



Cross Border Solutions: Tmall Global & Kaola

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Alibaba's Mission: To Make It Easy To Do Business Anywhere

Core Commerce

Retail Commerce

China



Cross Border & Global



Wholesale Commerce

China



1688.com

Cross Border & Global



Consumer Services



菜鸟
CAI NIAO



Logistics Infrastructure for Core Commerce and New Retail Initiatives



阿里妈妈

Marketing Services & Data Management Platform



蚂蚁金服
ANT FINANCIAL

Payment and Financial Services Infrastructure

阿里云

Technology and Systems Infrastructure

Digital Media and Entertainment

YOUKU



Data Technology for Digital Media and Entertainment

Innovation Initiatives



天猫国际
TMALL GLOBAL

X



KNOW YOUR CUSTOMER

Yin Jing's Day Routine



07:30

Wake up

07:35

Check news
& social
channels

08:30

Check the
traffic



08:35

Cab to work



12:00

Order food



13:00

Message friends

Stream videos, browse blogs

Browse Taobao & Tmall

Pay rent/ Top-up mobile

Browse travel deals



19:00

Visit shopping mall, browse
shops, dine out



21:00

Go home



22:00

Browse social channels &
blogs, review Taobao cart,
purchase shopping



What is Tmall Global (TMG)?

The largest B2C cross-border eCommerce platform in China.

It provides a channel for international brands to test the China market, and offers different business solutions for merchants entering the market.

More than **80% of brands** on TMG
made their China debut on the platform.

25,000+
International
Brands

92
Countries
and Regions

5,100+
Categories



How is Tmall Global different from Tmall?

Tmall Global
helps brands enter the Chinese market through cross-border trade.

Tmall
helps brands that are already established in China.



Legal entity	Outside of China	In Mainland China (subsidiary or distributor)
Bank account	In home country	In Mainland China
Payment	In home currency	In CNY
Trademark registered	In home country	In Mainland China
Warehouse Location	Bonded Warehouse/GFC	In Mainland China
Shipping to Chinese consumers	From overseas	From within Mainland China

Tmall Global Offers SEVERAL BUSINESS SOLUTIONS

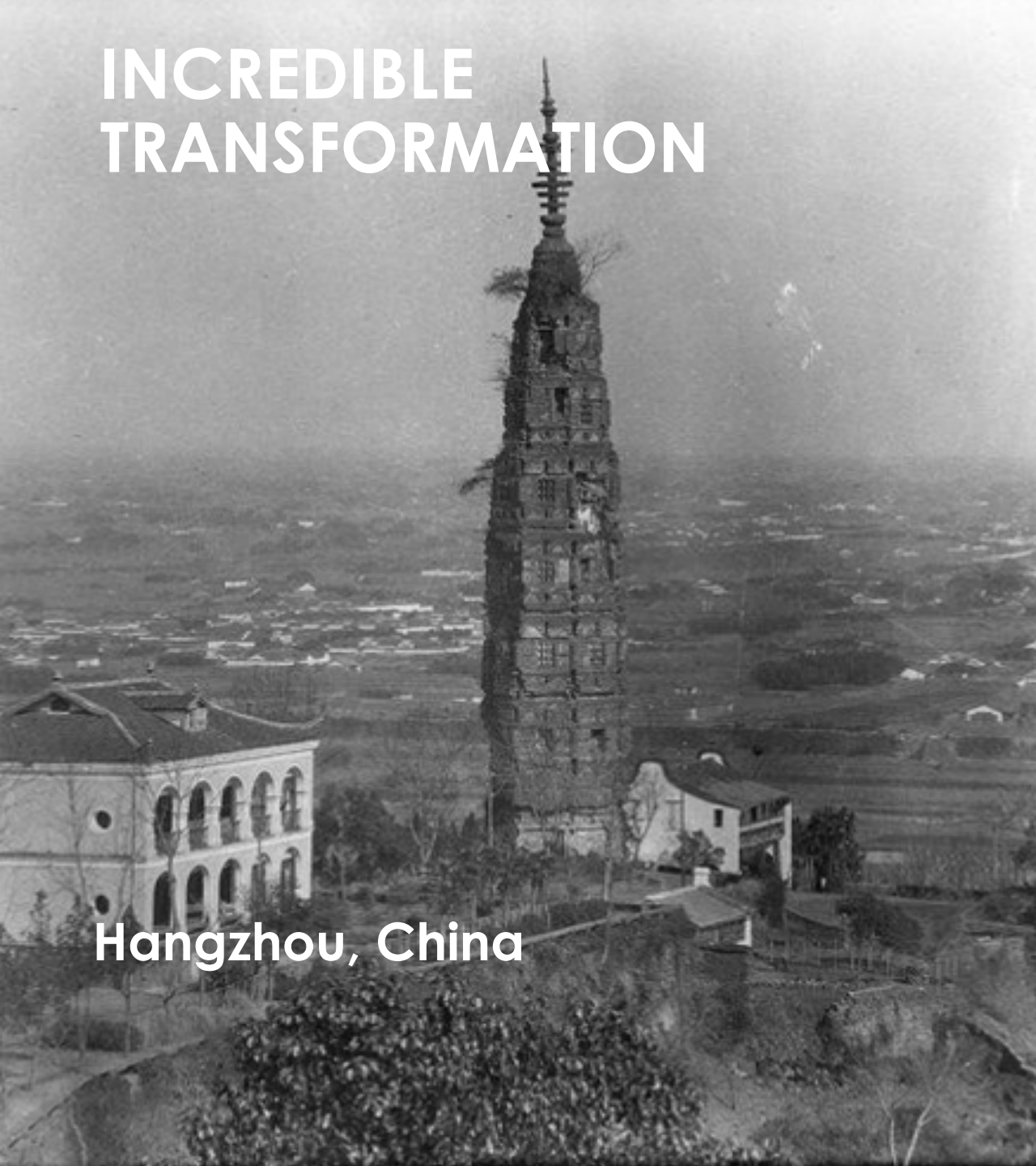
FLAGSHIP STORE	SUPPLIER	RETAIL STORE
MARKETPLACE	OVERSEAS FULFILLMENT	Web 2 Web (W2W)
<p>Brand focused Stores</p> <p>Internal and external marketing</p> <p>Higher customer trust</p>	<p>Consignment model</p> <p>Goods to be shipped to European warehouse</p> <p>API integration and drop-shipping</p>	<p>Broad assortment support</p> <p>API integration</p> <p>Flexible in inventory planning</p>
<p>Suitable for all Categories</p> <p>Best way to communicate your brand & Products</p>	<p>Suitable for mature products with brand recognitions In China</p>	<p>Suitable for large retailer with high value products which are not standard</p>

What is the **TMG Flagship Store Model**?

Self-managed with a professional e-commerce team based in China (TP), online flagship store to promote your brand and introduce new products

Build, maintain, and engage with your customer base through a dedicated CRM system. **It gives you the most control of your China strategy.**

INCREDIBLE TRANSFORMATION



Hangzhou, China



Chinese Consumers: 1970



INCREDIBLE TRANSFORMATION

Hangzhou, China



Chinese Consumers: Now

KEY WORDS characterizing the consumer

HEALTHY
TRENDY LOCALIZED
TASTE
SOPHISTICATED WELL
LIFESTYLE TRAVELLED
VALUE DEALS
QUALITY

CONSUMER & CATEGORY TRENDS on Tmall Global

Example of TMG Mobile Homepage



Consumer Trends on TMG



Gen Z (<25 y.o.)

57%

of Total Consumers



Consumers from less developed areas

43% YOY

Popular Main Categories

- Cosmetics
- Health Supplements/OTC
- Mother & Baby

Sub Categories & Trends

- Men's skincare
- Pet products
- Beauty appliances
- Maternity Products
- Sleep aid products/Self Care OTC
- Trendy Food & Drinks

Source: Tmall Global & CBNDdata. Popular products refer to products often bought by one consumer group but not others. Cosmetics & Food items are popular among all groups.

TMALL GLOBAL
天猫国际

X



OLLY 海外旗舰店

天猫国际 进口保税

睡眠豆 助眠新选择

调整生物钟

缩短入睡时间

深度美容觉

NEW 天猫国际

FENTY BEAUTY BY RIHANNA

TRI POLAR

新生胶原含量 +15.5%*

皱纹淡化率 -41%*

炭パウダー配合 濃密ホイップ洗顏

サラサラ

ホイップウォッシュ ブラック

WHIP WASH BLACK

uno

130g NET WT. 4.5 oz.

新西兰鲜肉

— 高肉含量 补充丰富营养 —

App Applaws plawola

THE ORIGINAL OATLY! KAFFE

HEY NON-BARISTA THIS ONE'S FOR YOU (TOO)

NEW 天猫国际

孕妇适用 放心的钙

Swisse ULTIMBOOST CALCIUM + VITAMIN D

小腿抽筋 产后疼痛 骨质疏松

2件下单 减50

NEW 天猫国际

STARBUCKS® Latte Macchiato

STARBUCKS® Cappuccino

Example case study: WHC Belgium



Store homepage



Link to Hero Sku



Full Product Range

Artwork adapted
for Chinese
market

Example case study: WHC Belgium



Product page



Brand & Product Story

Customer reviews
have a strong impact
on conversion rates



Customer reviews

11.11

- 200,000+ Brands
- 1.3+ Billion Packages
- 299 Brands did more than 14 MLN USD in 24 hrs



Alibaba's 11.11 Outstrips the Biggest US Shopping Holidays in 2019

One Company
One Day



Total US Online
Retail Sales
Four Days

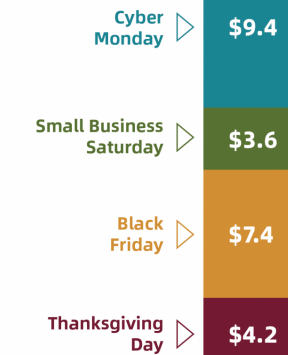
\$38.4

Alibaba's 11.11 Gross
Merchandise Volume



\$24.6

Total US online
retail sales



(In USD billions)

Source: Adobe Analytics and Alibaba Group

TMALL GLOBAL
天猫国际



考拉海购

OPEN A STORE



- Brand positioning
- Marketing strategies
- Product assortment
- Pricing strategies
- Distribution strategies

BRAND



TMALL PARTNER (TP)



- Store design & maintenance
- Product suggestion & selection
- Day-to-day operations
- Customer service
- Logistic & Warehouse optimization
- Merchandize analysis

SUPPORTED BY ALIBABA ECOSYSTEM

MARKETPLACE



- Tmall Classic & Tmall Global
- Real-time consumer data
- Analytical tools
- Promotion events

PAYMENT




- Payment Infrastructure
- Payment in local currency
- Analytical tools

LOGISTIC



- Logistic Data Infrastructure
- System integrated with Customs
- Analytical tools

Cost – Tmall Global Flagship Store

	Security Deposit	Annual Fees	Commission	TP Partner	Logistics
					
 Tmall Global	<p>A one-time of 50,000-300,000 RMB is used as collateral in case of any damages of expenses incurred under the service agreement with Tmall Global</p>	<p>An annual fee of 30-60,000 RMB, depending on the category the store's products belong to</p>	<p>A commission of 0.50% - 5% based on product categories, plus 1% Alipay service fee per item sold</p>	<p>Fix fee and commission structure. Fee and commission amount varies from TP to TP.</p>	<p>Depending on the mode of logistics, prices will vary. Bonded warehouse being the most cost efficient and direct mail the most costly.</p>

Note: Always make a budget for:

1. In Platform Traffic: Search Prioritize + brand recommendations
2. Social Media marketing & Branding

CASE STUDY (Marketing)



Aquilea海外旗舰店

欧洲国民医药保健品牌 [收藏店铺](#)



让美由内而生

[点击查看>](#)

首页

所有产品

女神必囤

男士保健

睡眠专区

全家健康

品牌故事



要你瘦的有态度

天猫口服美容品类日舰长品牌





Fat burning



Collagen



Sleeping



Meal replacement



Whitening



Content



Consumers Reviews



Livestreaming



Celebrities / KOL



SOME QUESTIONS BEFORE START

HOW TO PRESENT My Products?

- Marketing plan
- Omni-channel strategy?



HOW CAN I MANAGE TP

- Daily activities= Manpower
- E-commerce knowledge



BUSINESS MANAGEMENT

- Timing of assortment, logistic, promotions



WHAT'S MY CHINA STRATEGY

- Investments
- Think long term



WHAT IS MY HERO PRODUCT

- Selling point
- Market opportunity



WHO ARE MY CORE CONSUMERS

- Consumer profile
- Their preferences



WHO ARE MY COMPETITORS

- Brand positioning
- Price range



SOME TIPS FOR SUCCESS

DEDICATED TEAM

- So you can react fast



STUDY THE MARKET AND NEW CONSUMERS

Invest in marketing
campaign



BUILD SOLID PARTNERSHIP WITH EXPERIENCED TP

-They are your China team



THINK LONG TERM

-It's a big country to tackle



MADE IN Europe HAS A VALUE

-But can't be the only one



STUDY LOGISTICS, LEGAL AND CUSTOM DUTIES ISSUES

-Protect yourself smartly



Flagship is just the beginning

2. Tmall Direct Purchase (Sky Castle Project)

- Use the same stock from Flagship store to sell in Tmall's Own Store
- Cost effective, increase channels

4. Kaola Flagship Store + Kaola Purchasing

- Kaola Cross border Platform is also part of Alibaba since Q4 2019.
- Privileged Black Card group

TMG

One STOCK China
Multiple Channels

TOF/KOF

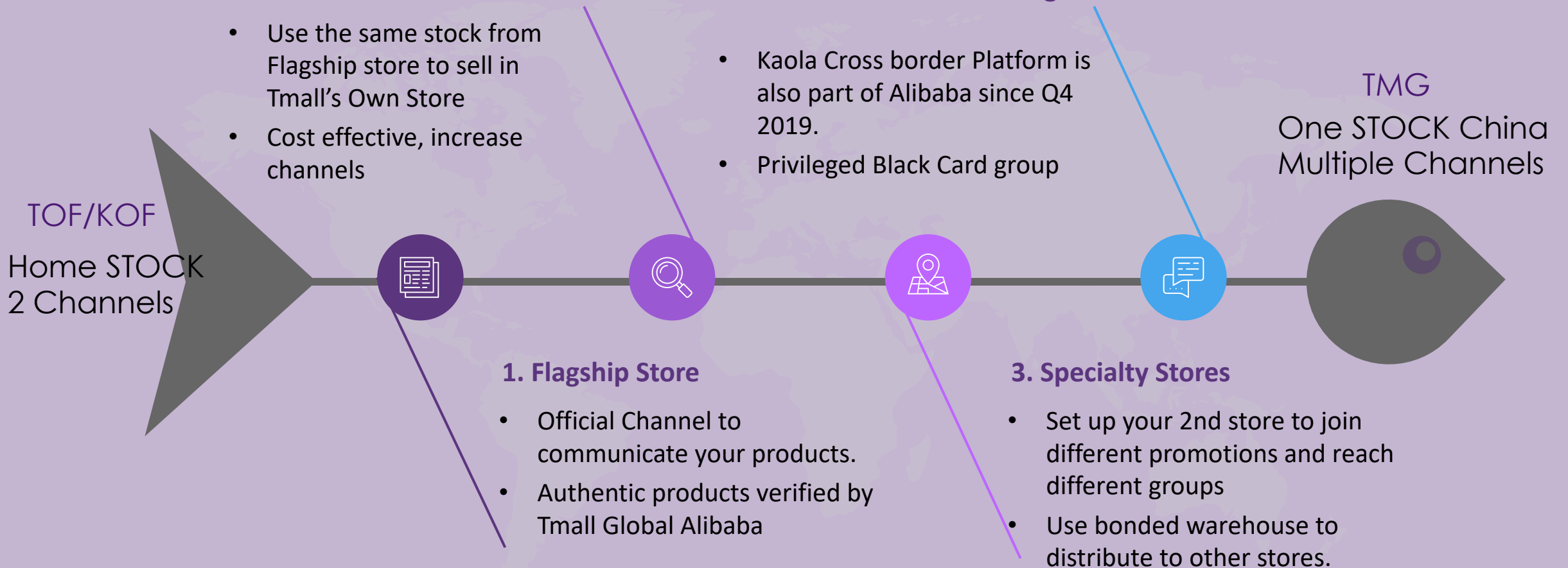
Home STOCK
2 Channels

1. Flagship Store

- Official Channel to communicate your products.
- Authentic products verified by Tmall Global Alibaba

3. Specialty Stores

- Set up your 2nd store to join different promotions and reach different groups
- Use bonded warehouse to distribute to other stores.



THANK YOU

GET IN TOUCH!
SCAN QR CODE



Merchant.tmall.hk

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Home | Tmall Partner | Business Model ▾ | Knowledge Center ▾ | Webinar Hub | Join Us | 地球 Language ▾

TMALL GLOBAL

China's largest cross border e-commerce platform

26,000+	84	5,300+
International Brands	Countries and Regions	Categories

ABOUT TMALL GLOBAL

Tmall Global is the largest cross border eCommerce platform in China. We host a combination of platform solutions offering both wholesale (B2B2C) and retail (B2C) models for merchants. Over the past five years Tmall Global has evolved to be a trusted platform to purchase imported products.