e-Commerce Tip Sheet

Selling in China

2022 Forecast for Online Retail Markets - Statista

Accelerate Revenues. Reduce Risk.

China's e-Commerce world is very different from other markets—with unique platforms, payment systems, and buyer journeys. The secret to success is in the process. To shorten time-to-revenue, follow these steps.

Reap Rewards for Years

Once orders start rolling in, shift gears and focus on continuous improvement. You'll drive margins and revenues for years to come.

Learn More about How CMD Can Help!

Steps to Sell in China:

1. Strategy

- Market Study
- Channels
- Competitors
- Pricing
- Viable Product

2. Setup

- Branding, TM Localization
- Customer Service
- Online Shops
- Warehousing
- Payments
- Inventory Mgmt.
- ERP Integration
- Testing
- Deliveries
- IP Registration
- Returns & Warranties

3. Growth

- Digital Marketing
- Content, Creative
- A/B Testing
- SEO, SEM
- Shop Optimization
- Promotions
- Star Ratings Mgmt.
- Online to Offline
- IP Monitoring

Continuous Improvement

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