

Branding and marketing in China, Part 2

Helsinki March, 2019



► Contents of today's training

1. Overview

2. Chinese consumer behavior

3. Food and Beverage sales channels overview

4. Selling through E-commerce

5. Branding and marketing in China

► Contents of today's training

4. Selling through E-commerce

Online environment at glance

Main options for Ecommerce

(Traditional) Ecommerce

Cross Border Ecommerce

Examples and case studies

► Contents of today's training

4. Selling through E-commerce

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Examples and case studies

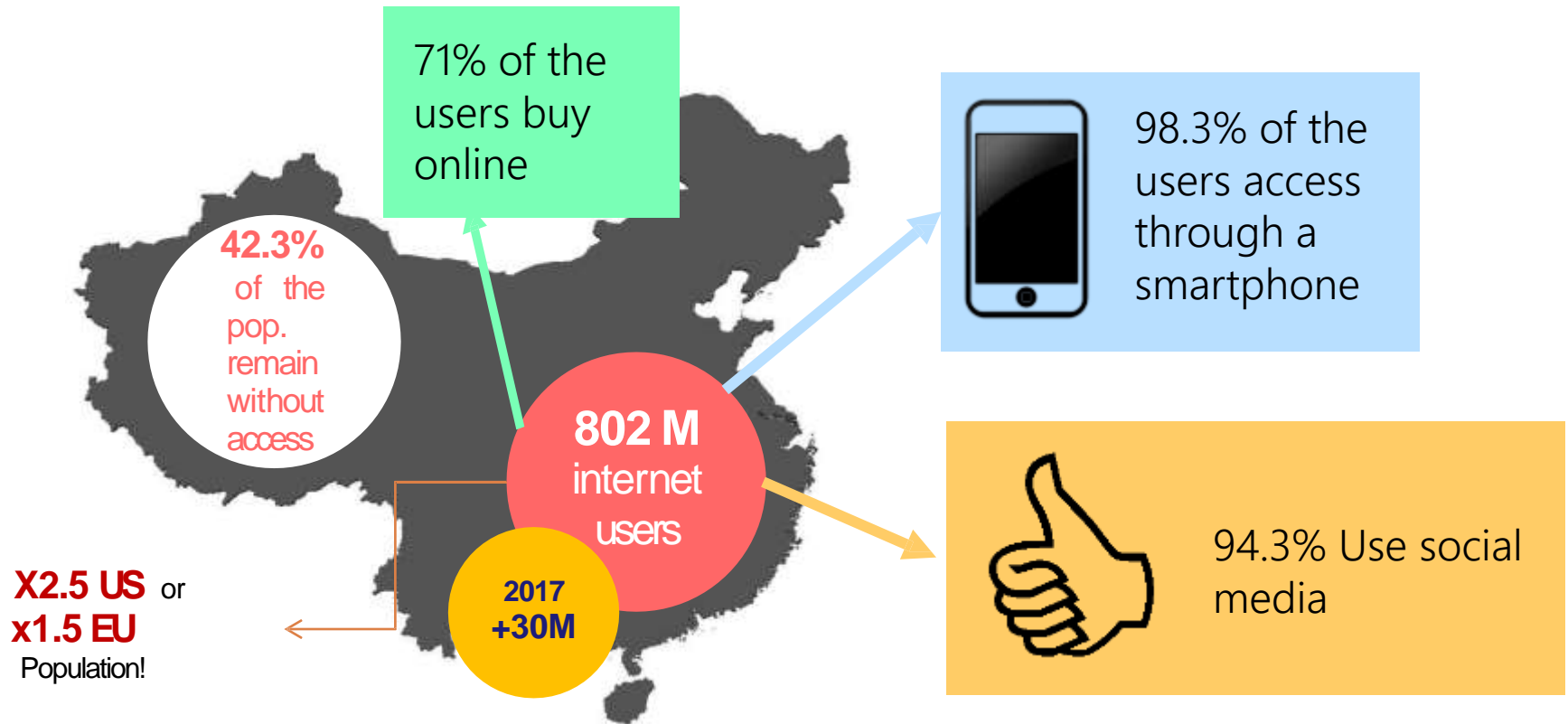
China's image runs about 3-5 years
behind its reality...

which is a lifetime.



► Introduction. An advanced e-society

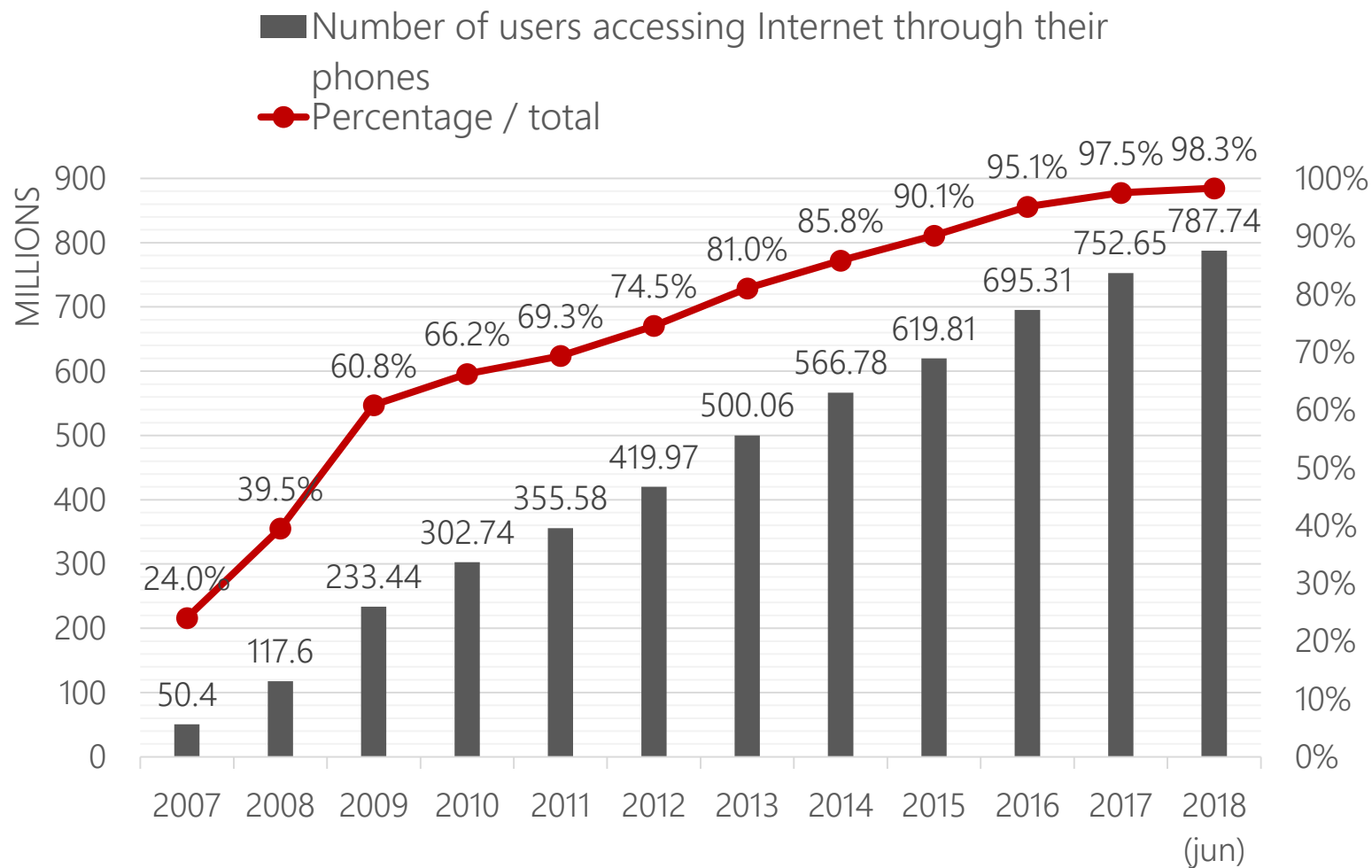
Before starting, let's remember the size of the importance of Internet in



Data on July 2018.

Source: [41st China Internet Development Statistics Report](#). China Internet Network Information Center's (CNNIC)

► Introduction > Everything is mobile



Source: 41st China Internet Development Statistics Report. China Internet Network Information Center's (CNNIC)

► Introduction.



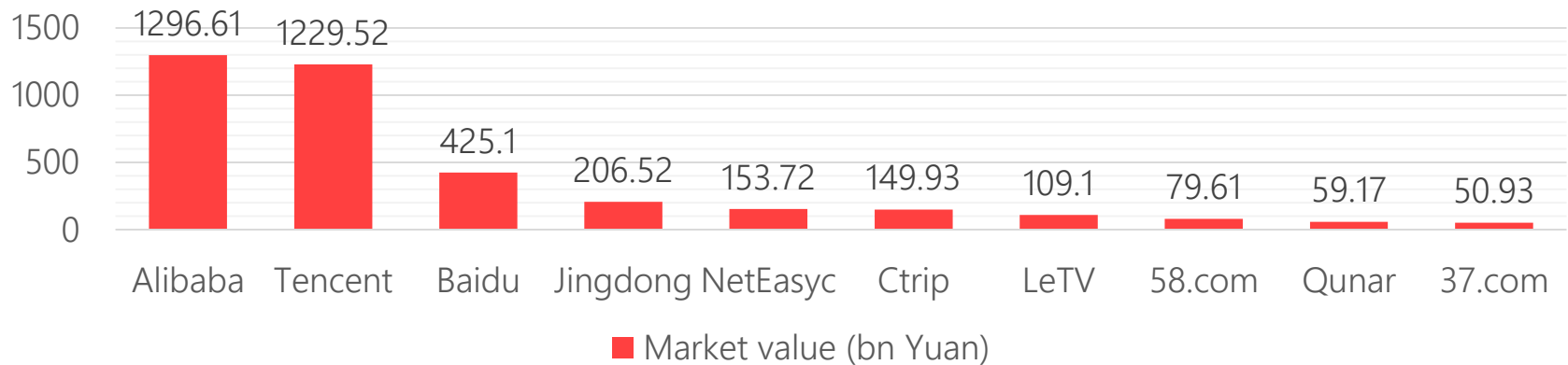
► Introduction. In China VS Outside China

The Great Firewall makes it harder to access to western sites...



► Introduction. Market concentration

Market value of top 10 listed Internet companies



Note: December 31st, 2015. Source: iResearch Global Group

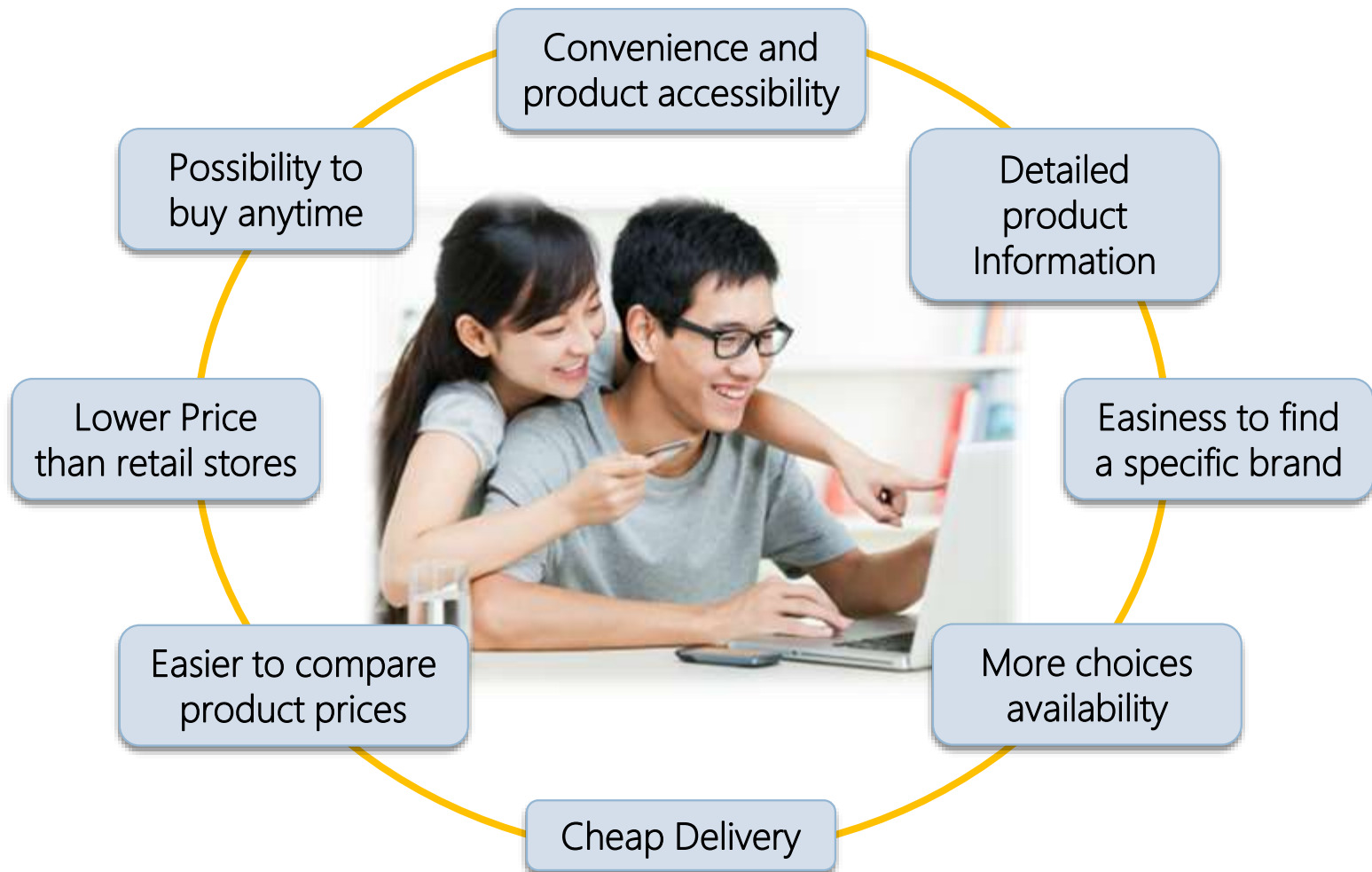


► Introduction. Market Concentration

	Social Network	E-commerce	Finance	VoD/Live Streaming	Travel	Local Service O2o	Food Delivery	Sharing Economy	Music
Tencent	<p>Zhihu</p>  <p>Wechat</p>  <p>QQ</p> 	<p>JD</p>  <p>meilishuo.com</p>  <p>xiaohongshu.com</p> 	<p>Weixinzhifu</p>  <p>Lufax</p>  <p>QSchou</p> 	<p>v.qq.com</p>  <p>douyutv.com</p> 	<p>LY.com</p> 	<p>58.com</p>  <p>edaixi</p> 	<p>ele.me</p>  <p>dianping.com</p>  <p>Meituan.com</p> 	<p>Ofo</p>  <p>Didichuxing</p> 	<p>QQ Music</p> 
Alibaba	<p>Weibo</p>  <p>momo</p> 	<p>Taobao.com</p>  <p>Tmall.com</p>  <p>1688.com</p>  <p>Aliexpress</p> 	<p>Ant Financial</p>  <p>alipay</p> 	<p>Youkutudou</p>  <p>wangwang</p> 	<p>Alitravel.com</p> 	<p>Gaode map</p> 	<p>Waimai.koubei.com</p> 	<p>Didichuxing</p>  <p>Qibitech</p> 	<p>Xiami.com</p> 

► Introduction. Main drivers

Why do e-Shoppers buy online?



► Market overview > Evolution of China's imports

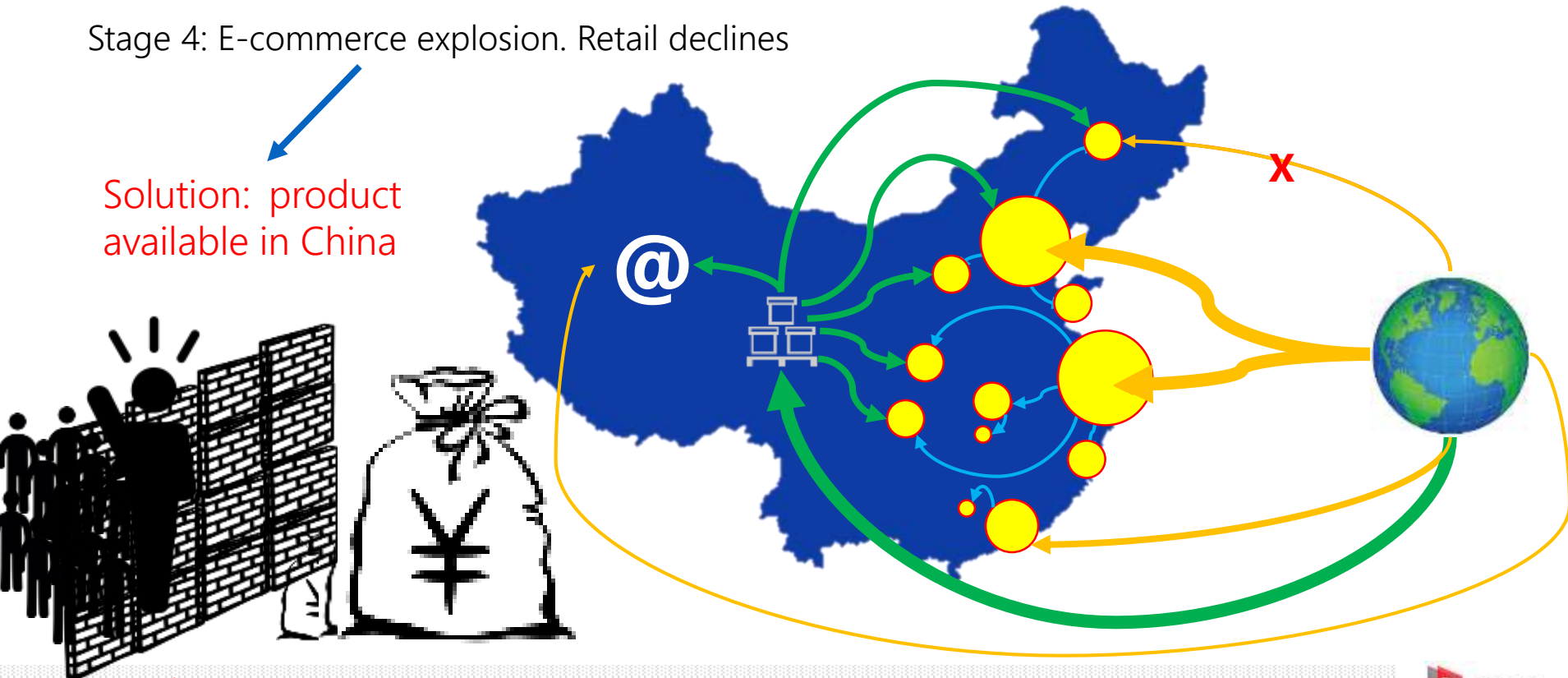
Development of China's opportunities on the F&B industry

Stage 1: European producers go to a few importers in larger cities that serve a small market

Stage 2: T1 cities sell to distributors in smaller cities. More competitors attack the market

Stage 3: Market grows, T2 cities start to sell important quantities. T1 cities are saturated

Stage 4: E-commerce explosion. Retail declines



► Are you really ready for China?

Before you can design any strategy, you must evaluate your position

General Trade
Experience

Digital
Experience

Operations

Level of experience
abroad

E-commerce expertise

Logistics

Level of experience in
China

Digital marketing
knowledge

Others (after sale,
translations...)

INVESTMENT IN THE PROJECT

► Realistic entry options for SMEs on Chinese E-commerce

Misconceptions:

- A vast majority of **SMEs fail** when approaching China for the first time because they simply do not know how the market works and they do not offer anything different compared to what other thousands competitors do. This is even more so in the case of e-commerce.
- If the Company wants to keep a certain control of the online operations of its products in China, they will need to **invest a lot of money**. More control, more investment needed.
- The online strategy must be totally integrated into the “China strategy”, because regardless whether the company wants it or not, **e-commerce is an omnipresent channel**.
- The same Wall that somehow is built for traditional trade, is replicated also online.

► Contents of today's training

4. Selling through E-commerce

Online environment at glance

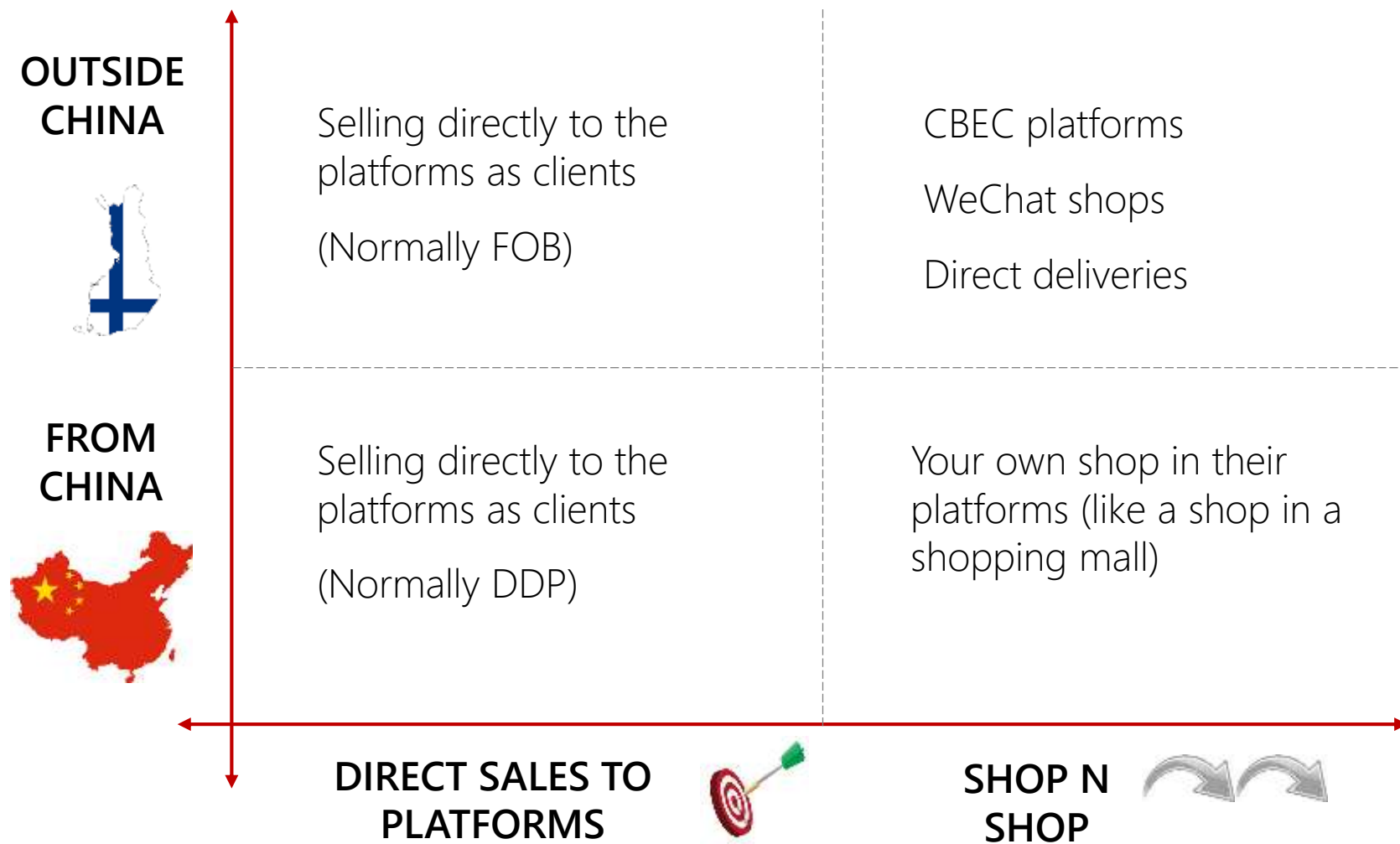
Main options for Ecommerce

(Traditional) Ecommerce

Cross Border Ecommerce

Examples and case studies

▶ Entry options



► Entry options

OUTSIDE CHINA



"Sounds great"

Concerns:

- Only selected products
- Rough conditions
- Products to last or to fuel the machine?
- Opens short-term opportunities

CBEC

CBEC main platforms

WeChat shops

How about direct deliveries?

FROM CHINA



"Sounds good"

- Conditions improved since work is partly done
- Still on selected products
- Careful with pricing issues
- What type of product is yours?

E.g. Tmall

Operates as an "online" shop

"You" must take care of everything (outsourcing is possible)

It has great requirements and costs and you still must attract traffic

DIRECT SALES TO PLATFORMS



SHOP N SHOP



▶ Entry options

OUTSIDE
CHINA



Growing number of platforms use this model, namely Jd, Missfresh



Mostly Tmall, Jd or WeChat shops



天猫 TMALL.COM



Between these extremes (shop n shop vs direct purchases) there are some intermediary positions where the platform provide/facilitates different services to make it easier to run a shop, such as Forex, delivery and customer care

FROM
CHINA



A large number of platforms use this model for some products, such as Chunbo, Jd, Missfresh, Benlai, Fields



本来生活

Many platforms use this model, but especially Tmall

天猫 TMALL.COM

DIRECT SALES TO
PLATFORMS



SHOP N
SHOP



▶ Entry options

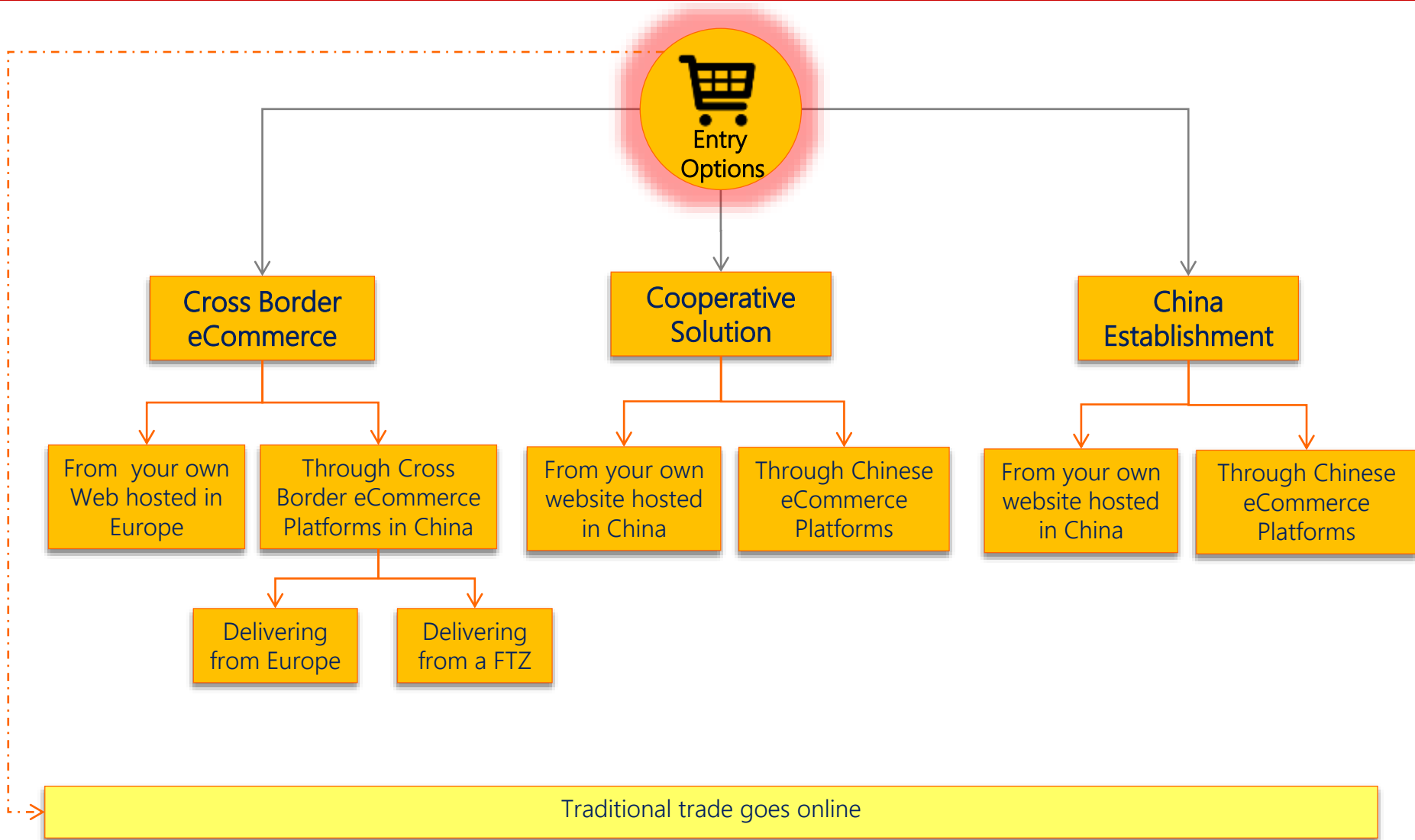
- ✓ E-commerce platforms rarely ask for exclusivity... because they normally sell cheaper
- ✓ E-commerce expansion has made very difficult the regional segmentation, since the prices are transparent nationwide and the Internet has memory
- ✓ E-commerce relies heavily in Price discount and promotion
- ✓ For E-commerce there are two kinds of products:
 - Meant to last (long-term development expected)
 - Meant to fuel the machine short-term (to supply constant new and cheaper products)
- ✓ Make sure which profile you are filling and if that suits you
- ✓ Then, according to performance, they trade up or down

TO LAST



**TO FUEL
THE
MACHINE**

Entry options



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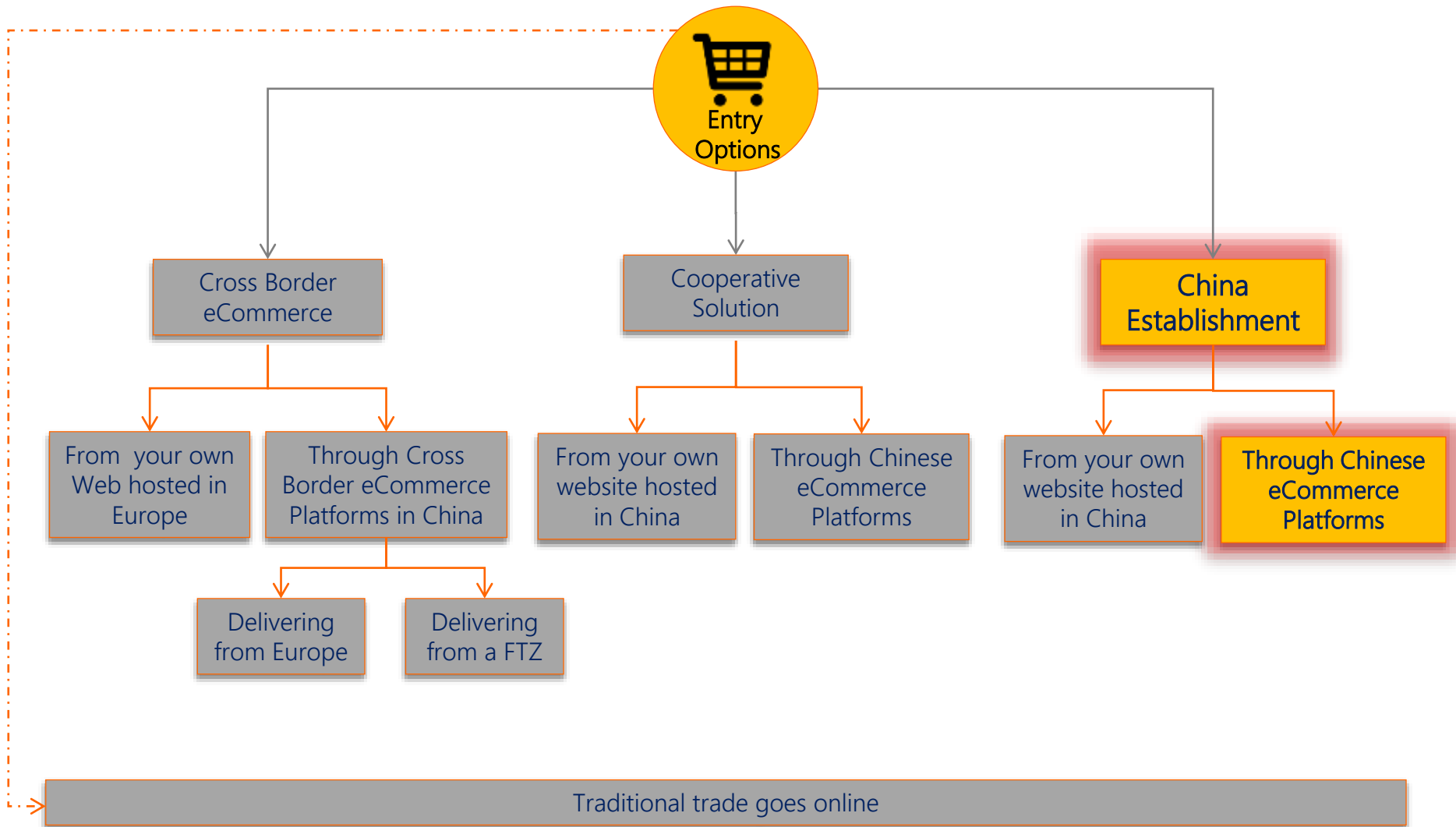
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Entry options



► Entry options

Establishing in China requires a big investment and big effort...



But guarantees the best results...



Costs will increase creating a structure in the country



Investment in Marketing is required

► Entry options

Example: China Establishment

Nutrilon



► Entry options

Example: China Establishment

Nutrilon

The screenshot shows the Nutrilon official flagship store on Taobao.com. The page features a blue and white color scheme with the Nutrilon logo and Chinese text. The main banner highlights a promotion: "全场单罐低至153元起" (All single cans as low as 153 yuan). Below this, there are sections for "1-3岁宝宝" (1-3 year old babies) and "3-6岁宝宝" (3-6 year old babies). The page also displays various Nutrilon product cans, including "诺优能 3段奶粉" (Nutrilon 3-stage milk powder) and "诺优能 4段奶粉" (Nutrilon 4-stage milk powder), with prices like "到手价: 306元" (到手价: 306 yuan). A large, stylized graphic in the center reads "“爸”气直降暖心购 单罐低至153元起" (Dad's direct price drop, warm heart purchase, single can as low as 153 yuan). The page includes navigation links like "首页" (Home), "所有产品" (All products), and "店铺活动" (Store activities).

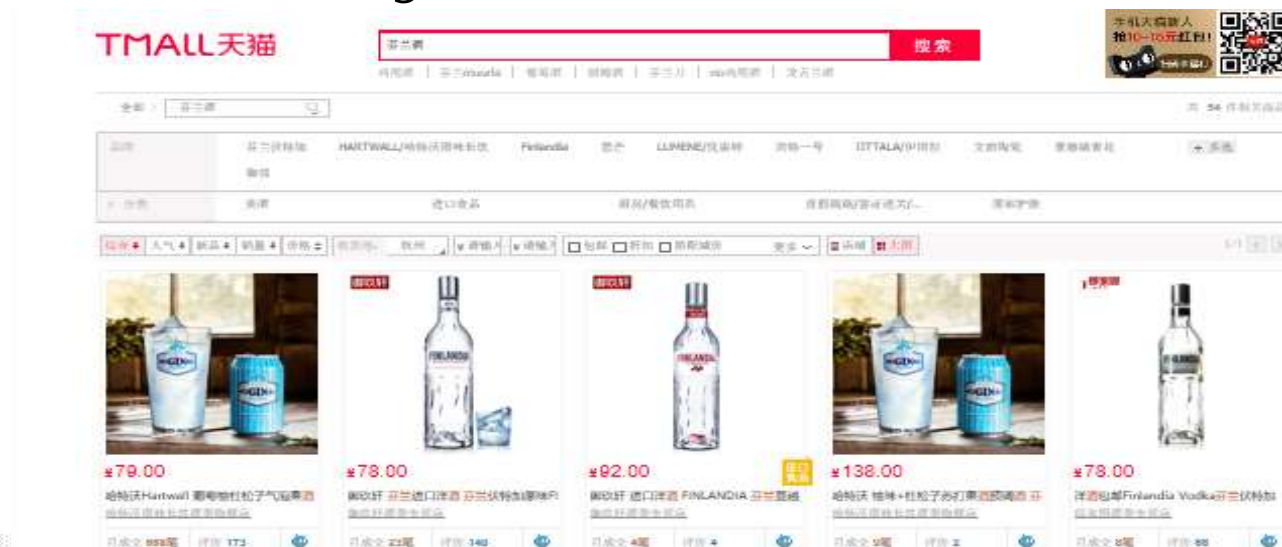
► Entry options

How to find a product in Tmall:

- 1. Here we choose Tmall



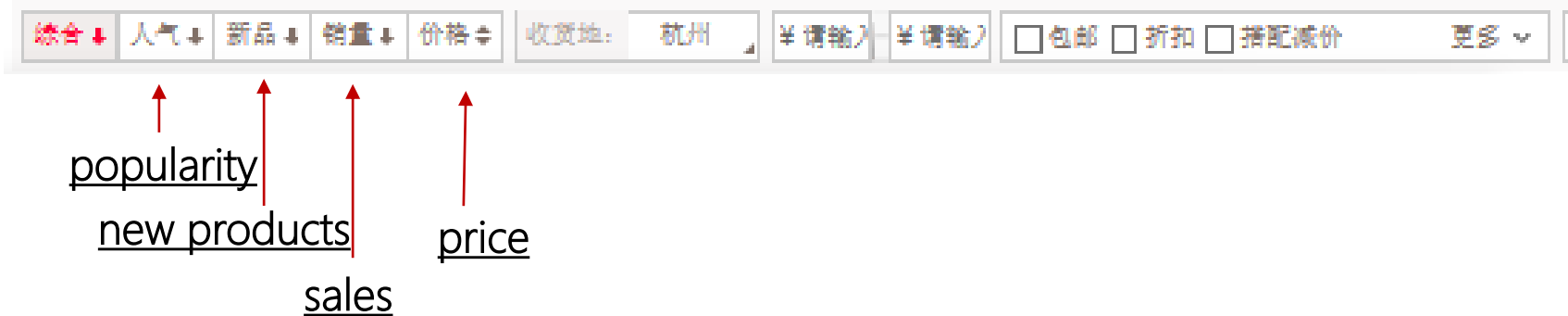
- 2. Enter the item you want to see (e.g. Finnish alcohol 芬兰酒) and click search to get results



► Entry options

How to find a product in Tmall:

- 3. You can order products according to their popularity, sales, price, etc.



► Entry options

How to find a product in Tmall:

- 4. Select the product to get more information

General info



Cocktail suggestions



► Entry options

How to find a product in Tmall:

- 4. Select the product to get more information

Different flavours



https://detail.tmall.com/item.htm?spm=a220m.1000858.1000725.11.a08f23b44BONL8&id=571683065641&areald=110100&user_id=1740313238&cat_id=2&is_b=1&rn=00a425f965791a1d71766dc4a3de58dd

► Entry options

How to find a product in Tmall:

- ✓ 5. You can select "add to the shopping cart" or "buy it now".



Buy it now

Add to the shopping cart

► Entry options

How to find a product in Tmall:

✓ 6. Confirm the purchase

确认订单信息

店铺宝贝	商品属性	单价	数量	优惠方式	小计
店铺: 德玖轩酒类专营店					
 德玖轩 进口洋酒 FINLANDIA 芬...		109.00	- 1 +	省17:品牌促销	92.00
此商品性质不支持7天退货 详情					
收货地址: < [input] >		运费方式: 普通配送 快速 包邮			0.00
		运费险: <input checked="" type="checkbox"/> 运费险 卖家承担, 确认收货前退货可赔			0.00
店铺合计(含运费)					¥92.00
<input type="checkbox"/> 找人代付 <input checked="" type="checkbox"/> 我要购买					

✓ 7. Finally, you can pay with Alipay or bank card.

实付款: ¥92.00

- ☒ 华夏银行
- ☐ 交通银行
- ☐ 中国工商银行
- ☐ 中国银行
- ☐ 中国农业银行

► Entry options

In order to determinate your product price, you need to consider several factors



Setting up a platform



Shipping and logistics



Warehousing



Taxes



Marketing

▶ Entry options

Opening an online platform involves three kinds of costs...

1

Activation Costs

Market Place
eTailers
Website
Social Network
Digital Assets

2

Operational Costs

Warehousing
Shipping
Pick Pack
Customer Service
Returns
Currency change

3

Traffic Acquisition Costs

Content Creation
CPC
CPM
CRM
Etc...

► Platforms > Opening an Online Shop

Two big players offer/require to use companies that are either from their group or their 'partners', simplifying but making the selling process more expensive

6 Sign contracts with TP, Cainiao, and other partners

Congratulations!

Once Tmall Global gives the green light, proceed to sign contracts with your chosen TP, Cainiao and other partners if applicable. Next, prepare online application documents



CAINIAO 菜鸟网络



阿里妈妈
Alimama.com

TP: Tmall Partner

"A TP (Tmall Partner) is a party that provides Tmall Global merchants with high quality, transparent and one-stop cross-border e-commerce operation services."

► Entry options

The costs will vary depending on the type of shop, product and platform...

天猫 TMALL.COM

TMALL GLOBAL™

JD.京东.COM

1号店 yhd.com

Refundable One time Fixed cost	Security Deposit	Specialty Store*: TM = 150,000 RMB ® = 100,000 RMB	150,000 – 300,000 RMB	50,000 RMB	50,000 RMB
Annual Fixed Cost	Annual Platform Fee	30,000 RMB	30,000 - 60,000 RMB	6,000 RMB	9,600 RMB
Variable Cost	Commission Fee	2%	2-5%	3%	4%
	Operation Agent Commission	10%			
	Platform Payment Cost***	2-3%			
	Platform Mandatory Promotion fee	0.5%			

► Entry options - Taobao

What characteristics has Taobao?

On Taobao, you can buy food, clothes, electronics, jewelry, cosmetics, furniture, etc.

淘宝网
Taobao.com

主题市场

- 女装 / 男装 / 内衣 >
- 鞋靴 / 箱包 / 配件 >
- 童装玩具 / 孕产 / 用品 >
- 家电 / 数码 / 手机 >
- 美妆 / 洗护 / 保健品 >
- 珠宝 / 眼镜 / 手表 >
- 运动 / 户外 / 乐器 >
- 游戏 / 动漫 / 影视 >
- 美食 / 生鲜 / 零食 >
- 鲜花 / 宠物 / 农资 >
- 工具 / 装修 / 建材 >
- 家具 / 家饰 / 家纺 >
- 汽车 / 二手车 / 用品 >
- 办公 / DIY / 五金电子 >
- 百货 / 餐厨 / 家庭保健 >
- 学习 / 卡券 / 本地服务 >

They often have various discounts



But there are also many fake products

► Entry options - Taobao

What relationship do Taobao and Tmall have?



- ◆ Buying products on Taobao is from personal seller to individual buyers.
- ◆ There is basically no cost to open a store in Taobao. Requirements: access the Internet and to be 18 years old

- ◆ Shopping on Tmall is from a business seller to individual buyers.
- ◆ A company needs more than 100,000 RMB to open the store (a large part is a deposit)
- ◆ Goods purchased by individual buyers must have an invoice
- ◆ Sellers must provide support 7 days period return.

► Entry options - Taobao

Attracting traffic

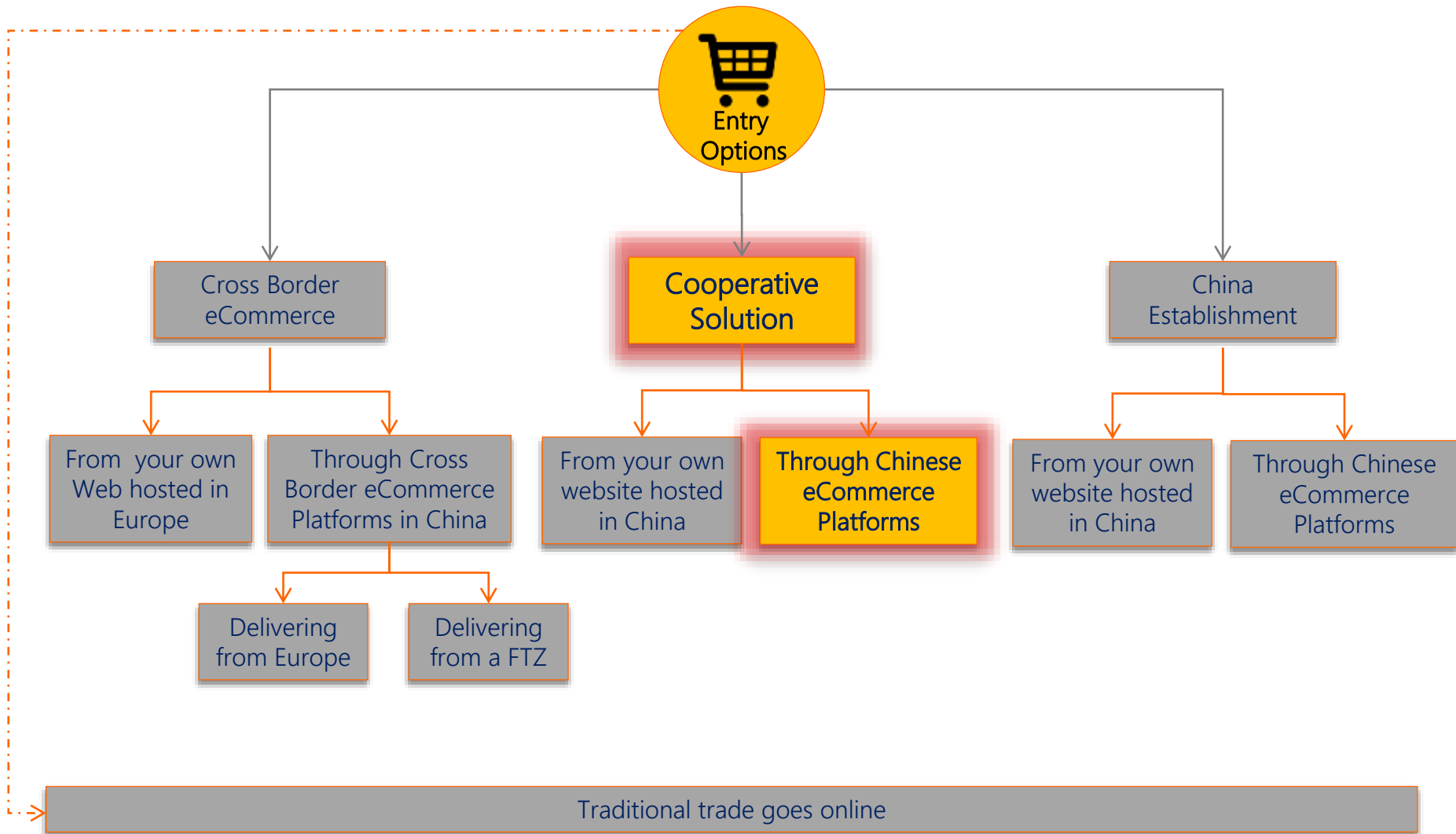


- ◆ Shops on Taobao not only have one item for sale, they usually sell the same variety of products.
- ◆ Like this store, they not only sell Finnish alcohol, but also other types of alcohol.
- ◆ The more products, the higher sales volume are; the more shop views, the higher ranking of the stores is.

- ◆ "Clean out treasure to train" is the best traffic attraction tool
- ◆ It charges by keyword and number of clicks.
- ◆ The minimum fee for each keyword is 0.05 yuan. The maximum fee, is 99 yuan and the minimum price for each price added is 0.01 yuan.



Entry options



► Entry options

It is possible to host a website in China, but will it work for eCommerce?



Your own website will not attract traffic!

Solution: join efforts with other companies to open a shop at a Chinese eCommerce Website



Investment from each company is lower

► Entry options

Example: Cooperative

Canadian Seafood Pavilion in JD.COM: <http://canadian.jd.com/>



▶ Entry options

Example: Cooperative

Canadian Seafood Pavilion in JD.COM: <http://canadian.jd.com/>

- Launched in 2015, after an official delegation visit composed by companies and industry associations
- The Minister of Agriculture and Agri-Food Canada (AAFC) signed a cooperative framework agreement with JD.com
- Under this agreement, the parties will seek to increase the number of Canadian agri-food and fish and seafood products available on JD.com's online stores



► Entry options

Example: Cooperative

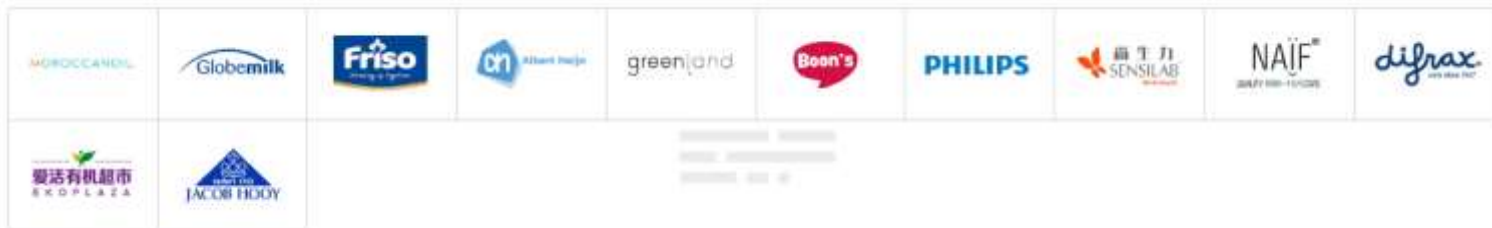
Canadian Seafood Pavilion in JD.COM: <http://canadian.jd.com/>



► Entry options

Example: Cooperative

<https://netherlands.tmall.com/>



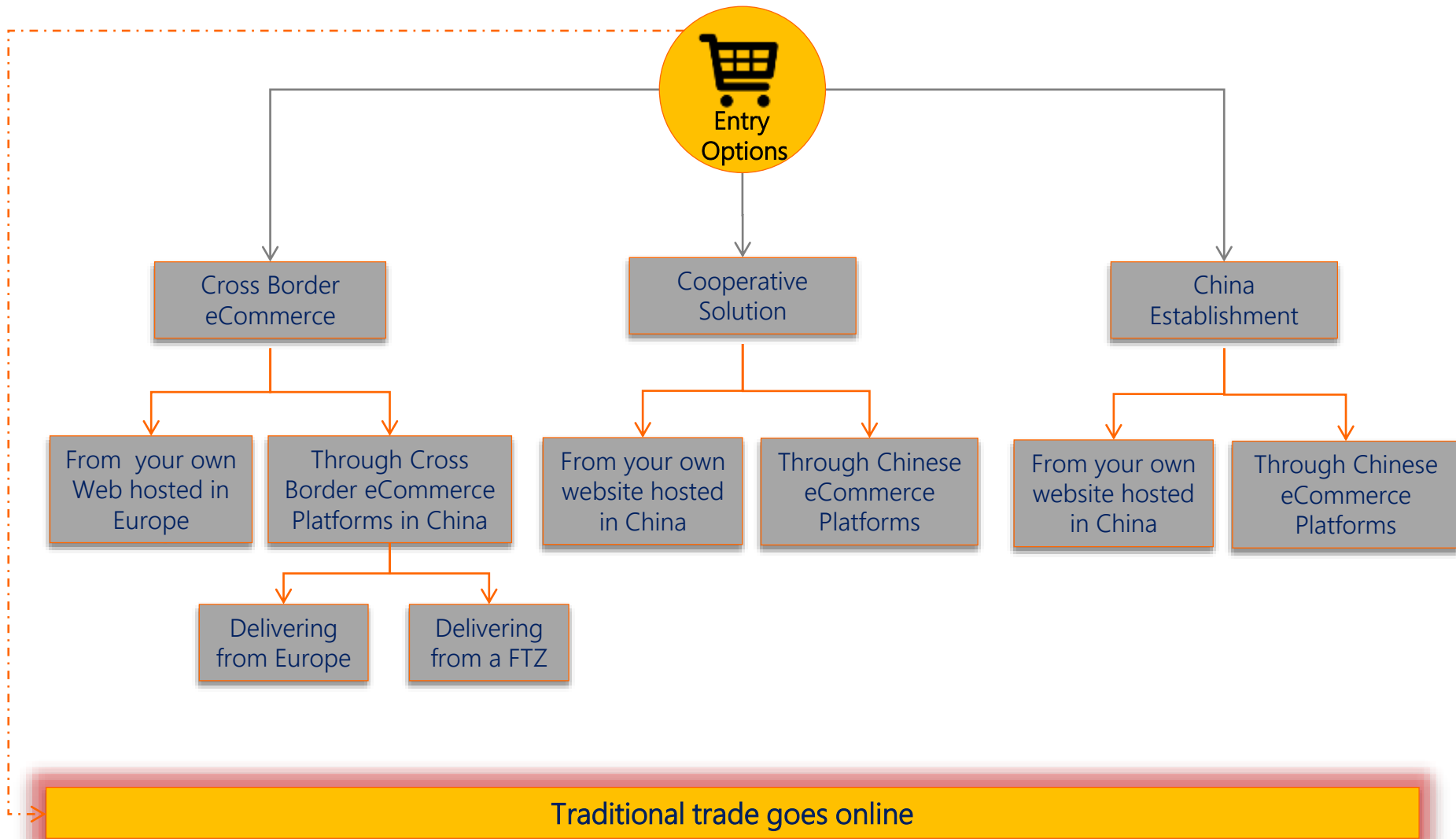
► Entry options

Example: Cooperative

<https://gedijinkou.jd.com/>



Entry options



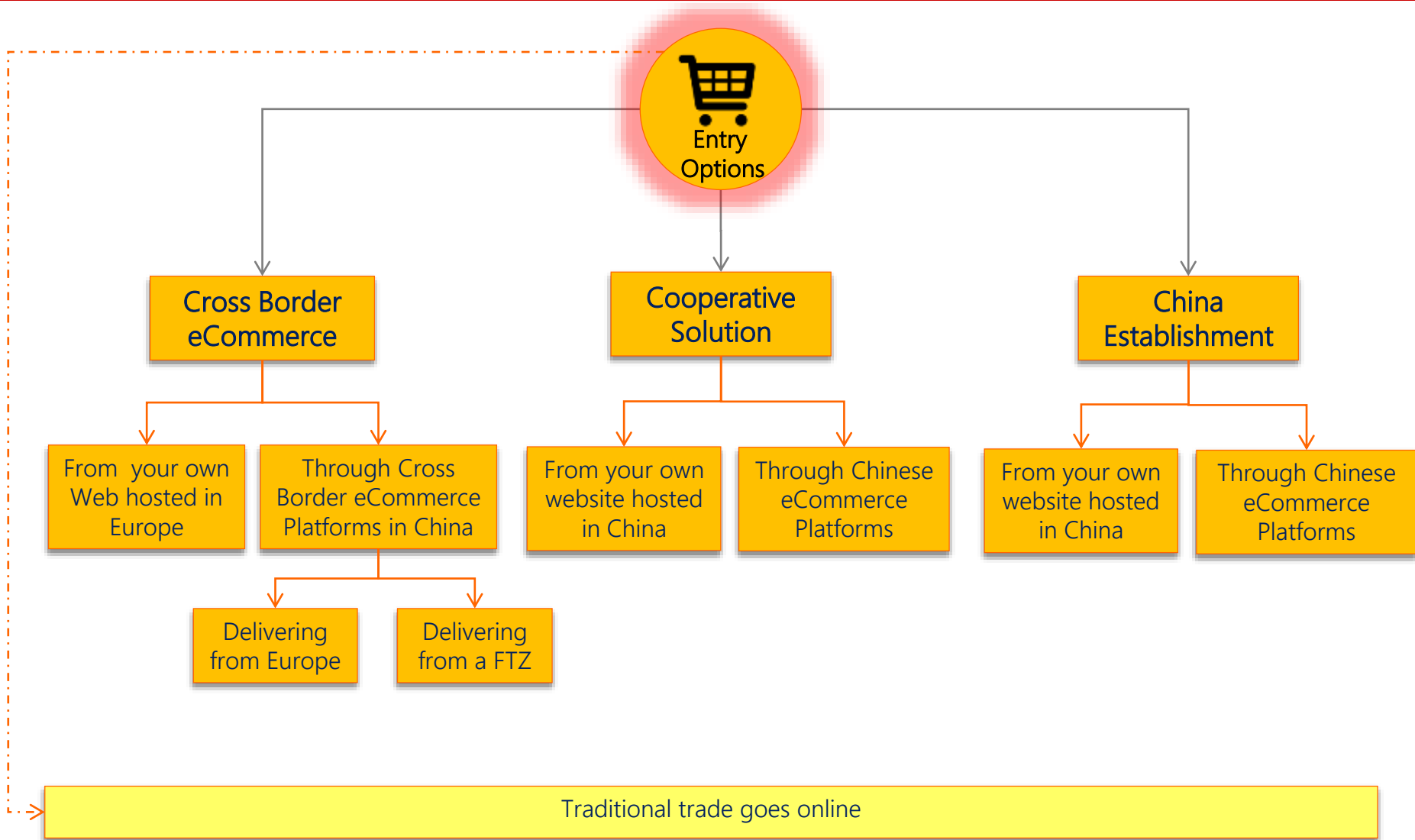
► Entry options > Traditional trade goes online

Most of the products found and bought online in China do not reach the consumer by neither of the entry options described before...

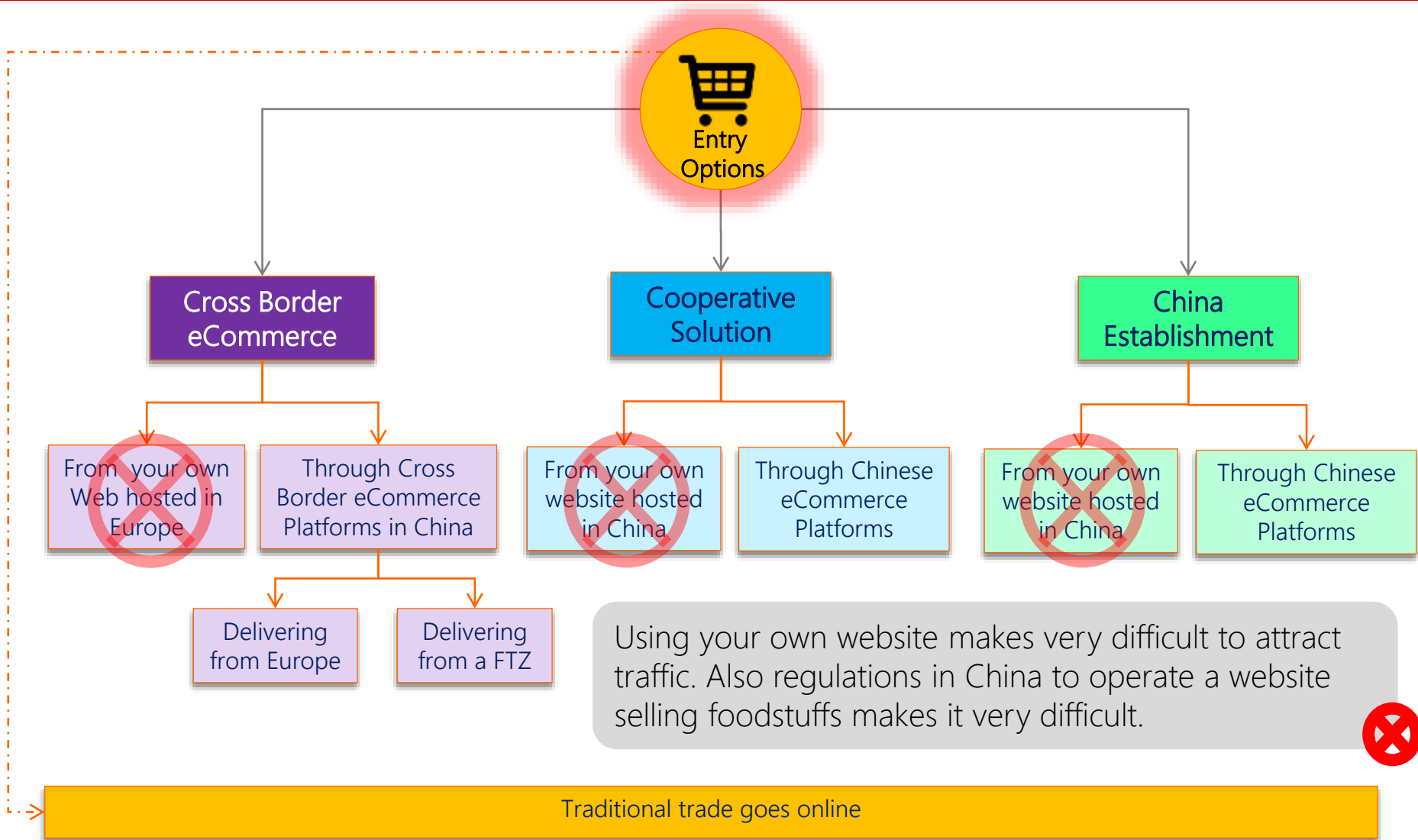
China online landscape is somehow very similar to the traditional distribution:

- High investment and expertise needed to sell on your own
- Regulatory environment difficult to navigate for foreign companies

Decision making process to choose entry mode



Decision making process to choose entry mode



► Contents of today's training

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Online environment at glance

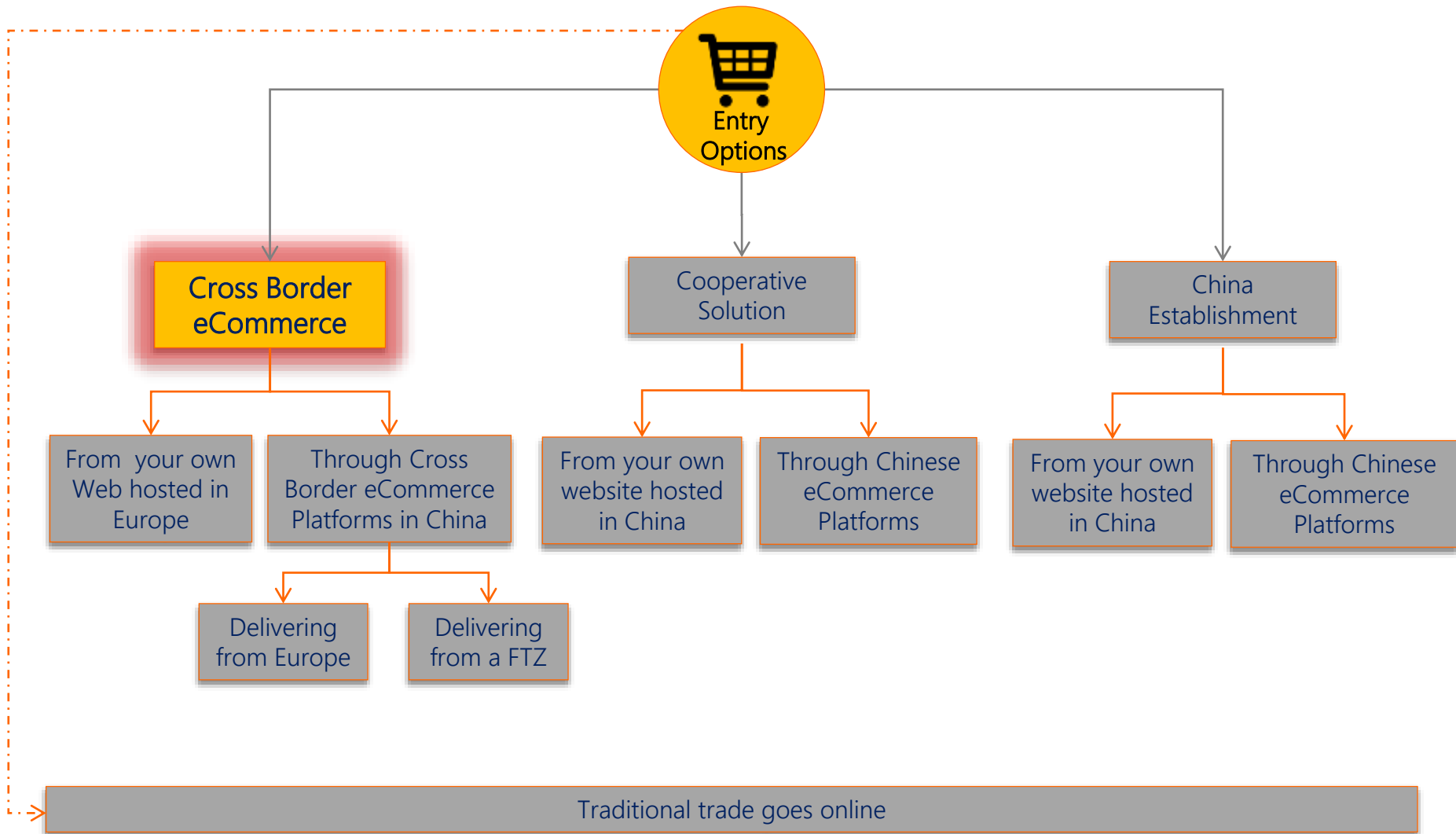
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Examples and case studies

Entry options



► Entry options > Cross-Border E-Commerce

What makes Cross-Border eCommerce an option?

We already know China offers irresistible commercial appeal...



And Cross-Border seems to offer great advantages:

- ✓ Lower taxes
- ✓ Easier to operate
- ✓ Lower entry requirements

IS THAT SO?



► Entry options

When is Cross-Border E-commerce interesting?

When products are:



In the positive list



Expensive relative to their size



Highly taxed



Highly regulated



Easy to transport

And for learning?

► Entry options

Top categories of products bought online in China



Clothing, shoes and hats	60.30%	Large household appliances	23.70%
Small home appliances	43.30%	Home decoration	20.80%
Communication products	42.20%	Medicine and health care products	19.80%
Articles of daily use in households	41.50%	Maternal and baby	18.70%
Cosmetics and personal care	35.40%	Cakes and flowers	17.80%
IT products	30.10%	Fresh food	15.00%
Household electronic products	25.20%	Jewelry	13.70%

Top products categories for Cross-border in China



Cosmetics and personal care	45.70%	Household and Grocery	26.60%
Mother and baby	39.30%	Bags and Suitcases	26.10%
Food and health care	38.60%	Sports and Outdoors	26.00%
Clothing, shoes and hats	38.00%	Household appliances	24.40%
Electronics	30.60%	Toys and gifts	23.10%

Source: iResearch

► Entry options > Cross-Border E-Commerce

Different types of Cross-Border eCommerce in China

	Traditional trade	CBEC through Chinese platforms or Bonded Warehouse	Direct purchases from overseas
Customs Inspections?	Yes	Yes Grace period	No
CBEC Positive list applies?	No	Yes	No
Taxation	<ul style="list-style-type: none">• Tariff• VAT• Consumption tax	If: <ul style="list-style-type: none">- Annual purchases < 20,000¥ and- Transaction < 2,000¥, 70% VAT + Consumption tax Otherwise: Same as traditional trade	<ul style="list-style-type: none">• Revised Postal Tax (15%-30%-60%). Exempted below 50¥

► Entry options > Cross-Border E-Commerce

CBEC positive list

On November 20th 2018, the Ministry of Finance announced a [new Cross-Border E-commerce \(CBEC\) positive list](#).

The new list includes 1321 items (HS codes), 63 more than the two previous lists.

Cheese 奶酪乳酪 040610, 040630, 040690

Milk and cream 奶 040110, 040120, 040140, 040150, 040210, 040221, 040229, 040291, 040299

Yogurt, 酸奶, 酸乳 040310

Butter 黄油, 乳酱 040510, 040520

Pork 猪肉 16024910, 16024990, 02101900

Bakery 面包 190510, 190531, 190532, 190540, 190590

chips 薯片 200520



Included

In red bonded warehouse

► Entry options > Cross-Border E-Commerce

Taxes

Starting 8th April, 2016:

70% (VAT + Consumption tax) when:

- Transaction \leq RMB 2,000, **and**
- Annual transaction record of the consumer \leq RMB 20,000

	Since 8th April, 2016	Previous Personal Tax
General F&B products (transaction value over RMB 500)	11.9%	10%
General F&B products (transaction value below RMB 500)	11.9%	0%
Wine and other liquors (transaction value over RMB 100)	18.9%	50%
Wine and other liquors (transaction value below RMB 100)	18.9%	0%

► Entry options > Cross-Border E-Commerce

New tax policy

On November 20th 2018, the Ministry of Finance announced a [new tax policy for CBEC purchases](#).

- The single transaction limit for CBEC retail imports will be raised from RMB 2,000 to RMB 5,000, and the annual transaction limit will be raised from RMB 20,000 to RMB 26,000.
- Additionally, if one transaction is valued more than RMB 5,000 but just one product is purchased, and the buyer has not exceeded the RMB 26,000 annual limit, CBEC conditions will still apply. But once the annual limit is exceeded, traditional trade conditions will apply.
- Goods purchased through CBEC are for personal use only and cannot be resold. Outside the special bonded houses, all CBEC transaction procedures must be done online, so “online purchase + offline pick-up” is not allowed.

► Entry options > Cross-Border E-Commerce

Taxes

Starting 1st January, 2019:

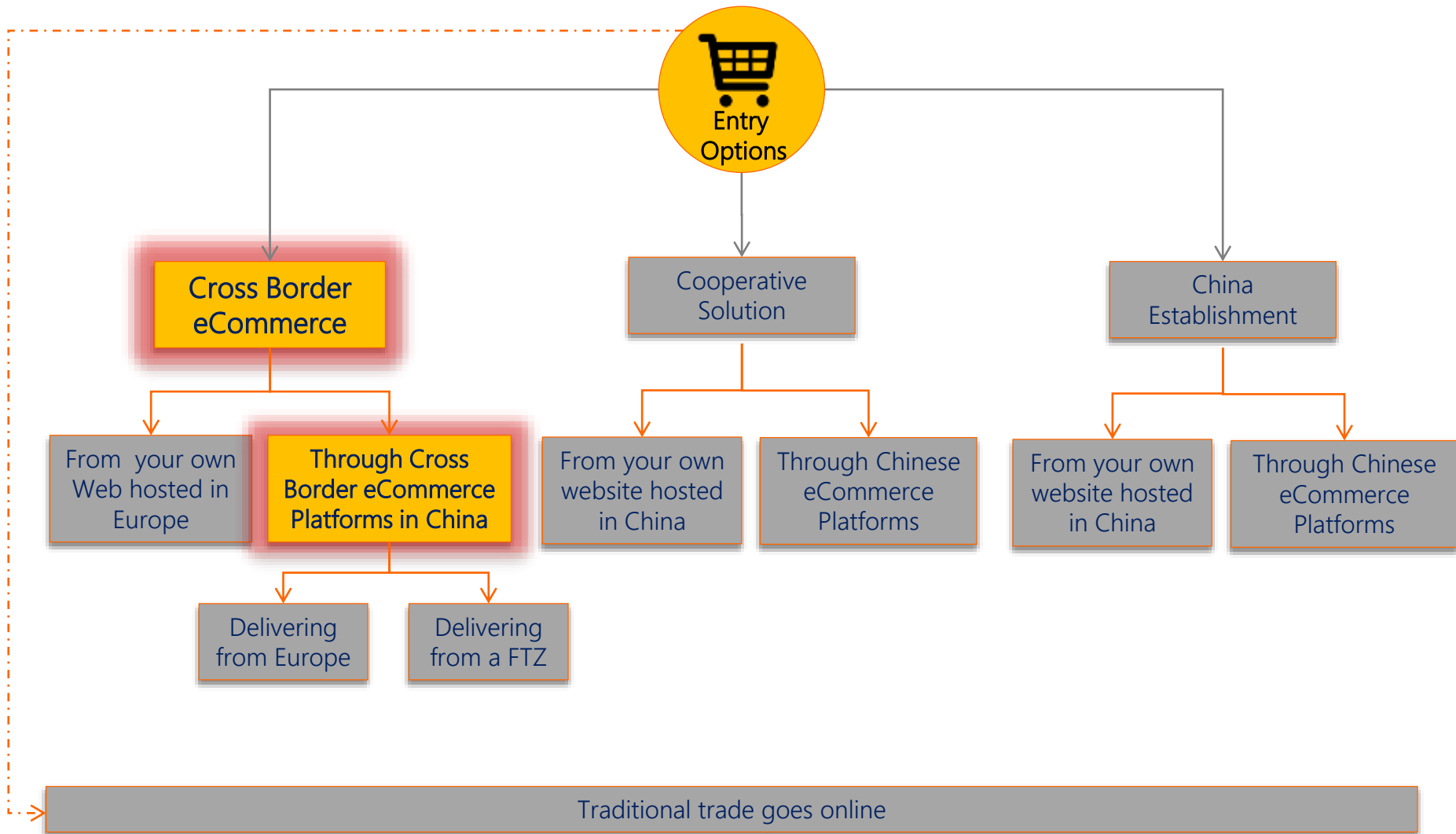
70% (VAT + Consumption tax) when:

- Transaction \leq RMB 5,000 (or higher, if purchasing only one item), **and**
- Annual transaction record of the consumer \leq RMB 26,000
- Online ordering and offline pick up is not allowed.



NEW

Entry options



▶ Entry options

Cross-border eCommerce platforms bring Chinese consumers the possibility to acquire products that are normally hard to reach...

Main platforms:

天猫国际

Tmall Global

京东全球购
JD Worldwide

JD Worldwide

网易考拉
我的美好世界

Kaola

亚马逊
amazon.cn

Amazon

Expensive to set up a shop and operate it

► Entry options

Both Tmall and JD Cross-Border platforms allow to have storage located abroad...

Tmall Global



- Started in July 2013
- More than 140 merchants listed up to now
- Only to foreign entities
- Shipping directly from overseas or from bonded warehouse
- Cannot list the same products as Tmall Local, if operated by the same brand flagship

JD Worldwide



- Started in April 2015
- More than 1200 Brands listed up to now (merchants + proprietary)
- Strong connection with social marketing
- Only to foreign entities
- Shipping directly from overseas or from bonded warehouse

► Entry options

Example: dried blueberries from USA (sold from HK)

京东全球购 JD Worldwide 购物无境!

达能 搜全球购 搜本店 我的购物车

京东全球购 京东自营 品牌 9.52 销量 9.53 好评 9.53

柯可蓝Kirkland 蓝莓干567g 蜜饯休闲食品柯克兰果干 美国原装进口 零食 蓝莓干 567g/袋

本店商品均香港发货，确保正品，假包无赔

价格 ¥78.00

商品 商家承诺 商品描述

优惠 限时 此价格不与商家优惠同时享受 满减 积分换

配送 香港 在 北京朝阳区三里以内 有货 配送时间

口味 蓝莓干 567g/袋 蓝莓干 250g/袋

1 加入购物车

说明 不支持7天无理由退货 京东全球购售后服务 更多商品请

买了还看

意大利原装进口巧克力 豆进口 Ferrero

Swisse澳洲原装进口 维生素D3中老年成人

澳洲原装进口 Bio Island 低剂量DHA孕妇营养

► Entry options

Example: organic quinoa from Australia



达能

搜全球购

搜本店

我的购物车

花王 Adidas不止5折 浪琴全场低至5折 沃尔玛开业低至9.9

澳新嘉优麦尔专营店 商品 9.71 ↑ 服务 9.75 ↑ 时效 9.70 ↑ 联系客服 + 关注店铺



分享 关注

举报

【澳洲直邮】absolute Organic 无麸质有机藜麦 1.5kg

价格 **¥ 148.00**

税费 商家承担 税费信息

优惠 **满减** 满399.00减20.00, 满699.00减40.00, 满999.00减60.00

满赠 满288.00元即赠热销商品, 赠完即止, 满488.00元即赠热销商品, 赠完即止, 满688.00元即赠热销商品, 赠完即止, 请在购物车点击领取

“满减” “满赠” 仅可在购物车任选其一

配送 澳大利亚 至 北京朝阳区三环以内 有货 配送时间

运费 店铺单笔订单不满299元, 在线支付运费15元

1

加入购物车

说明

不支持7天无理由退款

京东全球购售后服务

更多服务说明

看了还看



¥ 398.00

澳洲直邮男士爱乐维 Elevit Menevit男性备



¥ 198.00

【澳洲直邮】生命一号 牛初乳片 366粒



¥ 145.00

【8折购】澳洲comvita

► Entry options - Finnish Products on CBEC

Chocolate in Tmall



¥99.00



Karl Fazer 芬兰原装进口红莓牛奶巧克力
Kesko海外旗舰店

月成交 7笔

评价 29



Karl Fazer 芬兰原装进口红莓牛奶巧克力200g*2袋 排块夹心巧克力
红莓牛奶巧克力

价格 ¥450.00

促销价 **¥99.00** 爆款促销

本店活动 满99元, 包邮

进口税 商品售价已包税

更多优惠▼

总价规则

Bottled Water in JD



¥169

海囤全球 芬兰进口 诺德(NORD) 弱碱性天然饮用水 整箱装 母婴水 婴儿水

0 条评价

Global Drug海外专营店

芬兰进口 诺德(NORD) 弱碱性天然饮用水 整箱装 母婴水 婴儿水 1.2L/瓶 *6瓶

价 格 **¥169.00**

税 费 商家承担 运费自理

配送 天津保税区 至 北京市朝阳区三环以内 有货 预计5-20天送达

► Entry options

Costs of setting up and managing a CBEC store

	Tmall Global	JD Worldwide
Deposit	USD 25,000	USD 15,000
Annual fee	USD 5,000-10,000 ^[3]	USD 1,000
Sales commission (food products)	2-3% ^[4]	2% ^[5]
Payment commission	1%	1%
Partners	Depending on services	Depending on services
Marketing	15-20%	15-20%

^[1] <https://www.tmall.hk/wh/tmall/import/act/howtojoin>

^[2] <http://www.jd.hk/service/joinus.html>

^[3] Depends on the category: for food including infant formula and nutritional supplements is USD 5,000. For maternity nutrition is USD 10,000.

^[4] Depends on the category: for all food products is 2%, except for nutritional supplements that is 3%.

^[5] <https://www.jd.hk/rulePage/UdWcT8X8UeV1TdTd.html>

► Entry options

Kesko – K Group shop in Tmall

- https://kesko.tmall.com/index.htm?spm=a1z10.1-b-s.w16296112-17237800064.10.a8f4556dlrX50p&scene=taobao_shop
- Opened on 29 Sept 2017
- Selling Finnish products
- ✓ Goods in the initial phase: cereals, muesli, berry products, coffee and biscuits
- ✓ The range will expand to include chocolate, and beverages



► Entry options

Kesko – K Group shop in Tmall

- Most purchased products are oats, chocolate, cereal bars and biscuits

 <p>早餐代餐 限时立减 立减2元</p> <p>¥55.00</p> <p>Pirikka进口燕麦片水果麦片 1kg麦片早餐即食谷物麦片早餐营养燕麦片 总销量: 31779 评价: 9749</p>	 <p>早餐代餐 限时立减 立减2元</p> <p>¥98.00</p> <p>Pirikka进口燕麦片什锦水果麦片 1kg*2袋 早餐冲饮麦片即食燕麦片 总销量: 3085 评价: 1092</p>	 <p>甜蜜升级 限时立减 立减2元</p> <p>¥62.00</p> <p>Fazer巧克力排块混合巧克力 黑巧克力(假期产品 赏味期限至5月30日) 总销量: 3009 评价: 384</p>	 <p>丝滑奶香浓 限时立减 立减2元</p> <p>¥62.00</p> <p>Karl Fazer芬兰进口红莓干夹心牛奶巧克力200g排块夹心巧克力零 总销量: 2147 评价: 970</p>	 <p>1分钟搞定 限时立减 立减2元</p> <p>¥29.00</p> <p>Pirikka早餐即食麦片营养麦片谷物麦片假期产品赏味期限至5月15日 总销量: 1732 评价: 150</p>
 <p>47%可可浓度 限时立减 立减2元</p> <p>¥62.00</p> <p>Karl Fazer芬兰原装进口黑巧克力 200g 含47%可可 高纯排块巧克力 总销量: 1499 评价: 427</p>	 <p>老少咸宜 限时立减 立减2元</p> <p>¥33.00</p> <p>Pirikka芬兰进口浆果干什锦麦棒 6条x25g休闲零食红越橘口味酸甜 总销量: 1403 评价: 322</p>	 <p>老少咸宜 限时立减 立减2元</p> <p>¥33.00</p> <p>Pirikka芬兰进口浆果干什锦麦棒 6条x25g富吉膳食纤维代餐棒假期 总销量: 1364 评价: 296</p>	 <p>全谷物 限时立减 立减2元</p> <p>¥28.00</p> <p>Pirikka芬兰进口全谷物消化饼干 400g休闲零食 营养早餐代餐饼干 总销量: 936 评价: 235</p>	 <p>芬兰黑麦 限时立减 立减2元</p> <p>¥39.00</p> <p>Pirikka芬兰进口薄脆果麦圈包400g 麒麟谷物早餐糕点休闲零食小吃 总销量: 935 评价: 218</p>

Number of sales

► Contents of today's training

1. Overview

2. Chinese consumer behavior

3. Food and Beverage sales channels overview

4. Selling through E-commerce

5. Branding and marketing in China