

Cross Border eCommerce 101: Getting started with Tmall Global

TMALL GLOBAL
天猫国际

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考拉海购

Customer Journey

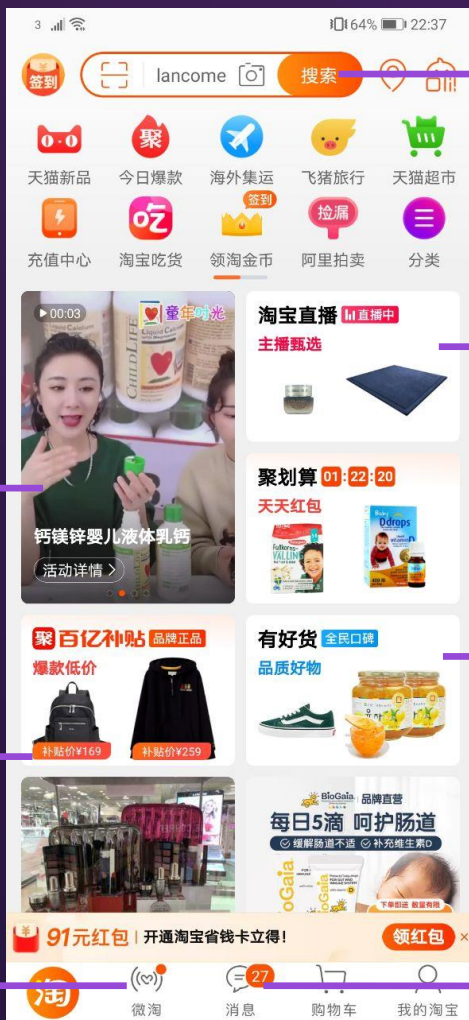
Personalised homepage display

Access to different marketplaces and services

Recommended livestream

Product discovery channels

Microblogging channel



Search using keywords / photos / QR code scan

Taobao Live 24/7 interactive livestreams

Curated product recommendations

Customer service online chat function



Product details page



Reviews

Business Models Overview

Marketplace Flagship Store

- B2C model
- Suitable for brands / retailers ready to invest in entering the China market
- Build brand identity and promote your products

Costs

- Security deposit
- Annual fee + Commission
- Tmall Partner (TP)
- Logistics
- Marketing

TKOF - Frankfurt GFC

- B2B2C model
- Suitable for distributors / retailers
- Goods held in Frankfurt Global Fulfillment Centre (GFC)

Costs

- Warehouse fee (*waived for first 3 months*)
- VMS monthly fee (*waived for first 12 months*)
- Shipment to Frankfurt + collection of unsold goods

TKOF - dropshipping

- B2B2C model
- Suitable for distributors / retailers with big assortment
- Orders drop-shipped to local Europe warehouses

Costs

- Security deposit
- VMS monthly fee (*waived for first 12 months*)
- Dropshipping to EU / UK warehouses

Tmall Global Flagship Store: Costs

	Security Deposit	Annual Fees	Commission	TP Partner	Logistics & Marketing
					
	<p>A one-time fee of RMB 50,000* is used as collateral in case of any damages or expenses incurred under the service agreement with Tmall Global</p>	<p>An annual fee of RMB 30-60,000, depending on the main category of the products</p>	<p>A commission of 2 - 5% based on product categories, plus 1% Alipay service fee per item sold</p>	<p>TPs charge a monthly fee ranging between RMB 20,000 – 100,000 plus a commission.</p> <p>Distribution partners may work on B2B trade terms.</p>	<p>Depending on the mode of logistics, prices will vary.</p> <p>We recommend a marketing budget equivalent to 20 - 30% of projected sales</p>

Platform fee details: <https://bit.ly/3usctzY>

*Higher deposit for selected high-risk categories including infant nutrition, OTC healthcare products, adult products

Tmall & Kaola Overseas Fulfillment: Costs

	Frankfurt GFC	VMS Excel upload	API integration
MODE	<ul style="list-style-type: none"> • Suitable for distributors / retailers offering specific high-demand SKUs • Goods held in Frankfurt Global Fulfillment Centre (GFC) • Unsold goods must be collected after 3 months 	<ul style="list-style-type: none"> • Suitable for distributors / retailers with big assortment • Orders drop-shipped to local Europe warehouses • Product feed via Excel data upload 	<ul style="list-style-type: none"> • Suitable for distributors / retailers with big assortment • Orders drop-shipped to local Europe warehouses • API (requires IT resources)
COSTS	<ul style="list-style-type: none"> • Warehouse fee EUR 0.71 per cubic metre per day <i>(waived for first 3 months)</i> • VMS monthly fee USD 50 <i>(waived for first 12 months)</i> • Shipment to Frankfurt 	<ul style="list-style-type: none"> • Security deposit USD 10,000 • VMS monthly fee USD 150 <i>(waived for first 12 months)</i> • Dropship to Frankfurt / Amsterdam / Paris / London / Milan 	<ul style="list-style-type: none"> • Security deposit USD 10,000 • VMS monthly fee USD 300 <i>(waived for first 12 months)</i> • Dropship to Frankfurt / Amsterdam / Paris / London / Milan

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