

雨果论坛 NO.7

跨境电商如何提高利润 暨传统外贸的转型之路

指导单位：东莞市跨境办 | 东莞市商务局 | 东莞东城街道办

主办单位：雨果网 | 东城电子商务协会（筹）

协办单位：东莞市跨境电子商务协会

指定服务商： **EXPRESS**
顺丰速运

 **GET** 货源分销平台
DSS.COM

 **Payoneer**



DAY ONE

亚马逊跨境电商之路 Amazon Global Selling

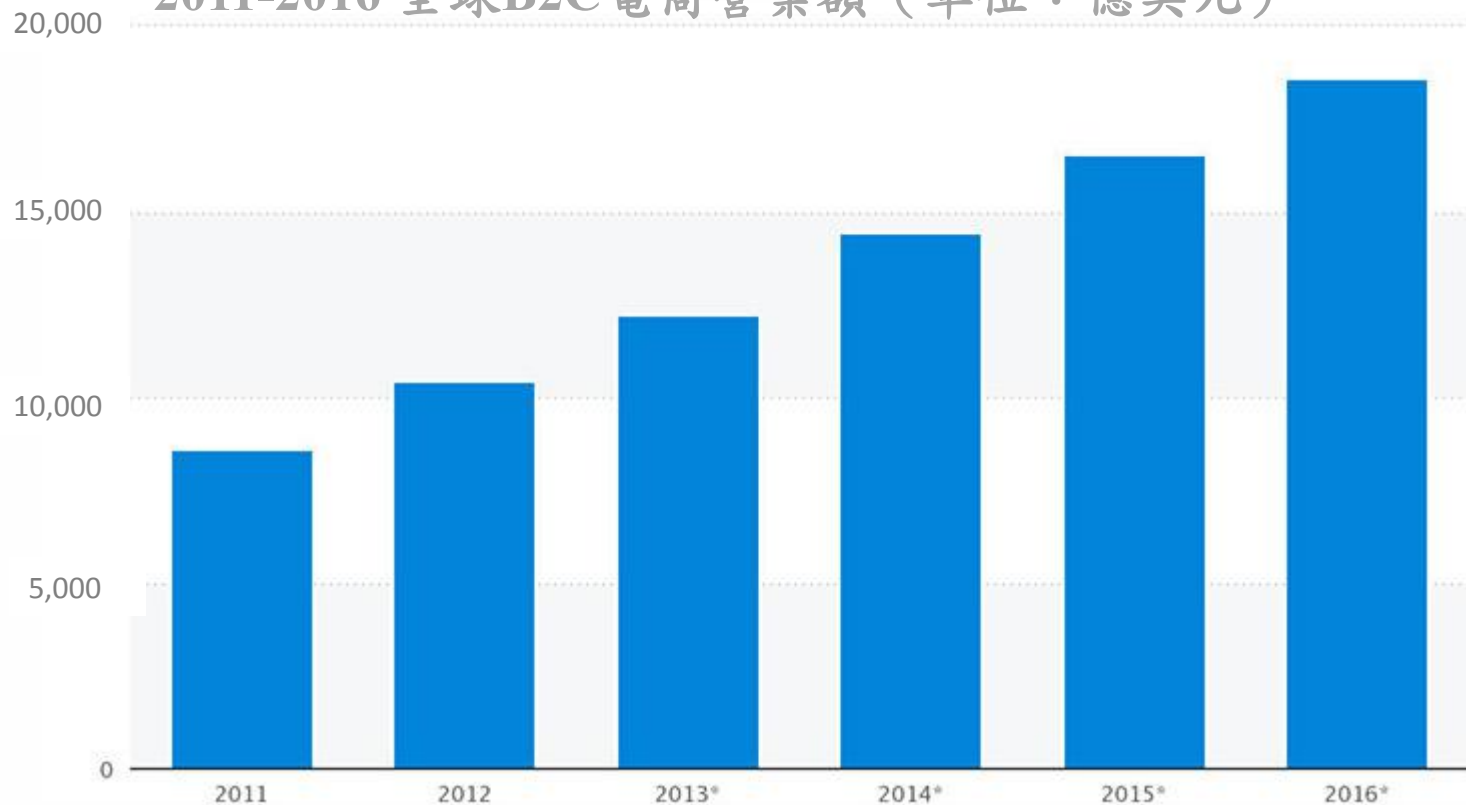
Dong Guan

Chris 2015-07-30

B2C電子商務發展趨勢

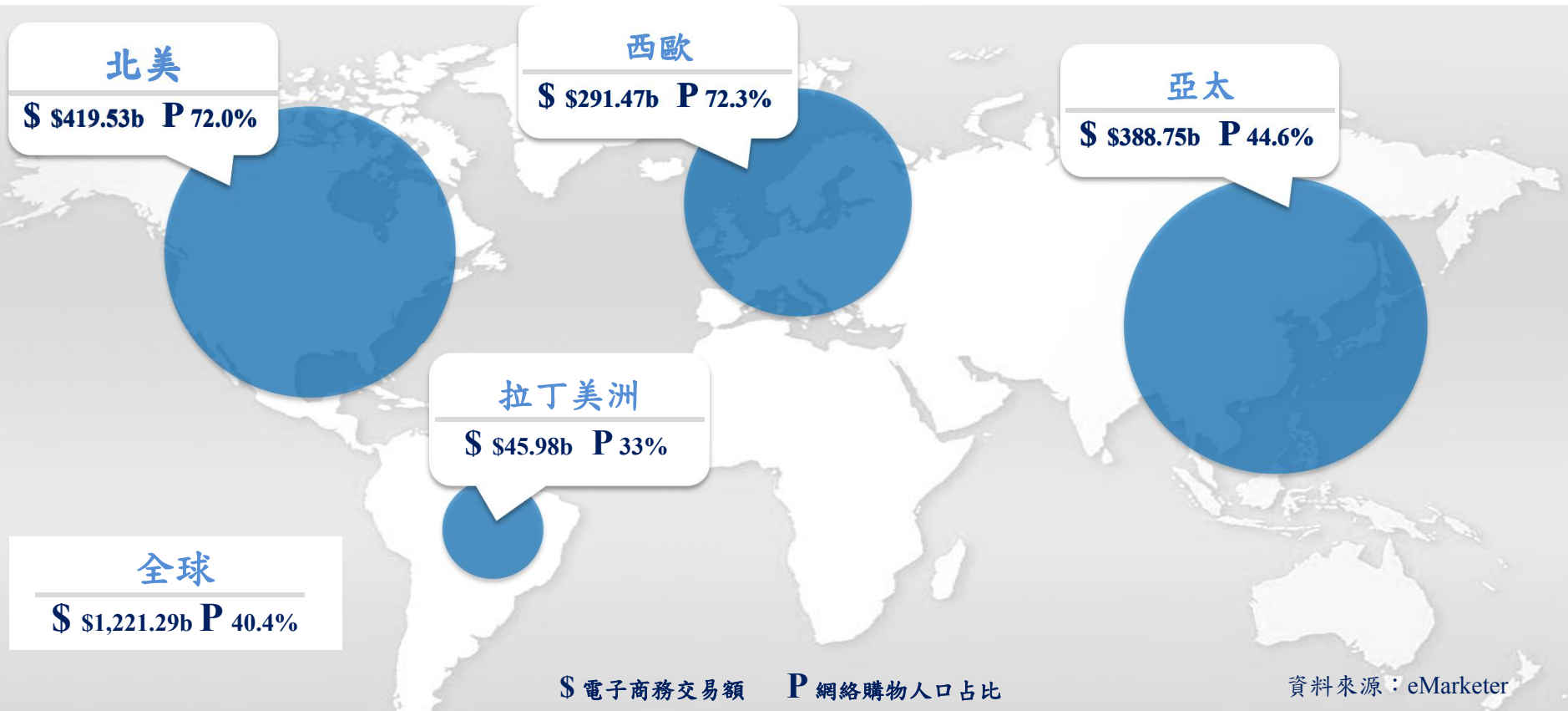
DAY ONE

2011-2016 全球B2C電商營業額（單位：億美元）



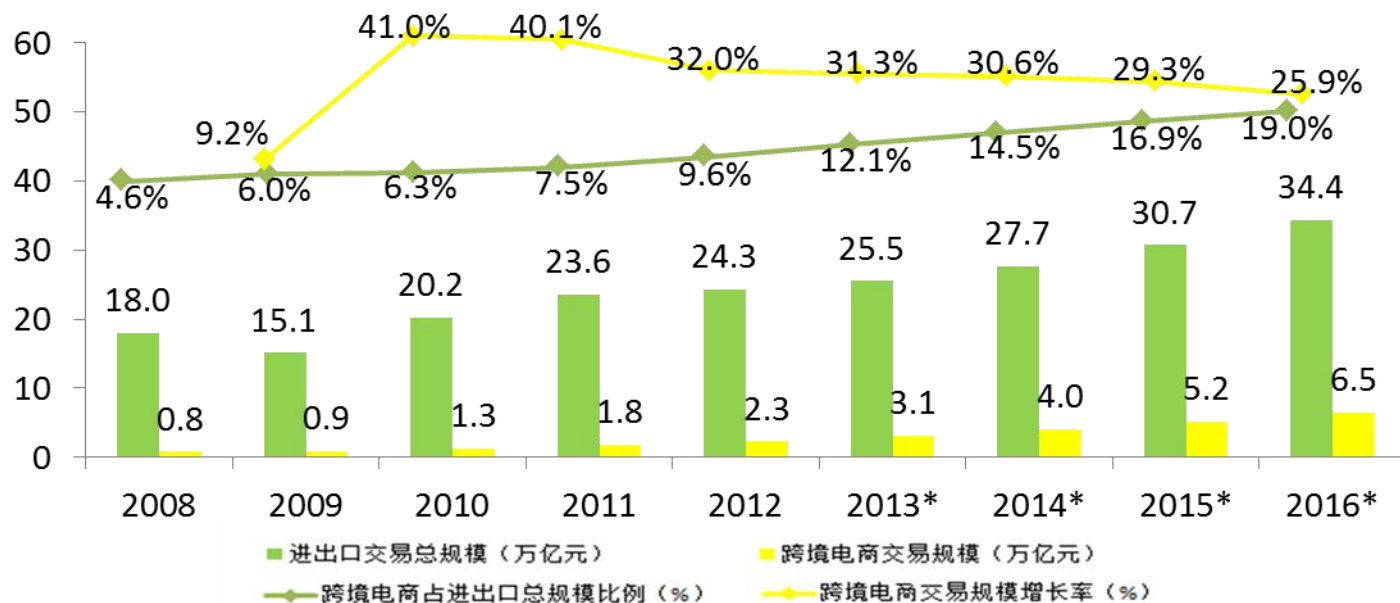
資料來源：eMarketer
amazon.com

2013全球B2C電子商務市場對比



中国跨境电商持续高速发展

2008-2016年中国进出口贸易及跨境电商交易市场规模



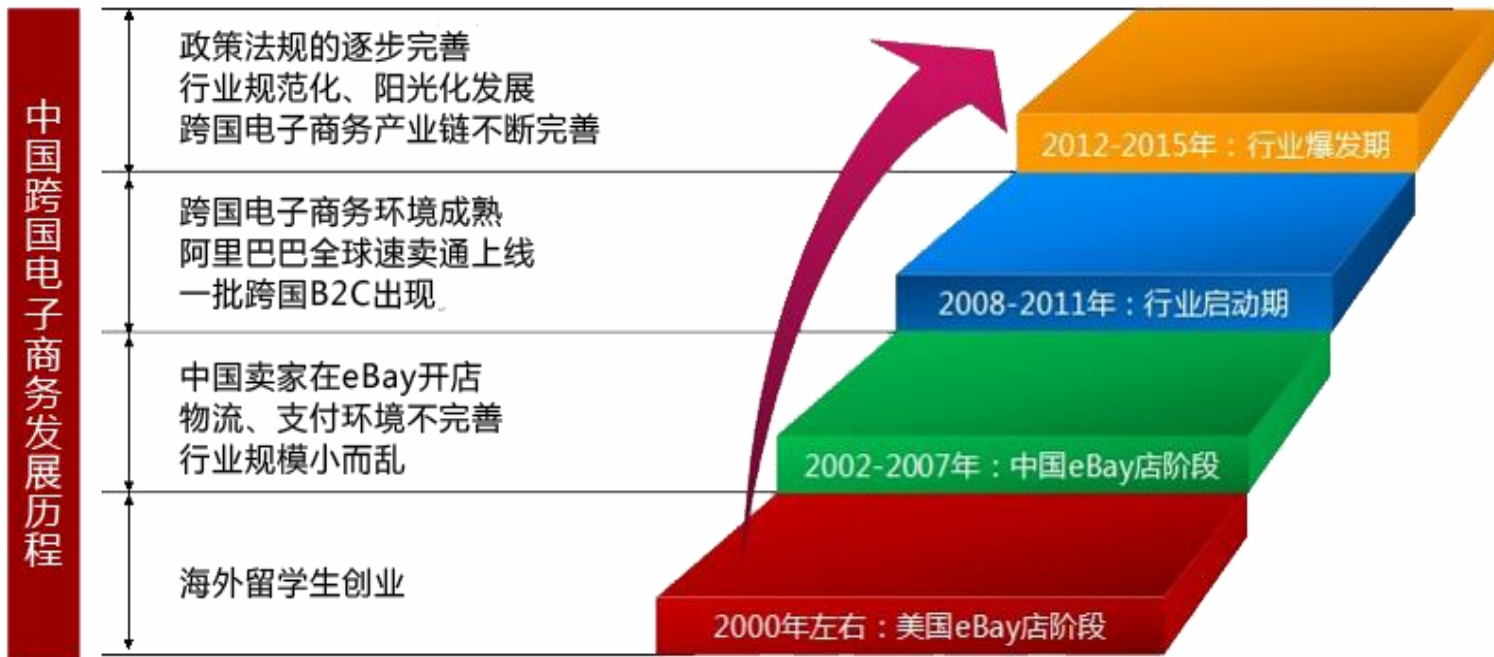
数据来源：艾瑞《2012-2013年中国跨境电商市场研究报告》

备注：跨境电商市场规模指通过互联网及其相关信息平台实现的进出口货物贸易综合；交易规模涵盖B2B、B2C、C2C三大电子商务模式。

跨境电子商务发展历程

DAY ONE

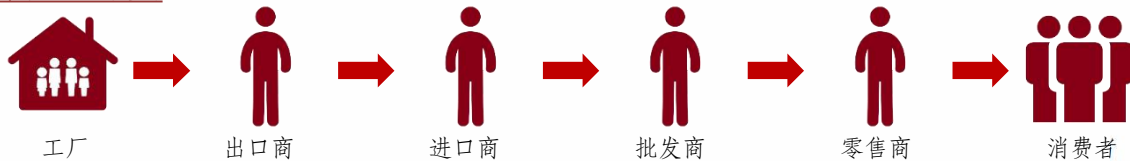
亚马逊启动
中国品牌海外之路



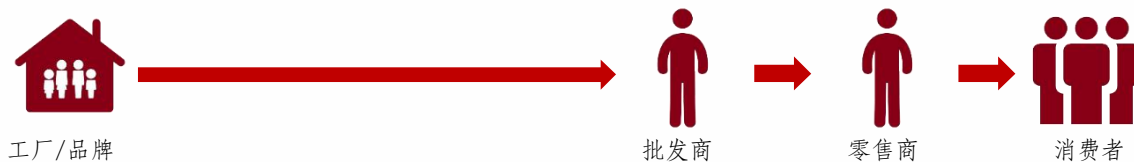
寻找传统企业转型升级的发动机

DAY ONE

A. 传统型外贸



B. B2B外贸



C. 跨境电子商务B2C



环节缩短

周期加快

价格实惠

利润增加

亚马逊 -

全球智慧，聚力中国

亚马逊是做什么的？

amazonservices

 **amazon**
web services

amazon
fulfillment

amazon
media group

amazonpayments™

amazon
kindle

亚马逊全球布局

客户覆盖 **178** 个国家

13 个国家

89 个仓储中心*

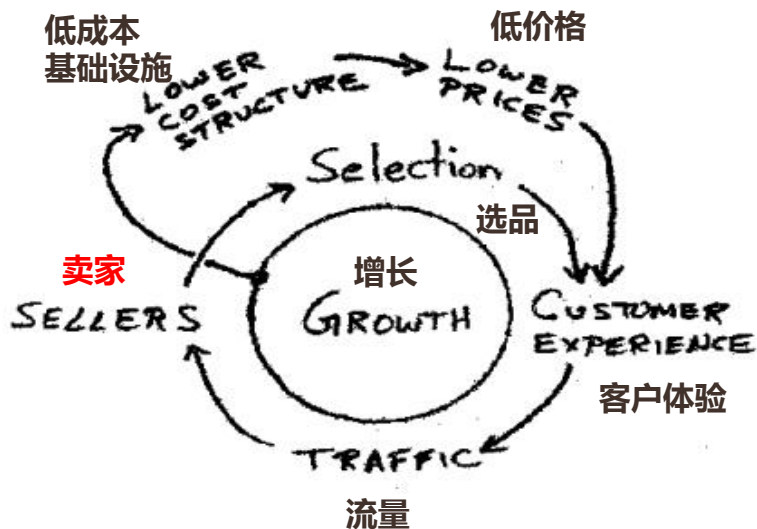
*截止2012年



亚马逊在全球



亚马逊的发展理念



致力于成为全球最
“以客户为中心”
的公司

一切从客户的需求出发，提供全方位的服务



致力于提供全球
最丰富的产品

为消费者提供任何他们想要的商品



Audience Overview

☆ Save

Is this your website?

i Best Practices

Total Visits i

On Desktop, from Dec, 2014 to May, 2015

6,079,000,000

Website Ranks i

Global Rank 21 Country Rank 5 
United StatesCategory Rank 1 
Shopping > General Merchandise

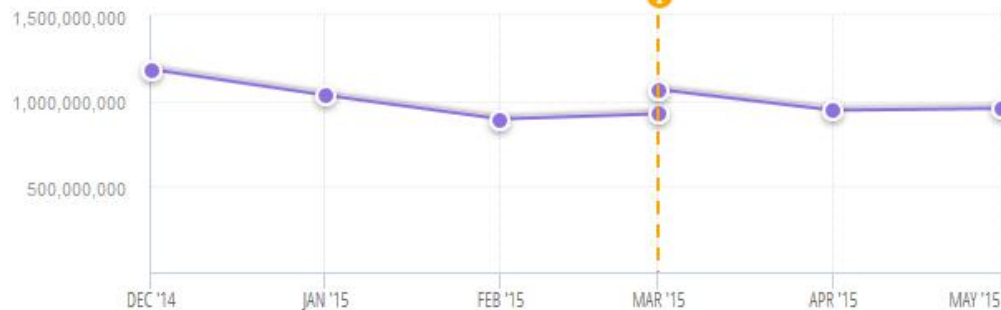
Visits from Dec, 2014 to May, 2015

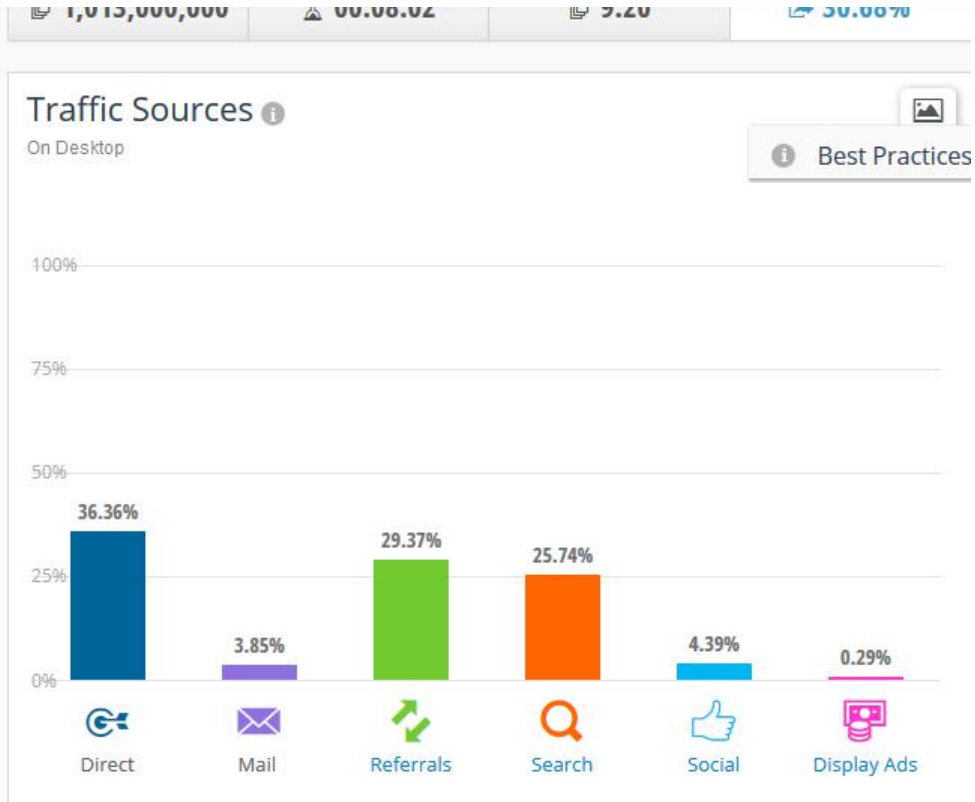
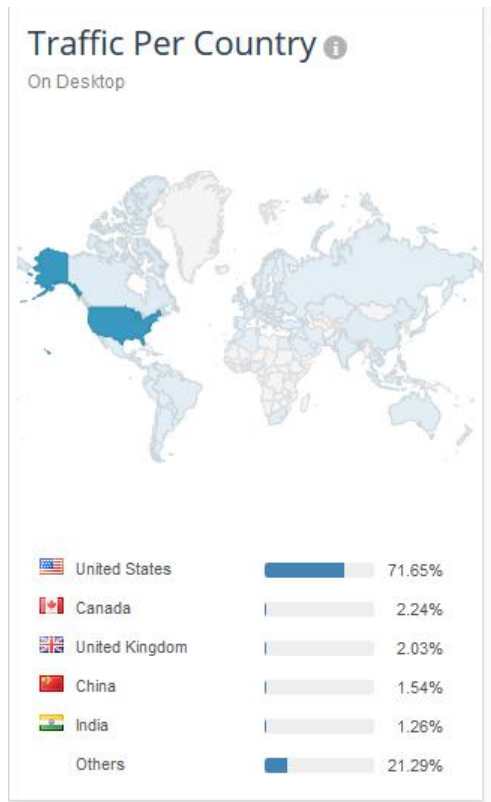
On Desktop

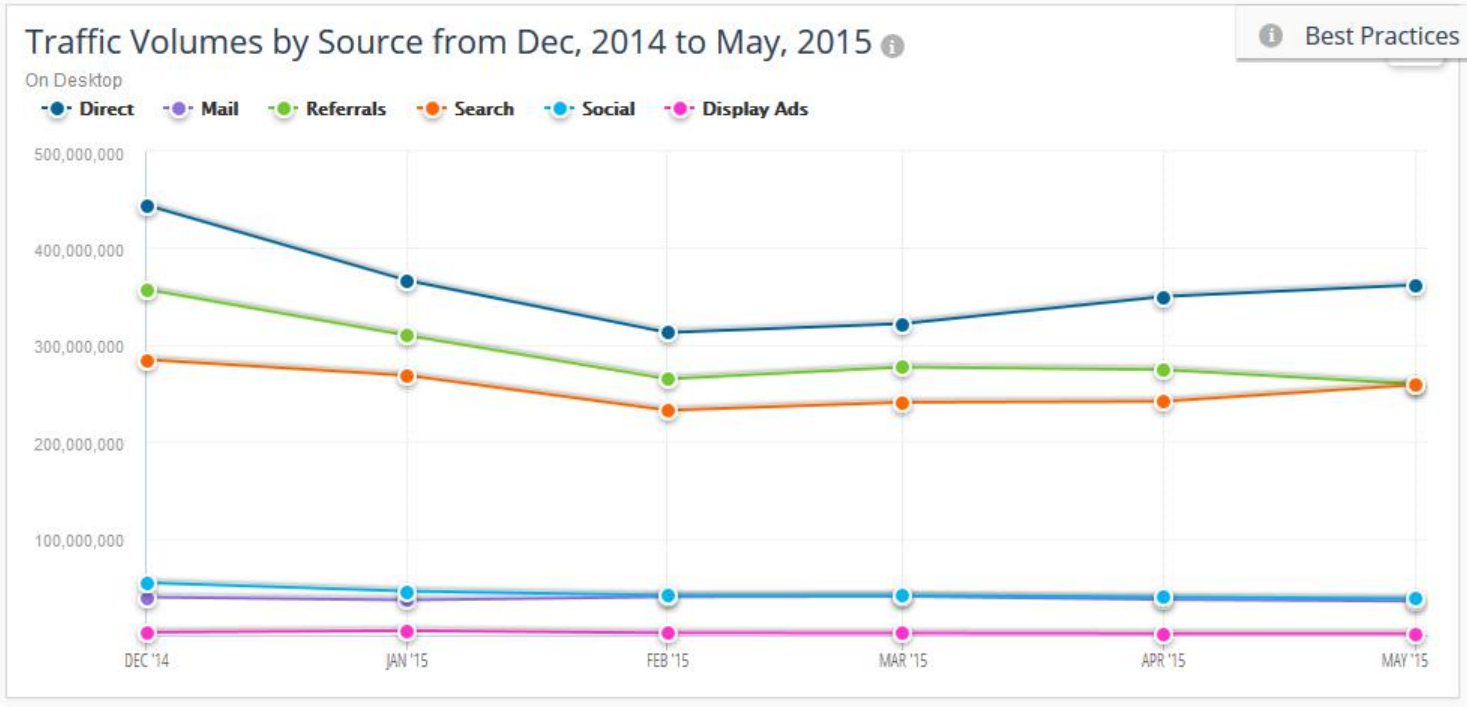
Daily

Weekly

Monthly

Avg. Monthly Visits
1,013,000,000Avg. Visit Duration
00:08:02Pages / Visit
9.20Bounce Rate
30.68%





facebook

Email or Phone

☐ Keep me logged in

Password

Log In

[Forgot your password?](#)

**Anker Official
is on Facebook.**

To connect with Anker Official, sign up for Facebook today.

Sign Up

Log In

ANKER

Anker Official
Electronics

Timeline

About

Sign up for newsletter

Twitter

More ▾

"The best multiport USB wall charger" - The Wirecutter. What's more, our 6 port USB charger also got runner up! See our chargers here: <http://bit.ly/1ezIA9u> The review: <http://engt.co/1fpE9y3>



The best multiport USB wall charger

This post was done in partnership with The Wirecutter, a list of the best technology to buy. Read the full article below at TheWirecutter.com. After su

[HTTP://ENG.T.CO/1FPE9Y3](http://ENG.T.CO/1FPE9Y3)

Like · Comment · Share

👍 Sugahara Max, Hyman Huang, Lawrence Smyth and 39 others like this. Most Recent

💬 View 7 more comments



Richard Fisher I have the 5 port one and its awesome.

👍 1 · June 21 at 12:30pm

A tiny travel pick



The same amount of power in a much smaller size.

When reviewing a car, I always pair my phone to the cabin electronics and listen to music from it over the stereo. I can keep my phone in my pocket and just jump in the car and get going -- no need to wire it to the car's USB port or auxiliary input. While most new cars have this Bluetooth audio-streaming capability, older ones don't.

You can add Bluetooth through a **car** kit, like the Aukey Portable Bluetooth Receiver. With the Aukey Bluetooth receiver, you can stream music to the car's stereo from your phone, get hands-free phone calls, hear navigation prompts, and even listen to text messages.



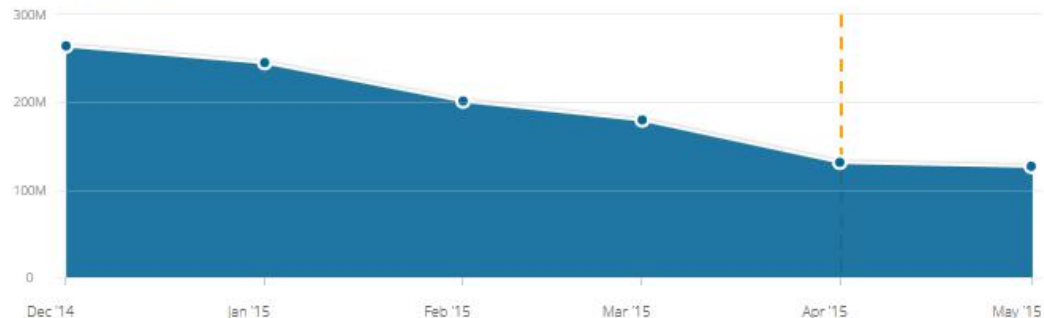
Estimated Monthly Visits ⓘ

Showing last 6 months

 Select Date Range

☒ Desktop ☐ All Traffic

[Embed Graph](#)



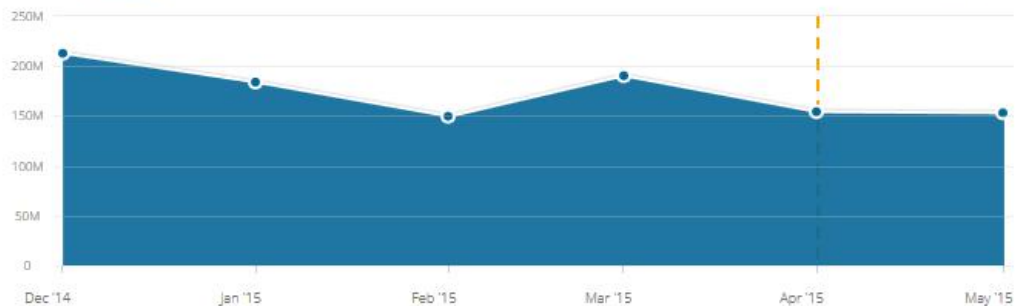
Estimated Monthly Visits ⓘ

Showing last 6 months

 Select Date Range

☒ Desktop ☐ All Traffic

[Embed Graph](#)



Engagement

On Desktop, in May, 2015

Visits **127M**

 Time On Site **00:06:55**

 Page Views **8.26**

 Bounce Rate **31.72%**

UK站5
个月超
过12亿
次访问
量

Engagement

On Desktop, in May, 2015

Visits **153M**

 Time On Site **00:08:11**

 Page Views **9.61**

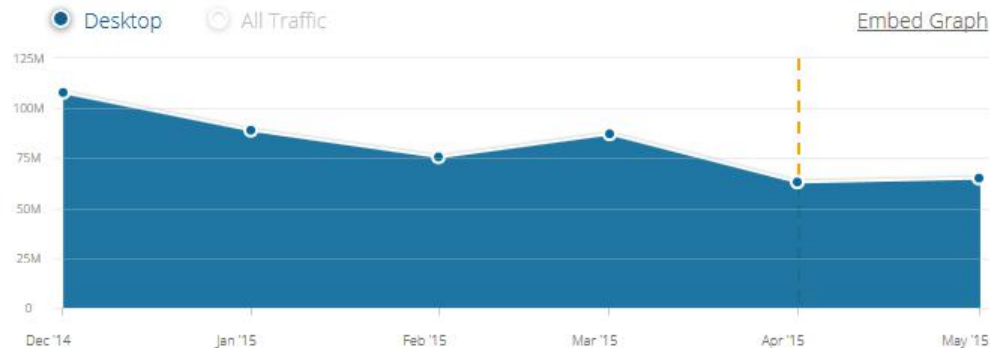
 Bounce Rate **25.97%**

DE站5
个月超
过15亿
次访问
量

Estimated Monthly Visits ⓘ

Select Date Range

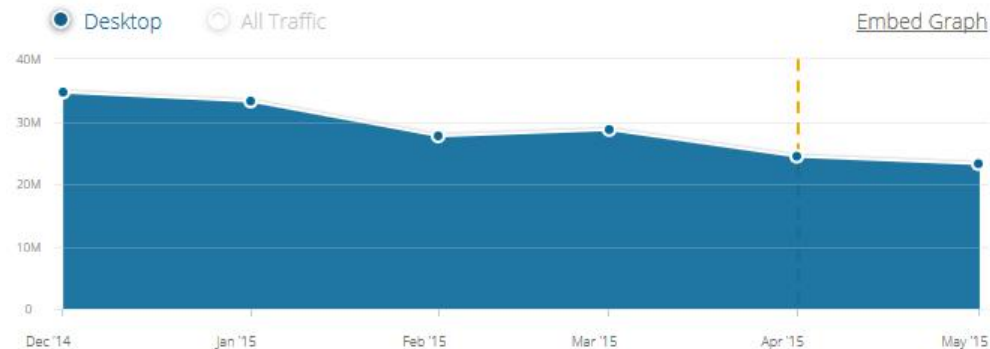
Showing last 6 months



Estimated Monthly Visits ⓘ

Select Date Range

Showing last 6 months



Engagement

On Desktop, in May, 2015

Visits 65M

Time On Site 00:06:44

Page Views 8.22

Bounce Rate 33.08%

Engagement

On Desktop, in May, 2015

Visits 23.30M

Time On Site 00:06:34

Page Views 7.21

Bounce Rate 33.11%

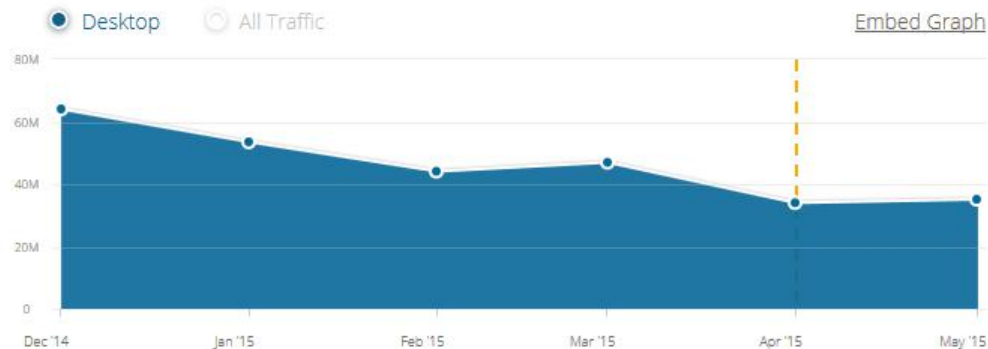
FR站5
个月超
过6亿
次访问
量

ES站5
个月超
过2亿
次访问
量

Estimated Monthly Visits ①

Select Date Range

Showing last 6 months



Engagement

On Desktop, in May, 2015

Visits 35.20M

Time On Site 00:07:22

Page Views 7.78

Bounce Rate 27.90%

IT站5
个月超
过3亿
次访问
量

United Kingdom	68.50%	Spain	80.04%	France	80.40%	Germany	80.59%	Italy	92.18%
United States	6.54%	United States	2.60%	Belgium	5.47%	Austria	6.70%	United States	1.55%
Ireland	1.77%	United Kingdom	1.98%	United States	2.17%	United States	1.57%	Germany	1.09%
Germany	1.51%	Mexico	1.87%	Canada	1.11%	Switzerland	1.57%	France	0.83%
France	1.39%	Argentina	1.54%	Switzerland	1.03%	Netherlands	1.02%	United Kingdom	0.72%

Recommended Based on Your Browsing History



7" inch Touch Screen
Allwinner A13...

Leliktec

★★★★☆ (793)

€59.99 **£31.99**



Kindle Fire HD 7", Dolby
Audio...

★★★★☆ (5,735)

€159.00 **£99.00**



Samsung Galaxy Tab 3 7-inch

★★★★☆ (272)

€199.99 **£118.00**



7" inch Touch Screen
Allwinner A13...

Generic

★★★★☆ (420)

€59.99 **£30.49**

统一的市场宣传与推广

DAY ONE

Up to 20% Off
Easter Chocolate,
Candy, Snacks,
and More

> Learn more



大型站内促销

付费广告



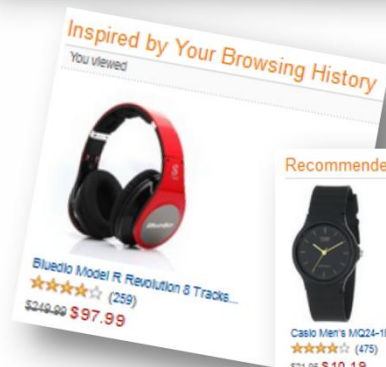
移动端应用的推广

Amazon 美国移动端零售排名第一
月访客量为七千两百万

2013年1月数据



浏览历史的免费推荐



今日特价

Gold Box Deal of the Day

amazon.com

登陆亚马逊的中国品牌

K-BOXING 



HSTYLE
韩都衣舍



OSA[®]

broadcast: 播

Artka[®]

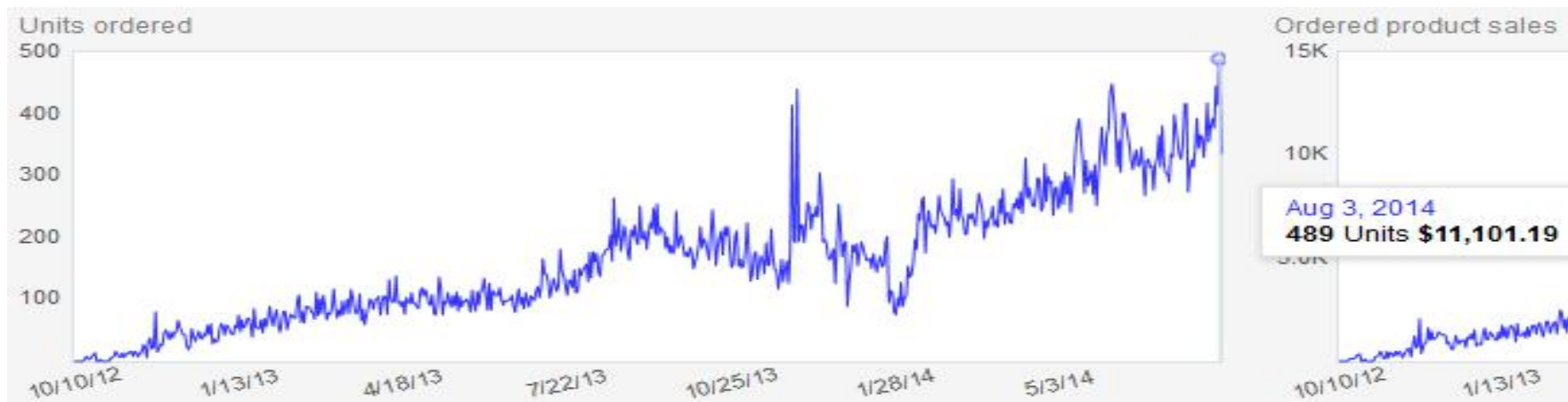


更多品牌敬请期待



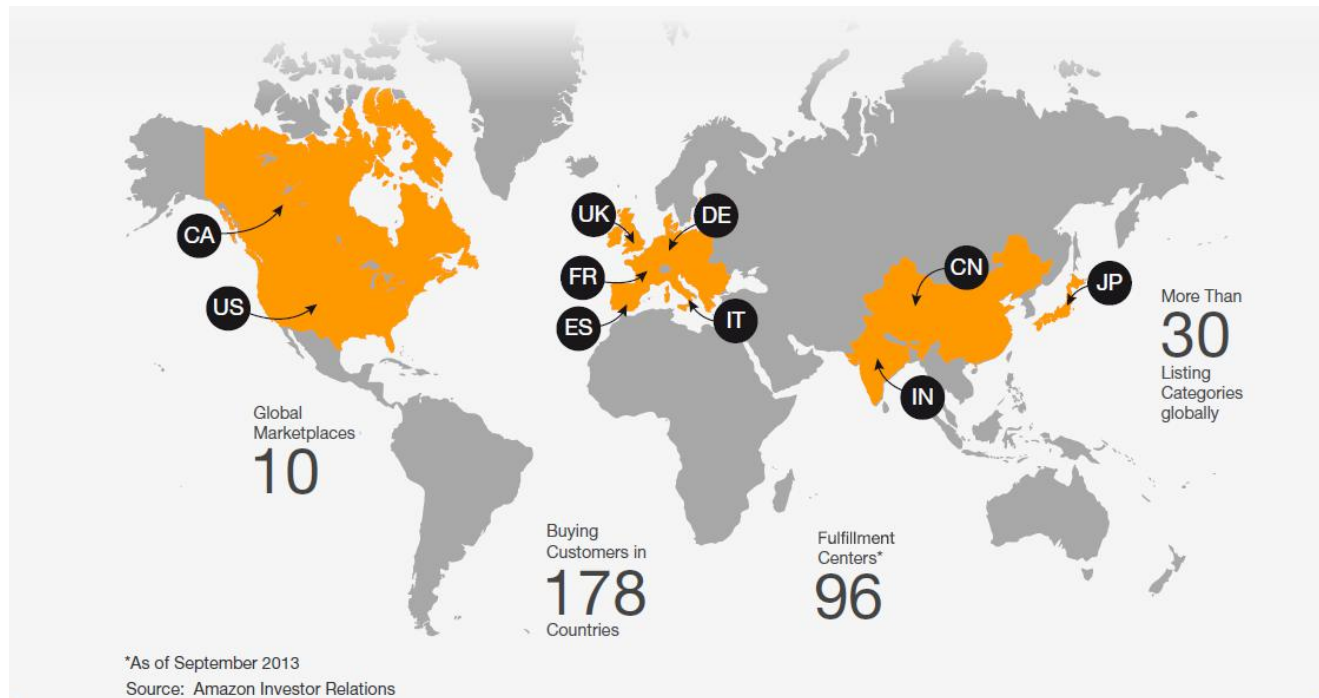
成功案例：

服装品牌，上线一年的每天订单增长曲线：

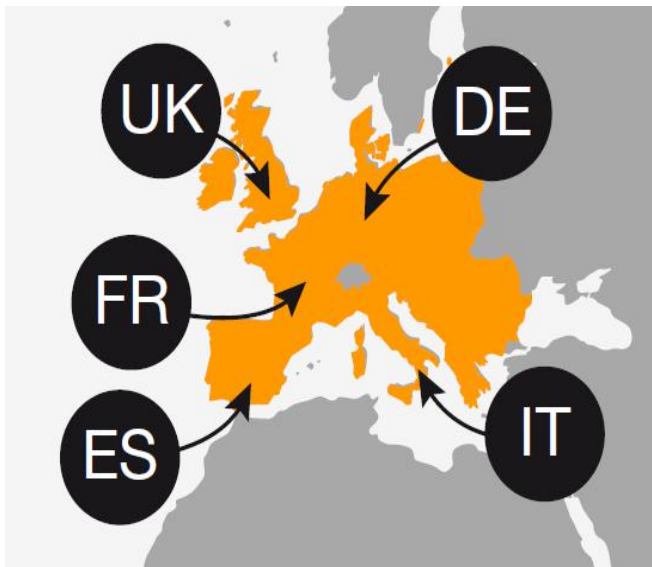


全球开店，全球商机

亚马逊在全球有10个站点开放第三方平台服务
方便卖家触及当地及全球的消费者



全球开店新机遇——欧洲统一账号



	月访客量 (Million)
	>30
	>20
	>15
	>5
	>3

* Source: ComScore PlanMetrix Sept 2013.
Average monthly visitors for the last
13 months as of Sept 2013.

全球开店新机遇——欧洲统一账号

» 欧洲统一账号是什么？

- 只付一个平台的月费，即可使用统一的登陆界面
- 管理五个国家的商品信息，库存和订单



» 便捷的商品刊登工具

- **Build International Listings:** 跨国商品刊登工具
- **Translate Your Products:** 商品翻译工具

» 便捷的亚马逊物流服务

- **European Fulfillment Network:** 欧洲统一配送网络
- **Multi-Country Inventory:** 欧洲多国库存



便捷的拓展途径：欧洲账户

Sell on amazon

- 在全部五家欧盟平台开店
 - ...仅用一个卖家帐号
 - ...仅需一个库存仓库
 - ...每月只交一份会员费

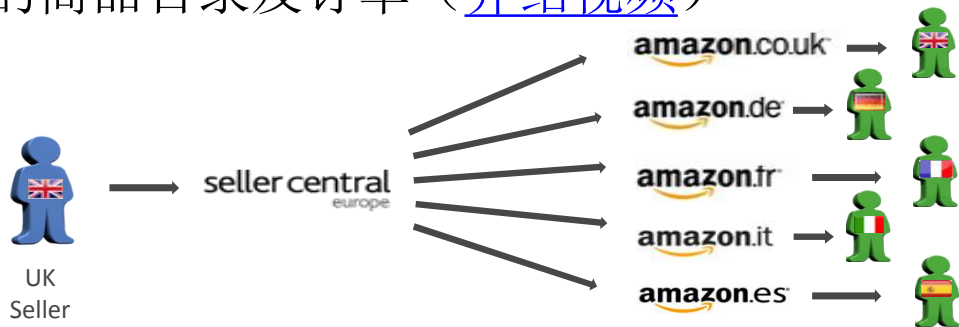


- 快速建立，共享设置，精细的管理
- 强大的工具便于同步 **fulfilment by amazon**
- 为加入亚马逊物流的国际卖家[提供更多的服务](#):
 - 仓储、分拣、迅捷的国际货运
 - 尊享服务：85%的卖家表示，加入亚马逊物流后销量有所增长开店平台提供的本地化客户服务

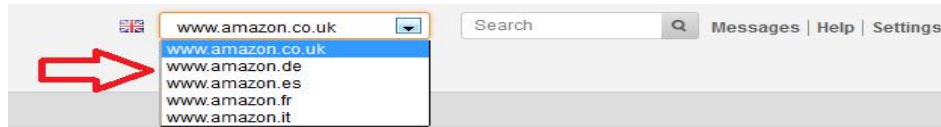
便捷的拓展途径：欧洲账户

Sell on amazon

- 同一个界面管理所有欧洲平台的商品目录及订单 ([介绍视频](#))



- 轻松更换平台和界面的语言



添加每个平台的银行账户

Sell on amazon

Go to Seller Central

- 收款方式：添加每个平台的[银行信息](#)
您可以在不同的平台使用同一个账户信息

Deposit Method Details	
Amazon.co.uk, SI UK Prod Marketplace Delete Edit	
Bank Account Number:	****4567
Bank Account Holder Name:	MISS CAROLE HENRY
Bank Account Country:	United Kingdom
Amazon.de, Non-Amazon Add	
Bank Account Number:	None (click Add button to set)
Amazon.es Add	
Bank Account Number:	None (click Add button to set)
Amazon.fr, Non-Amazon Add	
Bank Account Number:	None (click Add button to set)

Global Bank Account Information

You can enter a bank account located in the US, UK or any country in the Eurozone (Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, and Spain) using the International Bank Account Number (IBAN) format. Funds earned through Selling on Amazon and Amazon WebStore accounts will be disbursed to the same bank account. If you are registered for both Selling on Amazon and Amazon WebStore account information for both Amazon accounts will be updated when you update this information for one of the accounts. [Learn more](#)

Amazon.fr, Non-Amazon Deposit Method

Select a Bank Account	
Bank Account:	☐ MISS CAROLE HENRY ****4567 United Kingdom ☒ Use a new bank account
Bank Location	
Bank Location Country:	France Austria Belgium Cyprus Estonia Finland France Germany Greece Ireland Italy Luxembourg Malta
Where You Will Be Paid (Default)	
BIC Your bank identifier code (BIC) is the code for your particular bank.	
IBAN Your international bank account number (IBAN) is the account number used for routing funds to your bank account.	
Re-Type IBAN	

平台

Amazon.com / Amazon.co.uk / Amazon.de /
Amazon.fr / Amazon.it / Amazon.es

支持以下银行账户：

美国(美元),
英国(英镑), 欧元区* (欧元), 澳大利亚 (澳元),
新西兰(新西兰元), 印度 (卢比), 香港(港币)

*欧元区：奥地利、比利时、塞浦路斯、爱沙尼亚、芬兰、法国、德国、希腊、爱尔兰、意大利、卢森堡、马耳他、荷兰、葡萄牙、斯洛伐克、斯洛文尼亚、西班牙。

更多关于银行账户的信息请点击[这里](#)

设置界面的精细管理

- 根据您的意愿，可以为各平台添加不同的电子邮件地址、邮寄地址

Seller Account Information

View your settings below. Use the 'Edit' buttons to change any of the fields. [Learn more](#)

Selling Plan		Change your selling plan
Selling on Amazon	Pro Merchant When you downgrade, it will happen on your next billing cycle.	
Fulfilment by Amazon	Registered	
Business Type		Edit
Legal Business Designation:	None (click Edit button to set)	
Seller Information		Edit
Business Display Name:	Carole's Business	
Customer Service Email:	ukshop@gmail.com	
Customer Service Reply To Email:	ukshop@gmail.com	
Customer Service Phone:	None (click Edit button to set)	
Exceptions:	One or more of your marketplaces does not match the default settings displayed here.	
Place of Establishment Information		Edit
Legal Name:	Carole Henry	
Return Information		Edit
Return Address:	Carole Henry test rue FR 75015 Paris	



实战分享： 跨境电商的准备与营运



1. 亚马逊全球开店流程介绍

- 申请开店
- 准备数据
- 刊登商品
- 开始销售
- 结算余款

1. 总结展望



全球开店-申请开店

DAY ONE



在大中华区注册的公司卖家
(中国大陆、香港、台湾，同时也包括新加坡)



所售商品满足销售所在国的
各项法律法规的卖家



能够提供当地语言的客服团队

全球开店-申请开店

DAY ONE



必须有美国公司？



必须有美国信用卡？

1. 亚马逊全球开店流程介绍

- 申请开店
- 准备数据
- 刊登商品
- 开始销售
- 结算余款

1. 总结展望



全球开店-准备数据

第二步

上线准备

DAY ONE



全球开店-准备数据

DAY ONE



商品数据培训



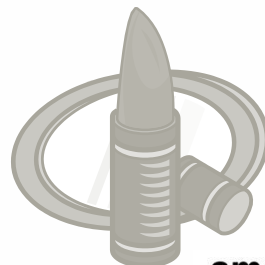
专业顾问指导



定期在线培训



特殊品类审核



全球开店-准备数据

DAY ONE

销售海外注意事项



品牌

品质

1. 亚马逊全球开店流程介绍

- 申请开店
- 准备数据
- 刊登商品
- 开始销售
- 结算余款

1. 总结展望



全球开店-刊登商品

第三步

刊登商品

DAY ONE



专业技术经理辅导培训



定期在线培训



1. 亚马逊全球开店流程介绍

- 申请开店
- 准备数据
- 刊登商品
- 开始销售
- 结算余款

1. 总结展望



全球开店-开始销售

第四步

开始销售

DAY ONE



专业商品管理



订单记录管理



分析报表支持



商品推荐建议

全球开店-开始销售

第四步

开始销售

DAY ONE



商品推荐建议



Amazon Selling Coach

7 Low Inventory Alerts

Last updated: 1 min ago +

Low or out-of-stock products to restock soon to help avoid missing sales.

54 Additional Popular Products to Sell

+

Popular products that may have limited availability on Amazon.com.

1 Listings to Fix or Complete

+

Listings in your catalog that are missing information.

[Tell us what you think of this feature](#)

[Business Reports](#)

全球开店-物流规划

FULFILLMENT
by amazon



FULFILLMENT
by amazon



第一步
将商品转为
「亚马逊配送」



第二步
系统中创建运输记录



第三步
为商品和包装贴标



第四步
通过物流公司将商品送至亚马逊海外仓



第五步
亚马逊收到客户订
单后仓库发货



全球开店-开始销售

FULFILLMENT
by **amazon**



FREE TWO-DAY SHIPPING WITH

amazon.com Prime

FREE Super Saver Delivery

amazon.co.uk Prime



Your Customers are Amazon Customers

www.yourstore.co.uk

www.amazon.co.uk

www.ebay.co.uk

www.amazon.co.uk

☒ £26.20 FREE Super Saver Shipping

☐ £23.20 + £5.95 shipping

FULFILLMENT by **amazon**

VAT



2-3天到货保证，提高物流竞争力



美国、欧洲快速配送，深耕欧美多国市场

对国际卖家的好处？

简单操作 - 轻松赚钱 - 快速成长
提高优质客户体验



触及优质亚马逊Prime级买家，增加产品独特性



支持多种管道配送，满足跨平台运营需求

触及优质亚马逊Prime级买家

DAY ONE

Prime级买家可享有:



上百万种商品
免费2天到货



免费安装超过41,000部
电影、电视剧



免费租借超过
350,000 本Kindle
电子书

amazonPrime

- ✓ FREE Two-Day Shipping on millions of items
- ✓ No minimum order size
- ✓ Unlimited instant streaming of thousands of movies and TV shows with Prime Instant Video
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Note: Why Amazon is goosing Prime memberships

Sources: Fortune Magazine, By JP Mangalindan, Writer November 26, 2013: 5:00 AM ET

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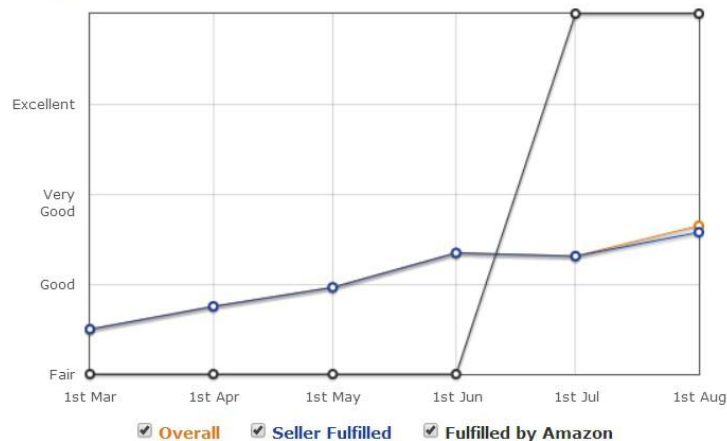
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1. 总结展望



全球开店-结算货款

DAY ONE

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1. 总结展望



全球开店-全方位解决方案支持

DAY ONE



1:1



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