

# “畅”所欲言 玩胜跨境

— 2018年中大卖家如何突围? —

7月6日-杭州站 主办单位: 畅路销



# “畅”所欲言 玩胜跨境



## 2018最新全球电商趋势分析

ChannelAdvisor 畅路销 大中华区总裁 马江

# “畅”所欲言 玩胜跨境

Alibaba & Amazon = Similar Focus Areas...  
Alibaba = Higher GMV...Amazon = Higher Revenue (2017)

亚马逊只是阿里的  
1/3，但是亚马逊  
的收入却是阿里的  
5倍多。

## Alibaba

\$599B = Market Capitalization  
\$701B = GMV(E) +29% Y/Y  
\$34B = Revenue +31% Y/Y  
60% = Gross Margin  
\$14B = Free Cash Flow

8% = Non-China Revenue as % of Total\*\*

Tmall / Taobao / AliExpress /  
Lazada / Alibaba.com /  
1688.com / Juhuasuan / Daraz

Online  
Marketplace

Intime / Suning\* / Hema

Physical  
Retail

Ant Financial\* / Paytm\*

Payments

Youku / UCWeb / Alisports /  
Alibaba Music / Damai /  
Alibaba Pictures\*

Digital  
Entertainment

Ele.Me (Local) / Koubei (Local) / Alimama /  
(Marketing) / Cainiao (Logistics) / Autonavi  
(Mapping) / Tmall Genie (IoT)

Other

Alibaba Cloud

Cloud Platform

## Amazon

\$789B = Market Capitalization  
\$225B = GMV(E) +25% Y/Y  
\$178B = Revenue +31% Y/Y  
37% = Gross Margin  
\$4B = Free Cash Flow

31% = Non-USA Revenue as % of Total\*\*

Amazon.com

Whole Foods / Amazon Go /  
Amazonbooks

Amazon Payments

Amazon Video / Amazon  
Music / Twitch / Amazon Game  
Studios / Audible

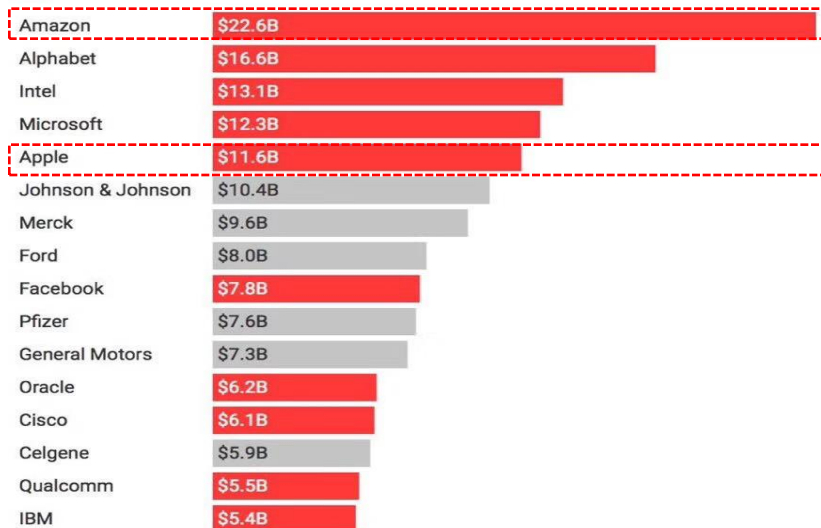
Alexa (IoT) / Ring (IoT) /  
Kindle + Fire  
Devices (Hardware)

Amazon Web Services (AWS)

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## Top U.S. companies for R&D spending

■ Tech ■ Non-tech



亚马逊每年投入的研发经费是上千亿美金，相当于苹果公司的2倍

Data for latest fiscal year

Source: FactSet • [Get the data](#)

# What's New at Catalyst 2018?

## AMAZON

HAS CONTINUED TO  
GAIN SHARE RAPIDLY

## BRANDS

ARE SCRAMBLING  
TO ADAPT TO  
E-COMMERCE

## VOICE COMMERCE

WILL BE AN EXCITING AND  
INTERESTING FUTURE FOR SHOPPERS

## BLOCKCHAIN

WILL APPLY AROUND  
THE AREAS IN SUPPLY  
CHAIN AND LOGISTICS

## DATA

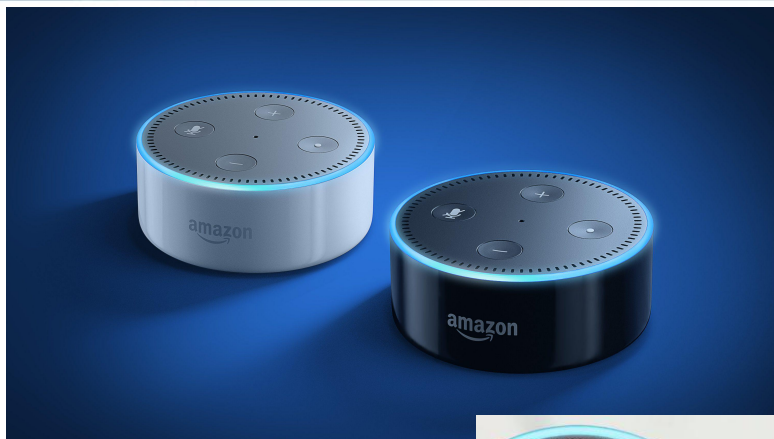
IS STILL IDENTIFIED AS A  
STRATEGIC AREA WITH  
SPECIAL ADVANTAGE

## LOGISTICS

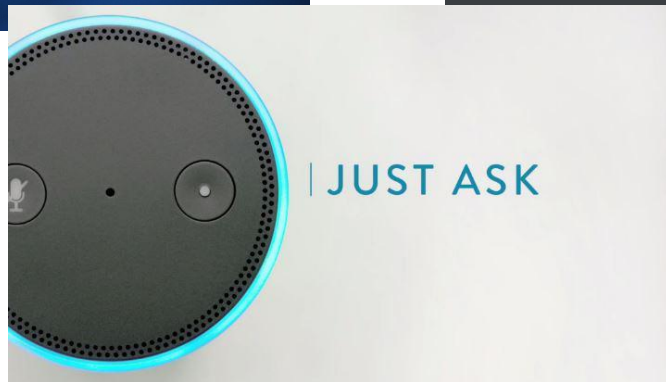
IS THE NEXT MAJOR  
BATTLEFIELD



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Tmall  
Genie



# “畅”所欲言 玩胜跨境



SHANGHAI



SHENZHEN

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## 畅路销中国团队组织架构

2013年来到中国

60余资深电商专家顾问遍布上海和深圳, 我们的队伍还在不断壮大。。

销售  
市场推广

产品管理  
软件开发  
售后实施

财务  
人力资源  
行政