

Alibaba Group GATEWAY TO CHINA

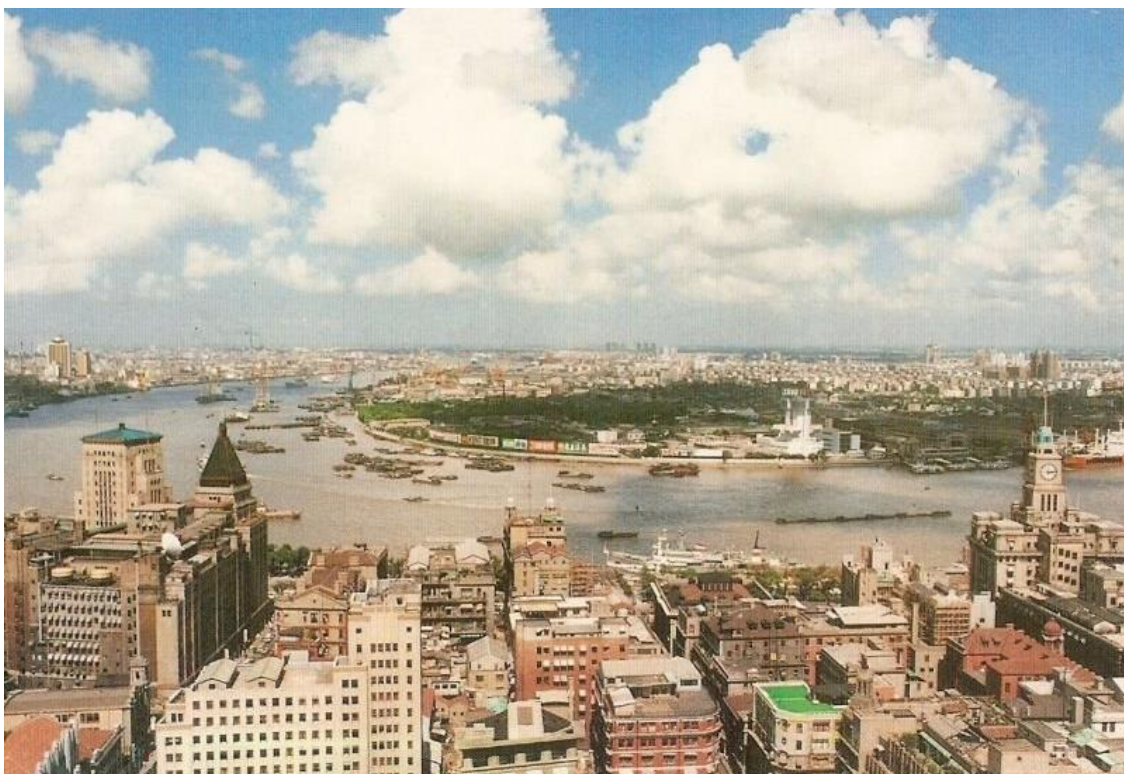
MANFREDI MINUTELLI

Bardolino (VR) , 5th October 2018



SHANGHAI, CHINA, PUDONG DISTRICT

1990



2018



CHINA E-COMMERCE LEADERSHIP

2020 TRENDS

- ✓ The world's largest e-commerce market (\$1.7 Trillion by 2020)
- ✓ Internet Users 802+ ➡ 900M
- ✓ 72% China Internet users are less than **39 years**
- ✓ Mobile 68% ➡ 86%
- ✓ **260 cities** with over **1 million people**
- ✓ Chinese Middle Class 300M ➡ 500M



ALIBABA GROUP ECOSYSTEM



ALIBABA ECOSYSTEM

Why 360°, because Alibaba built up the whole ecosystem that cover from social networks to web-browser, till marketplaces where the products will be sold.



In the US



Alibaba Ecosystem

Each day,
200 millions
of Chinese
consumers
access **7**
times and
spent **22min**
in Alibaba
ecosystem!



+10 million
active merchants



55 million
packages daily



US\$ 768
billion GMV
+28%



576 million
active consumers



90%
mobile GMV

Alibaba

SINGLES DAY 11.11 2017



US\$25.3 billion GMV (+39% YoY)



90% Mobile GMV



812 million deliveries



140,000 Brands & Merchants
60,000 International



80% OF THE BRANDS IN FORBES TOP 100

B&O
BANG & OLUFSEN




BURBERRY®
LONDON

dyson

Avène


adidas®

Colgate®

L'OCCITANE
EN PROVENCE

ZARA


NESPRESSO



P&G

Wyeth® | Nutrition

intel®

Coca-Cola

 Auchan



METRO



 Alibaba Group
阿里巴巴集团

200 ITALIAN FLAGSHIP STORES

Automotive



Fashion



Food & Beverages



Beauty



Mother & Baby



Sports



Wines & Spirits



Home



Health and Personal Care



SOME EXAMPLES



SOME QUESTIONS BEFORE START

HOW TO PRESENT MY SELF

- Marketing plan
- Omnichannel strategy



HOW CAN I MANAGE TP

- Daily activities
- E-commerce knowledge



BUSINESS MANAGEMENT

- Timing of assortment, logistic, promotions



WHAT'S MY CHINA STRATEGY

- Investments
- Think long term



WHAT IS MY HERO PRODUCT

- Selling point
- Market opportunity



WHO ARE MY CORE CONSUMERS

- Consumer profile
- Their preferences



WHO ARE MY COMPETITORS

- Brand positioning
- Price range



GATEWAY TO CHINA



TMALL DIRECT IMPORT



Brands testing the market



TMALL GLOBAL

TMALL GLOBAL
天猫国际



Brands shipping
cross-border to China



TMALL.COM

天猫 TMALL.COM



Brands with Chinese operations

HOW TO OPEN A STORE



- Brand positioning
- Marketing strategies
- Product assortment
- Pricing strategies
- Distribution strategies

BRAND



TMALL
PARTNER (TP)



- Store design & maintenance
- Product suggestion & selection
- Day-to-day operations
- Customer service
- Logistic & Warehouse optimization
- Merchandize analysis

SUPPORTED BY ALIBABA ECOSYSTEM

MARKETPLACE



- Tmall Classic & Tmall Global
- Real-time consumer data
- Analytical tools
- Promotion events

PAYMENT



- Payment Infrastructure
- Payment in local currency
- Analytical tools

LOGISTIC



- Logistic Data Infrastructure
- System integrated with Customs
- Analytical tools

SOME TIPS FOR SUCCESS

DEDICATED TEAM



THINK LONG TERM



**STUDY THE MARKET
AND NEW CONSUMERS**



Invest in marketing campaign

**BUILD SOLID
PARTNERSHIP WITH
EXPERIENCED TP**



**MADE IN ITALY HAS
A VALUE**



But can't be the only one

**STUDY LOGISTICS,
LEGAL AND CUSTOM DUTIES
ISSUES**



OUR TARGET: MILLENNIALS & GENERATION Z



NEW RETAIL PLATFORMS



GLOBALIZATION STRATEGY



谢谢!
XIE XIE!
THANK YOU!
GRAZIE!