

What is a Mini-STORE?

It's a shop in the shop

Shop= Alibaba's Tmall Direct Import

Cross Border Models

Multiple channels for different readiness

		Warehouse	Seller	Readiness	higher
 Flagship Store	Flagship Store	CN Bonded/ EU	Brand/ Distributor	Brand marketing+ Full Range	 <p>complexity</p>
 Tmall Direct Import	Tmall Direct Import	CN Bonded	Tmall Global	Brand known & have sales in China	
 Ministore	Mini Store	CN Bonded/ General Trade	Tmall Global/ Merchant pricing	Low cost for SME brands 3 links only	
 Overseas Fulfillment	Overseas Fulfillments	EU	Tmall Global TKOF	Europe Drop Shipment to China	

Good

Core Advantages of Cross-border Ministore



Lower Cost



ZERO Annual fees
Low Logistic cost
Low deposit
Standard Commission



Incubations



Incubation plan for new products within 90 days for 10x increase in UV



Fully Supported Ops



Sales + Branding + Customer
One-stop integrated operations provided by Tmall Global official

Strong Incubation: Access to Taobao's Public Domain Promotion Channels

Search & Recommendation

- 30 million+ fans
- Search and Push notifications
- 10x increase in UV for new products

Paid Promotions

- Alimama Key Account
- Discount on advertisement and placement



Livestream marketing on Taobao



- Access to top live-streamers in China: Viya and Austin Li

Juhuasuan & Coupons

- Favorable fee structure for placement & commission
- No limitations on advertising space

Strong Incubation: Exclusive Resources for Ministore



Featured Banner



Brand Discovery



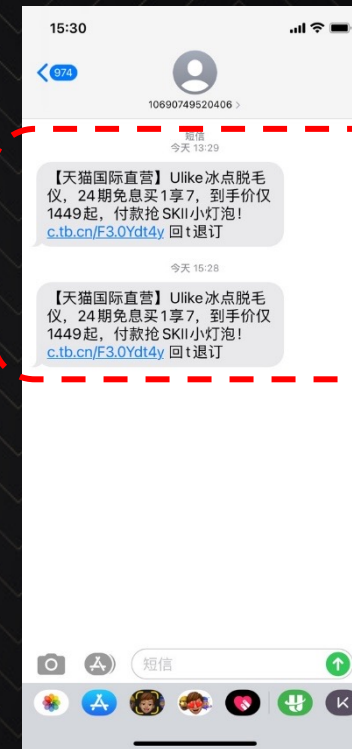
Brand Feature



Category Coupon

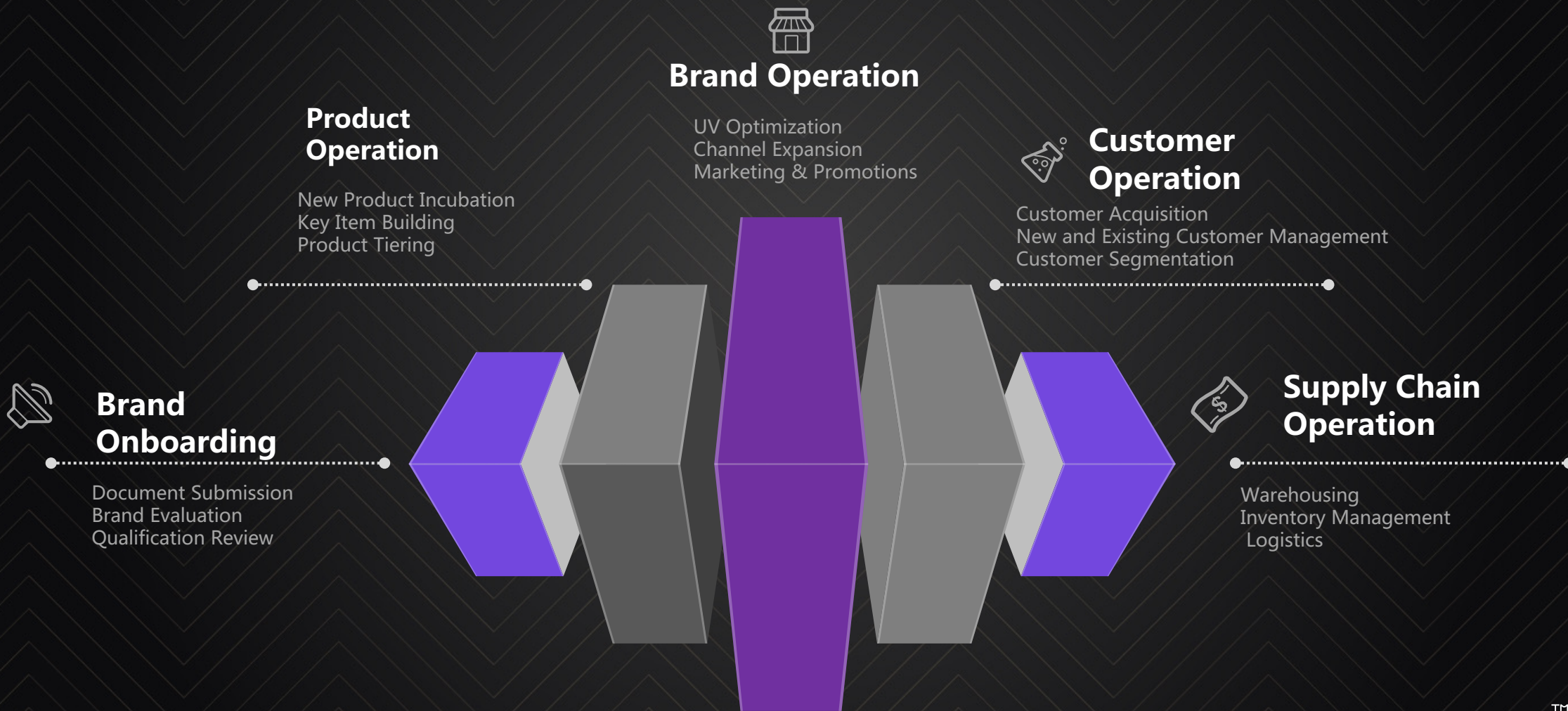


New Product Suggestions



SMS Text Messaging

Fully Supported Operations: One-stop Integrated Solution Provided by Tmall Global

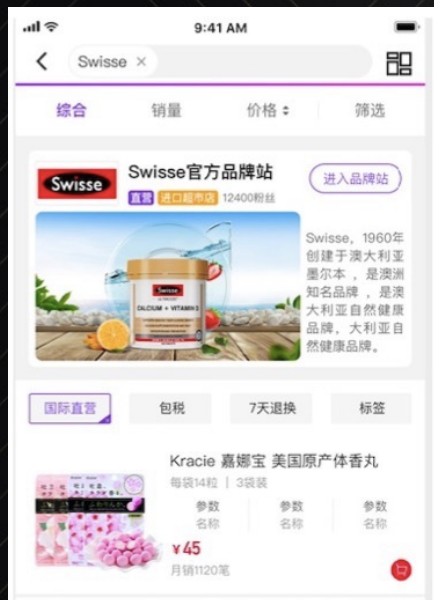


Fully Supported Operations: One-stop Integrated Solution

Product Details



Search & Recommendation from Tmall Global



Promotion Page



Product Suggestions Section

Tmall Global Homepage

Direct Import Exclusive Channel

Direct Import Store Weitao

Direct Import Exclusive Customer Service

Promotions

Global Marketing IPs

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Low Cost

Type of Expenses	Expense Item	Overseas Flagship Store	Ministore (Special promotion)
Operation Fee	Cainiao (1kg+ additional weight)	11+2	9+2 (1 st Kg and kg after)
	Warehouse Receiving	0	0
	Alipay Commission Fee	1%	1%
	Customer Service Fee	0%	0.6%
	Returns*	0%	1% (Varies by Category)
	Security Deposit	RMB 50,000-300,000	When GMV is still under 500K RMB, it will be only 1000 RMB. If GMV reached over 500K RMB, deposit will be RMB 30,000. All deposit will be refunded at the end of cooperation.
	Platform Service Commission	3%-6%	3%-6% (*Reward back to marketing fund after reaching GMV target per Category)
	Marketing Commission within Taobao (not including livestreams)	2%-3%	0%
	Tmall Partner Operation Fee	RMB4 80,000+5%	4%
	Marketing Cost	Promotion Fee- within first 90 days	Brands decision
Promotion Fee- after first 90 days		Brands decision	

*Returns in fashion and consumer electronics 3%, and 1% in other categories.

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Summary

Your immediate cost for Ministore:

- Deposit 1000 RMB
- 3% platform commission
- 1% Alipay to process payment
- 4%+0.6% for TP/customer service

Then:

- Air/ocean shipment for the bonded warehouse. Only 3 links so small volume.
- Per shipment to consumer is 9 RMB the first KG, 2 RMB any extra KG. No warehouse fee for the moment.

Condition:

First 3 months we will deduct 30% of your GMV as marketing.

So if you have sales of 10K in the first 3 months, 3K are deducted for marketing.

After 3 months, depending on how successful or not, you can decide freely to invest further in marketing or change products or stop.

Highly recommended:

Chinese Intern to communicate future promotion activities.