

# How Suppliers Enter China B2C Market Effectively ??

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Bangkok, Thailand

By FAS Group (HK)



# China E-commerce Market Development -

## - 2003

Alibaba.com established “Online China Supplier”, focus at export business for small enterprise, B to B market developed



## - 2003-2007

E-commerce develop as B to C market, Tmall.com startup.



## - 2007-2017

B to C market increased rapidly, sales size increased 500 times in past 10 years



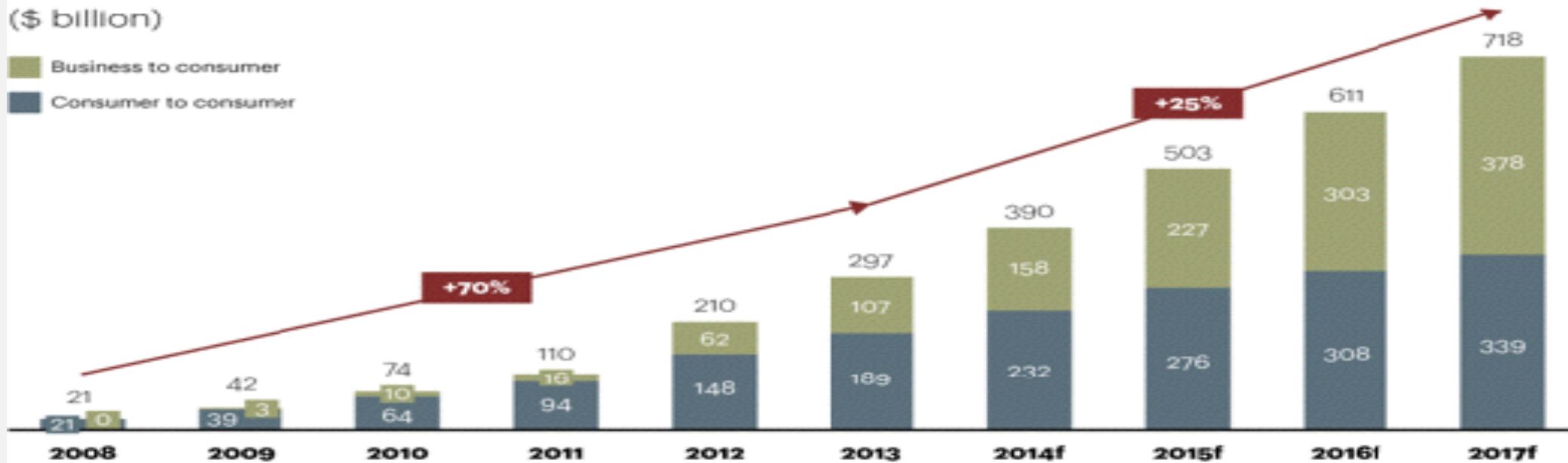
# Current China B to C market

Figure 1

**Online shopping will continue to grow in China, though more modestly**

**E-commerce market size**  
(\$ billion)

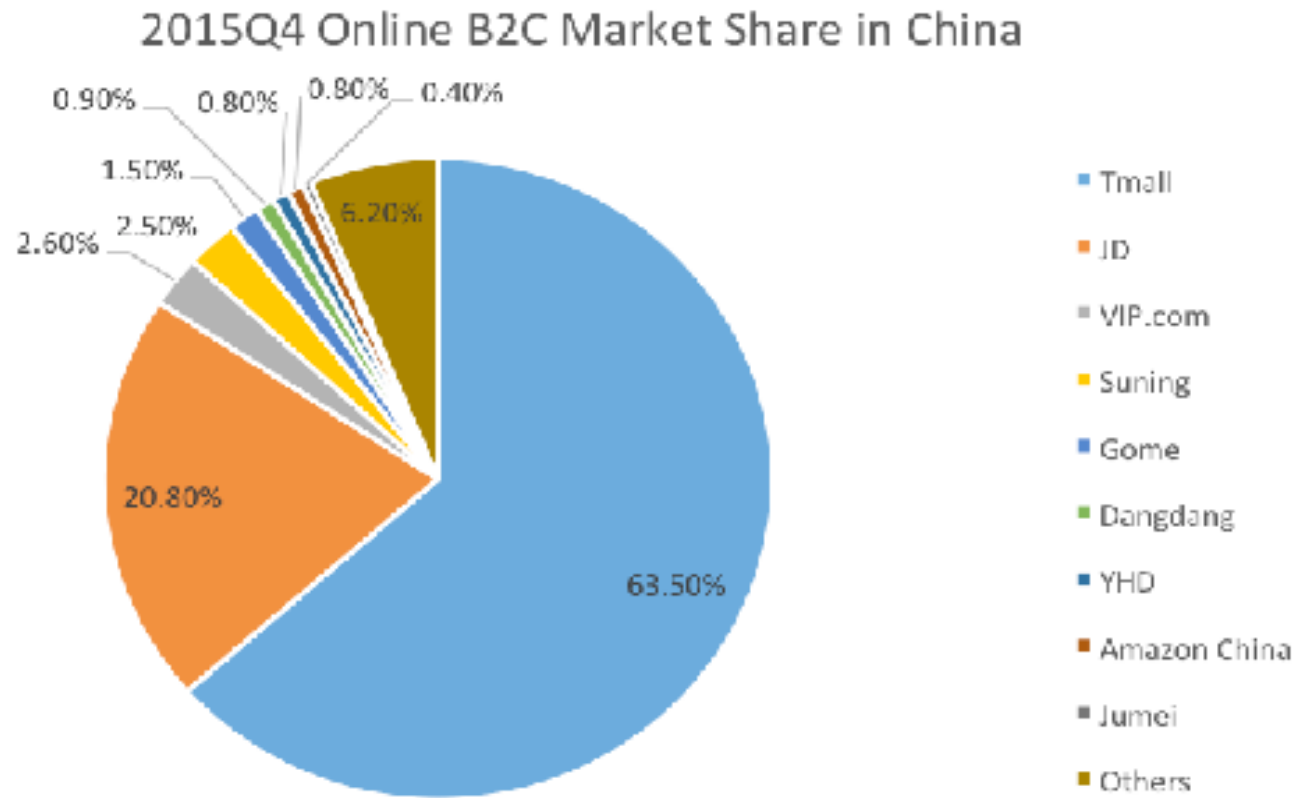
■ Business to consumer  
■ Consumer to consumer



Note: Exchange rate is 6.2 yuan per dollar. Totals may not resolve due to rounding.

Sources: iResearch, Analysys International; A.T. Kearney analysis

# Current China B2C market



**On 11 Nov 2017,**  
**(China on-line shopping day),**  
**Over USD 25 billion sale**  
**in 24 hrs @ Tmall.com**



# Why China on-line shopping so hot ??

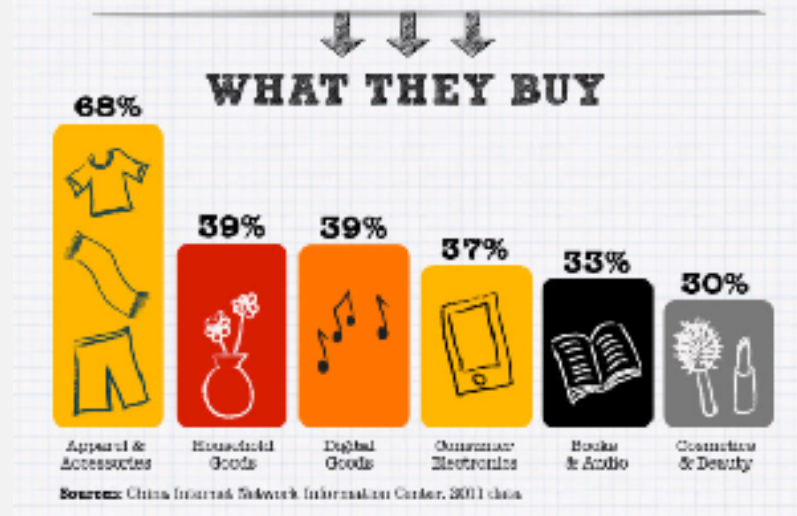
- Mobile internet users rate: > 93%
- Competitive logistics cost:  
Less than USD 2, around whole China for small package
- Trustful and Convenience online payment system



# How overseas suppliers develop China B2C market ??

## Product/Market analysis -

1. How 's competitors sold on-line ??
2. Which E-platform is suitable ??
3. Package/Pricing/ Product Positioning
4. Promotion and marketing plan



新款奇骏性价比	
车型	售价 (万元)
2.0L CVT时尚版 2WD	18.88
2.0L CVT舒适版 2WD	19.68
2.0L CVT豪华版 2WD	20.28
2.0L CVT七座舒适版 2WD	20.48
2.5L CVT领先版 4WD	22.88
2.5L CVT七座领先版 4WD	23.58
2.5L CVT豪华版 4WD	23.98
2.5L CVT至尊版 4WD	25.88



# How overseas suppliers develop China B2C market ??

## Logistics management -

1. Order processing, overseas or local ??
2. Storage and transportation management
3. Payment handling



## Daily sales operation -

1. New product uploading/description
2. Promotion plan launch
3. Customer service...product inquiry, user guide and good returning



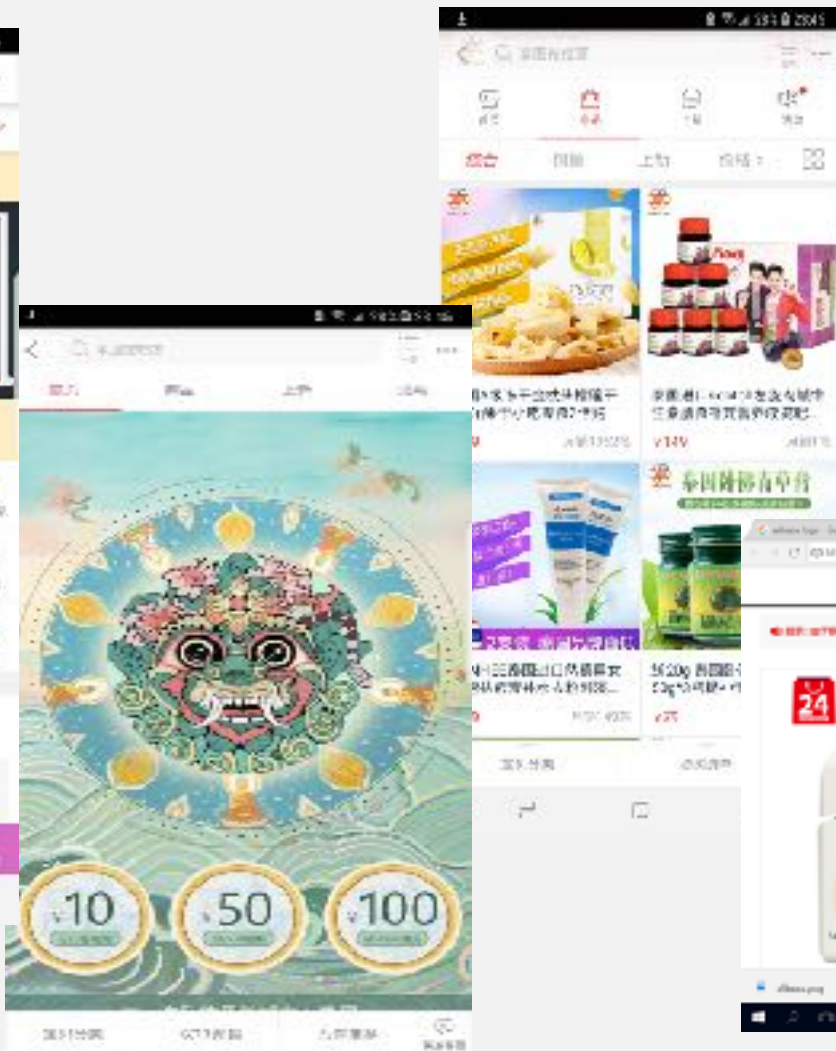
## **Effective way to enter China B2C market -**

*Work with an experienced and professional E-commerce partner, we can help you to*

- Select right E-platform to launch your products
- Develop proper marketing plan
- One-stop solution - order processing, logistics, customer services
- Day by Day sales reporting



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Thank you !!!

