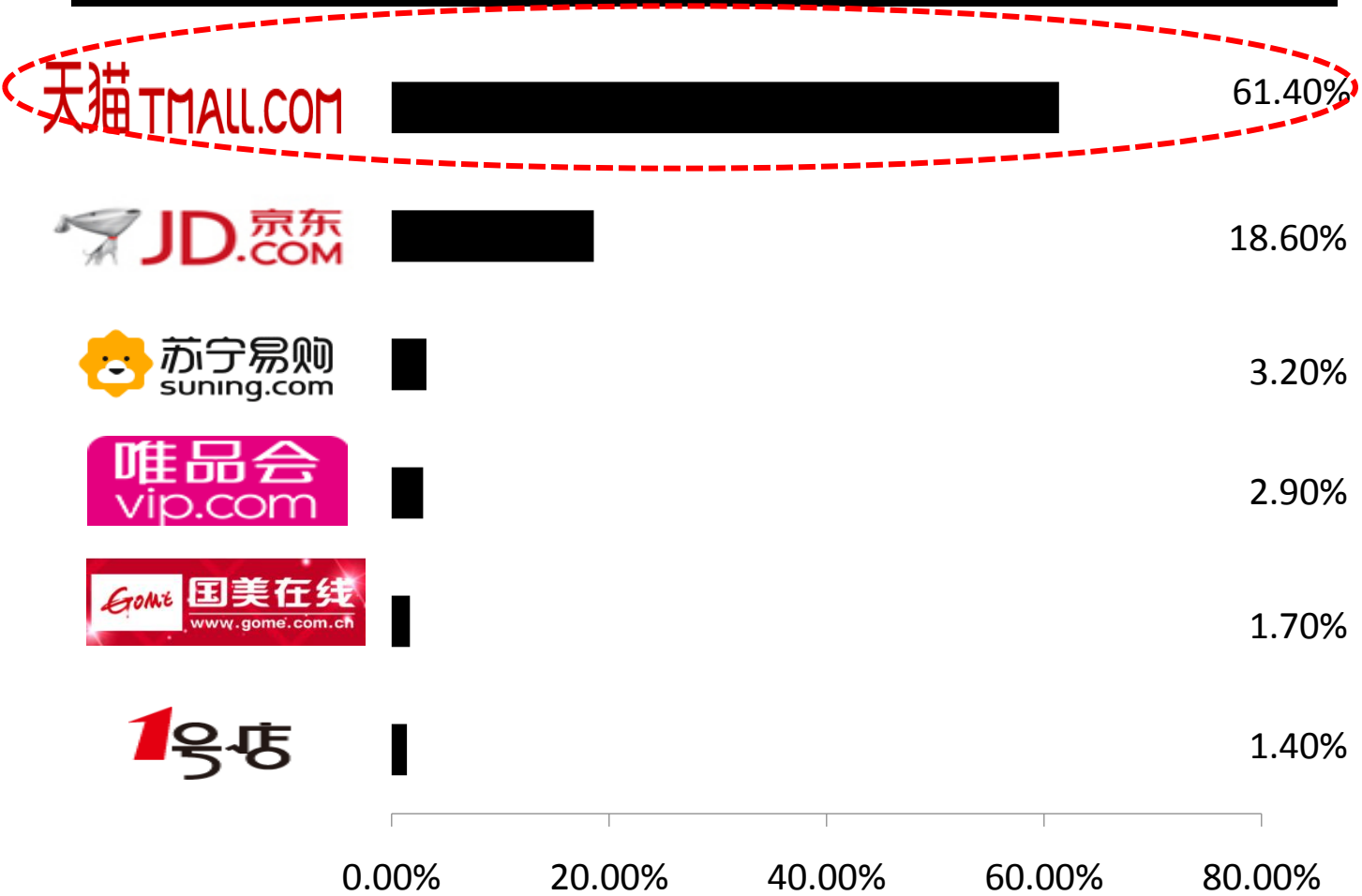
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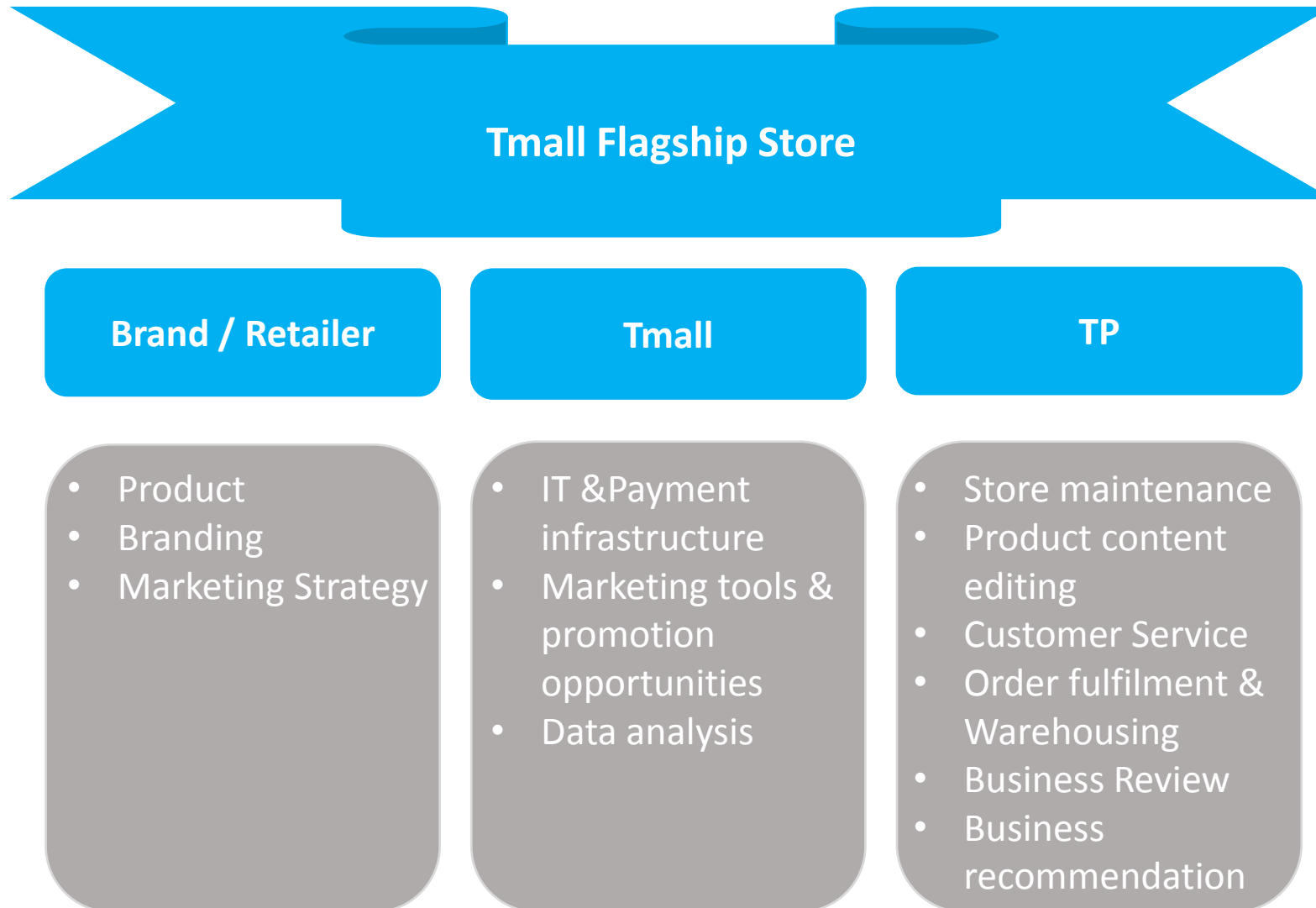
Tmall Global

天猫国际
TMALL.HK

- Launched in Feb 2014, largest cross border e-commerce platform
- Popular shopping platform for Chinese consumers
- Important sales & marketing platform for brands
- Relative high cost to set up & gain traffic

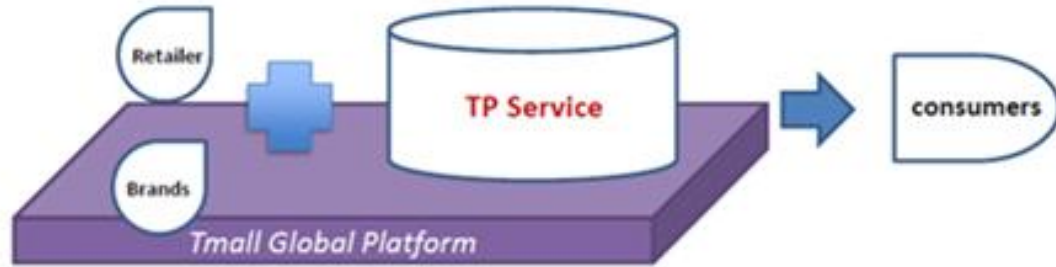


Tmall Flagship Store Success based on three partnership



Tmall Global

Tmall Global TP: The third party who provides Tmall Global merchants with high quality, transparent and one-stop of cross-border e-commerce operation services.



Tmall Global Qualified TP (Tmall Partner)



Domestic
Shipping

Overseas
Warehouses

Consolidate Overseas Shipping
+ Custom Clear + China Courier
Parcel Tax



Logistics Solutions

Overseas Shipping

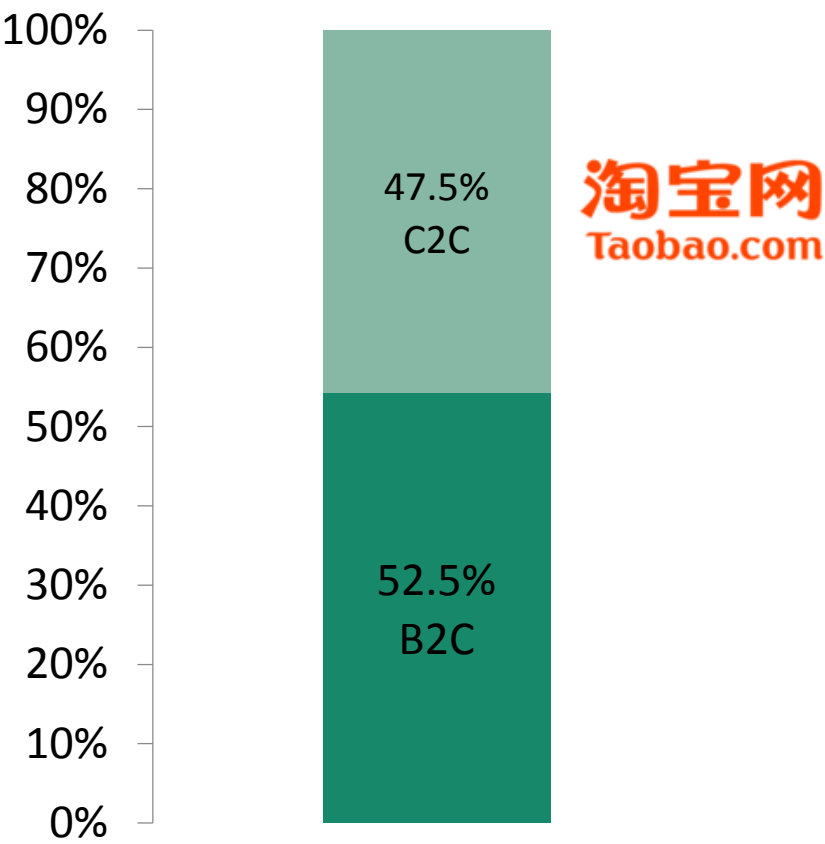
China Bonded
Warehouses

Custom Clear + China Courier
Parcel Tax

Consolidated
Bonded

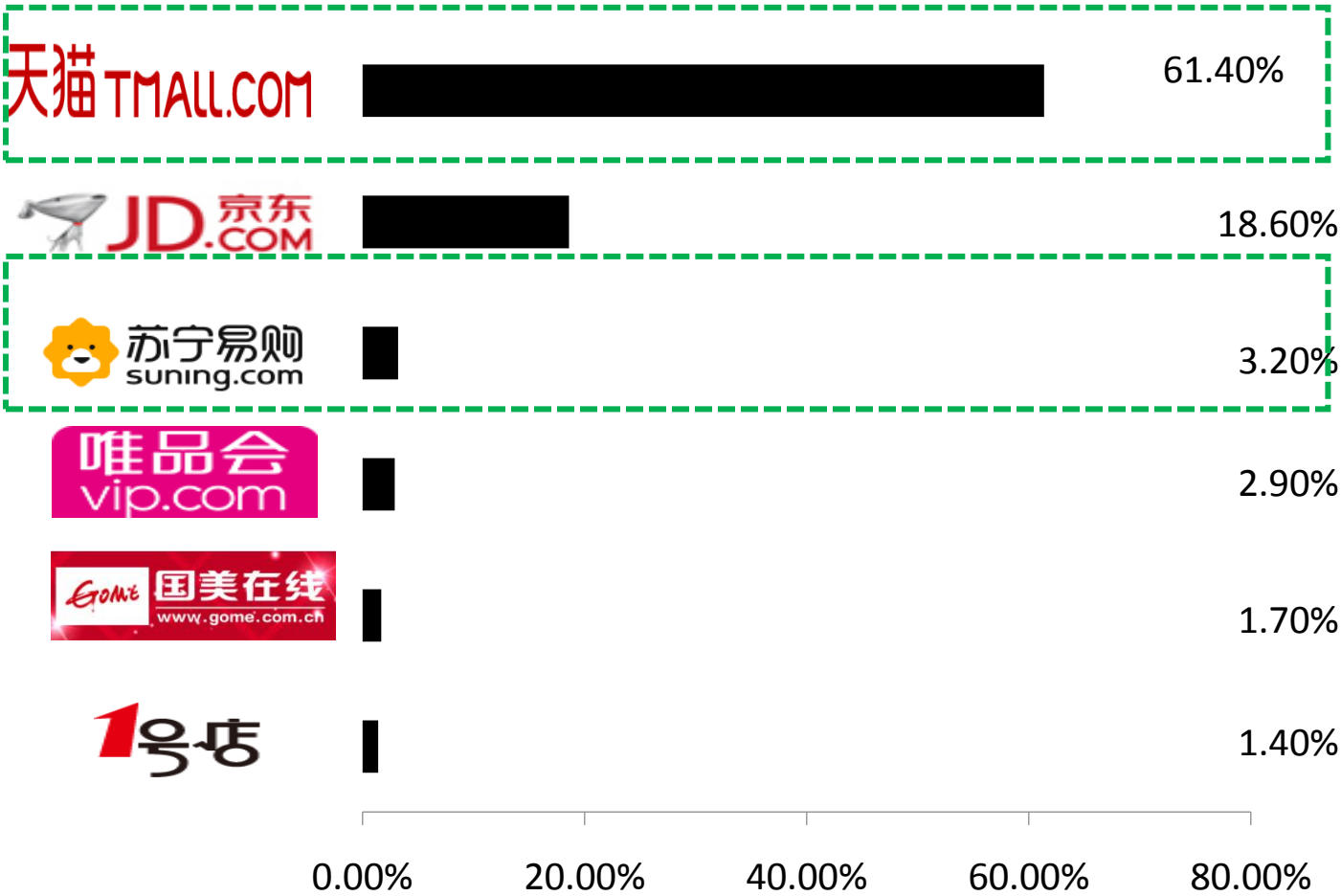
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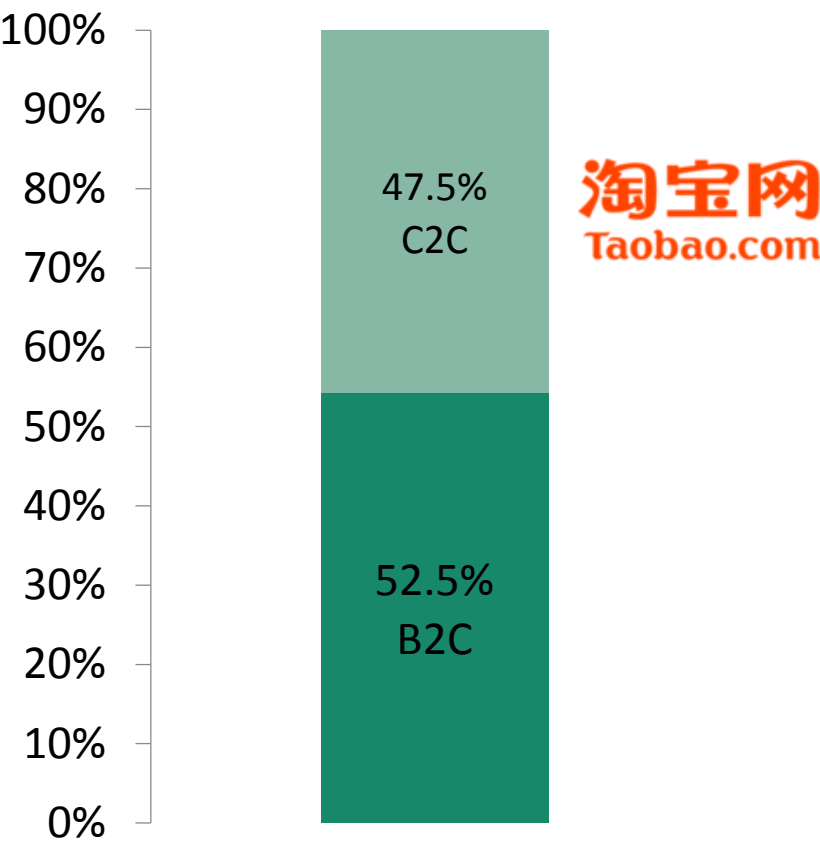
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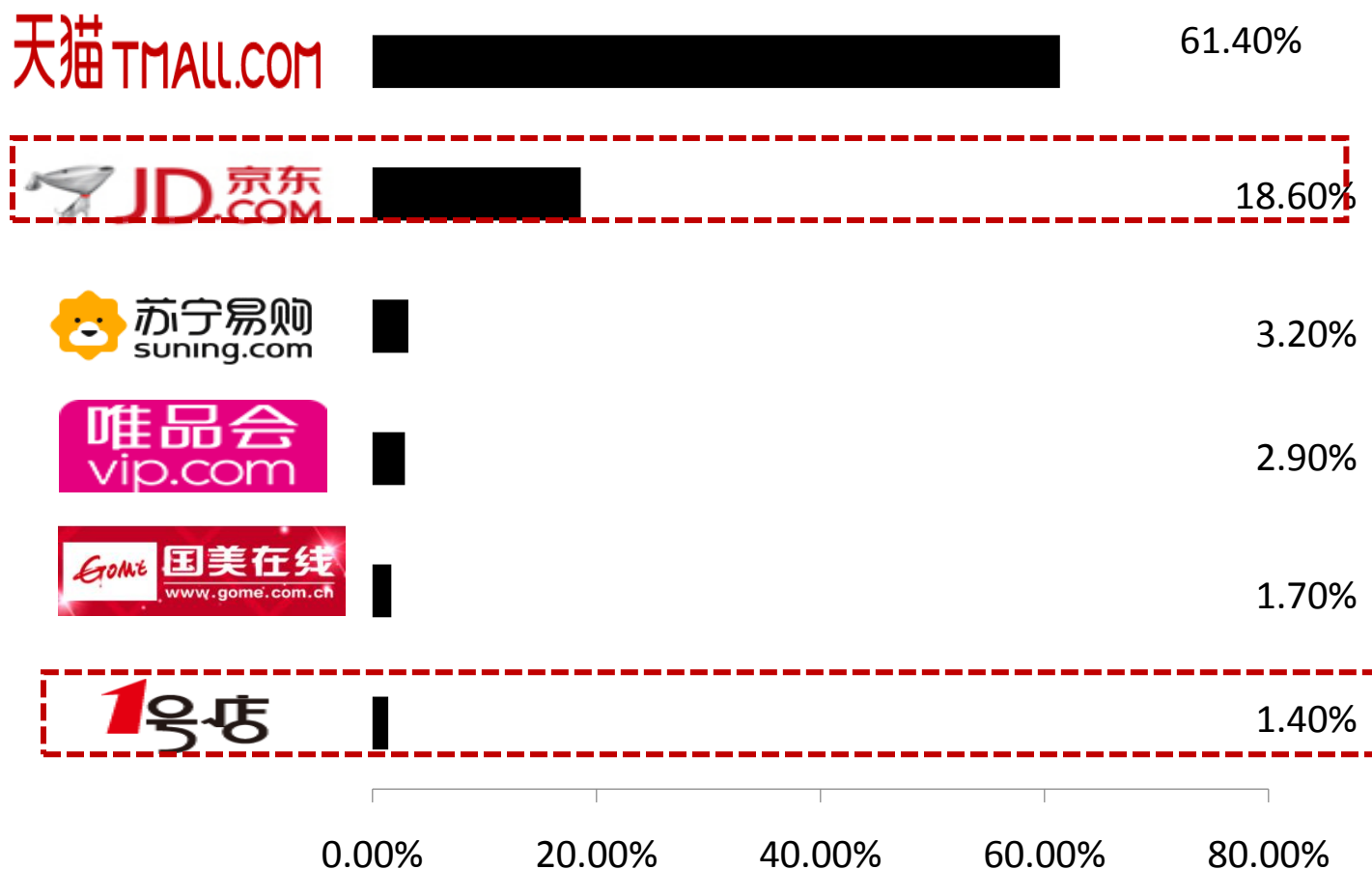
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CBEC New Star: Little Red Book App-Social Commerce

小红书

One of the fastest growing & innovative M-commerce APP

Over 24 Million
active users

Enable high conversion rate through WOM marketing

Over 7,000
international
brands discussed

Model: purchase directly from brands/distributors

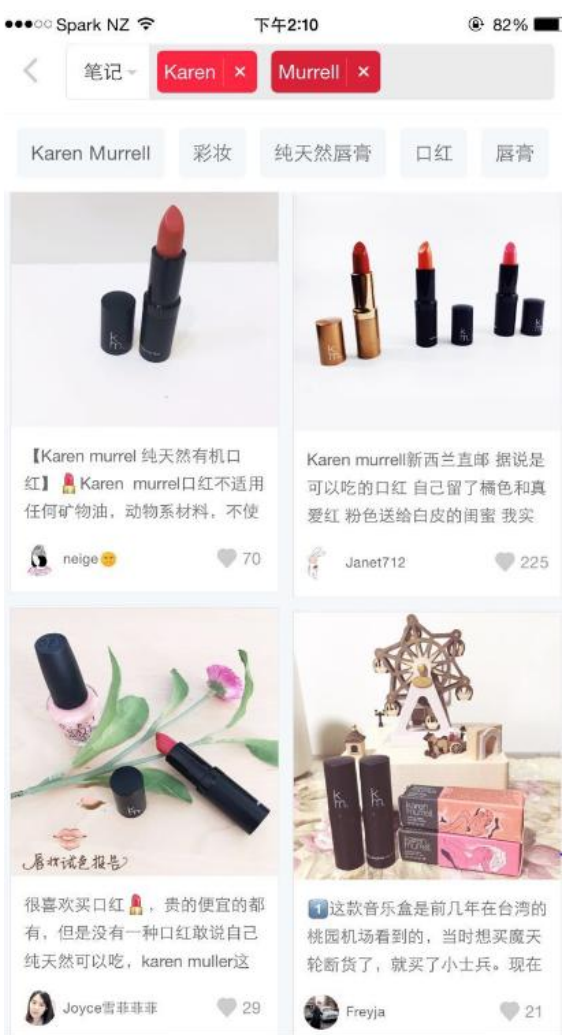
Create 30,000 notes
every day

Logistics: Bonded warehouse/3PL in HK

CBEC New Star: Little Red Book App-Social Commerce



EXAMPLE



Brand Popularity & Notes

C2B Group Buy New Star: PinHaoHuo 拼好货



One of the leading mobile based apps for selling fresh produce/Frozen food / Dairy/Snacks

Accumulated over 15 million fans within one year

National key cities coverage through own warehousing facilities

Purchase directly from growers to have low cost

Consumers are to share products with their families and friends, and then make a group-buying order at a lower price.

C2B Group Buy New Star: PinHaoHuo 拼好货



EXAMPLE

拼好货

上海



【直降10元】新西兰佳沛奇异果金果6个39.9元【百年经典品牌】

新西兰 · 单果100-110g · 送挖勺 · 维C爆表 · 放软吃更甜

¥39.90 / 6个

3人团 | 去开团



¥19.90 / 6个

3人团 | 去开团

拼好货

上海



法国猪肋排段2斤38.9元【20点前成团次日达·部分区域除外】

法国 · 超时补偿 · 拼好货补贴 · 全民吃肉

¥38.90 / 1000g

2人团 | 去开团



【直降10元】智利三文鱼500克59.9元【时效承诺】


智利 · 超时补偿 · 送芥末酱油 · 解冻即食 · 鲜美爽滑

¥59.90 / 500g

2人团 | 去开团

拼好货

上海




新鲜黄油桃3斤21.9元【放软吃更甜】

果肉细腻 · 桃香浓郁 · 放入酸奶好好喝

¥21.90 / 3斤

3人团 | 去开团



【直降10元】新西兰佳沛奇异果绿果6个19.9元

新西兰 · 单果80g-120g · 送挖勺 · 超多维生素

¥19.90 / 6个

3人团 | 去开团

拼好货

团购成功

我们会尽快为您发货，请耐心等待



【直降4元】新鲜白心蜜柚2个12.9元（总重约2500克）

5人团：¥12.9

组团成功

拼团介绍

对于诸位大侠的相助，团长感激涕零

团长 神神刀Dao 2015-11-02 13:30:47开团

杨戬 2015-11-02 13:31:58参团

刘威 2015-11-02 13:32:39参团

Emily 2015-11-02 13:32:39参团

我也开个团，点此回商品列表。

B2C New Star: Kaola

Direct purchase from brands/manufactures & mostly Self-operated

90% of the orders are supplied from bonded warehouse model



owns one of the largest bonded warehouse in China

Key Categories: Mum Baby, Skin Care & Cosmetics, Health & Wellness, Food

New emerging B2C player with support of Netease (news, gaming, education, social media)

B2C New Star: Kaola

EXAMPLE

[首页](#) [母婴专区](#) [美容彩妆](#) [家居生活](#) [营养保健](#) [环球美食](#) [服饰鞋包](#) [数码家电](#) [日本乐天市场](#) [海外直邮 GO](#)

权威恭贺

正品保证 >

德国馆

GERMANY

把全球品质带回家

三叶草小白鞋低至579元

☐ 100%正品 ☐ 7天无忧退货 ☐ 满88包邮 (部分特殊商品除外) [夏装大促99选2](#)

满88元包邮
部分特殊商品除外

今日限时购

每日上新

热门品牌

母婴专区

美容彩妆

服饰鞋包

CEO丁磊推荐
皇室御用**59/2**条

天天特价
易买得咖啡**19.9**元

考拉排行榜
爆款直播 热卖在此

新品TOP榜
尤妮佳化妆棉4件**62**元

[签到](#)

[购物车](#)

[APP](#)

[TOP](#)

New Zealand Brands Available Options to China Market

	Daigou	General Trade	Direct mail	Replenish model
Operation pattern	<ul style="list-style-type: none">Express mailSuitcase	<ul style="list-style-type: none">General Trade	<ul style="list-style-type: none">Import B2C	<ul style="list-style-type: none">Import B2C
Order placement	<ul style="list-style-type: none">Wechat/ Taobao/ Websitepurchased by buyers	<ul style="list-style-type: none">Brand		<ul style="list-style-type: none">E-tailers certificated by customs
Logistics	<ul style="list-style-type: none">By packageFrom overseas+ 14 days, unstable	<ul style="list-style-type: none">By container/palletsFrom overseas30+ days	<ul style="list-style-type: none">By packageFrom overseas10-15 days	<ul style="list-style-type: none">From FTZImported by patch, package in FTZ≤5 days
Custom Check	<ul style="list-style-type: none">random check	<ul style="list-style-type: none">Centralized check and verification	<ul style="list-style-type: none">X-ray inspection	<ul style="list-style-type: none">On Positive listMeet CIQ requirements
Cost	<ul style="list-style-type: none">Approximate \$6 per KG	<ul style="list-style-type: none">Low logistics cost (domestic delivery)Import/Value added/consumption tax	<ul style="list-style-type: none">High logistics cost (international delivery)Personal postal tax	<ul style="list-style-type: none">Low logistics cost (domestic delivery)Subject to new cross border tax

Daigou Channel

Daigou

Daigou" - literally translated as "buying on behalf of" mainland Chinese consumers

Over 170,000 Chinese immigrants live in NZ according to 2013 Census

Over 330,000 Chinese Tourists visited NZ in 2015

Daigou channel is a important channel for NZ SMEs

Estimate over 15,000-20,000 Chinese are running Daigou business in NZ

Word of Mouth & "Key Opinion Leaders" for your brand

Sell through Wechat/Taobao/etc & promote the brand/product



New Zealand Brands Effective Media Choice: KOL Economy

Pure Marketing KOL

VS.

Sales Oriented KOL



- ❖ Build brand awareness for TARGET consumer
- ❖ Promote brand and communicate with consumers by leveraging KOL influence/trust
- ❖ Demand Creation; pull consumption

New Zealand Brands Effective Media Choice: KOL Economy



【团购通知】上午10点，Sage 无菌案板，准时开团！

原创 2016-03-02 文怡家常菜 文怡家常菜



☆ 团购时间 ☆

今天，3月2日（周三），上午10点，准时开始

☆ 团购价格&购买方法 ☆

【组合套装】 团购价：618元，原价：1532元



EXAMPLE

NZ SME Overall Practical China Marketing Matrix Recommendation

Brand / Product Positioning

- Premium, middle or value tier
- “import brand”, premium position is closer to consumers’ expectation

Product Packaging & Portfolio

- Strong branding presence or related functional benefit to communicate with consumer
- Sufficient product portfolio with hero SKU

Pricing

- Acceptable price with premium brand image

Product Promotion

- Effective promotion offer will be the key driver of online traffic building, esp. at beginning stage

Q & A

Leqee



Mum&Baby

好奇
HUGGIES



Kids Smart
佳思敏

Wyeth 惠氏

illumina
启赋

BabyNes

pigeon 贝亲

HEINZ
亨氏

雀巢
Nestlé

佳贝艾特
kabrita

超级能恩3



嘉宝
Gerber



Dairy for life

Anmum
安满

KAO



F&B

雀巢
Nestlé

evian
Live young



安怡
Anlene



中粮
COFCO

MARS



皇上皇

BLACKMORES
THE BEST OF HEALTH



sinarmas

LOUIS XIII
Remy Martin

GO
healthy



evian



Beauty

LA MER
海蓝之谜

BOBBI BROWN
芭比·波朗

ORIGINS
悦木之源

SOFINA
beauté

syoss
丝蕴

Eucerin
优色林

AVALON
ORGANICS

Coppertone

ORBIS

Royal Nectar

karen.murrell



Others

ONE
one is all

舒洁
Kleenex

花王
Laurier
乐而雅



coop

FRESTA

apo-discounter.de

康德乐
CardinalHealth

步步高

Partner with over 60 International Brands

从策略、设计、客服到后端仓配的电商一站式解决方案专家



THANK YOU !