

Digital Marketing Asia Media China

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天猫 Tmall.com

- ✓ Dominates China B2C online shopping market

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

Screen shot of a Tmall store

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Gap官方旗舰店 | 品牌直销 | 4.8

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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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