



e-Commerce from outside China

There are many success stories of overseas companies selling directly to end consumers.

We offer the following approach for SMEs entering the Chinese consumer market.

Our recommendation is for a business that wishes to enter the Chinese consumer market at low cost and risk. The downside is that your margins will be lower, but they could still match those you achieve in your local market. The opportunity is increased turnover in the world's largest market at low risk.

This approach is for overseas companies that own the products and can supply the Chinese e-mall reseller at wholesale prices.

- Complete your company brand and product registration.
- Check on the significant Chinese e-Mall services to see if your / like product is being sold already.
 - JDbuy
 - Taobao
 - TMall
 - TMall Global

Once you have successfully registered your bands, you can control the selling of your products in Chinese e-Malls.

- Find local Chinese e-Mall resellers in the significant Chinese e-Mall
 - Selling like products
 - Selling to your targeted marketplace
 - High number of followers
 - Successful and high turnover
 - Good feedback
 - Have a track record of selling goods from overseas
- Make contact with the Chinese resellers. Maybe you could offer your wholesale prices?
- Agree on the shipping costs to the e-Mall central clearing centre.
- Goods clearance is the responsibility of the Reseller as it is their account with the Chinese e-Mall. This should be straightforward for the Reseller, as they are already importing goods from overseas through the Chinese e-malls

- The Reseller should pay for the goods before they leave the UK. Remember, you could be offering wholesale prices.
- Make sure you supply marketing information. This will speed up the process of listing your products
 - Media information (pictures, video, etc.)
 - Product descriptions
 - Testing papers
- Do not sign an exclusive deal with a Chinese reseller unless it is performance-based.
- If you cannot get the right deal for your business, move on to the next Reseller.
- Do not pay any listing e-Mall fees. That is the responsibility of the Reseller. The e-Mall fees are much lower for a Chinese business than for an overseas company.
- SMEs should not open their Chinese e-Mall store unless they see demand from the Chinese market. It is very costly for an overseas company.