

# 晋江跨境电商大会

## 品牌之都 赢战跨境

主 办：晋江市商务局 eBay 晋江市跨境电商洪山园 晋江市网商会 雨果网

赞 助 商：



协 办：泉州出口加工区、福建省跨境电商协会、广东省跨境电商行业协会、晋江市电子商务协会、晋江购、海音汇、321电商学院、SellerGrowth

支持媒体：晋江经济报、晋江新闻网、晋江商人、海峡都市报、东南早报、泉州电视台、晋江电视台

# 跨境电商感悟分享

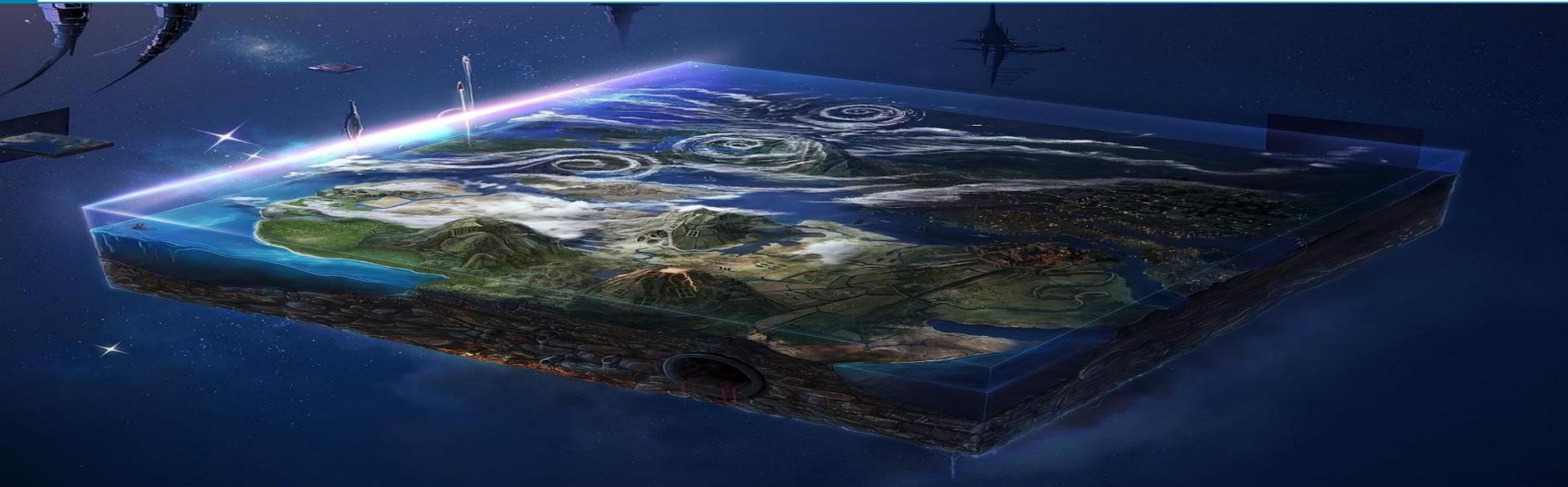


**环球易购**

Globalegrow E-Commerce

何谷

# 世界越来越平



# 什么是口碑



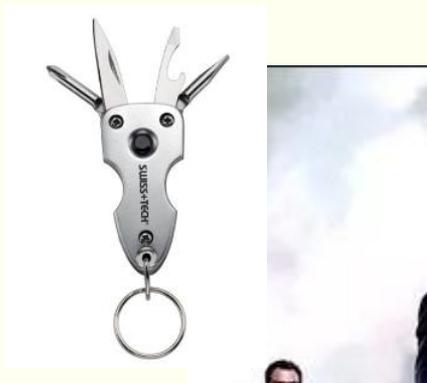
✓ Quality	39分
✓ Price	99分
✓ Service	39分



# 可口可乐 vs 百事可乐



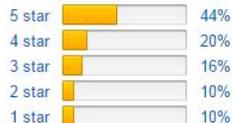
# 买家想要啥



## Customer Reviews

★★★★☆ 258

3.8 out of 5 stars



Share your thoughts with other customers

Write a customer review

See all 258 customer reviews

## Top Customer Reviews

★★★★☆ Too heavy to use as keychain

By [Dan Gilbert](#) on December 12, 2012

Size: 1 Pack | [Verified Purchase](#)

The tools are sturdy and rigid, so that's good. It's pretty well built, solid. The light is sufficiently bright. All that said, I probably won't use it because it is just so dam heavy that I can't see myself wanting to carry it around or have it hanging from my ignition of my truck. It's like carrying around a D size battery.

Comment | 24 people found this helpful. Was this review helpful to you?   [Report abuse](#)

★★★★☆ Huge and heavy..

By [David Walker](#) on January 15, 2016

Size: 1 Pack | [Verified Purchase](#)

This is supposed to be a "key ring" tool but it might as well be a boat anchor. For a device that only houses 4 small tools and a small flashlight it is huge and heavy. I had no idea based on the images shown on Amazon. I'm attaching a picture of this device along with my debit card for size comparison.



Comment | 2 people found this helpful. Was this review helpful to you?   [Report abuse](#)

# 聚焦战略

“Deciding what not to do  
is as important as deciding  
what to do.”

- Steve Jobs

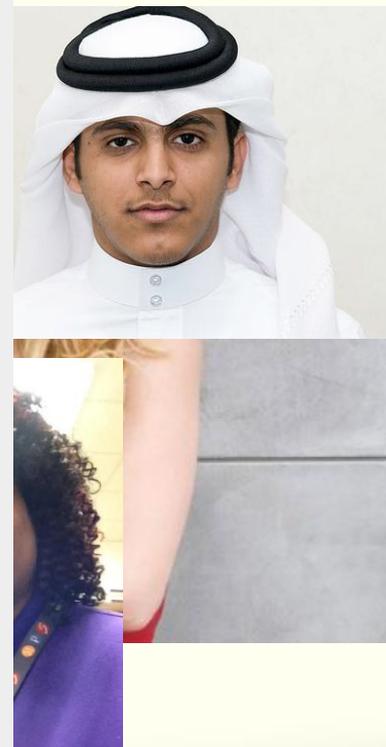


# 客户聚焦



Pick

One



# 产品聚焦



# 资源聚焦

ebay™

AliExpress™

GEARBEST 

wish

amazon.com 

# 从0到1的建议

- 选择与老外竞争
- 选择一个被验证过的方向
- 产品微创新
- 品牌思维
- 多渠道合作
- 从老买家身上挖掘机会（粉丝文化）



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