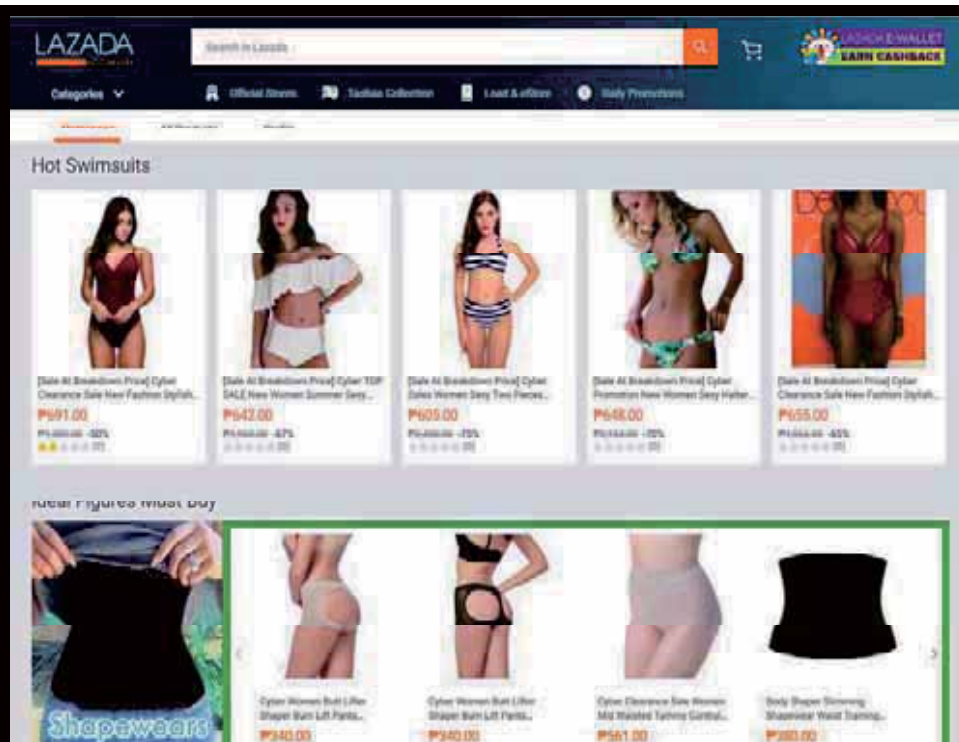


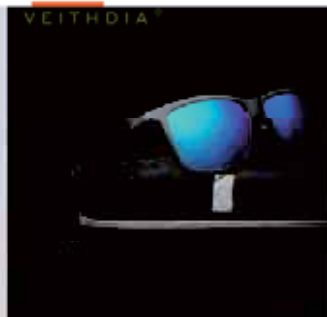
中華民國 無店面零售商業同業公會





東南亞領先電商平台 Lazada, Qoo10







Moonar Vintage antique poster World map wall sticker paper for home decor

Brand: Moonar (More Home Decor from Moonar)

RM13.60

Quantity

1

ADD TO CART

How to buy?

Delivery Options

Wp Kuala Lumpur, Kuala Lumpur, MALAYSIA

CHANGE

Ships from Overseas

Standard Delivery

Get by 10:00 - 12:00 AM

Free

Cash on Delivery Available

Return & Warranty

7 days easy return

Change of mind is not applicable

Warranty not available



| | | | | | |
|--|--|---|--|--|---|
| <p>Women PU Sandals (Shoes With Thick Heel) (Black) (Black)</p> <p>MYR 35.00</p> <p>40% OFF</p> <p>1300</p> | <p>Smart T142 Men Sport LED Watch (Black) (Black)</p> <p>MYR 32.00</p> <p>40% OFF</p> <p>1300</p> | <p>NAVIFORCE N1000A Men's Quartz Watch (Black) (Black)</p> <p>MYR 71.00</p> <p>40% OFF</p> <p>1300</p> | <p>Women Fashion Quartz Watch (Black) (Black)</p> <p>MYR 15.00</p> <p>40% OFF</p> <p>1300</p> | <p>Barberry Men Three-Handed Quartz Watch (Black) (Black)</p> <p>MYR 39.00</p> <p>40% OFF</p> <p>1300</p> | <p>Golden Diamond Necklace (Black) (Black)</p> <p>MYR 16.00</p> <p>40% OFF</p> <p>1300</p> |
| | | | | | |

Manicure Kits & Accessories
Facial Cleansers
Makeup Bags & Organizers
Serum & Essence
Makeup Palettes & Sets
Health & Beauty
[VIEW LESS](#)

Warranty Type

☐ No Warranty

☐ Cash On Delivery

☐ Fulfilled By Lazada

Location

☐ Overseas

Price

Min

Max



[Bundle] Cyber Exfoliating Foot Peeling Renewal Mask...
RM14.20

★★★★★ (10)

Hong Kong



Cyber 6 Colors Cheek Makeup Blush Bronzer...
RM14.20

★★★★★ (10)

Hong Kong



[Buy One Get One Free] Cyber Exfoliating Foot Peeling...
RM17.90

★★★★★ (10)

Malaysia



24 Styles Eyebrow Shaping Stencils Grooming Kit...
RM11.40

★★★★★ (10)

Hong Kong



Cyber Clearance Sale 12 Colors Lipstick Makeup...
RM14.20

★★★★★ (10)

Hong Kong



Color Family

☐ Blue

☐ Red

☐ Gold

☐ Silver

Service

☐ Cash On Delivery

☐ Fulfilled By Lazada

Innovations

☐ Lateral

☐ Overline

Price

Min

Max

Rating

★★★★★



Ultra Smooth 12+188 Bearing Fishing Reel Honeycomb...
RM60.10

★★★★★ (10)



Metal High Speed Left/Right Interchangeable Reel...
RM32.70

★★★★★ (10)



Ultra Smooth 12+188 Bearing Fishing Reel Honeycomb...
RM70.20

★★★★★ (10)



Ultra Smooth 12+188 Bearing Fishing Reel Honeycomb...
RM62.10

★★★★★ (10)



Ultra Smooth 12+188 Bearing Fishing Reel Honeycomb...
RM58.40

★★★★★ (10)





BYT Bakery Big Capacity
Wallet Leather Vertical Leather...

MYR 25.75

4.8 (48)



BYT Bakery Big Capacity Men
Wallet Leather Vertical Leather...

MYR 25.75

4.8 (48)



BYT Bakery Brand New
Fashionable Cross Pattern Ma...

MYR 24.77

4.8 (31)



BYT Bakery Korean Style Long
Men Wallet Leather Hand Bag...

MYR 27.70

4.8 (40)



BYT Bakery Korean Style Long
Men Wallet Leather Hand Bag...

MYR 27.70

4.8 (42)



BYT Tempered Glass Screen
Protector for Lenovo Tab3 7...

MYR 24.95

4.8 (22)



M.A.K

Location

Overseas

Price

Min

Max

Rating

4.8 (48)

4.8 (48)

4.8 (48)

4.8 (48)

Warranty Type

No warranty

Color Family

Black



Men Human Natural Hair
Straight Short Hair Wig Mid...

RM98.99

4.8 (48)



Human Hair Wigs For Women
Long Straight Lace Front Pu...

RM130.50

4.8 (48)



40cm Brown Straight Bob
Style Hair Dark Synthetic...

RM53.99

4.8 (48)



Women Brazilian Lace Front
Human Hair Wigs Short Bob...

RM148.99

4.8 (48)



Fashion Handsome Boys Full
Wig New Korean Short Light...

RM58.99

4.8 (48)



Brand

☐ Rich Long
☐ Missing U

Location

☐ Domestic

Price

Min. Max.

RM22.90 RM16.40 RM32.90 RM34.90 RM30.90

Rating

★★★★★ And Up

★★★★ And Up

★★★ And Up

★★★ And Up

★★★ And Up

★★★ And Up

Warranty Type

☐ No Warranty



Missing U Women's Hollow
Geometric Choker Collar...

RM22.90

★★★★★ (1)

show



Missing U Women's Hollow
Geometric Choker Collar...

RM16.40

★★★★★ (1)

show



Rich Long Gold Plated
Women's Vintage Wedding...

RM32.90

★★★★★ (1)

show



Rich Long Gold Plated
Women's Vintage Wedding...

RM34.90

★★★★★ (1)

show



Rich Long Gold Plated
Rhinstone Necklace &...

RM30.90

★★★★★ (1)

show



WHO WE ARE

E-Services Group自2002年起致力於全球電子商務市場的運營，擁有全球首創並領先的電商解決方案，助力企業拓展海外市場，提升品牌競爭力，增加線上銷售額。

ESG在英國倫敦成立，目前總部位於香港、台灣，中國和新加坡均設有分公司，業務覆蓋歐洲、澳洲、亞洲和美國等78個國家及地區。團隊成員來自世界各地，ESG運用其多元化的人才與豐富的電商經驗構建強大的電商系統。

2014年10月，ESG打造“WE+跨境電商加速器”、“eCommerce全球品牌加速器”及“Dispatcher易通全球”三大服務體系。一方面專注為跨境電商企業提供全球優質的電商管道，助力跨境電商企業迅速打開海外市場；另一方面專注為亞洲製造提供一站式的品牌出海解決方案，說明亞洲製造實現品牌全球化；與此同時，我們為全球跨境平臺尋找需求性品類，說明平臺打通與產品之間的壁壘，構建跨境電商生態服務系統，致力成為跨境電商領域最優資源橋樑！



當地語系化

當地語系化貨幣支付系統
多語種當地語系化電商包裝
40多個國籍當地語系化人才運營
實現購買過程當地語系化提升轉化率



全球化

全球化視野運作
貨銷全球
貨通全球
全球開店



專業化

電商專家
逾15年的電商經驗
全面的電商配套服務
自營B2C年營業額逾2億美金

OUR CEO & FOUNDER

ALAN LIM

A serial entrepreneur, Alan founded his first company at the age of 22 whilst studying at the University of London. Within 5 years, Alan had grown his online retail group to a team of 80 staff members, who under his direction achieved an annual turnover exceeding £30 million.

In 2009, Alan's intuition led him back to Asia, which has since become home to the world's most rapidly growing eCommerce markets. His recognition of Asia's eCommerce potential led to the founding of our now globally established company: (ESG).

Alan oversees the growth and development of all business units across all ESG branches and is the driving force behind ESG's expansion into new markets. He was also awarded the HK Entrepreneur of the year in 2015 and a member of the Young President Organization (YPO)



OUR LEADERSHIP TEAM



COLLIN MOOLHUIZEN

GLOBAL SALES DIRECTOR

Formerly an Account Director in PinkRoccade, Collin oversees sales operations, bringing on profitable new clients and managing the development client relations to ensure consistent growth.



JO CHALLIS

CHIEF DEVELOPMENT OFFICER

As a digital marketing consultant before ESG, Jo oversees the growth and development of our eCommerce services, enabling the client and operations teams to deliver a first-class service.



VINCENT LI

CHIEF OPERATING OFFICER

Being responsible for Huawei's sales and marketing activities for over 10 years, Vincent oversees ESG's overall operations and development of operating policies and procedures.



KENNY TAM

FINANCE CONTROLLER

Kenny oversees finance operations, planning and directing treasury and financial reporting functions and developing ESG's finance policies and workflow.



MICHAEL HUI

LOGISTICS PARTNERSHIP MANAGER

Worked as a Logistics Fulfillment Manager in Google, Michael is experienced in supply chain management. He oversees and coordinates ESG's overall logistics process.



JESSLYN SIM

BUSINESS ARCHITECT

Previously a Research & Development Engineer in GlobalFoundries, Jesslyn directs the IT team in Singapore, HK and China, developing ESG technologies and managing our eCommerce systems.



KAI PONG

GENERAL MANAGER TW

Once an Alibaba TW's Top Sales Manager, Kai manages ESG's Taiwan business, overseeing business and strategy development, sales and account management.



BIBBY LIN

COMMERCIAL DIRECTOR

Before joining ESG, Bibby was a senior executive from Alibaba. She now leads the merchant solution team and oversees our core China Business.



全球開店：
在全球各主流平臺上線銷售



官網直銷：通過官網實現
全球B2C銷售



Facebook post for Lematec Pro Air Tools & Accessories:

Great New, LEMATEC TOOL launch on LAZADA now!! Get our best sale tool-LEMATEC Sandblaster gun. 30% discount!!!!
Get it soon, <https://goo.gl/3cEJdm>
偉大的新, lematec工具在lazada!! 得到我們最好的銷售工具- lematec sandblaster 30%折扣!!!!

LEMATEC Gravity Feed Portable Sandblaster Tool With One FREE Nozzle Air Tools Speed Blaster Tool Spray Sandblasting Tool | Lazada

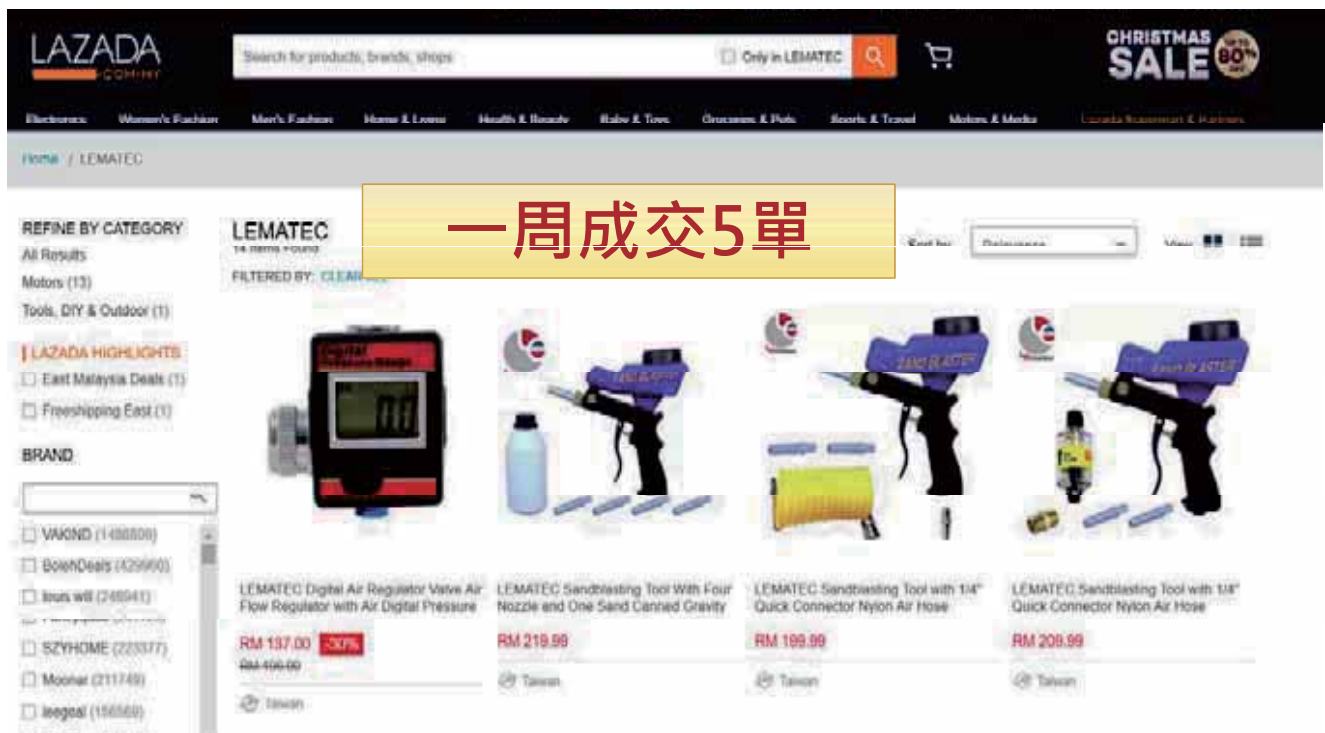
LAZADA.COM.MY

LAZADA product listing for LEMATEC Gravity Feed Portable Sandblaster Tool:

LEMATEC Gravity Feed Portable Sandblaster Tool With One FREE Nozzle Air Tools Speed Blaster Tool Spray Sandblasting Tool

RM 139.99 RM 109.00 Available

LEMATEC Gravity Feed Portable Sandblaster Tool



搭配Lazada平台促銷，在各個季度推出產品檔期



針對關鍵詞，投放Google廣告

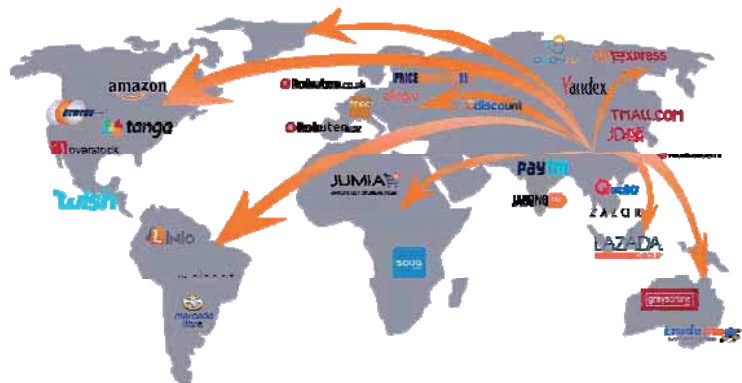


善用Google聯播網，針對目標族群/區域，投放產品訊息
引流回電商店鋪/粉絲團/官網，並交叉比對流量動向

19

全球跨境電商爆發式增長&當地語系化平臺的快速成長

從2015年開始，全球跨境電商將以每年27.4%的速度增長，到2020年將達到1萬億美金的交易額。
在全球各大當地語系化電商平臺得到快速的發展通過提供豐富的产品品類,快速交付。



ESG在這個巨大的市場機遇面前已經佔據了絕佳的有利位置
目標在2019年達到20億美金的銷售額

20

完善海外倉服務，支持台灣廠商跨境物流



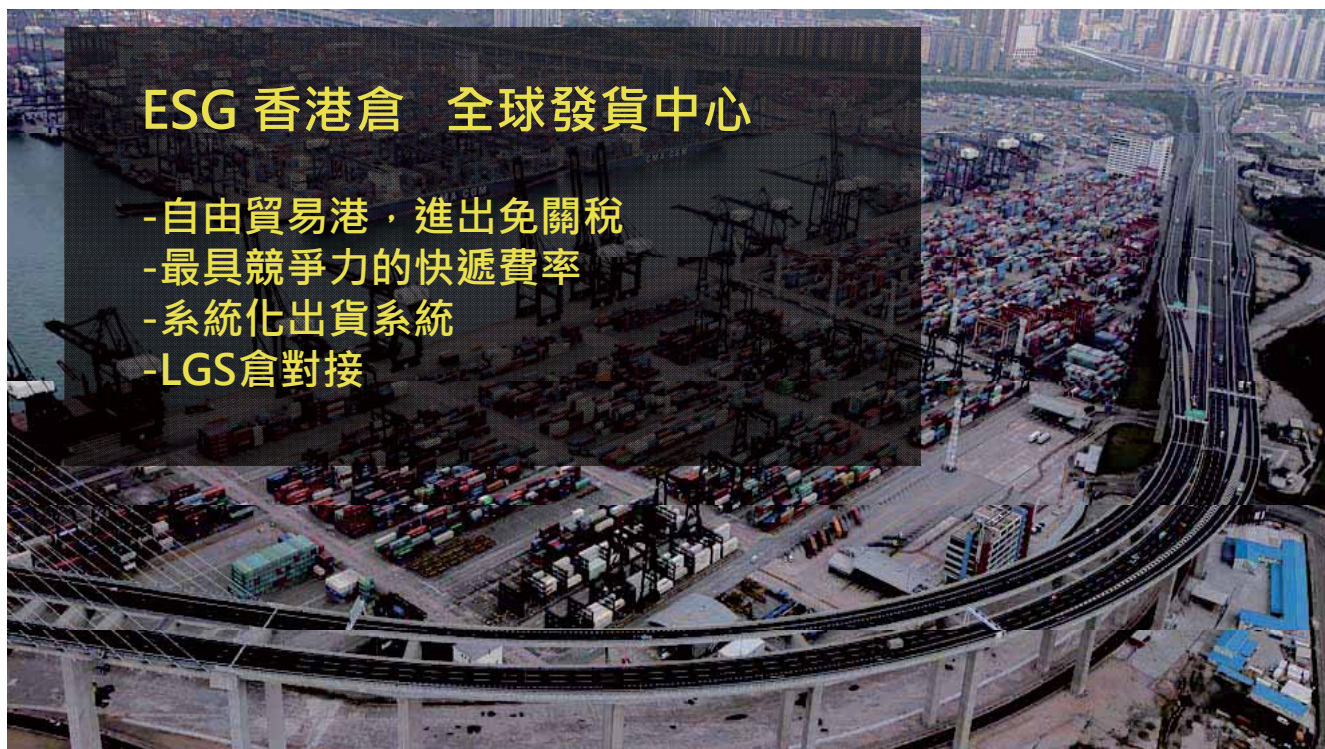
GLOBAL NETWORK OF WAREHOUSES

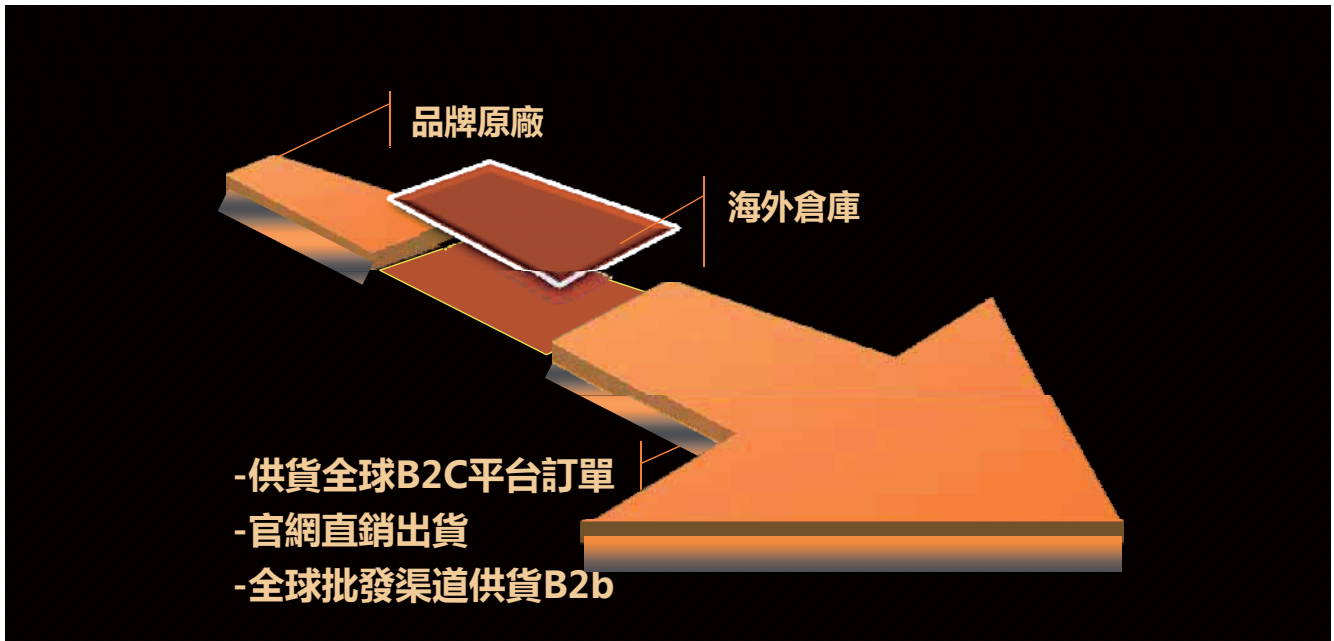
We have warehousing facilities located all around the world to deliver a truly global and expertly localised warehousing solution.



ESG 香港倉 全球發貨中心

- 自由貿易港，進出免關稅
- 最具競爭力的快遞費率
- 系統化出貨系統
- LGS倉對接





OUR INDUSTRY – EVOLUTION OF SUPPLY CHAIN

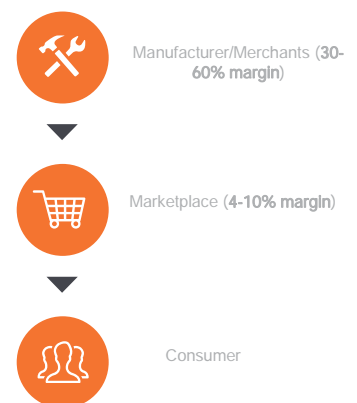
Traditional Supply Chain



Benefits of ESG's Model

- Reduced process with higher margin for the seller
- Able to keep track of customer information from database
- Access to customer feedbacks to improve product development
 - Increased B2B sales

Cross Border eCommerce via WE+



不可或缺的細節

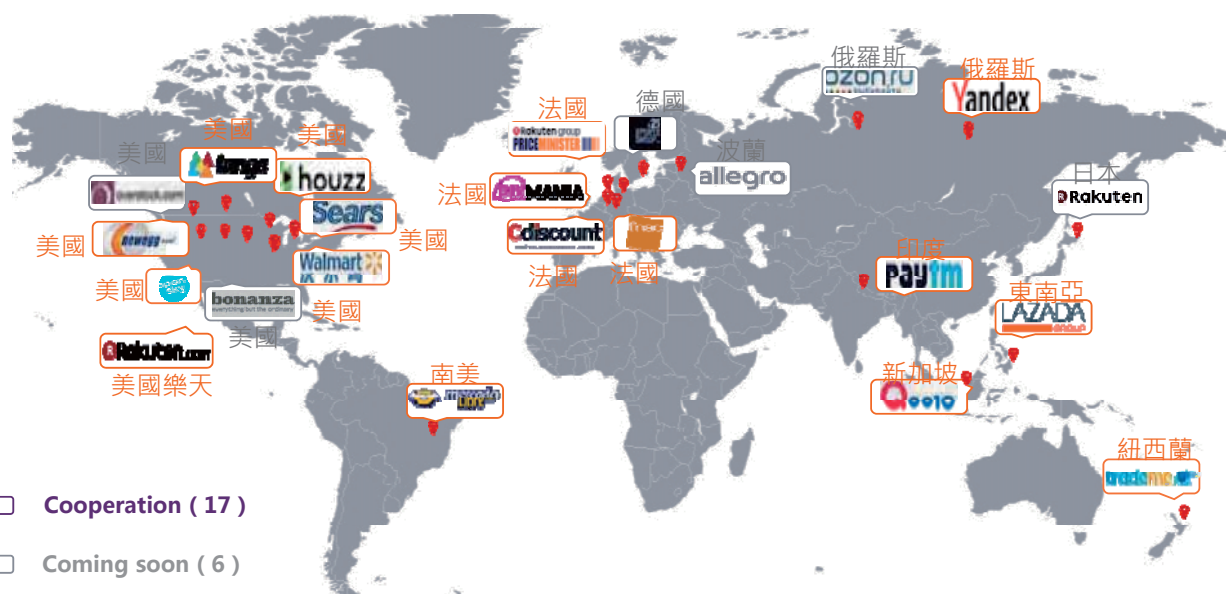


ESG提供專業團隊運營，與解決方案



WE+跨境電商加速器

E - SERVICES GROUP



- ☐ Cooperation (17)
- ☐ Coming soon (6)

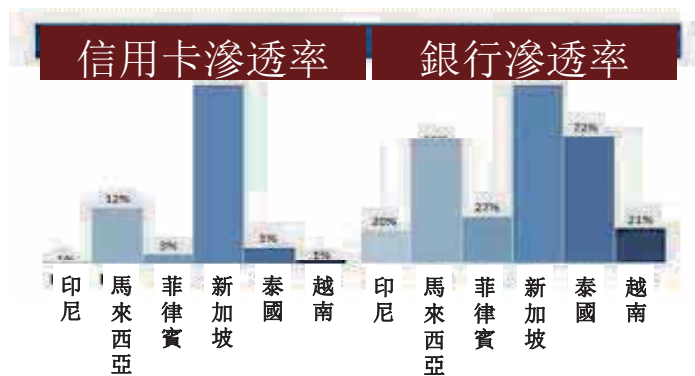
助您上線全球最有影響力的電商平臺，連結全球25億消費者，提升品牌曝光率

- 更快進入全球各大平臺
- 國際化團隊運營，效率更高
- 競爭更少，利潤更高
- 更快瞭解平臺規則
- 全球物流服務
- 為品牌帶來全球平臺資源
- 幫助品牌在全球曝光



多種跨境支付方式:

在信用卡覆蓋率低的市場裡，LAZADA支付方案解決了支付難題

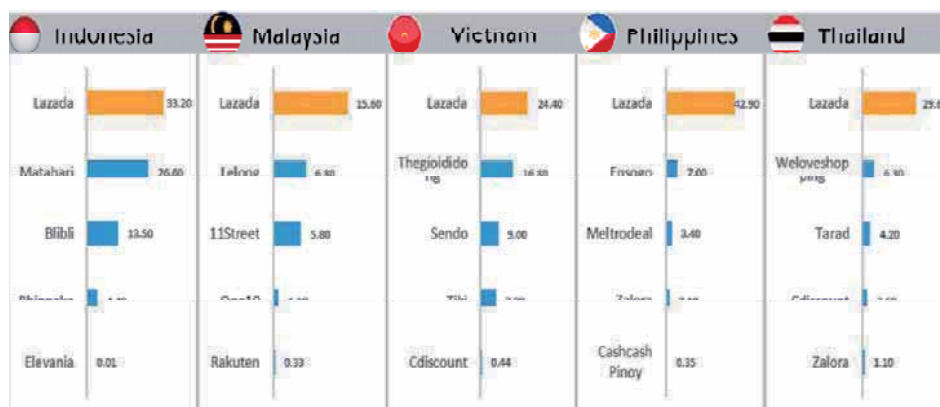


2
9

泛東南亞地區無可爭議的市場領導者

LAZADA在運營的主要國家佔據著最大的市場份額

每月網站訪問量 (百萬)



品牌知名度和訪問流量已快速超越競爭對手，
形成競爭優勢

Alexa | amazon.com company

Features Resources Pricing Log in

Top Sites in Malaysia

Global By Country By Category

Showing 50 of 500 results

Want access to the complete list?

TRY 7 DAYS FREE

| Site | Daily Time on Site | Daily Pageviews per Visitor | % of Traffic From Search | To |
|--|--------------------|-----------------------------|--------------------------|----|
| 1. Google.com Enables users to search the world's information, including webpages, images, and videos. Offer... More | 27702 | 6.22 | 10.00% | |
| 2. Youtube.com User-submitted videos, with rating, comments, and contests. | 9320 | 4.82 | 18.00% | |
| 3. Lazada.com.my Lazada.com.my is part of Lazada Group which operates Southeast Asia's number one online shoppe... More | 7114 | 6.21 | 13.60% | |
| 4. Google.com.my | 338 | 4.73 | 8.70% | |

Lazada集團為賣家聯通東南亞顧客 提供端到端解決方案

1

行銷



2

支付



3

物流



WE+平臺顧客LAZADA海外市場開拓



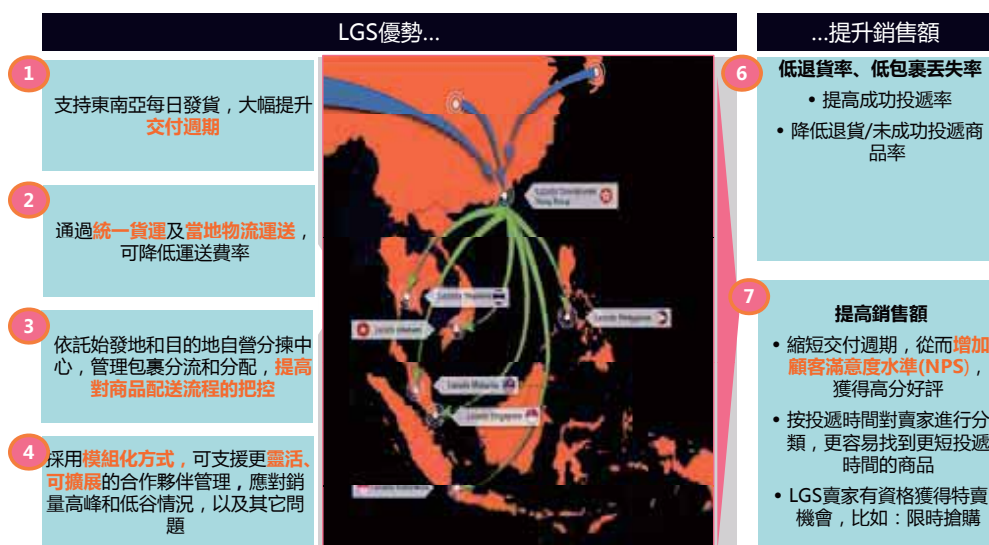
海外平臺發展戰略=增加平臺的粘度



33

Lazada全球物流方案 (LGS) + ESG

以“高銷售額、低退貨率”，為您提升盈利能力



東南亞電商市場擁有極大的發展潛力

在東南亞1億5千萬的數字消費者中，有三分之二已實現網上購物



構建電商生態系統，助力您的線上業務



Lazada平臺行銷

加入Lazada大促銷活動，推動業績增長



LAZADA GROUP

每年五大促銷活動

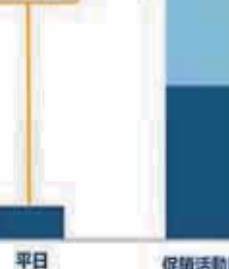
- | | |
|-----------|---|
| 中國春節 | 二月： • 慶祝東南亞地區的陰曆新年 |
| Lazada週年慶 | 三月底： • Lazada週年慶 • 開放火燭優惠 |
| 品牌/賣家促銷 | 六月： • 配合TVC的品牌活動，展現電商的優勢 |
| 品牌專屬促銷 | 九月： • 特別設計的垂直品牌和賣家專屬主頁 |
| 網購嘉年華 | 十一月至十二月： • 年度最大網購盛事 • 包括11.11和12.12促銷特賣 |



大促銷期間銷售增長

銷售額/訂單

5.10倍



平日

促銷活動日

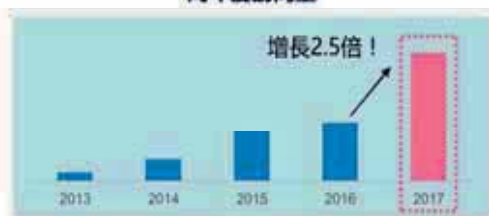
每年的周年慶活動都突破上半年紀錄

有了2016年的成功，我們對2017年的宏大目標更具信心



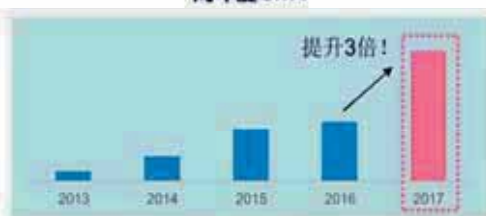
LAZADA GROUP

周年慶訪問量



增長2.5倍！

周年慶GMV



提升3倍！

周年慶訂單



提高120%！

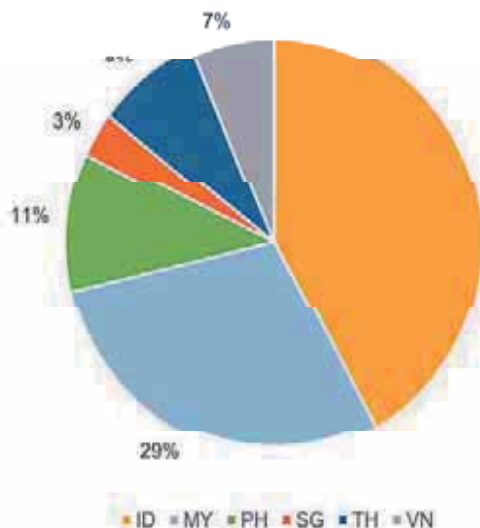
周年慶商品



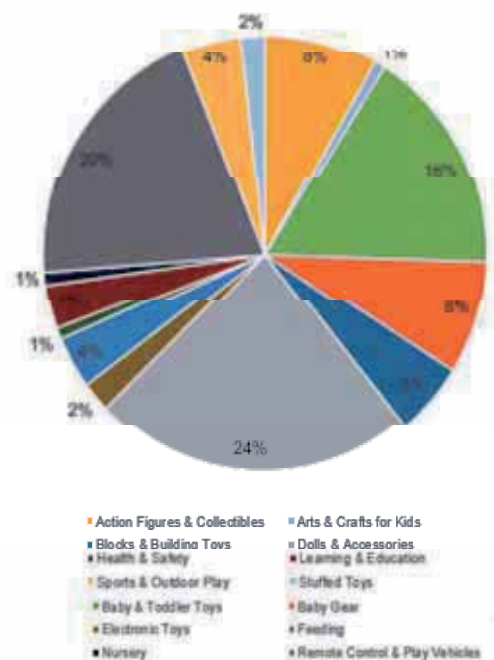
增加275%！

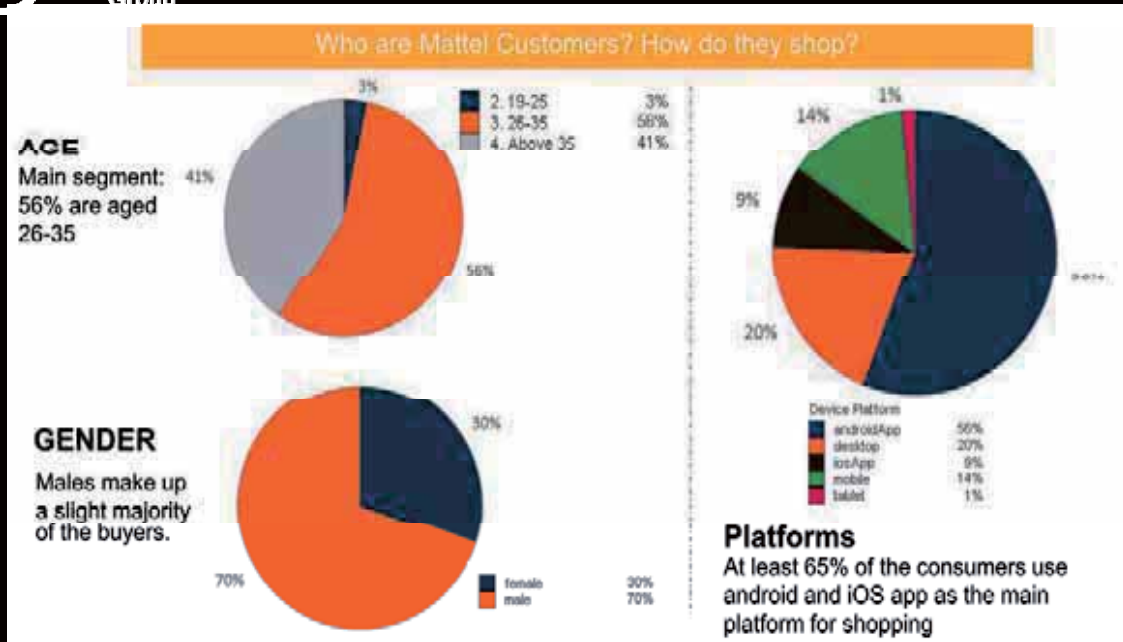


Sales Contribution by Countries



Sales Contribution by Sub-categories





結論: 你真正的買家是他，東南亞最認真的男人，為了他的小孩
他願意花上一週的薪水，買一個好玩具





代理店長 運營團隊



-替台灣廠商，完成開店建置，設定金流

-完成初始產品上傳(廠商提供產品資訊)

-主打產品 圖片/文案 優化

-行業關鍵詞優化

-日常訂單處理，與店鋪管理



|Lazada

什么是赠品捆绑促销？

售卖一件产品，并额外免费赠送一件产品。

KATELUU

• Gender Men
• Lenses Optical
• Attribute Polarized
• Frame Material Stainless Steel

• Frame Color Black Grey Silver
• Lens Width 63mm
• Lens Height 52mm
• Lenses Material Polycarbonate

Other options:

Free gift:

• VEITHESA 3 in 1 Aluminum Steel Eyeglass Screwdriver Sunglass Watch Repair Kit with Keychain Portable Screwdriver Hand Tools 001 RM 14.99
• Fashion Car Accessory Sun Visor Sunglasses Eye Glasses Card Pen Holder Clip car clip 9001 RM 14.99

RM 49.80
You save 45%

ADD TO CART

小贴士:
每件产品每次只可购买一
组捆绑促销!

• 赠品必须是已上架销售
产品
• 同一个主SKU可以创建
多个赠品促销，顾客可
以选择喜欢的赠品

什么是买一送一促销？

“买一送一” 是以一件的价格售卖两件产品的促销

小贴士:
同件产品每次只可购买一组捆绑促销!

买一送一
加入购物车
获得两件产品

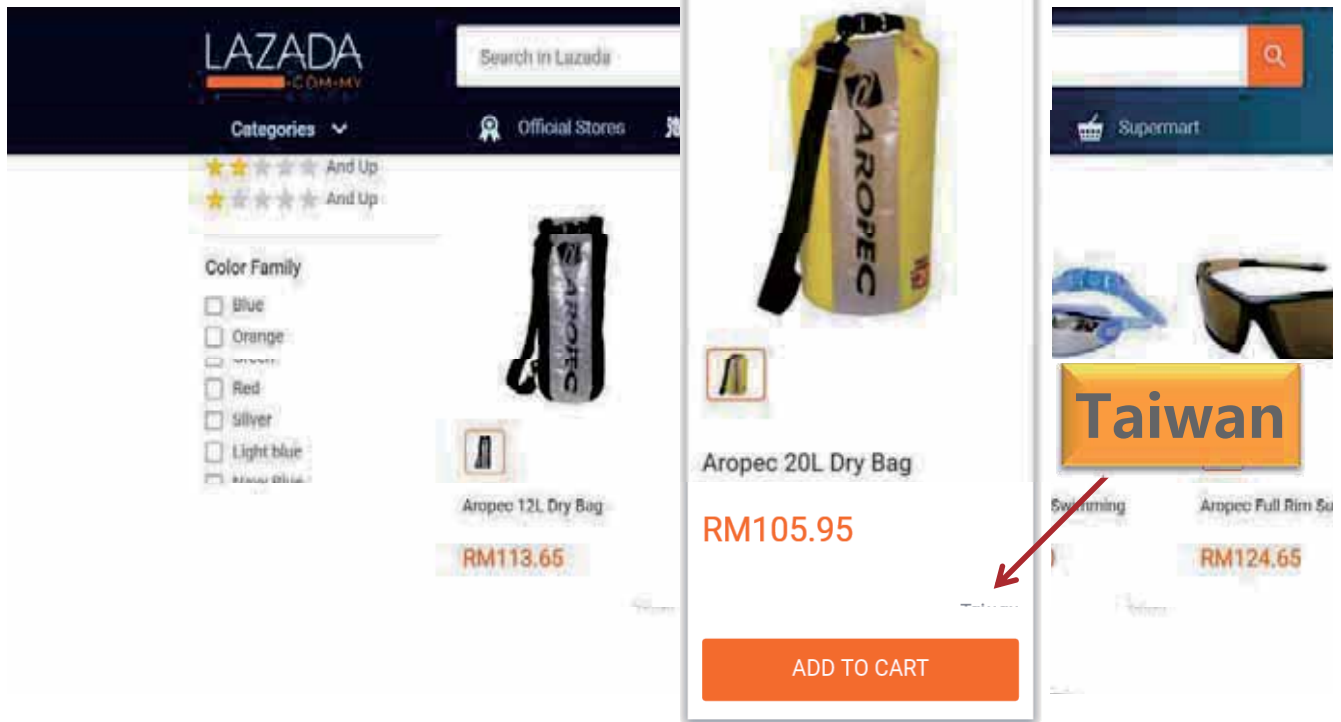
什么是套装捆绑促销？

售卖包含不同产品的套装，其中一件或多件打折。

小贴士:
同件产品每次只可购买一组捆绑促销!

自由组合
顾客可以自行选择套装捆绑促销中包含的产品。

添加到购物车
获得所有所选的产品



Qoo10

Qoo10在新加坡站發展的十分不錯，是新加坡的第一大電商平臺，它也是東南亞B2C平臺中最成熟的一個當地語系化B2C平臺。該平臺發源於韓國，其以廉價商品出名，可謂新加坡版的淘寶。平臺商品種類繁多，包括了各種電子配件、服裝、食品甚至門票。它的一大特色是可以在當地的便利店7-11付款，方便了那些沒有信用卡的人。不過，並不是所有貨物都在新加坡，所以貨運的等待時間和貨運方式可能

| Filter by | | |
|----------------------|------------|---------------|
| Business Model | Store Type | Store Origin |
| Verified by Merchant | | |
| JEMA Award Winners | | |
| Rank | Store Name | Monthly Sales |
| 1 | Qoo10 | 8,410,800 |
| 2 | Lazada | 4,319,000 |
| 3 | EZBuy | 2,266,200 |
| 4 | eBay | 1,575,700 |
| 5 | Zalora | 1,231,100 |
| 6 | Shopee | 726,000 |
| 7 | Debenhams | 688,000 |
| 8 | SingSale | 411,700 |

GROUP

Marketing 新加坡聯播網

Yahoo! Shopping Partner on the SG



新加坡十年來總體經濟指標 人均所得超過USD 5萬元/年

| 年次 | 經濟成長率 (%) | 總GDP (百萬美元) | 人均GDP (百萬美元) | 人均GDP (千美元) | 人均GDP (新加坡元) | 失業率 | 製造業 | 服務業 | 總指數 | 與上年比較% |
|------|-----------|-------------|--------------|-------------|--------------|------|------|------|-------|--------|
| 2007 | 7.7 | 262,738 | 298,976 | 177,329.6 | 38,646 | 0.10 | 24.1 | 38.4 | 103.5 | 2.1 |
| 2008 | 1.1 | 262,738 | 298,976 | 177,329.6 | 38,646 | 0.10 | 24.1 | 38.4 | 103.5 | 2.1 |
| 2009 | -2.0 | 244,963 | 268,902 | 183,833.9 | 36,758 | 0.04 | 20.3 | 63.7 | 100.0 | 0.6 |
| 2010 | 13.9 | 317,728 | 351,185 | 227,700.6 | 43,867 | 0.03 | 20.9 | 63.6 | 102.8 | 2.8 |
| 2011 | 11.5 | 339,734 | 408,362 | 244,219.8 | 52,051 | 0.00 | 20.7 | 68.5 | 113.1 | 4.8 |
| 2012 | 1.3 | 368,400 | 405,177 | 298,476.8 | 53,588 | 0.00 | 24.5 | 70.6 | 113.6 | 2.4 |
| 2013 | 4.4 | 379,734 | 408,362 | 244,219.8 | 52,051 | 0.00 | 20.7 | 68.5 | 113.1 | 4.8 |
| 2014 | 1.8 | 379,734 | 408,362 | 244,219.8 | 52,051 | 0.00 | 20.7 | 68.5 | 113.1 | 4.8 |
| 2015 | 2.0 | 288,399 | 336,859 | 284,319.9 | 49,001 | 0.00 | 26.4 | 69.2 | 99.5 | -0.5 |
| 2016 | 1.8 | 291,945 | 338,192 | 285,319.9 | 49,001 | 0.00 | 26.2 | 69.4 | 98.9 | -0.5 |

Marketing 社群行銷

374,000 actively engaging fans

The image displays a collage of social media content for Qoo10 Singapore. The central banner advertises a 'GRAND SALE' for 'Korea Sale Festa' at Suntec City North Atrium, running from November 31st to December 12th, 2017. To the left, a Facebook post from Qoo10 Singapore promotes the sale and lists featured items: a Samsung TV, a washing machine, and a vacuum cleaner. To the right, an Instagram post from Qoo10 Singapore also promotes the sale and lists featured items: a Samsung TV, a washing machine, and a vacuum cleaner. The bottom right corner shows a list of featured items with their respective prices and discounts.

Marketing 新加坡促銷活動

1. Main Page Deals



Main page promotions to target all Qoo10 visitors

Copyright © 2015 Qoo10 Pte. Ltd

2. eDMs



Newsletters of deals and events sent at least twice daily

3. Event Pages



On site theme based selective marketing

Private & Confidential



代理店長 運營團隊



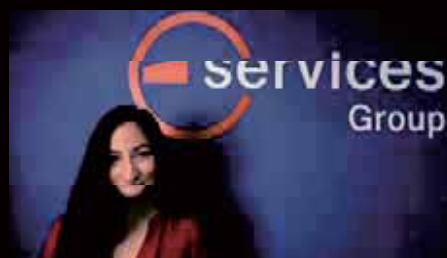
店鋪剛開張，代理店長帶著你做!

-店鋪內，自辦促銷，每月一次(需討論)

-平台促銷活動，每月一次(需討論)

-每月平台營運數據分析

-平台銷售提升建議



Marketing 移動裝置行銷

4. Mobile Push



Instantly update
600K potential
customers with
push
notifications!

5. Mobile App Banners



Allow customers
to shop anytime
anywhere!

6. Brand Zone



Optimized and
increased
brand
awareness with
Brand Zone

Marketing 移動裝置行銷

4. Mobile Push



Instantly update
600K potential
customers with
push
notifications!

5. Mobile App Banners



Allow customers
to shop anytime
anywhere!

6. Brand Zone



Optimized and
increased
brand
awareness with
Brand Zone

每月數據分析報告



您該學習的技能(站內)

電子DM發送



折扣碼，行銷運用



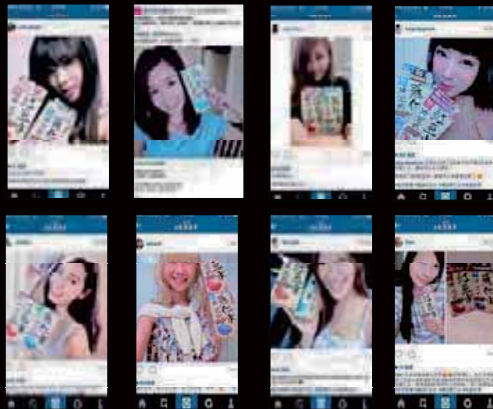
參加平臺大促銷



評價管理



社群行銷，粉絲經營



線上廣告投放




Email marketing



全球B2C電子商務持續爆發式增長



 **EegTaiwan**
Line掃描加入官方粉絲團



加入 無店面公會

※官網：

www.cnra.org.tw

※FB粉絲團：

www.facebook.com/cnra.org

