Digital Marketing Asia Media China

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天猫TMAIL.COM

Dominates China
B2C online shopping
market

天猫TMALL.COM

www.tmall.com

- A spinoff from Taobao. Founded in 2008
- Positioned as the online shopping space for better products. If Taobao was Walmart, Tmall would be Nordstrom

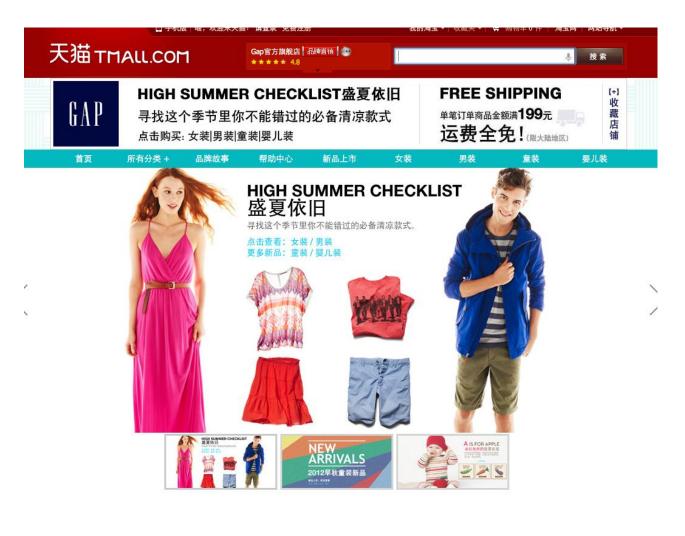
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- Dominates B2C online shopping market by a market share of 60% (Y2014)
- 400MM registered users, 50K business sellers, 70K brands in just 4 years



Tmall Store

Screen shot of a Tmall store



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Open Tmall requirements

Sounds good, but...

• Tmall are not directly open to foreign businesses

- Tmall are strictly in Chinese. The tasks to open a store in the platforms and manage store backend can be daunting
- The approval process for opening a store on Tmall is very strict and involve specific documents and identifications, typically hard for a foreign business to provide



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