



Asia Market Entry Report 2020

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Overview

Product Overview	
Product Name	Supplements
Link to Product	Link
Category	Supplements
Ingredients:	Magnesium, Zink
Other Specifications	-
Manufactured in	Germany
- Manufactured Since	2012
Trademark / Licensing Agreement	Germany
- Registration Date	2012-05-02
Logistics:	
- Single Unit Weight	200 g
- Single Unit Volume	5 cm x 5 cm x 8 cm
- Master Carton Weight	2 kg (10 units)
- Master Carton Volume	10 cm x 25 cm x 8 cm
Pricing	
- Product Cost (per piece)	US\$15
- Intended Sales Price: (per piece)	US\$50

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A. Asia eCommerce Platform Comparison

Platform	Lazada www.lazada.com	Tmall Global www.tmall.hk	JD Worldwide www.jd.hk
Countries	Singapore, Vietnam, Thailand, Malaysia, The Philippines, Indonesia	China	China
Fulfillment Location	Hong Kong S.A.R	Hong Kong S.A.R	Hong Kong S.A.R
Product Fit	Yes	Yes	Yes
Payment Options	Payoneer, World First	Alipay, Stripe	WeChat Pay, Stripe
Trademark Required	No	Hong Kong S.A.R	Outside of China
Registered Users	750 Million Visits/ Year	350 Million	240 Million
Deposit (Refundable)	None	\$25,000	\$15,000
Logistics Cost Overview			
Bulk Shipment Cost (Sea) V: 1.00 m3 / W: 139 kg	\$0.30 per unit		
Import Duties	None		
Storage Fee (Per Unit)	\$0.15	\$0.12	\$0.12
Fulfillment Center Handling Fee (Per Unit)	\$1.00	\$1.10	\$1.10
Delivery Fee (Per Unit)	\$3.25 Destination: Singapore	\$2.25 Destination: Shanghai	\$2.25 Destination: Shanghai
Logistics Cost (Per Unit)	\$4.70	\$3.77	\$3.77
Platform Cost Overview			
Category Fee (Yearly) Category name (EN/CN) Est. annual sales: 2,000 pcs	Supplements / - \$0 per unit Total: \$0	Supplements / - \$2.5 per unit Total: \$5,000	- /营养辅食 \$0.5 per unit Total: \$1,000
Revenue Share X% x (Unit Price)	4% Total: \$0.80	3% Total: \$0.70	3% Total: \$0.60
Payment Processing Fee X% x (Unit Price)	2% Total: \$0.40	1% Total: \$0.20	1% Total: \$0.20
Per Unit (Excl. deposit)	\$1.20	\$3.40	\$1.30
Final Cost Overview (Per Unit)			
Sales Cost Per Unit Platform cost + Logistics cost	\$5.90	\$7.17	\$5.07

Minimum Unit Price

Product Cost (PC) Estimated	\$15		
	+		
Sales Cost Per Unit (SC) Platform cost + Logistics cost	\$5.90	\$7.17	\$5.07
	+		
Extra Profit Margin (PM) (PC + SC) x 10%	\$0.00	\$0.00	\$0.00
	=		
Minimum Unit Price (excl. VAT/GST) PC + SC + PM	\$20.90	\$22.17	\$20.07
	=		
Intended Sales Price Excluding VAT/GST	\$50	\$50	\$50
	=		
Difference Excluding VAT/GST	+\$29.10	+\$27.83	+\$29.93

B. Price Analysis

Tmall.hk

Products	A	B	C
Brand info	Company A (CN) Company A (EN)	Company B (CN) Company B (EN)	Company C (CN) Company C (EN)
Origin	UK	USA	Canada
Description	1 can of magnesium	1 can of zinc	1 can of magnesium
Unit Price Estimated	¥450 (US\$64.28) Excluding VAT (X%)	¥370 (US\$52.85) Excluding VAT (X%)	¥390 (US\$55.71) Excluding VAT (X%)
Monthly sales volume	1,000 pcs	2,000 pcs	1,600 pcs
Product Link External URL	Link	Link	Link

JD.hk

Products	A	B
Brand info	Company A (CN) Company A (EN)	Company B (CN) Company B (EN)
Origin	Australia	USA
Description	1 can of magnesium, 200 capsules	1 can of magnesium, 200 capsules
Unit Price Estimated	¥380 (US\$54.28) Excluding VAT (X%)	¥350 (US\$50.00) Excluding VAT (X%)
Product Link External URL	Link	Link

Lazada.sg

Products	A	B	C
Brand info	Company A	Company B	Company C
Origin	UK	Australia	South Korea
Description	1 can of magnesium	1 can of zinc	1 can of magnesium
Unit Price	S\$65 (US\$47.10) Excluding VAT (X%)	S\$70 (US\$50.72) Excluding VAT (X%)	S\$60 (US\$43.47) Excluding VAT (X%)
Product Link External URL	Link	Link	Link

C. Our Comments & Recommendations

eCommerce Platforms:

Write here

Competitor Analysis:

Write here

Shipping:

Write here

Pricing:

Write here

Trademark Registration:

Write here

Hong Kong Fulfillment Centers

Company	Company A	Company B	Company C
Min. Monthly Units	Not mentioned	Min. 1m ³	Not mentioned
Storage Fee Estimated	\$0.15 / Unit Test sales vol. / First year	\$0.12 / Unit Test sales vol. / First year	\$0.12 / Unit Test sales vol. / First year
Pick & Pack Fee Estimated	\$1.00 Paid per unit	\$1.10 Paid per unit	\$1.10 Paid per unit
Delivery Fee Estimated	\$3.25 Paid per unit	\$2.25 Paid per unit	\$2.25 Paid per unit
Total Cost Per Unit Estimated	\$4.40	\$3.47	\$3.47
Website External URL	Link	Link	Link

Mainland China Bonded Warehouse Partners

Company	Company A	Company B
Min. Monthly Units	Not mentioned	Not mentioned
Storage Fee Estimated	\$0.07 / Unit Test sales vol. / First year	\$0.05 / Unit Test sales vol. / First year
Pick & Pack Fee Estimated	\$1.29 Paid per unit	\$0.83 Paid per unit
Delivery Fee Estimated	\$1.28 Paid per unit	\$1.00 Paid per unit
Total Cost Per Unit Estimated	\$2.63	\$1.87
Website External URL	Link	Link

Compliance & Testing Companies

	Company A	Company B	Company C
Location City, Country	Worldwide	Hong Kong S.A.R	Hangzhou, China
Cost	Quoted individually	Quoted individually	Quoted individually
Website External URL	Link	Link	Link

Hong Kong Trademark Registration Companies

Company	Company A	Company B	Company C
Location City, Country	New York, US	Miami, Florida	Hong Kong S.A.R.
Registration City / Country	Hong Kong	Hong Kong	Hong Kong
Service Provider Fee	\$900 / class	\$700 / class	\$800 / class
Government Fee	\$300	\$300	\$300
Total	\$1,200	\$1,000	\$1,100
Website External URL	Link	Link	Link

Comment:

Calculations & Source Materials

Platform

Lazada	Tmall Global	JD Worldwide
[1] Calculation Sheet	[1] Calculation Sheet	[1] Calculation Sheet

Logistics Cost Overview

Bulk Shipment Cost:

[1] Website A

HK Fulfillment Centre Pick & Pack Fee (Per Unit)

Lazada	Tmall	JD Worldwide
[1] Lazada FBL / Timeslogistics	[1] Company A [2] Company B [3] Company C	[1] Company A [2] Company B [3] Company C

Storage Fee (Per Unit)

Lazada	Tmall	JD Worldwide
[1] Lazada FBL / Timeslogistics	[1] Company A [2] Company B [3] Company C	[1] Company A [2] Company B [3] Company C

Delivery Fee

Lazada	Tmall	JD Worldwide
[1] Lazada Global Shipping (LGS) Rate Cards	[1] Company A	[1] Company A

Platform Cost Overview

Category Fee (Yearly)

Lazada	Tmall	JD Worldwide
[1] Lazada's Website	[1] Tmall's Website	[1] JD's Website

Payment Processing Fee

Lazada	Tmall	JD Worldwide
[1] Lazada Presentation	[1] Tmall's Website	<i>Estimated based on X service fee</i>

Revenue Share

Lazada	Tmall	JD Worldwide
[1] Lazada Presentation	[1] Tmall's Website	[1] JD's Website

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Your Account Manager

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