

2

USE OF MARKETPLACES AS AN INTERNACIONALIZATION TOOL

“THE VALLEY IS THE HUB WHERE KNOWLEDGE BECOMES THE DRIVER THAT TRANSFORMS”



2. USE OF MARKETPLACES AS AN INTERNACIONALIZATION TOOL

Marketplaces represent the "new virtual distribution", and their weight is more or less important depending on the sector in which the company operates. Knowing your value proposition is an essential matter in order to judiciously evaluate the advisability of incorporating your services, in a complementary or alternative manner, to the direct online sales strategy.

- Types of marketplaces: B2B vs. B2C, Ebusiness Vs Ecommerce: its integration with the digital strategy.
- Profiles involved: Purchasing Director, Ecommerce Director and Export Director.
- The migration from B2B to B2C: Alibaba Vs. Aliexpress, Amazon Vs. Amazon Business.
- Main B2B marketplaces.

Value proposition, functionalities and costs.

Examples of horizontal and vertical marketplaces

Main vertical B2B marketplaces in the agri-food sector

Main B2C marketplaces.

Value proposition, functionalities and costs.

Examples of horizontal and vertical marketplaces

Main vertical B2C marketplaces in the agri-food sector

- Main service marketplaces.

Value proposition, functionalities and costs.

The impact of COVID-19: the conversion of Traditional Fairs into Virtual Platforms

Some examples from the agri-food sector

Some directories:

- www.emarketservices.com.
- <https://marketplaces.innovaexport.com/>

THE MAIN TRADING PLATFORMS ARE MARKETPLACES

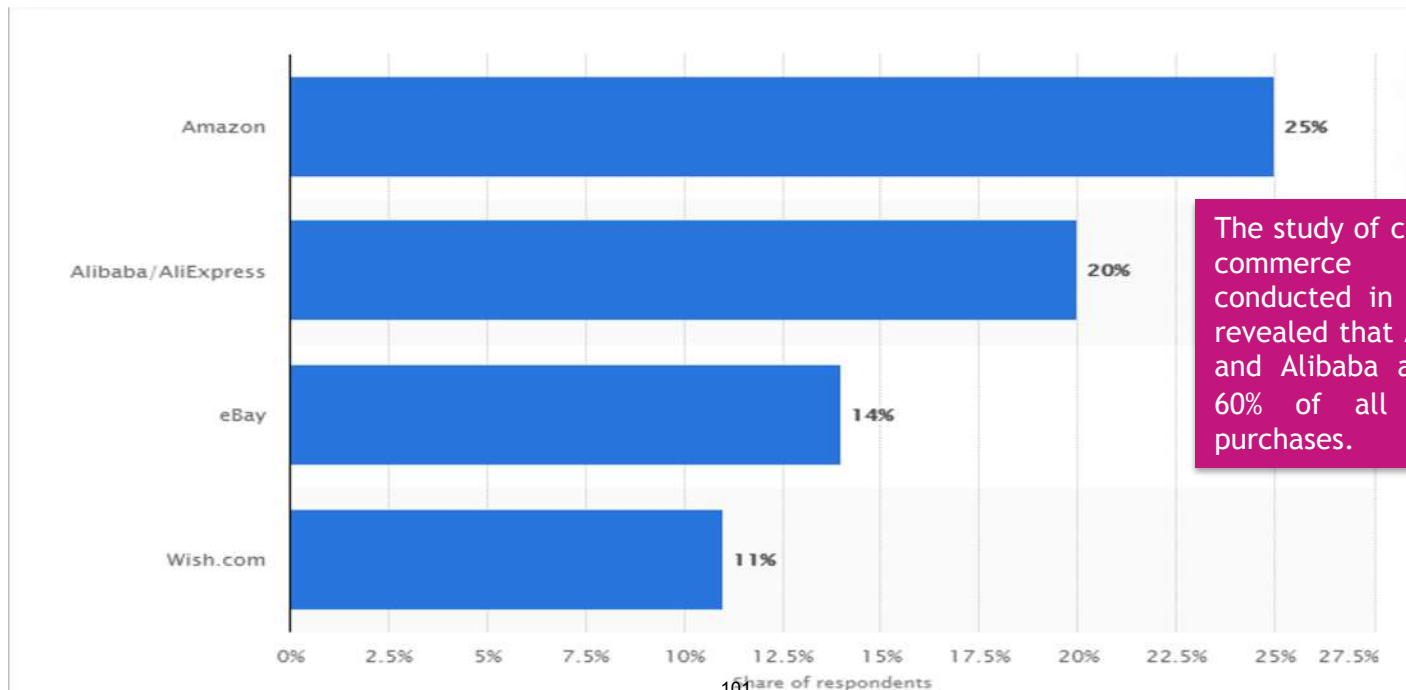


Source: Euromonitor International, 2017; Note: Regions are North America, Latin America, Europe, Asia-Pacific and Australasia/New Zealand. Latin America includes Brazil and Mexico.

THE MAIN TRADING PLATFORMS ARE MARKETPLACES

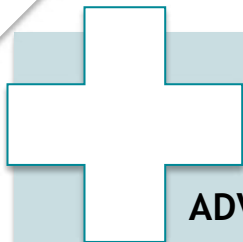


Online platform where international digital buyers from around the world made their most recent international digital purchase in September 2019



The study of cross-border e-commerce buyers, conducted in 26 countries, revealed that Amazon, eBay and Alibaba accounted for 60% of all international purchases.

ADVANTAGES AND DISADVANTAGES OF MARKETPLACES



ADVANTAGES

- It's cheaper
- Easier to operate
- High customer traffic from time zero
- Greater national and international visibility in search engines
- Generates more confidence to the client and the seller
- It has many processes and services secured by the Marketplace
- Forget about technical and maintenance problems

DISADVANTAGES

- You pay Commissions, the margin is reduced
- Your competition is too
- Your customers are not your customers
- You do not dominate the design and structure



VALUE CHAIN CONTROLLED BY INTERNET GIANTS



TECHNOLOGY

- Amazon Web Service
- Google Cloud Storage
- Aliababa SaaS Solutions
- Amazon WebStore
- Alibaba Cloud Computing

DISTRIBUTION

- Amazon Marketplace
- eBay
- Rakuten
- Taobao
- T mall
- Google Shopping
- Google express

MARKETING

- Google Adwords
- Facebook Ads
- Linkedin Ads
- Twitter Ads....
- Amazon Product Ads
- Alimama

ONLINE PAYMENTS

- Alipay
- PayPal
- Aple Pay
- Amazon Payments
- Google Wallet
- Facebook Buy

LOGISTICS

- Fulfilment By Amazon
- Cainea
- Fulfilment By Aliiexpress
- Gooble (Buffer Box)
- Ebay Global Shipping Program

CUSTOMER SERVICE

- Amazon Markeplace
- QQ, We Chat
- WhatsUo

PROFILES INVOLVED: THE PURCHASING DIRECTOR



Broadly speaking, this is the person in charge of outlining the company's procurement policy for both products and services as well as their quantity, quality and price.

Among some of his tasks...

- Set the budget items for each expense.
- Track purchases to check that budgets are met.
- Determine the retail prices of your products to obtain profits.



PROFILES INVOLVED: THE PURCHASING DIRECTOR



SKILLS:

Leadership

Negotiating skills

Market knowledge

Technological skills



PROFILES INVOLVED: THE DIRECTOR OF E-COMMERCE



The Director of E-commerce is ultimately responsible for the proper management of an electronic commerce or online store. Its objective is to publicize the evolution of electronic commerce at a global level, the new customer purchasing trends and digital trends.

Among some of his tasks...

- **Elaboration of budgets according to channel as well as their control and ROI.**
- **Jointly define the strategy and objectives of the e-Commerce channel.**
- **Manage the existing team.**
- **It is in charge of the contracting and supervision of suppliers and the negotiation with partners.**

PROFILES INVOLVED: THE DIRECTOR OF E-COMMERCE



SKILLS:

They are normally profiles with eight years of experience in E-commerce, five in Online Marketing, more than five managing teams and with experience in business metrics.

They also have leadership and business vision, are usually analytical and executing profiles and have a high level of English.



PROFILES INVOLVED: THE DIRECTOR OF E-COMMERCE



An export director is a person who must have as a basic and fundamental function that of obtaining business for his company. The export director is a person dedicated to knowing the market and aligning the company with its needs: transmitting reality within the company and the company to its environment.

It must be a person who understands the current world and knows, or at least cares to know, the complex reality, not only economic or commercial, but also cultural and sociological in which the globalized world lives.

FUNCTIONS OF THE EXPORT DIRECTOR:

- Preparation of contracts.
- Management before financial entities.
- Selection and hiring of commercial agents, distributors.
- Evaluate participation in fairs, exhibitions and business rounds.
- Responsibility in communications with clients, representatives.
- Control of the entire physical distribution chain of the merchandise.
- Organize files.
- Follow-up of the entire export process.

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



BRIEF HISTORY OF ALIBABA GROUP...



MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



ALIBABA, MORE THAN JUST A MARKETPLACE

Alibaba Group Ecosystem



* Not fully comprehensive



MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



ABOUT ALIBABA.COM

WHAT IS ALIBABA.COM?

Alibaba.com is a platform (marketplaces) that connects exporting companies with importing companies (b2b)

Thanks to this international platform, companies can export their products by finding importing companies from more than 190 countries that want to buy said products to distribute them.

It is the largest b2b platform in the world with more than 96 million registered importing companies (buyers) and more than 4 million registered exporting companies (sellers) to offer their products.

Alibaba.com belongs to the Alibaba Group, a private Chinese consortium dedicated to electronic commerce on the Internet.

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



ABOUT ALIBABA.COM

WHAT ALIBABA.COM IS NOT

ALIBABA.COM is not a CHINESE marketplace, it is a marketplace (platform) of Chinese origin where we find exporting companies from all over the world offering their products and importing companies from all over the world demanding their products.

ALIBABA.COM is not a B2C marketplace, that is, it is not a marketplace to offer its products to the final consumer. Alibaba is a marketplace between companies to export/import products. The final consumer version of Alibaba is called ALIEXPRESS and at the moment only Chinese companies can sell on it.

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



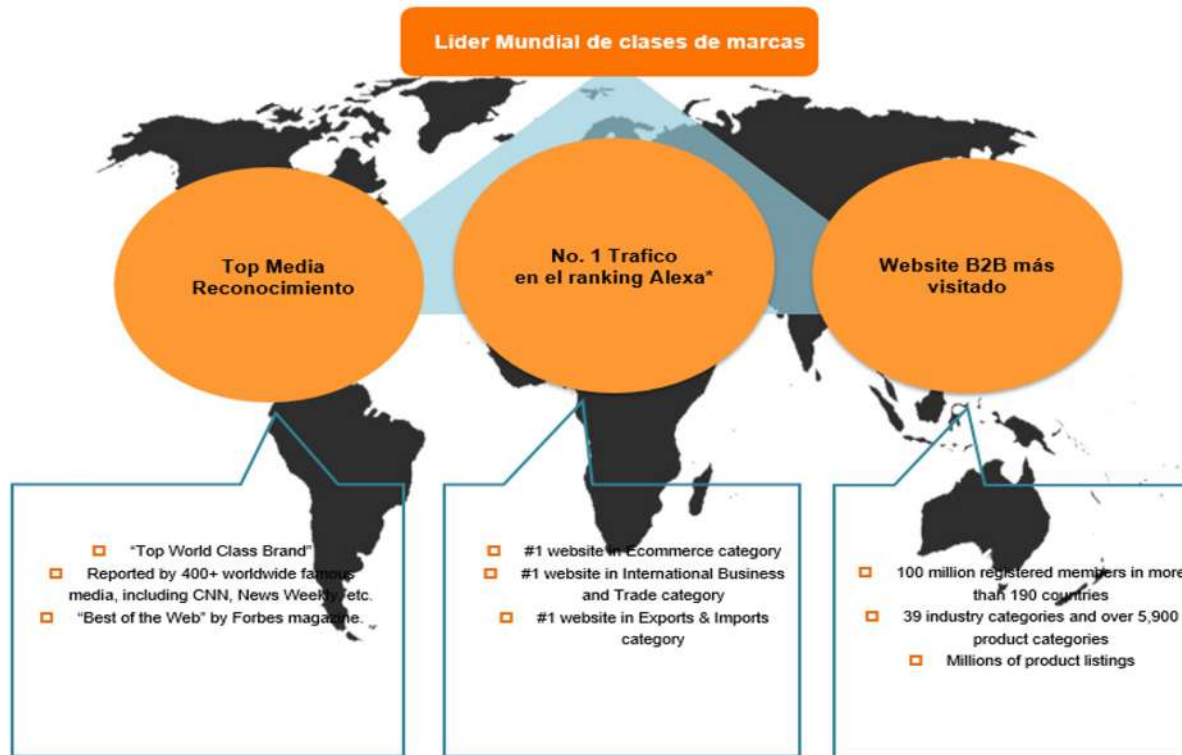
www.youtube.com/watch?v=X9eToqxqz7Y



MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



ALIBABA.COM IS THE GLOBAL BENCHMARK B2B MARKETPLACE



*Alexa is a web information company built on the principle that timely and relevant information is essential to a vital web experience.

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



WHY SELL ON ALIBABA.COM?

Alibaba.com Data

150 million+
Registered Members

10 million+
Active Buyers

170 million+
Products

300,000+
Active Inquiries Per Day



200+
Countries / Regions

16 Real-Time
Chat Translation Languages

40+
Industries

5,900+
Product Categories



Source: Alibaba Group's public report on "cross-border trade development of SMEs, 2018"

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS

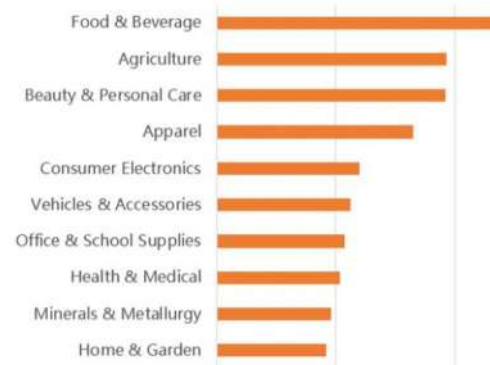


ALIBABA MAKES IT POSSIBLE TO REACH THE WHOLE WORLD

>> Top 20 Países de origen de los compradores

1 Estados Unidos	6 Reino Unido	11 Italia	16 Filipinas
2 India	7 Russia	12 Francia	17 España
3 Canadá	8 Turquía	13 Alemania	18 Malasia
4 Brasil	9 Pakistán	14 Indonesia	19 Perú
5 Australia	10 México	15 Arabia Saudí	20 Tailandia

Top 10 Industries



Source: According to the number of valid inquiries, the Top 10 industry distribution of buyers

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



ALIBABA'S SIZE CONTINUES GROWING

Alibaba.com Buyers Trend

- The size of buyers has continued to grow in the last three years



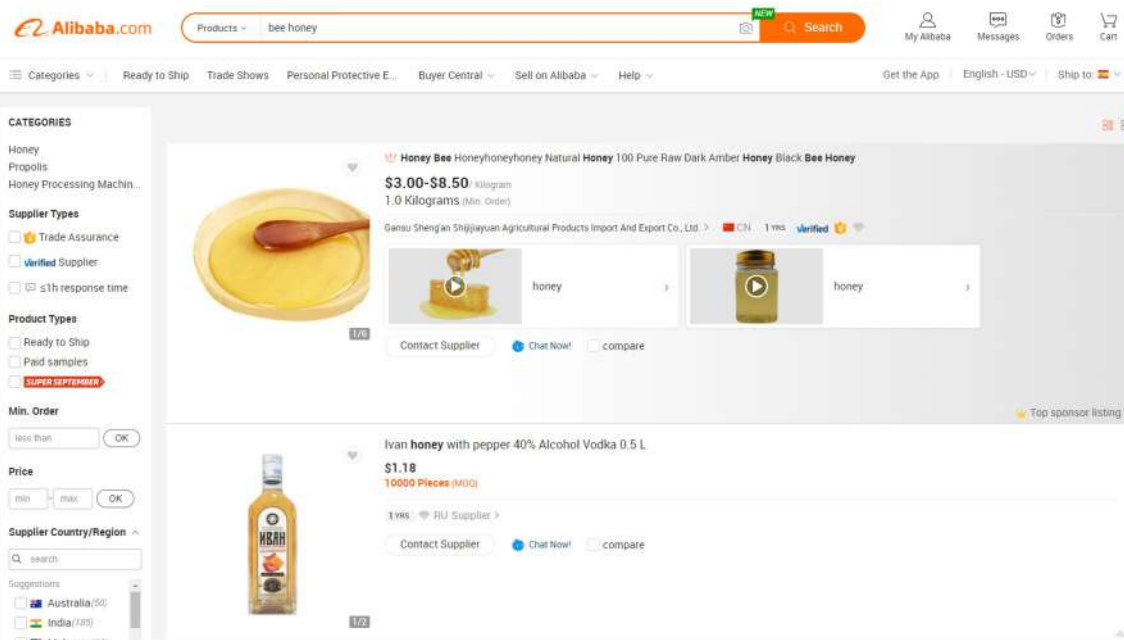
Source: Alibaba Group's public report on "cross-border trade development of SMEs, 2018"

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



HOW IT WORKS:

It all starts on the **search page**. Through it, users will be able to find both products and company profiles.



MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



ALIBABA'S SEO:

The products of the companies that best manage their Alibaba profile will be the first to appear on the search screen that we have previously shown. And it is that, like Google, Alibaba rewards those optimized products. That is, they contain good keywords studied in depth, a good description, they respond to queries quickly, etc.

To sum up, the companies that manage their Alibaba profiles on a daily basis to improve them and keep them updated will be the first to appear and, therefore, the ones that get the most visits.



MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



SEARCHES ON ALIBABA.COM

The screenshot shows the Alibaba.com search results for 'rioja wine'. The left sidebar contains a 'Related Category' section with 'Food & Beverage' (Wine 466) and 'Packaging & Printing' (Packaging Boxes 3) highlighted with red circles. Below this is a 'Supplier by Area' section with checkboxes for Asia (20), Europe (294), North America (1), and South America (10). Further down is a 'Suppliers by Country/Region' section with checkboxes for Spain (288), United Kingdom (6), China (Mainland), Japan (1), Hong Kong (1), Argentina (10), and United States (1), with 'Spain (288)' highlighted with a red circle. The main content area shows 'Your Buying Request' with fields for 'Products Name' (rioja wine), 'Category' (All Categories), 'Supplier Location' (All Countries & Regions), and 'Supplier Types' (Trade Assurance, Gold Supplier, Assessed Supplier). Below this is a 'Categories' section with 'Food & Beverage' (Wine 137), 'Packaging & Printing' (Packaging Boxes 2), and 'Suppliers' (154 Supplier(s)) highlighted with a red circle. The bottom section shows another search for 'rioja wine' with 'Spain' selected in the 'Suppliers' filter, resulting in 38 Supplier(s), with the 'Suppliers' filter and the result count highlighted with a red circle.

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



SEARCHES ON ALIBABA.COM

The image displays two screenshots of the Alibaba.com search interface. Both screenshots show the search results for 'Rioja wine'. The top screenshot shows 22 Gold Suppliers, while the bottom screenshot shows 8 Gold Suppliers after filtering by 'Spain'.

Top Screenshot:

- Search bar: Products ▾ What are you looking for... Search
- Related Searches: red wine wine bottle wine glass wine glasses honey beer
- Categories: Food & Beverage Wine (9) Packaging & Printing Packaging Boxes (2)
- Suppliers > rioja wine 22 Supplier(s)
- Products Suppliers
- Gold Supplier Assessed Supplier Online Trade Assurance
- Location: All

Bottom Screenshot:

- Search bar: Products ▾ What are you looking for... Search
- Related Searches: red wine wine bottle wine glass wine glasses honey beer
- Categories: Food & Beverage Nine (7)
- Suppliers > Spain > rioja wine 8 Supplier(s)
- Products Suppliers
- Gold Supplier Assessed Supplier Online Trade Assurance
- Location: 1 Selected Clear

With the keyword: Rioja wine
There are 466 references 288 references
that come from Spain

With the keyword: Rioja wine
Gold Supplier Total : 22
Gold Supplier in Spain: 8

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



SEARCHES ON ALIBABA.COM

VENDIMAR ☆ Favorites + Compar

[Contact Details](#)

SPANISH RIOJA YOUNG RED WINE SPANISH RIOJA CRIANZA RED SPANISH RIOJA YOUNG RED WINE

Main Products: WINE, OLIVE OIL, SPANISH HAM, CANNED FOOD, GOURMET PRODUCTS
Country/Region: Spain
Total Revenue: US\$1 Million - US\$2.5 Million

[Contact Supplier](#) [Leave Messages](#)

NT TRADE INTERNATIONAL ☆ Favorites + Compar

[Contact Details](#)

OSMO tinto / red wine // DOCa Rioja ORIGEN 2050 / white wine of ORIGEN 2050 / red wine of Spain

Main Products: SPANISH WINES, COGNACS, BEERS, SPIRITS, FMCG
Country/Region: Spain

[Contact Supplier](#) [Leave Messages](#)

BODEGAS SOLANO SL ☆ Favorites + Compare

[Contact Details](#)

RIOJA CRIANZA RED WINE RIOJA VENDIMIA RED WINE RIOJA RESERVA RED WINE

Main Products: SPANISH WINE, BULK WINE, GRAPE JUICE, ALCOHOL, NON ALCOHOLIC WINE
Country/Region: Spain
Total Revenue: US\$1 Million - US\$2.5 Million
Top 3 Markets: Southern Europe 12%, Northern Europe 12%, Western Europe 12%

[Contact Supplier](#) [Leave Messages](#)

SERINMOSE SL ☆ Favorites + Compare

[Contact Details](#)

VM news Red Spanish wine 11% Bull Spanish Red wine 12.0% (0.69) Amour Cupid Spanish Red Wine

Main Products: Wine, Olive Oil, Slate, Sparkling Juice, Sparkling Wine
Country/Region: Spain
Total Revenue: US\$2.5 Million - US\$5 Million
Top 3 Markets: South Asia 20%, Eastern Asia 20%, Southeast Asia 20%

[Contact Supplier](#) [Leave Messages](#)

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



SEARCHES ON ALIBABA.COM

ST EDWARDS SL ☆ Favorites + Compare

Contact Details Video

SPARKLING wine 0% alc. HALAL- SPARKLING wine 0% alc. HALAL- WHITE wine 0% alc. HALAL- Glass

Main Products: Wine,Sangria,Dealcoholized wine,Liquors,Bulk wine
Country/Region: Spain
Total Revenue: US\$2.5 Million - US\$5 Million
Top 3 Markets: Western Europe 20% , Eastern Asia 20% , Domestic Market 10%

Contact Supplier Chat Now!

ROMAN HLAVINKA ☆ Favorites + Compare

Contact Details

Rioja Tempranillo reserva Rioja wines 2.40eur/bot. Rioja wine

Main Products: Wine,Beers,Red wine,Cider,Sparkling
Country/Region: Spain
Total Revenue: Below US\$1 Million
Top 3 Markets: South Asia 40% , Western Europe 20% , Southeast Asia 20%

16.4% Response Rate

Contact Supplier Leave Message

BIOSELECTA WORLDWIDE SL ☆ Favorites + Compare

Contact Details

Pink Ecological Rioja Wine Do Do Rioja Wine Grenache Rioja Wine Lot 3

Main Products: organic Wine,Extra Virgin Oil,organic juices,organic Pasta,organic snacks
Country/Region: Spain
Total Revenue: Below US\$1 Million
Top 3 Markets: Northern Europe 40% , Domestic Market 20% , Southeast Asia 10%

0.0% Response Rate

Contact Supplier Leave Messages

PIEZAS Y PARTES INFORMATICAS SL ☆ Favorites + Compare

Contact Details

Valdevegon 1998 Valdevegon 2010 Valdevegon 1995

Main Products: Computer Parts,Hard Disks,wines,olive oil,spirits
Country/Region: Spain
Total Revenue: US\$1 Million - US\$2.5 Million
Top 3 Markets: Western Europe 100%













Contact Supplier Leave Messages

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



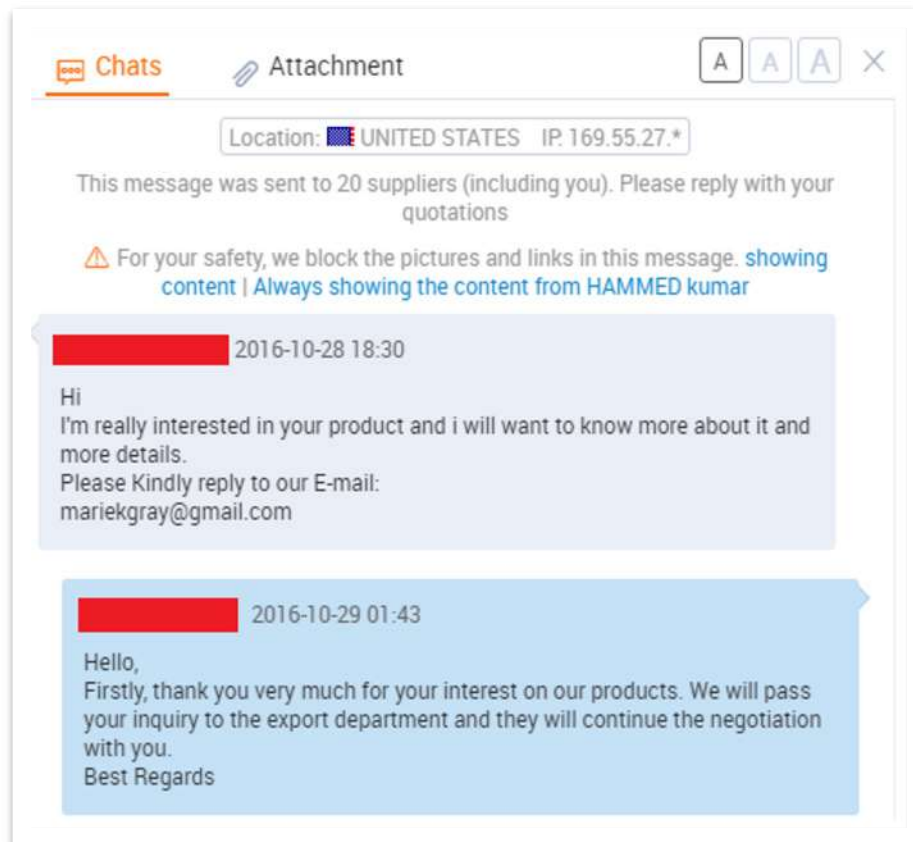
INQUIRIES OR INFORMATION REQUEST (DIRECT):

Once users review the products and opt for one or more, they will make an inquiry through chat with the seller. Thanks to this tool there will be good communication and the agreement can be closed, either through this chat or externally by phone or email.

All	New Inquiry	Waiting For You To Confirm	Waiting For Partner To Confirm	Ordered
Flag ▾	Date ▾	<input type="checkbox"/> TradeManager		Country/Region ▾
<input type="checkbox"/> ▶ Inquiry ID : 100321359637	2016-11-10			
	Product inquiry about URBINA TINTO S...	Mark Franc		
<input type="checkbox"/> ▶ Inquiry ID : 100325416613	2016-11-8			
 	Product inquiry about URBINA TINTO C...	ROSE VICTOR		
<input type="checkbox"/> ▶ Inquiry ID : 100319877571	2016-10-28			
 	Inquiry from HAMMED kumar about yo...	HAMMED ku...	 	

INQUIRIES OR INFORMATION REQUEST (DIRECT)

Thanks to the chat that we see in the image we can also ask the buyers for more information, both to contact them and to gain reliability from them. To do this, Alibaba.com shows us the movements of the buyer in the last 90 days.



The screenshot shows a chat window with the following elements:

- Chats** and **Attachment** tabs at the top.
- Location: UNITED STATES IP: 169.55.27.*
- Message: "This message was sent to 20 suppliers (including you). Please reply with your quotations"
- Warning: "For your safety, we block the pictures and links in this message. [showing content](#) | Always showing the content from HAMMED kumar"
- Buyer's Message (2016-10-28 18:30):**

Hi
 I'm really interested in your product and i will want to know more about it and more details.
 Please Kindly reply to our E-mail:
 mariekgray@gmail.com
- Seller's Response (2016-10-29 01:43):**

Hello,
 Firstly, thank you very much for your interest on our products. We will pass your inquiry to the export department and they will continue the negotiation with you.
 Best Regards

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



INQUIRIES OR INFORMATION REQUEST (DIRECT)

In this example we see how this contact "Tom Smith" has made a query for this wine. In the last 90 days you have made 165 valid queries, that is, they have been answered. For only 9 spam (promotional). You have viewed 227 products. In this case, leave a phone number and email, so it would be an attractive query to get in touch with him.

Tom Smith
 Leave
 + Add Contacts

Inquire Negotiate Confirm Contract Online Pay Online Get Full Protection

Company Information
 Tel : 36-677-848474747
 Email : mobilegadgettd@yahoo.com
 Fax :
 Mobile :
 Country/Region : Hungary
 City :
 Address :
 Behavior in 90 days
 Member's Customer 13
 Total products views 227
 Valid inquiries sent 165
 Spam Inquiries 9

Tips: To protect your trade, Alibaba suggest confirming your order via Message Center.
 Total: U... Completeness: 50%, add #products# **Confirm Order**

Product ^
 Product Information

Quantity	Unit	Unit Price	Total
<input type="text"/>	Piece/s	US \$ <input type="text"/>	US \$ 0.00

 Delete
 + Add Published Product from Alibaba
 Product Price: **US \$ 0.00**

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



INQUIRIES OR INFORMATION REQUEST (DIRECT)

Mr. Jigney Bhachech
Chat Now!

+ Add Contacts

Company Information
OPAL INFOTECH

Tel : 91-79-26752333
Email : biz@webmasterindia.com
Fax : 91-79-26750333
Mobile : 91-9426001664
Country/ India
Region :
City : Ahmedabad
Address #11, Samaan Complex,
Nr. Jodhpur Cross Road, OPP.
Satellite Apartments, Satellite

Behavior in 90 days

Member's Customer	20
Total products views	541
Valid inquiries sent	15
Spam Inquiries	598

Chats Attachment

Location: UNITED STATES IP 71.202.15.*

This message was sent to you only.

For your safety, we block the pictures and links in this message. [showing content](#) | Always showing the content from Jigney Bhachech

Jigney Bhachech 2016-11-11 22:40

OPAL INFOTECH

In regards to your gold supplier alibaba account, tried to call but it went unanswered.

Please let us know your interest regarding the strategy we share for your Alibaba Gold Supplier account.

Kindly check below for reference :-

<http://www.webmasterindia.biz/portfolio-filter/alibaba-minisite/> (Professional Designs to Represent Company)
<http://www.webmasterindia.biz/alibaba-ranking/> (Our Clients First Page Alibaba Ranking)

Please feel free to get in touch with us via **WhatsApp** : +1 (510) 708-6964 / **Skype** : professionalseo / **Email** : response@webmasterindia.biz to know more.

Awaiting for your response to proceed further.

Regards,
Ms. Goral
Vice President
Opal Infotech, USA
Skype : professionalseo
E : response@webmasterindia.biz
Website : www.webmasterindia.biz
Cell & Whatsapp +1(510)708-6964 / +91-9426720808



MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



RFQS:

What are RFQs? They are Request of Quotation, that is, requests for information from potential Alibaba customers, who post an advertisement on the Alibaba website with the products they need. Sellers, you can present proposals to these potential customers.

Example: Spanish Wine



Alianca Red,Rose,White and Filtered Table Wines

Dear Sir/Madam, This is FERDINAND from Cameroon. I'm looking for*Alianca Red,Rose,White and Filtered Table Wines*with the following specifications:

Date Posted: 2016-07-01 (U.S. Pacific Standard Time)

Quantity Required
1999 Pieces

 Cameroon

[Quote Now](#)

Quotes Left: 10



Spanish Red and Dry Wine.1L BRICK packaging

Dear Sir/Madam, This is Patrick from France. Im looking for **Spanish Red and Dry Wine.1L BRICK** packaging with the following specifications:

Date Posted: 2016-11-08 (U.S. Pacific Standard Time)

Quantity Required
2000 pieces

 France

[Quote Now](#)

Quotes Left: 6

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



Example: Spanish Wine

1



Spanish BULK RED WINE

Dear Sir/Madam, This is Ram Sharan from Nepal. I'm looking for "Spanish BULK RED WINE" with the following specifications:

Date Posted: 2016-07-18 (U.S. Pacific Standard Time)

Quantity Required
20000 Liter/Liters

Nepal

2



Non Alcoholic Sparkling Wine

Dear Sir/Madam, This is Robert from United States. I'm looking for "Non Alcoholic Sparkling Wine" with the following specifications:

Date Posted: 2016-07-16 (U.S. Pacific Standard Time)

Quantity Required
200 Carton/Cartons

United States

3

GENERIC RED WINE AND CABERNET SOUVIGNON

Dear Sir/Madam, I'm looking for "GENERIC RED WINE AND CABERNET SOUVIGNON" with the following specifications:

Date Posted: 2016-07-15 (U.S. Pacific Standard Time)

Quantity Required
10 40' HQ Container

Benin

4

wine

Red Wine, White Wine, Rose Wine, Table wine

Date Posted: 2016-07-19 (U.S. Pacific Standard Time)

Quantity Required
10 Metric Ton/Metric Tons

Togo

5



D.O. RIOJA WINES

Dear Sir/Madam, This is FERDINAND from Cameroon. I'm looking for "D.O. RIOJA WINES" with the following specifications:

Date Posted: 2016-07-02 (U.S. Pacific Standard Time)

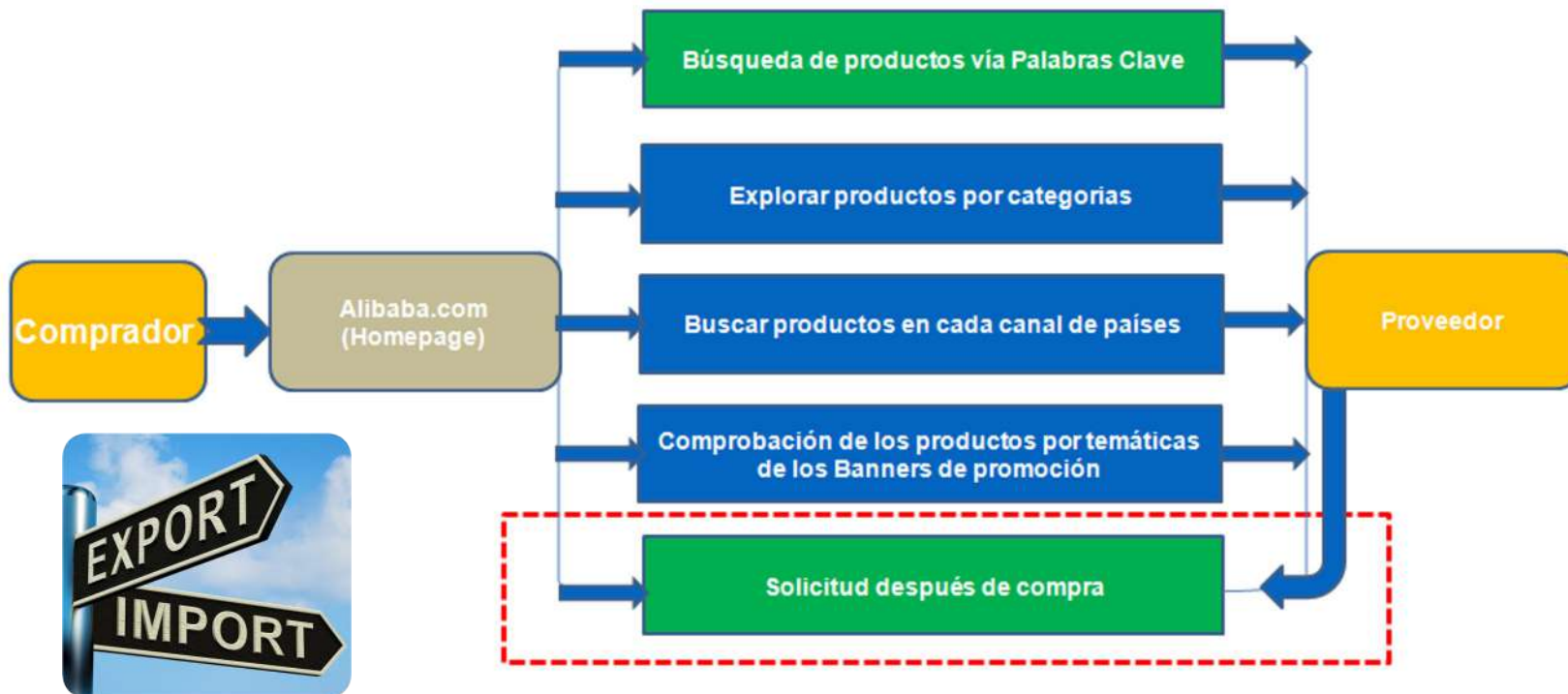
Quantity Required
200 Carton/Cartons

Cameroon

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



HOW DO IMPORTERS FIND EXPORTERS?



MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



TO SELL AS GOLD SUPPLIER:

Any international online sales strategy must take into account Alibaba, the e-commerce giant that is unmatched by any other in numbers. Selling internationally through the Chinese giant Alibaba is a guarantee of success for any digital business. But to take a business to a higher level, you need to become a Gold Supplier, that is, to be one of the most privileged members of the Alibaba network to reach the millions of buyers around the world at any time.

Why sell as a Gold Supplier? Below we explain the reasons why a company would be interested in being a gold supplier.



Gold Supplier

Gold Supplier is a paid membership for suppliers on Alibaba.com who have a serious interest in doing business with buyers worldwide

qojuḡ pñzjuḡḡ wjḡḡ pñḡḡḡ woiḡḡḡḡḡ

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



TO SELL AS GOLD SUPPLIER:

Being Gold Supplier we appear in the first positions in Alibaba results (greater visibility). **Why is this aspect of utmost importance?**

- 90% of buyers only see sellers who are on the first or second page.

- 82% of quote requests are about products listed in position 1 and 2 on the first page

The screenshot shows the Alibaba.com search results for 'spanish wine'. The top navigation bar includes 'Alibaba.com', 'Sourcing Solutions', 'Services & Membership', and 'Help & Community'. The search bar shows 'Products' and 'spanish wine'. Below the search bar, there are 'Related Searches' and a 'View 4,173 Product(s) below' link. The results are sorted by 'Best Match'. The first product is 'DO Wine from Spain' by 'SOCIEDAD COOPERATIVA DE OLIVARE...', with a '1 Box (Min. Order)' and a price of 'EUR 0.7-0.74 / Unit'. The second product is 'Vila Mose red spanish wine 12% (from 0,69 eur/bottle)OEM FREE' by 'SERINMOSE SL', with a '1 Twenty-Foot Container (Min. Order)' and a price of 'EUR 0.7-0.74 / Unit'. Both products have 'Contact Supplier' and 'Leave Messages' buttons.

MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



POSSIBILITY OF ANSWERING RFQS

Only Gold suppliers will be able to respond to budget requests published by importing companies for an exporting company to respond to. There are 6 times more chances of closing a sale by RFQ than by Inquiries.



MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



ALIBABA AUDIT:

Being a Gold Supplier, Alibaba performs an audit that provides reliability to buyers (importing companies). In other words, Alibaba analyzes the data of the companies that decide to contract the Gold Supplier option with the aim of assuring buyers who trust it of its good practices and reliability.

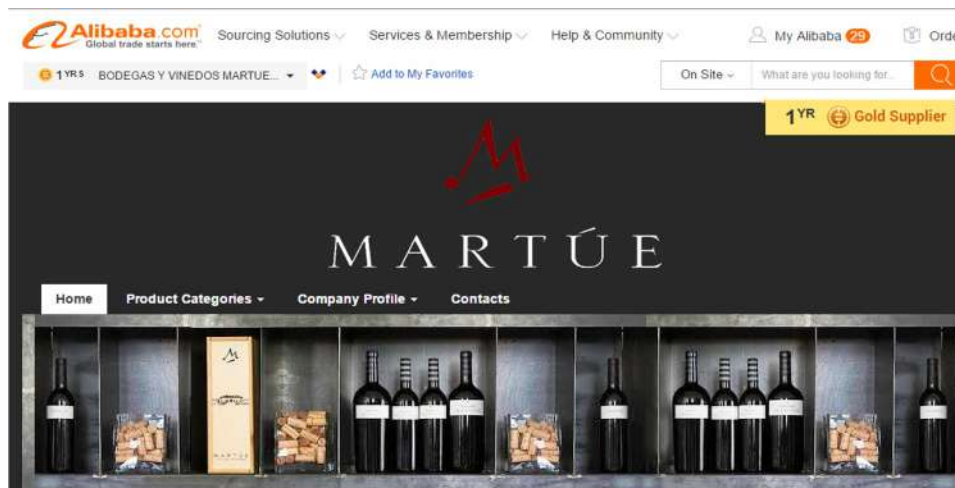


MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



ALIBABA: CUSTOM COMPANY PAGE DESIGN

This advantage will be very important in order to differentiate itself from other vendors through the company's brand image. Every buyer who makes an inquiry to any seller wants to know who he is contacting, therefore this company page will be the first thing he sees of our company and therefore his first impression of it. It is important that the buyer perceives a feeling of exclusivity when browsing the page.



MIGRATION FROM B2B TO B2C: ALIBABA VS. ALIEXPRESS



ALIBABA: CUSTOM COMPANY PAGE DESIGN



ALIBABA: CUSTOM COMPANY PAGE DESIGN



About Us

El Corte Inglés

Is a world leader in large department stores and a benchmark of Spanish distribution.

With more than 70 years' experience, the Group has maintained from the outset a policy of customer service and an ongoing concern with adapting itself to suit the tastes and needs of society.

This has led, in turn, to a policy of diversification and the creation of new business formats.

In addition to the El Corte Inglés department stores, the Group has other companies, such as:

Hipercor, Supercor, Sfera, Bricor, Optica 2000, Telecor, Viajes El Corte Inglés, Seguros and Informatica El Corte Inglés, among others.

Business Type: Trading Company
Location: Spain
Main Products: Fashion, Accessories, Shoes, Home, Food
Total Employees: Above 1000 People
Total Annual Revenue: Above US\$100 Million
Year Established: 1952

 CONTACT SUPPLIER

ALIBABA: CUSTOM COMPANY PAGE DESIGN



Contact Customer Service

Vicente Asen... Lucia Minguez

Main Categories >

Beauty and Personal Hygiene

Beauty and personal Hygiene

Personal Hygiene | Facial Cosmetics | Make up



ALL INTENSE Special concentrated anti-wrinkle treatment doser 30 ...



ALL INTENSE Prevention Perfect night elixir jar 50 ml protects sk...



ALL INTENSE Oh I Say! lipstick ultra gloss



VECKIA anticellulite gel tube 200 ml drains and eliminates fat

ALIBABA: CUSTOM DESIGN OF THE COMPANY PAGE. SOME EXAMPLES OF AGGREGATOR PROJECTS



ALIBABA: TOP PRODUCTS SHOWCASE

Being a Gold Supplier, a series of star products from our catalog can be displayed in a very visual way. A product displayed in the storefront receives 100 times more clicks than a normal product.

Product Showcase



URBINA RESERVA
ESPECIAL - Red



URBINA TINTO
CRIANZA - Red Wine



URBINA TINTO
SELECCION - Red



URBINA TINTO
GRAN RESERVA



URBINA
TEMPRANILLO - Red

[See all products in showcase ▶](#)



Showcase

ALIBABA: MARKET AND PRODUCT ANALYSIS TOOLS: BIZTRENDS

Biztrends is a market analytics tool within Alibaba. Alibaba's platform is an international marketplace of 96 million buyers. Biztrends provides analytical information on any sector translated into sales, prices, etc. That is to say, valuable information that, handled correctly, becomes competitive intelligence.

Knowing how to get the most out of the analytical and competitive intelligence tools that this platform integrates will allow international business to be promoted to a new level.

In this way, alibaba.com Gold Suppliers can develop the best internationalization strategies by obtaining and managing first-hand and exclusive information on sectors, countries and competitors in B2B markets.

Biztrends



ALIBABA: ONLINE/OFFLINE COST COMPARISON

	INTERNATIONAL FAIR	GOLD SUPPLIER MEMBER
COST	Flights: \$1,000 Expenses (hotel restaurants) \$80/Night Stand rental: \$3,000 / \$10,000 Other costs (travel). \$2000	Between 1.399 - 5.999 \$ year
TIME	3-7 days / year 8 hours per day	365 days / year 24 hours / day
POTENTIAL BUYERS	200.000 visitors	100,000,000 registered buyers
REACH	Generally one country	More than 190 countries
CONTACT	Face to face	Email, Fax, Tel, Chat online

GOLD SUPPLIER FEES

	Premium Package	Standard Package	Basic Package
Main Features	Apply Now	Apply Now	Apply Now
Priority Ranking >	1st	2nd	3rd
Product Posting >	Unlimited	Unlimited	Unlimited
Product Showcases >	25	10	5
Ability to quote Buying Requests >	Y	Y	Y
Verified Icon >	Y	Y	Y
Customized Website >	Y	Y	Y
Personalized Customer Service >	Y	--	--
Other ^			
Photo Bank Size >	5GB	3GB	1GB
Sub-accounts >	5	5	5
Biz Trends - My Performance >	Y	Y	Y
Biz Trends - Industry Analysis >	Y	Y	Y
Open API* for developers >	Y	--	--

GOLD SUPPLIER FEES: MODALITY WITH GREATER VISIBILITY (\$5,999 / YEAR)

Prioridad en Ranking.	Máxima (Primera posición)
Número de referencias catálogo.	Ilimitada
Número de Product Showcase.	25
Posibilidad de mandar directamente oferta a compradores.	Si
Posibilidad de contestar a RFQ's	Si
Icono de vendedor verificado (Auditoria más confianza)	Si
Posibilidad de personalizar el perfil de vendedor.	Si
Servicio de atención al cliente personalizado.	Si
Capacidad de almacenaje de fotos.	Máxima – 5GB
Número de subcuentas.	5
Biz Trends Herramienta analítica – Datos de tu actividad	Si
Biz Trends Herramienta analítica – Datos de tu sector	Si
Consultor especializado para posicionamiento.	Si
API para integrar catálogo.	Si

ALIEXPRESS

ALIEXPRESS is the B2C Marketplace of the Alibaba Group, it is strengthening its entry into Spain-Europe for its B2C sales channel, offering shipments to its consumers in an estimated period of 2 to 5 days.



1688.com

淘宝网
Taobao.com

AliExpress

The cost of incorporation is zero and that, simply, with each sale generated through Aliexpress, the platform charges a commission per sale of between 5% and 8%.



ALIEXPRESS

- 150 million users.
- 200 million monthly visits.
- 400 million shipments per day, globally.
- 15.9 million buyers in Spain and Russia.
- Now, it is open to suppliers in other countries.



AliExpress™

ALIEXPRESS FOR INTERNATIONAL SALES

56% of cross border sales, which are made to another country in the European area, are made through marketplaces. And of these cross-border sales, 20% are made through Aliexpress..



ALIEXPRESS IS A GLOBAL MARKETPLACE



 **110,000**
Active Stores

 **50M**
Products

 **26**
Categories

SELL ACROSS ALL EUROPE WITH ALIEXPRESS:

Initially, Spanish sellers on Aliexpress will be able to offer their products throughout Europe, with the seller choosing which countries to sell to.

Aliexpress announces that the company's next key steps for Spanish sellers will be:


- Marketing actions within your platform.
- Opening of the sale in Europe to a GLOBAL sale for Spanish sellers.



REGISTRATION ON ALIEXPRESS:



REGISTRATION ON ALIEXPRESS:



The diagram shows a three-step registration process: 1. Crear cuenta (Create account), 2. Información de la empresa (Company information), and 3. Revisión de la solicitud (Review application). Step 1 is highlighted with a red circle.

1 Crear cuenta

2 Información de la empresa

3 Revisión de la solicitud

Dirección de e-mail:

Con este email podrás iniciar sesión

Crea una contraseña:

Introduce una contraseña segura y que puedas recordar

Repite la contraseña:

Vuelve a introducir la contraseña

Verificación:

>> Please slide to verify

☐ Acepto el [Acuerdo de usuario](#)

CONTINUAR

ALIEXPRESS: UPLOAD OF PRODUCTS.

You can start uploading products to the platform, registering your BRAND or if you prefer, without a brand name at the beginning.

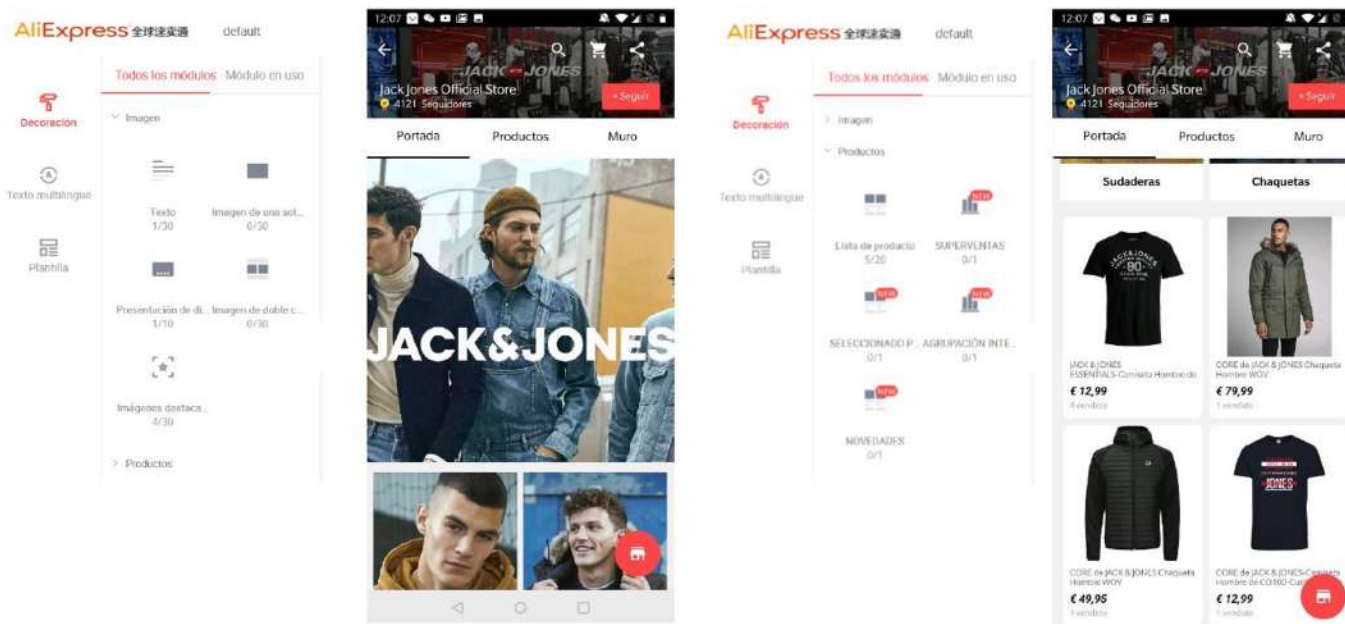
There are different possibilities to upload the products to the platform:

- Manual product upload.
- Mass product upload with Excel.
- Integration of products with the official Aliexpress API.
- Integration of products with modules for PrestaShop, WordPress, Magento, etc.



YOUR STORE IN ALIEXPRESS:

The space within the Aliexpress platform can be adapted and personalized, without losing the brand image and its values, but reaching hundreds of millions of national and international users.



ADVANTAGES OF YOUR PROJECT ON ALIEXPRESS:

- ☐ The seller provides a specific catalog depending on the user's country of purchase (personalization of content, currency, etc.).
- ☐ Multiple forms of payment and shipping at the buyer's choice.
- ☐ Sellers have complete freedom to customize their shipments. Being able to maintain its brand image and favoring the loyalty of its customers.
- ☐ The commissions in the means of payment are supported by Aliexpress, the seller has to pay only the commission per sale.
- ☐ Each seller will have a person who will offer them support within the Aliexpress platform, an Account Manager.
- ☐ With a Cross Border Ecommerce model, you can sell anywhere in Europe. We suggest starting with a number of priority countries and then expanding to secondary target markets.



Funcionamiento AE





Break ZERO

Concepto Break Zero: Resumiendo, el Break Zero es una barrera que pone el Algoritmo de AE a los nuevos vendedores. Hasta que no se supere, los productos no obtienen apenas visibilidad por sí solos.

Debido a esto, prácticamente sólo se pueden conseguir ventas mediante promociones puntales y otras acciones manuales. **Ejemplo:** En este gráfico se ve, en los meses de Dic 2019 a Marzo 2020, que el nivel de la tienda es casi cero (línea azul). Cuando se rompa esa barrera, además de conseguir ventas por acciones puntuales y manuales, se obtendrán muchas más ventas de forma orgánica (ver líneas amarillas y verdes en el mismo periodo de Dic 2019 a Marzo 2020).



EXTERNAL TRAFFIC: AFFILIATE PROGRAM



- ◆ Llegar a un público de calidad
- ◆ Mejorar su visibilidad
- ◆ Incrementar el tráfico a su tienda y ventas

- ◆ Se llevan una comisión sobre el precio del producto vendido (si se produce la venta)



AFFILIATE PROGRAM

Tipos de comisiones

- 1 De tienda *Igual o superior*
- 2 Por categoría *Igual o superior*
- 3 Por artículo



1 De tienda

Obligatoria y predeterminada en un **3%** para **todos** los artículos (*incrementable hasta el 50%*)



Sin posibilidad de excluir ninguno

2 Por categoría

Opcional sobre un tipo de categoría específica (*del 5% al 50%*)

3 Por artículo

Opcional sobre uno o varios productos seleccionados (*del 5% al 90%*)

INTERNAL TRAFFIC: FREEBIES

Now that the products are already being advertised externally, it's time to accompany it with internal traffic and mix everything well. To get internal traffic, the best recommendation as a new seller is to register a few Freebies. These will generate high traffic in a few days, which, mixed with the retargeting of the affiliate program, will multiply your traffic.

Freebies

Incrementar su visibilidad



Valoraciones positivas



Posicionamiento en el buscador

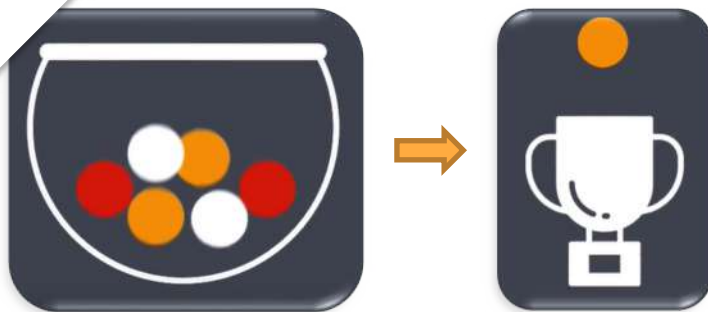


They consist of selling certain products with a symbolic price of €0.01, promotions used mainly when launching a new product to increase its visibility, positive ratings and search engine positioning.

0,01 €

The products included in this type of offer will appear in the “Freebies” section within the AliExpress home page. Only buyers who access through the AliExpress APP will be able to access them.





Freebies are products that are raffled among buyers who request them, and the platform decides who to give them to based on various factors such as their activity within the platform or the positive reviews generated or their score as a buyer. In return, the product can improve your sales ranking and positive reviews. Ask the user to leave a review of your product.

The assessment by the buyer chosen in the draw is prior to the purchase process.



Once finished your first Freebies, and already having the first sales and evaluations, you can already be able to generate PROMOTIONS



PROMOCIONES

- 1 Promociones de AliExpress
- 2 Promociones de la tienda

STORE PROMOTIONS ARE INDIVIDUAL PROMOTIONS THAT EACH SELLER DECIDES TO DO ON THEIR OWN STORE.

Descuento en productos



Conversión

Destaca tus productos y consigue más tráfico

Products at reduced prices for a period of time established by the seller.

Pack de productos



Conversión

Agrupar productos para vender en lotes.

(Only available for the APP): Offers on a group of products so that, when selecting a product from the group, discounts appear on the remaining products. For example, for the purchase of a pair of glasses, we reduce the price of the matching glasses case.

Ofertas especiales



Conversión

Ofrece descuentos y envíos gratuitos como incentivo

Discounts, free shipping or other advantages for those customers who exceed an average purchase volume or value established by the seller.

Cupones



Conversión

Aumentar el ratio de conversión con descuentos extra

Discount coupons that appear on the product information page.

Código promocional



Conversión

Comparte descuentos e impulsa las conversiones.

Discount codes created by the seller, which they decide to give to whomever they choose or include it on the product information page. This type of promotion is designed to retain frequent customers and give them a special discount.

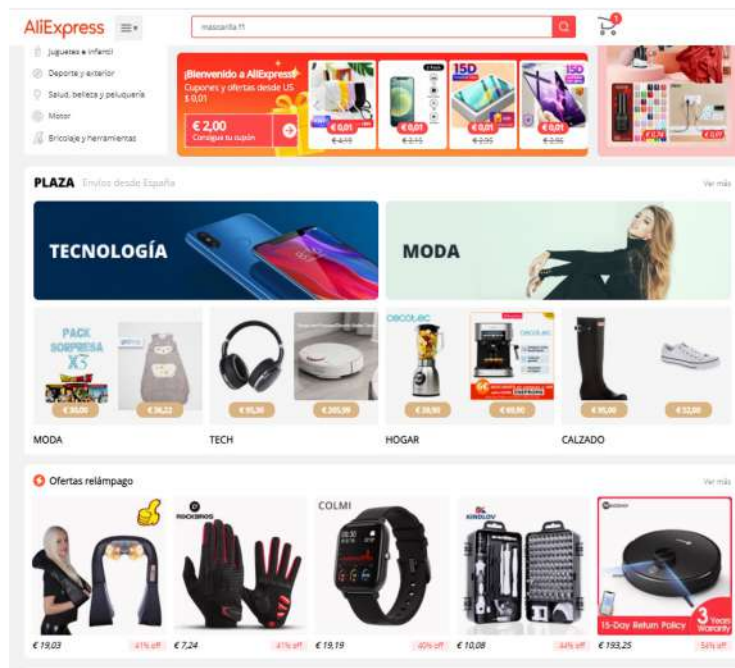
ALIEXPRESS DAILY PROMOTIONS

Offers, discounts, which are made on a recurring basis and have a defined place within the AliExpress home page:

- **FREEBIES** (only available for the APP): recommended above all to publicize new products. It consists of giving products to some users in exchange for trying them and generating an assessment of them. Already commented above.
- **FLASH OFFERS**: Recurring promotions that consist of setting a special price for a limited period of time (48H). The products participating in this promotion will appear in the “Flash Deals” section that you can find on the AliExpress homepage, and buyers will also be able to see the next day's deals in “Upcoming Deals”.

LIGHTNING DEALS

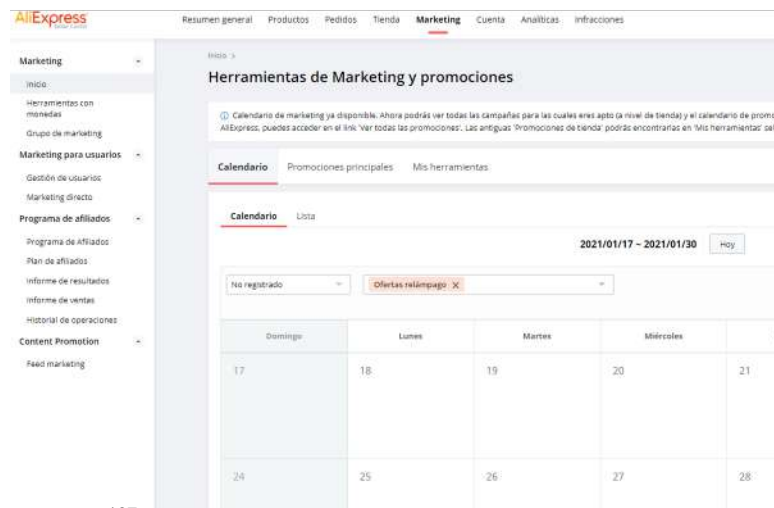
These promotions appear on the main page of AliExpress, but they are only for qualified sellers.



These types of promotions consist of putting a special price on a series of products for a period of 48 hours. After this time, the discount will no longer be available and the product will return to the original price. This generates in the client the need to buy immediately, since if they wait they can lose the opportunity. Sellers who sign up for “Flash Deals” generally increase their sales quickly and thus improve their ranking on the platform.

But in this type of promotions not any product can participate. To qualify for this space, the article must have a minimum percentage of positive reviews and a good sales volume.

Access the “Marketing” tab and then “Home” and the calendar will indicate which AliExpress promotions you are eligible to participate in.



The screenshot shows the AliExpress Marketing dashboard. The 'Marketing' tab is selected in the top navigation bar. The left sidebar contains various marketing tools and reports. The main content area is titled 'Herramientas de Marketing y promociones' and features a 'Calendario' (Calendar) section. The calendar displays a grid for the period from 2021/01/17 to 2021/01/30. A filter dropdown is set to 'No registrado', and a button for 'Ofertas relámpago' (Flash Deals) is visible. The calendar grid shows dates from Sunday to Friday, with specific dates highlighted for promotion eligibility.

Depending on the promotion, you can include from 3 to 5 products.

Requirements for regular promotions (at the product level)

1. Have at least 3 sales in the last 30 days
2. The discount must meet the lowest price of the last 30 days
3. Free shipping to Spain

Requirements for large promotions, such as the Christmas campaign

1. A discount greater than 1%
2. The product must have a lower price than the last 30 days
3. The stock must be at least 10 products
4. The same product may be registered twice in the same week. After that, you will have to wait 14 days to be able to enroll it again.

AliExpress will review your request to participate

Once registered, the AliExpress team will check your application and confirm your participation in the promotion if you meet all the requirements.

ALIEXPRESS TOP PROMOTIONS

They are monthly promotions in which a large volume of sellers and buyers participate, the most important of the year are 11.11, Black Friday and 12.12. At the time the promotion occurs, it occupies most of the AliExpress homepage and causes very good sales results.

PROMOCIONES PRINCIPALES DE ALIEXPRESS

Promociones puntuales creadas por la plataforma



ABOUT AMAZON...



MARKETPLACE B2C WORLDWIDE REFERENCE.

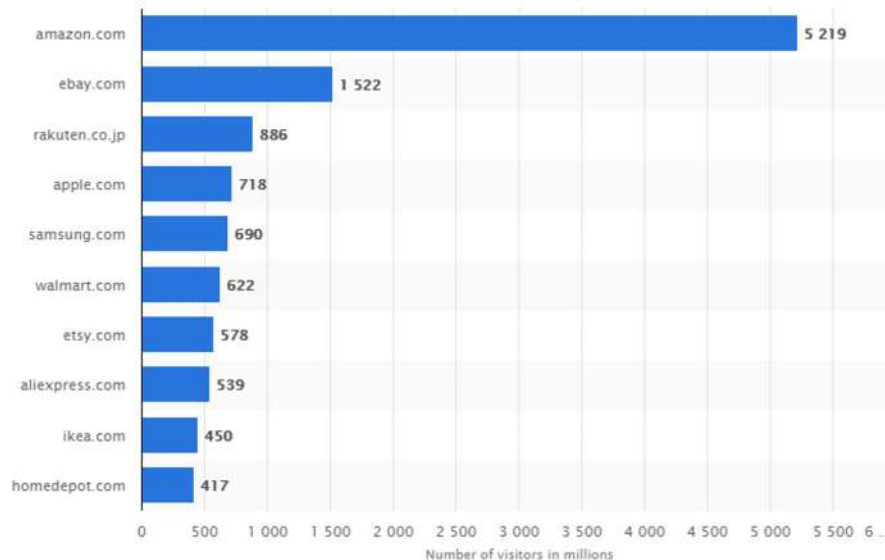
Amazon is considered as a virtual mall, where users can explore until they find what they are looking for. Interesting options for sellers in the services provided by Amazon (eg Logistics).

AMAZON ECOSYSTEM



AMAZON LEADS GLOBAL ONLINE COMMERCE

The most popular online retail websites worldwide in June 2020, by unique visitors (in millions)

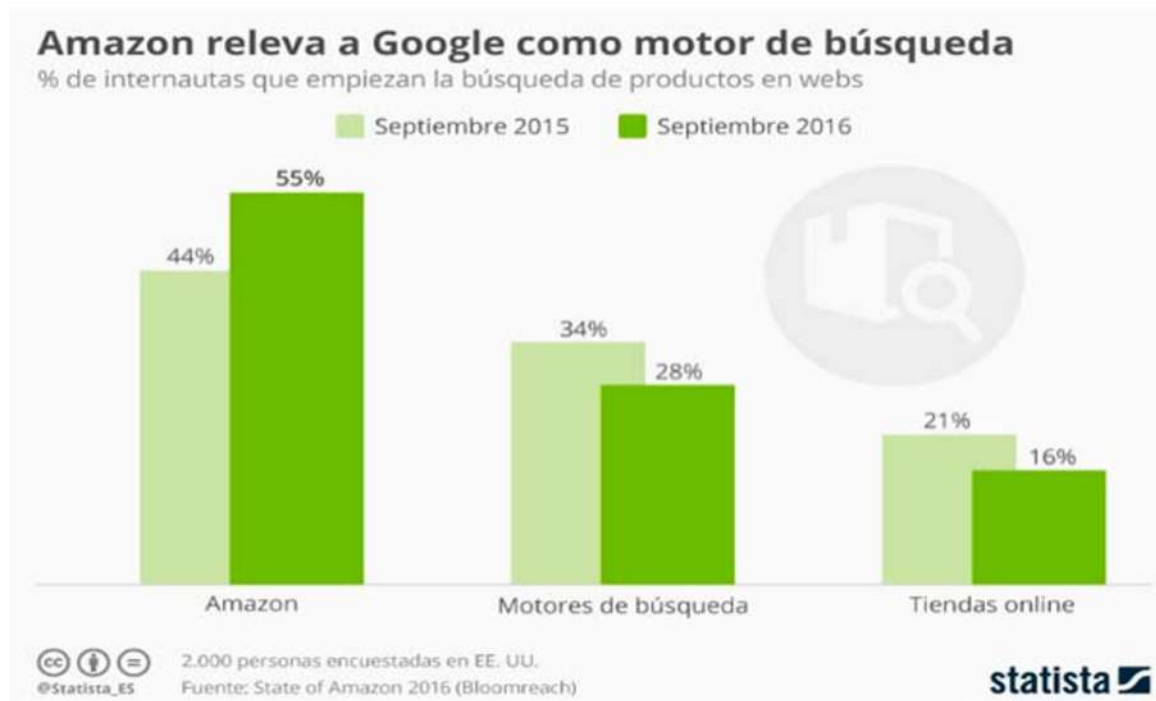


© Statista 2020

AMAZON LEADS ONLINE COMMERCE IN SPAIN



AMAZON LEADS EVEN IN PRODUCT SEARCHES



ADVANTAGES OF SELLING ON AMAZON:

Advantages selling on Amazon	Disadvantages selling on Amazon
<ul style="list-style-type: none"> • Get discovered - product search starts here 	<ul style="list-style-type: none"> • Less exclusive
<ul style="list-style-type: none"> • A way to scale quickly (300 million customers in 180 countries) 	<ul style="list-style-type: none"> • Cost - Amazon will charge for services
<ul style="list-style-type: none"> • A way to reach new audiences 	<ul style="list-style-type: none"> • Fierce competition with other sellers in categories and the product listing
<ul style="list-style-type: none"> • Use logistics and fulfilment centers to get closer to the customer 	<ul style="list-style-type: none"> • Amazon dictates "terms & conditions" and learns everything about your product
<ul style="list-style-type: none"> • Well-developed customer-facing processes 	<ul style="list-style-type: none"> • You have less control over the user experience than through your own channels
<ul style="list-style-type: none"> • Take more control over your Amazon experience by starting registration of your brand and create a store 	

TYPES OF SELLERS ON AMAZON:

VENDOR

- You sell your products to Amazon wholesale
- Amazon sets the price of your product and controls the stock
- Payment for each Amazon order within 60-90 days
- Management of your account: You can create various advertising options / slow catalog update (Amazon reviews it)
- Amazon handles logistics and customer service

SELLER (PRO)

- You sell to the end customer. Your expenses: €39 per month + 15% commission on products
- Total control over the price and stock of your products
- Payment within 2 weeks of sale.
- Management of your account: You can create various advertising options / quick catalog update
- You must take care of customer service and logistics (option to use Amazon logistics)

TYPES OF SELLERS ON AMAZON:

YOU SELL DIRECTLY
TO THE FINAL CUSTOMER

SELLER

INDIVIDUAL SELLER PLAN

Less than 40 products per month.
Payment for product sold approx (€0.99 + 15%)
Can't add new products
Not available in all categories
You can take advantage of Amazon logistics
Payment after the sale of the product
Amazon marks the price of your shipments

PROFESSIONAL SELLER

Recommended for higher volumes
Fee €39 + 15% approx on product sold
You can add new products
You can sell in all categories
You can take advantage of Amazon logistics
You can create promotions from Seller Central
Payment within 15 days

TYPES OF SELLERS ON AMAZON:

YOU SELL TO AMAZON
AMAZON TO FINAL CUSTOMER

VENDOR



VENDOR CENTRAL

Only accessible by invitation

Access to Amazon Advertising and Amazon DSP
High marketing potential, ability to create A+ content
Products included in Amazon Premium

INFORMATION TO OPEN AN ACCOUNT IN EUROPE:

Selecciona un tipo de Vendedor:



1. Tarjeta de crédito

Asegúrate de que introduces una tarjeta de crédito (y no de débito) válida y que no haya caducado.



2. Número de teléfono:

Introduce un número de teléfono válido con el código de país delante (+34 para España).



3. Información de la empresa:

- **Información de la empresa:** Introduce la Razón social y el Número de Identificación Fiscal (NIF) de tu empresa. Si dispones de un NIF europeo, recuerda indicar el código de país («ES» en España) antes del número de IVA, si no dispones de uno deja la celda vacía.
- **Dirección de Registro:** Dirección de la empresa. Tiene que ser la dirección que se indica en el extracto del registro de la empresa.



4. Información de la persona de contacto principal

- **Documento de Identidad:** Puedes utilizar un pasaporte o un DNI válidos (no caducados) para proporcionar tu información identificativa.
- **Domicilio de Residencia:** Introduce tu dirección actual (no tiene que ser necesariamente la que aparece en tu pasaporte o DNI). En algunos casos será necesario aportar un justificante de dicha dirección a elegir entre una factura de servicios públicos (móvil, teléfono, Internet, agua, luz, gas) o un extracto del banco, en el que figuren nombre y dirección de la persona en cuestión y de menos de 90 días de antigüedad



5. Información de los beneficiarios de la empresa

- **Documento de Identidad:** Copia de Pasaporte o DNI en vigor (no caducados) .
- **Domicilio de Residencia:** Deberá introducir la dirección de residencia de los beneficiarios de la empresa (no tiene que ser necesariamente la que aparece en su pasaporte o DNI). En algunos casos será necesario aportar un justificante de la dirección de cada beneficiario, a elegir entre una factura de servicios públicos (móvil, teléfono, Internet, agua, luz, gas) o un extracto del banco, en el que figuren nombre y dirección del beneficiario y de menos de 90 días de antigüedad.



6. Cuenta bancaria

Es obligatorio proporcionar los datos de una cuenta bancaria para completar el registro. Esta es la cuenta que se utilizará para recibir los ingresos de tus transacciones.

HOW TO SELL ON AMAZON

1. Create your Europe account
2. Upload your inventory to your European account: Through an Amazon API.
3. Select the markets: Spain, Italy, UK, France and/or Germany.
4. For each country adapt description, prices, shipping costs.
5. Amazon Logistics: If you are going to sell only in Spain, you can take your products to one of the warehouses in Spain
6. Amazon Cross Border Logistics: If you are going to sell in Europe you can take your products to the central European warehouse in France (Lyon, for example)



TIPS FOR SELLING ON AMAZON:

For the products to appear in the first positions we must pay attention to:

Quality content

Complete product
information
Keywords, titles,
subtitles,
description
quality images

Marketing

- Advertising
- promotions

Competitive price

Customer reviews

Performance ratios

MARKETING ON AMAZON:

PROMOTIONS ON AMAZON FOR PRO SELLERS

As Amazon Seller PRO we can create different types of promotions, such as:

- Free shipping
- Discount in percentage or in euros
- 2 for 1
- Benefits external to placing an order
- Sponsored Product Ads (tool).

AMAZON MARKETING SERVICES, AMG, etc.

Different advertising options for Vendors that allow us to:

- Make ads to CPC type text, banner, etc.
- Target ads by keyword or product
- Measure campaign performance and ROI
- Constantly optimize ad performance /
- Create A+ content on product pages

WE HAVE ALREADY SERVED THE ORDER: RATINGS.

In Amazon, as in most marketplaces, customer reviews are a fundamental element that brings credibility and trust to the millions of Amazon customers. For this reason, we will have to request evaluations with the shipments in order to build our reputation within the platform.



AMAZON VINE (FOR SELLER CENTRAL):



Hathi Top Contributor: Camper VINE VOICE

★★★★☆ Not Bad But Noise Cancellation Is Not Noticeable
Reviewed in the United States on June 25, 2020

Color: Black Verified Purchase

I have been looking for the elusive pair of over the ear headphones that is Bluetooth with decent battery life, noise-cancelling (particularly for air travel), good sound for music and streaming, comfortable to wear, and with decent microphone for calls. Oh, and I want all of the above for a good price. Based on the reviews, I thought this might be the pair. I was wrong.

Comparing to my requirements:
Bluetooth - paired great to all my devices, no issues.

Battery Life - pretty good. Could work for several days with these on 1 charge. Charge overnight and they are golden in the morning.

Noise Cancellation - FAIL! This is where they lost me & caused my return of the product. Straight up - I barely noticed active noise cancellation here. My kids were screaming in the next room and I felt like I was there. Have owned several other headphones with ANC, and none performed this poorly. Would not expect them to block out airplane sound (but did not get a chance to try it before returning).

Sound Quality - not great (I have Bose QC15 headphones and could notice a difference vs. "high end" sound) but good enough for music while working or a YouTube video in the evening, etc. No distractions (such as crackling or hissing) so the music was enjoyable with these.

Comfort - felt a little heavy to wear and a little tight on the ears. The earpads were fine & did not cause sweating etc. Not the lightest pair I have tried, but nothing that was a big deal & could have gotten used to them in a few weeks.

Call Quality / Microphone - great, no issues. Not once on conference calls did someone say "can't hear you" or "please get closer to the mic" etc.

So really as you see the only showstopper vs. my criteria at this price was Noise Cancelling feature (or apparent lack thereof). Returned these for that reason.

One other feature I did not like & is worth mentioning - the volume controls on the headphones were hard to use. Not a simple one push and volume noticeably increases/decreases. Again - not a big issue & I would have gotten used to it, but I did find it a little annoying to not have it as responsive as desired.

Do Not Recommend only on basis of noise cancelling feature. Still, there are likely other good brands out there at a competitive price point to these that would be better on some of the other points I mentioned above.

AMAZON: PERFORMANCE RATIOS



Sellers on Amazon must comply the following performance ratios:

Cancellation ratio: a maximum of 2.5% (cancellation of the order 48 hours after receiving it).

Rate of defective orders: returns motivated by the shipment of a defective order: 1%.

Late shipment rate: a maximum of 4%

Response time ratio: percentage of messages shipped by the customer to which the seller has answered in less than 24 hours

OTHER FACTORS TO IMPROVE THE POSITIONING IN AMAZON:

- **Sales:** The more a product sells, the higher it appears in search results.
- **Categorization** - Amazon asks you to enter a category when registering your product. As with Alibaba.com, choosing the right category is key to product visibility.
- **Fulfillment:** Amazon favors products sold and shipped by them.
- **One key factor:** keyword research before product entry (use tools like www.keywordinspector.com).

AMAZON AND BUYBOX:

Adjust the prices of your product and win the BuyBox

Amazon Seller Central shows **the cheapest price** each of the products you are selling on Amazon is selling for, giving you the opportunity to adjust them to stay competitive.

If you are competitive you will win the BuyBox, that is, when your product is searched, yours will be displayed against the competition giving you all the visibility and the greatest possibilities of conversion since to buy your product they will only have to press the buy button and to see the one of the competition will have to give to “new”

BuyBox

In addition to the price, there are other elements that influence your statistics as a seller.



FBA OPTIONS:

FULFILLED BY MERCHANT (FBM)

Own warehouse option

The seller is in charge of the logistics of the product.

Characteristics:

You have complete control over packaging and shipping conditions

No “space rentals” to pay to Amazon

FULFILLED BY AMAZON (FBA)

Amazon Warehouse Option

You ship the products to Amazon warehouses and they take care of the logistics.

Characteristics::

- Save time and responsibilities
- Products under this modality can be chosen for Amazon Prime or FREE Super Save Delivery
- You can use it for your own online store



FBA OPTIONS:

Logística Cross-Border

Figura 1: Con Red logística europea, los pedidos internacionales se gestionan a partir de un único conjunto de inventario ubicado en España.



Logística Local

Figura 2: Con Inventario internacional, el inventario se almacena de manera local, próximo a los clientes internacionales, y se envía con mayor rapidez.



AMAZON LOGISTICS SERVICE:

With an account we can sell in 5 countries (Germany, UK, France, Italy and Spain) leaving Amazon to manage storage and logistics.

Amazon applies different logistics prices based on the country where we have made the sale.

Amazon differentiates 3 types of products with different prices (Medium, Not medium and heavy weight)

Amazon charges for storage, picking, packing and shipping.

Amazon distinguishes between cheaper prices for products sold on Amazon and another for products not sold on Amazon (Multichannel Logistics)

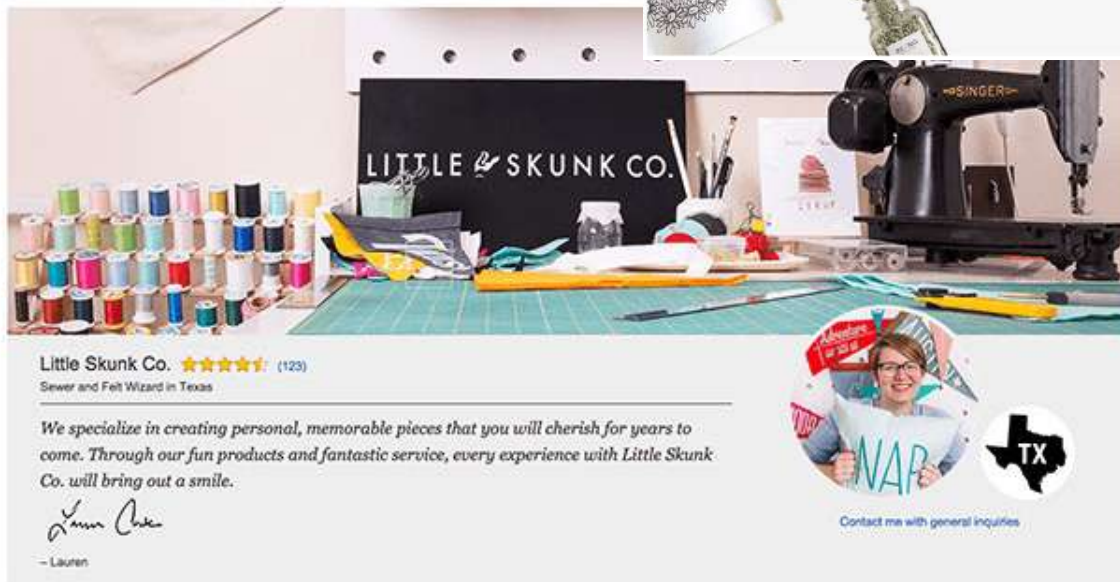
AMAZON ALSO COMPETES WITH MANUFACTURERS:

Amazon lanza su propia marca de ropa para hombres

Amazon anunció el miércoles el lanzamiento de su propia marca de ropa para hombres. Bautizada "Buttoned Down", la primera colección de la marca consiste en camisas hechas en un 100% de algodón Supima, las cuales prometen no necesitar planchado.




AMAZON HANDMADE:



AMAZON TAX SERVICES:

Manage registrations and presentations of VAT declarations in Europe

Tax Services on Amazon is a VAT compliance solution that allows you to manage VAT registration and declarations in Europe. We work with various tax service providers to facilitate compliance with VAT obligations in the UK, Germany, France, Italy, Spain, Poland and the Czech Republic.

VAT Services on 

AMAZON PAY:



amazon pay

AMAZON TAX SERVICES:



Dear Kathy Simpson,

Your loan has been approved and your net loan proceeds will be advanced to your Amazon Services LLC Seller Account within approximately 2 business days. Use these funds to continue to grow your business on Amazon.com!

Here is your loan information:

Loan Amount	Payment Term	Monthly Payment
\$3,000.00	6 months	\$520.47
Total Interest	Total of Payments	Annual Interest Rate
\$122.82	\$3,122.82	13.90%

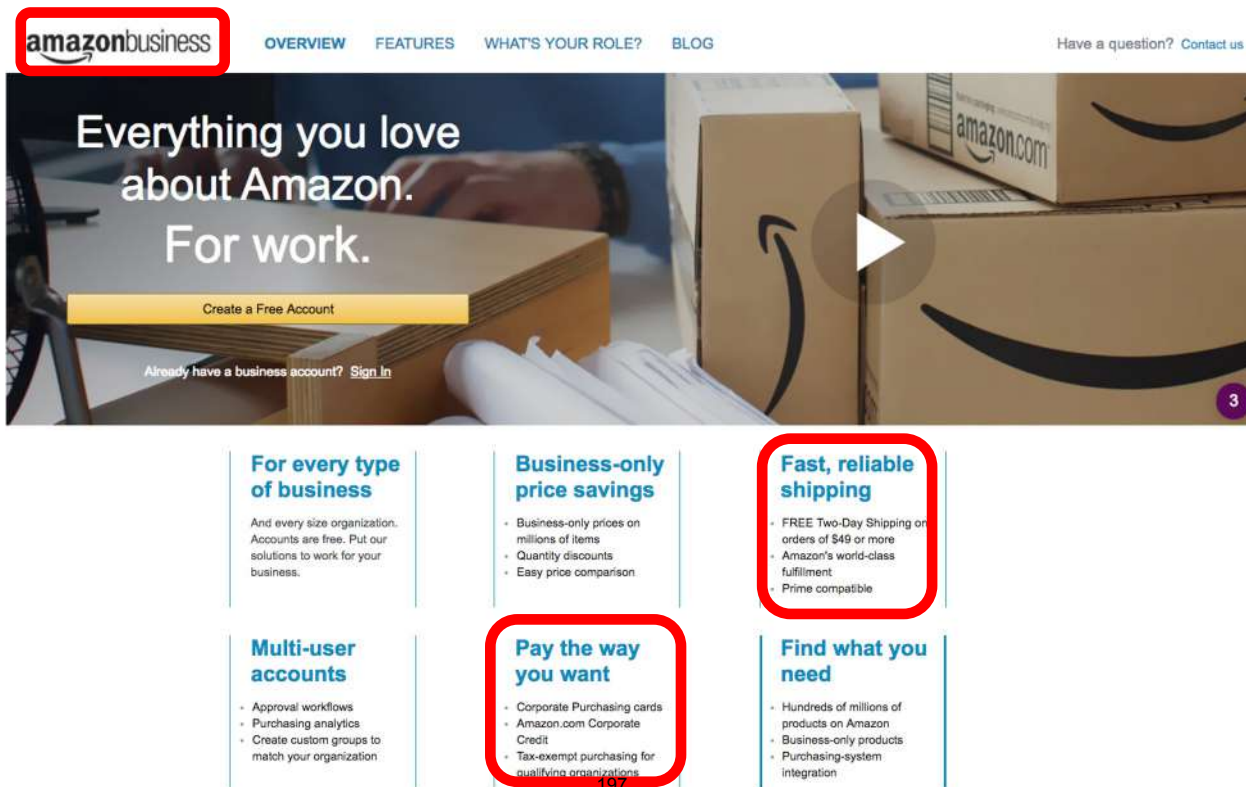
AMAZON: ADVICE ON INTERNATIONAL TRADE.

amazon global selling

Selling internationally
with Amazon



THE JUMP TO B2B: AMAZON BUSINESS



The screenshot shows the Amazon Business homepage. At the top, the 'amazonbusiness' logo is highlighted with a red box. Navigation links include 'OVERVIEW', 'FEATURES', 'WHAT'S YOUR ROLE?', 'BLOG', and 'Have a question? Contact us'. The main banner features the text 'Everything you love about Amazon. For work.' with a 'Create a Free Account' button and a 'Sign In' link for existing users. Below the banner, six feature boxes are displayed, each with a title and a list of benefits. The boxes for 'Fast, reliable shipping' and 'Pay the way you want' are highlighted with red boxes.

amazonbusiness OVERVIEW FEATURES WHAT'S YOUR ROLE? BLOG Have a question? Contact us

Everything you love about Amazon.
For work.

Create a Free Account

Already have a business account? [Sign In](#)

For every type of business

And every size organization. Accounts are free. Put our solutions to work for your business.

Business-only price savings

- Business-only prices on millions of items
- Quantity discounts
- Easy price comparison

Fast, reliable shipping

- FREE Two-Day Shipping on orders of \$49 or more
- Amazon's world-class fulfillment
- Prime compatible

Multi-user accounts

- Approval workflows
- Purchasing analytics
- Create custom groups to match your organization

Pay the way you want

- Corporate Purchasing cards
- Amazon.com Corporate Credit
- Tax-exempt purchasing for qualifying organizations

Find what you need

- Hundreds of millions of products on Amazon
- Business-only products
- Purchasing-system integration

GLOBAL MARKETPLACES

ebay amazon frugo Etsy

NORTH AMERICA

- Jet
- Walmart
- Sears
- Bonanza
- Wish
- Wayfair
- Reverb

LATIN AMERICA

- LAZADA
- mercado libre
- iInfo
- amazon.com
- .com
- EBALIA
- dafiti
- iQuama

UNITED KINGDOM

- flubii
- TESCO
- GAME
- OnBuy

AFRICA

- JUMIA
- bidibuy

EUROPE

- discount
- Le Redoute
- fnac
- allegro
- OTTO
- MANIA
- Price
- real
- spartoo

ASIA PACIFIC

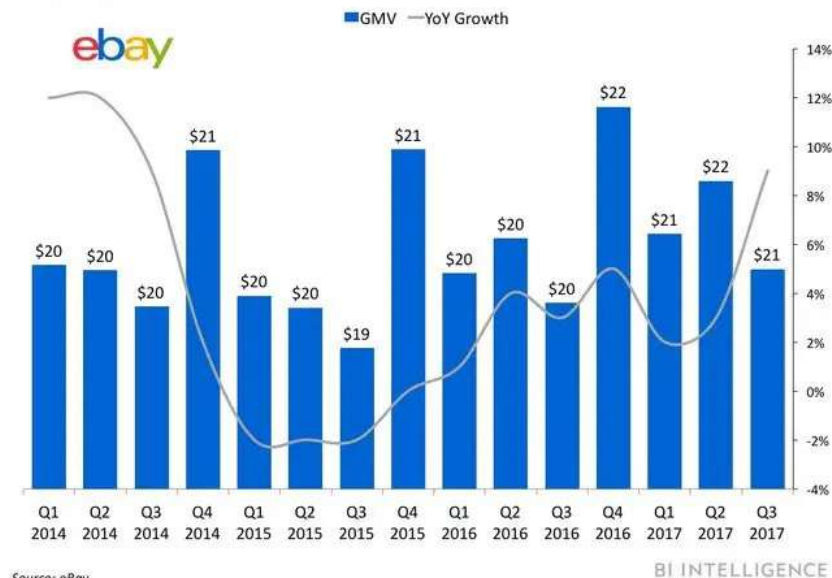
- Flipkart
- Rakuten
- AliExpress
- JD
- Xie Ma Luo
- trade
- ZALORA

EBAY:



EBAY:

eBay Global Gross Merchandise Volume
In billions



EBAY:

Más de
2,5
millones de
compradores

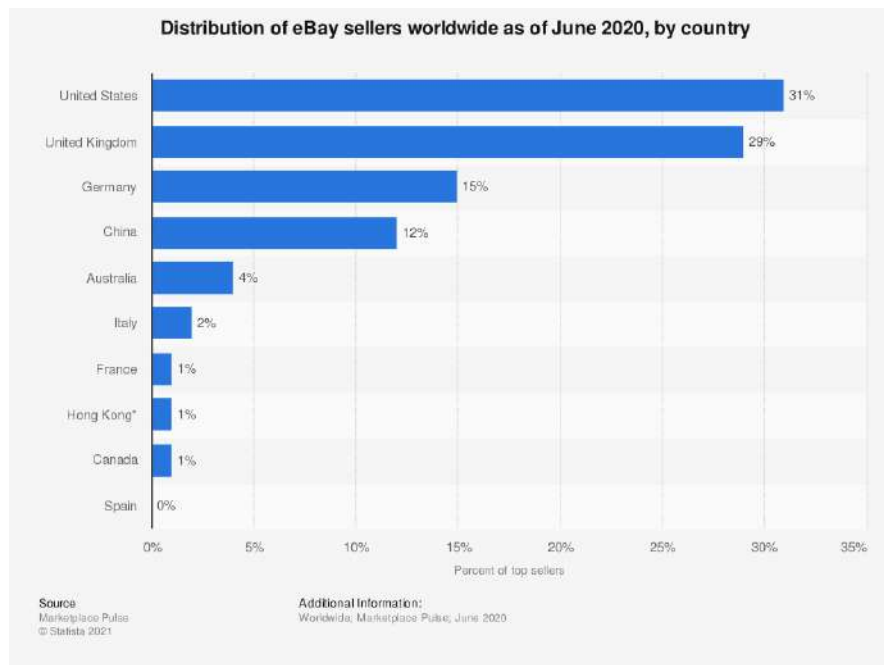
Más de
54
millones
de artículos
vendidos

Más de
10mil
vendedores

63%
exportación

180
mercados internacionales alcanzados por los
vendedores españoles

EBAY:



EBAY:



California Motorcycles

Crecimiento anual ventas
online +30%

“Estar en eBay es como
tener tienda en cada pueblo
de Europa”



Due Home

Exportaciones a Francia,
Alemania, UK, Italia y Portugal

“eBay no compite contra ti, al
contrario, te ayuda a crecer”

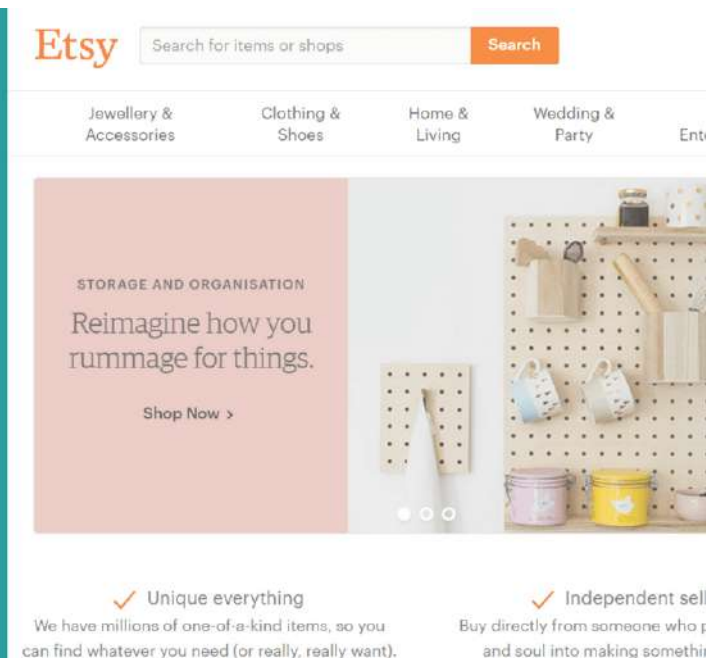
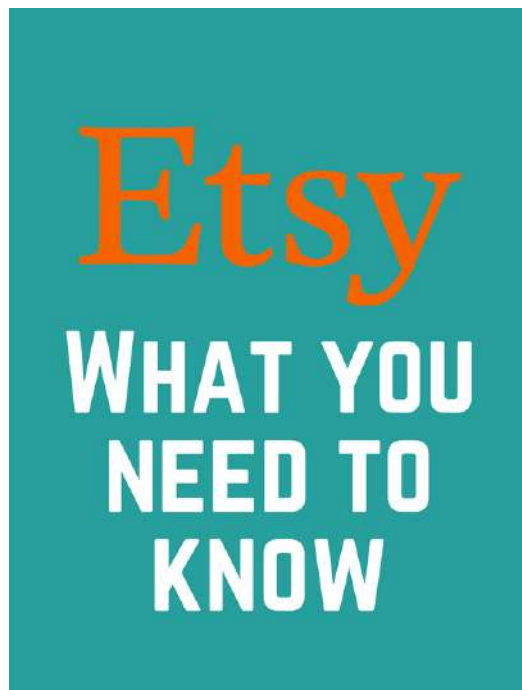


The Shop Gamer

+5K artículos y +8,6K
valoraciones positivas

“Queríamos estar donde está
la gente, por eso abrimos
nuestra tienda en eBay”

ETSY:

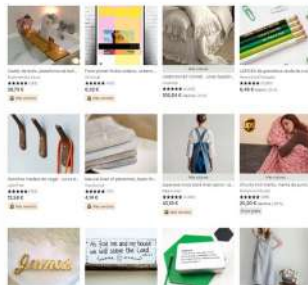


ETSY:

Etsy only sells items that are handmade, or manufactured, to the design and order of a creative craftsman, using handcrafted production methods.

Etsy will allow you to publish creations on any of your sites and will be in charge of managing the transactions derived from your online sales.

This B2C marketplace receives more than 33 million visits per month.



Jewellery

Fashion

Home

Events

Toys and Leisure

Art

Tools

Classic

MAIN CATEGORIES

PRODUCT CATEGORY	MARKETPLACES	VISITS / MONTH
General	77	15.8B
Fashion	22	431.7M
Electronics	5	289.3M
Home	6	192.9M
Books	5	44.3M
Art	3	279.0M
Music	2	73.3M
Old ítems & Furniture	2	5.1M
Music	1	15.4M
Arms	1	11.2M
Toys	1	3.7M

NAME	COUNTRY	TYPE
21 Food&Beverage Online	China/Global	B2B2C
Agrelma	Global/Italy	B2B
Agro Trade	Global/Korea	B2B
Agroterra	Europe/Spain	B2B
Best Food Importers	Europe/UK	B2B
Carré de Boeuf	Europe/France	B2B2C
Claire Global	Global/Spain	B2B2C

NAME	COUNTRY	VISITS / MONTH
Best Buy	USA, Canada, Mexico	229.3M
Newegg	USA, Canada	32.4M
G2A.com	Global	13.6M
digitec	Switzerland	8.1M
GAME	UK	5.8M



VIRTUALEXPO GROUP IS A WORLD LEADER IN THE ONLINE B2B LEAD GENERATION MARKET.

It addresses an international audience of buyers, manufacturers and distributors through its six B2B platforms in different sectors:



It gives businesses and buyers of all sizes access to a million specific products in one place.

Thanks to SEO tools and specialized sites in 9 languages, it attracts millions of online buyers, manufacturers and distributors and allows to attract traffic to the seller's website

Manufacturers can achieve their business goals by displaying their products with us for sales opportunities, international visibility, brand building, sales networks and measurable results.

Provides resellers with the tools to receive sales leads, as well as the ability to create a VirtualStore, website hosting service, and reseller network for increased online visibility and lead generation

DirectIndustry provides turnkey solutions to drive your business results



LÍDER EN VENTAS

Reciba clientes potenciales de compradores serios directamente en su bandeja de entrada.



VISIBILIDAD INTERNACIONAL

Llegue a mercados internacionales con visibilidad en 9 idiomas.



EDIFICIO DE MARCA

Construya su marca junto con otros fabricantes de calidad.



PRESENCIA WEB MEJORADA

Aumente el tráfico a su sitio web y mejore su SEO.

INDUSTRIA

DirectIndustry es una herramienta de abastecimiento líder para compradores, gerentes de producción, gerentes de mantenimiento e ingenieros consultores.

| Fabricantes de **13K +**
| **472K +** Productos

| **2,2 millones de** compradores / mes

| **3,1 millones de** visitas / mes

Countries	Focus	Sector	Monthly traffic	Monthly fee	Variable fee	Type of sellers
Global, mainly Europe	B2B	Industrial	1,2 mill	First 3 months 450€	Direct negotiation	Producers



Thomas

Marketplace B2b Norteamericano

Industrial · Global · EEUU · B2B

Thomas has served as North America's leading industrial sourcing platform and marketing powerhouse.

It targets professionals from both sides of the industrial buying process to create solutions that inform, support and empower the industry.

Monthly traffic	Monthly fee	Variable cost - variable fee	Type of sellers
1.9 mill	Depends on the suscription: 100\$ - 1.000\$	Depends on the suscription: 94\$ - 300\$	Producers and distributors

Visitas dic. 2020	Visitantes únicos dic. 2020	Páginas / Visita dic. 2020	Duración media de visita dic. 2020	Porcentaje de rebote dic. 2020
1,9 M -5,9 %	1,5 M -2,01 %	2,73 +4,09 %	07:53 +1,07 %	68,75 % +0,54 %
Pais	Todos los dispositivos	Escritorio	Móvil	
Estados Unidos	69,91 %	1,3 M	52,18 %	47,82 %
India	6,73 %	129,2 K	47,93 %	52,07 %
Canadá	4,25 %	81,7 K	46,34 %	53,66 %
Reino Unido	2,66 %	51,1 K	51,90 %	48,10 %
Filipinas	1,63 %	31,2 K	42,05 %	57,95 %



The platform is divided into products and catalogues, with 17 main categories:

Product / Service ▾

valves

Valves (3,865 Suppliers)

3A Valves (17 Suppliers)

Actuated Valves (531 Suppliers)

Aerosol Valves (17 Suppliers)

Aerospace Valves (127 Suppliers)

Air Valves (1,142 Suppliers)

Aircraft Valves (88 Suppliers)

Airlock Valves (32 Suppliers)

Alloy Valves (268 Suppliers)

Altitude Valves (20 Suppliers)

Aluminum Valves (260 Suppliers)

Ammonia Valves (45 Suppliers)

Analytical Valves (26 Suppliers)

Angle Valves (257 Suppliers)

Aseptic Valves (23 Suppliers)

Search

Over 500,000 Commercial and Industrial Suppliers

Find and evaluate OEMs, Custom Manufacturers, Service Companies and Distributors.

500,000+

Detailed Supplier Profiles

300,000+

Articles & Whitepapers

6 Million+

Industrial Products

10 Million+

2D & 3D CAD Drawings

COVID-19 IMPACT: THE CONVERSION OF TRADITIONAL FAIRS INTO VIRTUAL PLATFORMS. THE CASE OF THE AGRI-FOOD SECTOR.



The pandemic has forced face-to-face meetings to be rescheduled or adapted against the clock both in 2020 and at the beginning of 2021 on the scale of Fruit Attraction, Alimentaria, Meat Attraction or Seafood Expo Global/Seafood Processing Global, and the ability to adapt has been put to the test of the sector.

The first large-scale case in which the effectiveness of virtual meetings was tested was at the Fruit Attraction fair, in which the Live Connect platform allowed access to the agenda, streaming conferences, networking, video calls and chats between participants, based on recommendations made with artificial intelligence.



COVID-19 IMPACT: THE CONVERSION OF TRADITIONAL FAIRS INTO VIRTUAL PLATFORMS. THE CASE OF THE AGRI-FOOD SECTOR.



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COVID-19 IMPACT: THE CONVERSION OF TRADITIONAL FAIRS INTO VIRTUAL PLATFORMS. THE CASE OF THE AGRI-FOOD SECTOR.



"The digital world has opened up a world of opportunities and new ways of working for us that we all have to start working on and create a culture of digitization to be an accompaniment to the digitization process of the agri-food sector".

"It is necessary to create a lot of culture, open the way and force because, today, with everything that has evolved and has evolved in eight months digitally, what was going to happen naturally in eight years, a proposal no longer makes sense fair that is fully face-to-face"

COVID-19 IMPACT: THE CONVERSION OF TRADITIONAL FAIRS INTO VIRTUAL PLATFORMS. THE CASE OF THE AGRI-FOOD SECTOR.



Regarding the future of agri-food fairs while the coronavirus is a reality, they consider that it is still difficult to make a global assessment of digital ones, but they acknowledge that "we must bear in mind that right now everything is focused on virtuality and online presence, And we can't forget this either."

"The future of the fair sector will continue to be played by physical events, which are irreplaceable, but now they will be able to reach much broader international audiences thanks to the implementation of digital platforms", which offer "multiple and long-term" possibilities.

Source: Platform Earth