



Asia Market Entry Report 2019

On behalf of COMPANY

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Overview

Product Overview	
Product name	
Category	
Material	
Other specifications	
Manufactured In	Country
- Manufactured since	201X-XX-XX
Trademark	Yes (Country) / No
- Registration date	201X-XX-XX
Logistics	
Where do you want to store your products?	United States, Hong Kong S.A.R
Test sales volume (year 1)	XXXX pcs
Average units per order	X pcs
Single unit weight	XXX grams
Single unit package volume	XX x XX x XX cm
Multiple unit weight (box)	XXXX grams
Multiple unit package volume (box)	XX x XX x XX cm
Sales	
Definition of product	1 pcs/kgs [Product]
Product cost	\$XXX
Expected profit margin	XX%
Intended sales prices	\$XXX / None
Where do you want to store your products?	United States, Hong Kong S.A.R

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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
Company Registration	Write here	Write here	Write here
Fulfillment Location	Hong Kong S.A.R	Hong Kong S.A.R	Hong Kong S.A.R
Product Fit	Yes / No	Yes / No	Yes / No
Payment Options	Write here	Write here	Write here
Trademark Required	[Country] / No	[Country] / No	[Country] / No
Registered Users	XXX Million	XXX Million	XXX Million
Deposit (Refundable)	\$XX,XXX	\$XX,XXX	\$XX,XXX
Logistics Cost Overview			
Bulk Shipment Cost <small>From [Country] to HK V: XX m3 / W: XXX kg</small>	\$X.X per unit Total: \$XXX		
HK Import Duties	None		
HK Fulfillment Centre Pick & Pack Fee (Per Unit)	\$X	\$X	\$X
Pickup Fee (Per unit)	\$X	n/a	n/a
Delivery Fee	\$X Destination: Singapore	\$X Destination: Shanghai	\$X Destination: Shanghai
Logistics Cost Per Unit	\$X.X	\$X.X	\$X.X
Platform Cost Overview			
Category Fee (Yearly) <small>Category name (EN/CN) Est. annual sales: XXXX pcs</small>	\$X.X per unit Total: \$XXX	\$X.X per unit Total: \$XXX	\$X.X per unit Total: \$XXX
Revenue Share <small>X% x Min Unit Price</small>	X% Total: \$X	X% Total: \$X	X% Total: \$X
Payment Processing Fee <small>X% x Min Unit Price</small>	X% Total: \$X	X% Total: \$X	X% Total: \$X
Per Unit (Excl. deposit)	\$XX.XX	\$XX.XX	\$XX.XX
Final Cost Overview (Per Unit)			

Sales Cost Per Unit Platform cost + Logistics cost	\$XX.XX	\$XX.XX	\$XX.XX
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Minimum Unit Price

Product Cost (PC) Provided by customer	\$X.X		
	+		
Sales Cost Per Unit (SC) Platform cost + Logistics cost	\$XX.XX	\$XX.XX	\$XX.XX
	+		
Profit Margin (PM) (PC + SC) x XX%	\$XX.XX	\$XX.XX	\$XX.XX
	=		
Minimum Unit Price (excl. VAT/GST) PC + SC + PM	\$XX.XX	\$XX.XX	\$XX.XX
Intended sales price difference Excluding VAT/GST	+\$X.X	+\$X.X	-\$X.X

B. Price Analysis

Tmall.hk

Products	A	B	C
Brand info	Brand Name (CN) Brand Name (EN)	Brand Name (CN) Brand Name (EN)	Brand Name (CN) Brand Name (EN)
Description	XX	XX	XX
Unit Price	¥XX (US\$XX.X) Excluding VAT (XX%)	¥XX (US\$XX.X) Excluding VAT (XX%)	¥XX (US\$XX.X) Excluding VAT (XX%)
Product Link External URL	Link	Link	Link

JD.hk

Products	A	B	C
Brand info	Brand Name (CN) Brand Name (EN)	Brand Name (CN) Brand Name (EN)	Brand Name (CN) Brand Name (EN)
Description	XX	XX	XX
Unit Price	¥XX (US\$XX.X) Excluding VAT (XX%)	¥XX (US\$XX.X) Excluding VAT (XX%)	¥XX (US\$XX.X) Excluding VAT (XX%)
Product Link External URL	Link	Link	Link

Lazada.sg

Products	A	B	C
Brand info	Brand Name (CN) Brand Name (EN)	Brand Name (CN) Brand Name (EN)	Brand Name (CN) Brand Name (EN)
Description	XX	XX	XX
Unit Price	S\$XX (US\$XX.X) Excluding VAT (XX%)	S\$XX (\$XX.X) Excluding VAT (XX%)	S\$XX (\$XX.X) Excluding VAT (XX%)
Product Link External URL	Link	Link	Link

C. Our Recommendation



Sources:

- [1] Source
- [2] Source

D. Partner Network

Tmall and JD Partners

Company	Name	Name	Name
Main Platforms	XX, XX, XX	XX, XX, XX	XX, XX, XX
Location City, Country	City, Country	City, Country	City, Country
Setup Fee One time fee	\$XX,XXX	\$XX,XXX	\$XX,XXX
Monthly Cost Not incl. platform fees	\$X,XXX	\$X,XXX	\$X,XXX
Unit Fee Excl. initial fee. Incl. running fee + revenue share	\$X.X	\$X.X	\$X.X
Contact	Name Surname	Name Surname	Name Surname
Title / Position	XXXX	XXXX	XXXX
Email	XXX@XXXX.com	XXX@XXXX.com	XXX@XXXX.com

Lazada Partners

Company	Name	Name	Name
Main Platforms	XX, XX, XX	XX, XX, XX	XX, XX, XX
Location City, Country	City, Country	City, Country	City, Country
Setup Fee One time fee	\$XX,XXX	\$XX,XXX	\$XX,XXX
Monthly Cost Not incl. platform fees	\$X,XXX	\$X,XXX	\$X,XXX
Unit Fee Excl. initial fee. Incl. running fee + revenue share	\$X.X	\$X.X	\$X.X
Contact	Name Surname	Name Surname	Name Surname
Title / Position	XXXX	XXXX	XXXX
Email	XXX@XXXX.com	XXX@XXXX.com	XXX@XXXX.com

Hong Kong Fulfillment Centers

Company	Name	Name	Name
Min. Monthly Units	XXX Shipments	XXX Shipments	XXX Shipments
Storage Fee Estimated	\$X.X / Unit Paid monthly	\$X.X / Unit Paid monthly	\$X.X / Unit Paid monthly
Pick & Pack Fee Estimated	\$X.X Paid per unit	\$X.X Paid per unit	\$X.X Paid per unit
Delivery Fee Estimated	\$X.X Paid per unit	\$X.X Paid per unit	\$X.X Paid per unit
Total Cost Per Unit Estimated	\$X.X	\$X.X	\$X.X
Website External URL	Link	Link	Link

China Bonded Warehouse Partners

Company	Name	Name	Name
Min. Monthly Units	XXX Shipments	XXX Shipments	XXX Shipments
Storage Fee Estimated	\$X.X / Unit Paid monthly	\$X.X / Unit Paid monthly	\$X.X / Unit Paid monthly
Pick & Pack Fee Estimated	\$X.X Paid per unit	\$X.X Paid per unit	\$X.X Paid per unit
Delivery Fee Estimated	\$X.X Paid per unit	\$X.X Paid per unit	\$X.X Paid per unit
Total Cost Per Unit Estimated	\$X.X	\$X.X	\$X.X
Website External URL	Link	Link	Link

Trademark Service Providers

Company	Name	Name	Name
Location City, Country	City, Country	City, Country	City, Country
Service Provider Fee	\$XXX / class	\$XXX / class	\$XXX / class
Government Fee	HK\$XXX (\$XX.X)	HK\$XXX (\$XX.X)	HK\$XXX (\$XX.X)
Total	\$XXX	\$XXX	\$XXX
Website External URL	Link	Link	Link

Product Compliance Providers

Company	Name	Name	Name
Location City, Country	City, Country	City, Country	City, Country
Service Provider Fee	\$XXX / class	\$XXX / class	\$XXX / class
Government Fee	HK\$XXX (\$XX.X)	HK\$XXX (\$XX.X)	HK\$XXX (\$XX.X)
Total	\$XXX	\$XXX	\$XXX
Website External URL	Link	Link	Link

Company Registration Services

Company	Name	Name
Location City, Country	Write here	Write here
Service Provider Fee	\$XXX / class	\$XXX / class
Government Fee	\$XXX (\$XX.X)	\$XXX (\$XX.X)
Total	\$XXX	\$XXX
Website External URL	Link	Link

What's next?

Do you have questions about the contents of this report?

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Your Account Manager

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