



Copyright Notice

This document and its content is copyright of Asaiportal (HK) Limited - © Asaiportal (HK) Limited 2018/2019. All rights reserved.

Any redistribution or reproduction of part or all of the contents in any form is prohibited other than the following:

1. you may print or download to a local hard disk extracts for your personal and commercial use
2. you may copy the content to individual third parties for their personal or commercial use, but only if you acknowledge the document as the source of the material

You may not, except with our express written permission, distribute or commercially exploit the content. Nor may you transmit it or store it in any other website or other form of electronic retrieval system.

Contact us

If you have questions or concerns, please contact us through the following email address: info@export2asia.com.

Disclaimer

This document is purely informative as Asaiportal (HK) Limited provides services of exclusively informative nature including but not limited to information related to providing information on certification requirements, providing general guidance and advice concerning selling, marketing, product pricing, cost calculation, exporting goods and shipping goods to Asia. The certification requirements, regulations, prices and rates are frequently subject to change. Also, certification requirements, labelling requirements, safety standards, customs and shipping procedures are often ambiguous and subject to interpretation by the relevant authorities. Thus, the Company shall not be held liable for any incorrect, erroneous, misleading, ambiguous, incomplete, outdated or modified requirements.

The Client acknowledges that compliance requirements are often ambiguous and subject to interpretation by local courts or custom officials and do not represent, in any case, an insurance that the goods will be accepted into the country where the Client intend to export the goods.

This document is not an insurance policy and shall not be treated as such. We do not provide insurance services. If you need insurance it is solely your responsibility to obtain it with a third party of your choice. We shall not be held liable for any loss or damage resulting from you failing to obtain appropriate insurance. We shall not be held liable for any type of information provided by third party insurers. We are not an agent of any third party buyers and We shall not be held liable for any loss, damage, injury or death resulting from any interactions with a buyer (or any other third party).

By downloading this document you agree to the Asaiportal (HK) Limited's Terms of Service. For reading the full Terms of Service please visit: www.export2asia.com/terms-of-service/

Overview

a. Introduction

This report is your first step towards selling your products B2C to customers in Mainland China. During our initial call, we discussed how you want to sell and ship your products, and in this document, we'll explain exactly how to do that.

b. Initial Call

During the call, we discussed your products, and how you prefer to sell, market and ship them

Product Overview	
Product Name	
Category	
Material	
Other Specifications	
Manufactured in	United States
- Manufactured since	201X-XX-XX
Trademark	Yes (United States)
- Registration date	201X-XX-XX
Logistics	
- Unit Weight (Estimated)	XXXX grams
- Package Volume (Estimated)	XX x XX x XX mm
Sales	
How do you prefer to sell your products?	Ecommerce
Do you want to open your own store, or sell via an agent?	Own store / Agent
Where do you want to store your products?	United States, Hong Kong S.A.R
How do you prefer to market your products?	Based on E2A suggestion

c. Table of Contents

Copyright Notice	2
Contact us	2
Disclaimer	2
Overview	3
a. Introduction	3
b. Initial Call	3
c. Table of Contents	4
A. Ecommerce Platforms	5
I. Platform Comparison	5
II. Agent Contact Details	5
III. Our Recommendation	5
B. Product Delivery	6
I. Shipping Options	6
II. Logistics Companies	6
Air Courier Companies	6
Hong Kong S.A.R Fulfilment Centers	6
IV. Our Recommendation	6
C. Product Regulations	7
I. Regulations & Standards	7
II. Labeling	7
III. Compliance Agencies & Testing Companies	7
D. Product Pricing	8
Our Recommendation	8
E. Cost Calculation	9
What's next?	10
Your Account Manager	10

A. Ecommerce Platforms

I. Platform Comparison

Platforms	Tmall.com	JD.com	VIP.com
Product Fit	Yes / No	Yes / No	Yes / No
Category Fee (Year)	XXXX RMB	XXXX RMB	XXXX RMB
Unit Fee	XX RMB	XX RMB	XX RMB
Trademark Required	Yes / No	Yes / No	Yes / No
Platforms	Kaola	Xiaohongshu	YangMaTou
Product Fit	Yes / No	Yes / No	Yes / No
Category Fee (Year)	XXXX RMB	XXXX RMB	XXXX RMB
Unit Fee	XX RMB	XX RMB	XX RMB
Trademark Required	Yes / No	Yes / No	Yes / No

II. Agent Contact Details

Agency	Name	Name	Name
Main Platforms	List, List, List	List, List, List	List, List, List
Location City, Country	Berlin, Germany	Hong Kong S.A.R	Shanghai, China
Category Fee (Year) Not incl. platform fees			
Unit Fee Not incl. platform fees			
Other Requirements			

III. Our Recommendation

Write here

B. Product Delivery

I. Shipping Options

Cost	Air Courier	Hong Kong Cross Border Fulfilment
Bulk Shipment Fee Estimated to HK	x	\$XX x XXX Units
Packing Fee Estimated	x	\$XX / Unit
Delivery Fee Estimated	\$XX / Unit	\$XX / Unit
Total Unit Delivery Cost (Estimated)	\$XX / Unit	\$XX / Unit

II. Logistics Companies

Air Courier Companies

Costs	Name	Name	Name
Location City, Country	City, Country	City, Country	City, Country
Website External URL	Link	Link	Link

Hong Kong S.A.R Fulfilment Centers

Costs	Name	Name	Name
Min. Monthly Units	XXX Shipments	XXX Shipments	XXX Shipments
Setup Cost Estimated	\$XXXX Paid yearly / monthly	\$XXXX Paid yearly / monthly	\$XXXX Paid yearly / monthly
Packing Fee Estimated	\$XX Paid per unit	\$XX Paid per unit	\$XX Paid per unit
Delivery Fee Estimated	\$XX Paid per kg	\$XX Paid per kg	\$XX Paid per kg
Website External URL	Link	Link	Link

IV. Our Recommendation

Write here

C. Product Regulations

I. Regulations & Standards

Product Overview	Our Assessment
CCC	Applicable / Not Applicable
CIQ	
Other Standards	Standard (Link)

II. Labeling

Suggested Information	Sample Photo
List List List List	[Add Image]

Important Notice: The information [I Regulations & Standards and II. Labeling] above is for general guidance only. Each assessment is made arbitrarily by the Chinese customs and market surveillance authorities.

Further, additional standards and regulations may be added, or enforced differently, without prior warning. We strongly advise you to consult one of the companies listed below.

III. Compliance Agencies & Testing Companies

Costs	Name	Name	Name
Main Products	List	List	List
Location City, Country	City, Country	City, Country	City, Country
Website External URL	Link	Link	Link

D. Product Pricing

Platforms	Tmall.com	JD.com	VIP.com
Product Name	Chinese English	Chinese English	Chinese English
Specifications	List List List List	List List List List	List List List List
Unit Price	XX RMB	XX RMB	XX RMB
Product Link External URL	Link	Link	Link

Our Recommendation

Write here

E. Cost Calculation

Setup Fees	
Agent Setup Cost	
Agent Unit Cost	
Platform Setup Cost	
Platform Unit Cost	
Lab Testing	
Certification	
Trademark	
Total Setup Cost	US\$XXXX
Unit Cost	
Agent Fee	
Platform Fee	
Shipping Fee [Total]	
Total Cost Per Sold Unit	US\$XX

What's next?

Do you have questions about the contents in this report?

Reply back to your account manager, to schedule a follow up call.

Your Account Manager

- Marcus Sohlberg
- Time zone: GMT+8
- Email: marcus@export2asia.com