



Gold Supplier

A New Generation of
E-Commerce

Alibaba helps you Expand markets
and win export orders



*Five Steps, Four Advantages
Make it easy to do business anywhere*



Service Advantages

Main Services

Flourishing stores with global exposure

Establish unique foreign trade flagship stores on the foreign trade platform boasting the highest trading volume in the world

“Small-quantity rapid selling features” - combine with online payment and logistics support to provide a wide range of product displays

Barrier-free communication for foreign trade, synchronized global promotions in 15 languages

Active development of potential buyers

Follow the product categories in which buyers have expressed recently with queries and tracking. Buyers’ identifying information is transparent

“Requests for Quotations (RFQs)” - proactively provide quotes to contact favorite buyers

“Proactive Selling” – contact your minisite visitors for potential business opportunities.

Obtain big data for insight into business opportunities

Provides main industry trends, buyer source distributions, popular searches in countries and regions, and competition analysis

Provides popular and fastest rising search keywords and the latest and hottest demand keywords in your industry across different countries and regions

Check the details and summarized data on product promotion performance

One-stop after-sales service

Dedicated account managers for one-on-one follow-up

Free professional e-commerce training courses

Regular networking for suppliers for cooperative growth to expand your network and business circle

Profile of Alibaba:

Alibaba.com was founded in 1999 and is the world’s leading SME e-commerce platform. This English-based platform helps SMEs across the globe to expand in overseas markets, satisfying international transnational trade demand.

Profile of Alibaba:

- Alibaba’s services cover more than 190 countries and regions, with tens of millions of registered users in key markets (such as the United States, the United Kingdom, and India).
- More than 5000 product categories across 40 industries
- Alibaba.com is one of the highest visited commerce sites in the world.*

* Based on Alexa.com data on 23 Nov 2015,



Gold Supplier Service Applications

Small-Quantity Rapid Selling Functions

The one-stop wholesale online trading platform combines payment and logistics to satisfy buyers' needs for easy process of high-frequency orders in small amounts



Synchronized Global Promotions in 16 Languages

Exclusive mobile app for instant messaging and translation helps you contact buyers from different countries more easily, expanding your trading landscape



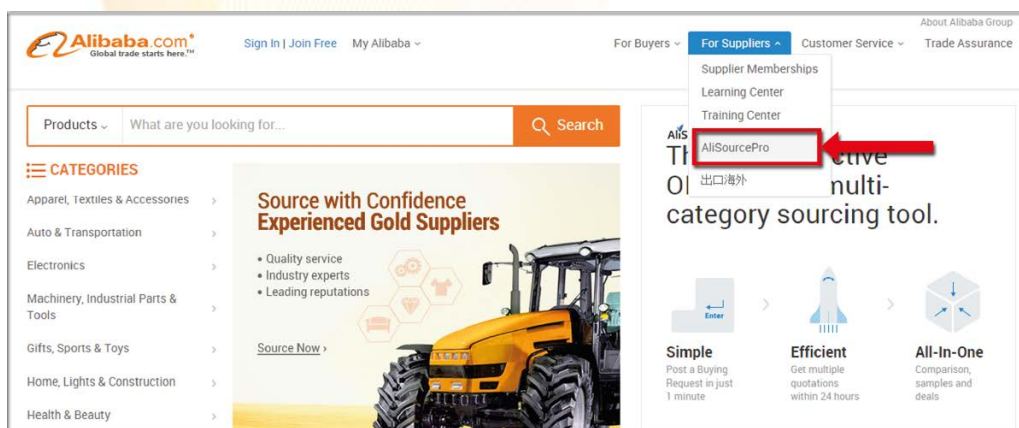
Buyer Identification System

Alibaba has pioneered inquiry and buyer screening functions to help you convert inquiries into orders with greater efficiency

- Background information on buyers – Direct access to buyers' registration information, including the number of years they have been registered and the IP addresses from which they send inquiries and were registered
- View preferences, habits, match relevance, and other data from the product keywords searched by buyers to determine whether buyers are suitable
- Clearly indicates to how many suppliers buyers' inquiries have been sent to help suppliers formulate quoting and follow-up strategies

Proactively Find Buyers

Suppliers can enter their desired keywords in the search bar to provide quotes proactively for buyers with these needs



One-Stop After-sales Service

Alibaba provides comprehensive, professional after-sales service to help you solve all the problems encountered on the e-commerce platform

- Exclusive Customer Training – Including Internet marketing tips, platform operating practices, search matching principles, etc.
- Professional After-sales Service – Troubleshooting through the phone, via email, and online
- Consulting Services – Regular visits from Account Managers to provide data analysis and promotion programs

Step 1 : Creating a Website Showcase

A dedicated English online shop creates for you a foreign trade base, turning buyers across the world into potential customers

- 1. Unlimited Product Display:** Use pictures and tables to present details about products and increase exposure and inquiries.
- 2. Multilingual Website:** Helps you open up potential buyers' markets outside of English-speaking territories.
- 3. Business Video Display:** Upload multimedia videos to introduce your company's products and increase their realness.
- 4. Onsite Check:** Alliances with third-party certification companies allow you to establish a foundation of trust for buyers.

Dynamic Displays of Corporate Images

The screenshot displays the CRYSTOCRAFT website interface. At the top, there is a navigation bar with 'Home', 'Product Categories', 'Company Profile', and 'Contacts'. A '1YR Gold Supplier' badge is visible in the top right corner. The main content area features a large image of a heart-shaped necklace with diamonds, accompanied by the text 'Love LOVE Has No Boundary' and 'Mini Heart Stand'. Below the main image is a language selection menu with flags for German, Italian, Japanese, Korean, Arabic, Vietnamese, French, Spanish, Russian, Thai, Turkish, and Portuguese. The 'Company Introduction' section includes a 'Verification Type: Onsite Check' icon, a list of company details (Location: Hong Kong, Business Type: Manufacturer, Trading Company, Year Established: 1958, Total Annual Sales Volume: US\$5 Million - US\$10 Million, Main Products: Jewellery, Accessories, Home Decor, Main Markets: Domestic Market, South Asia, Mid Ea...), and a 'Contact Supplier' button. A live chat window is open on the right side, showing a chat with 'Mr. Wilson Har' and a 'Contact Supplier' button.

Multilingual Product Exposure

Corporate Site Verification Icon

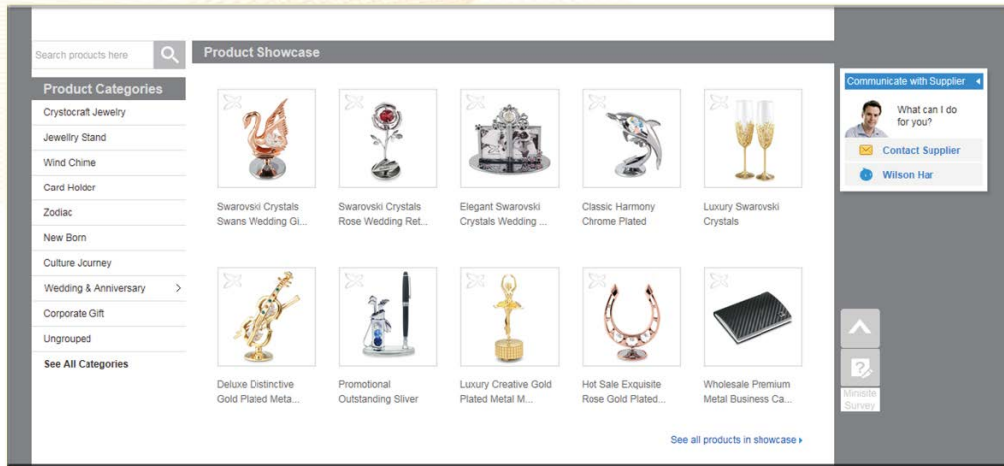
Live Chat With Buyers

Step 2 : Precise Promotion

Provides you with tools and services to win buyers' attention, helping you gain more buyer inquiries.

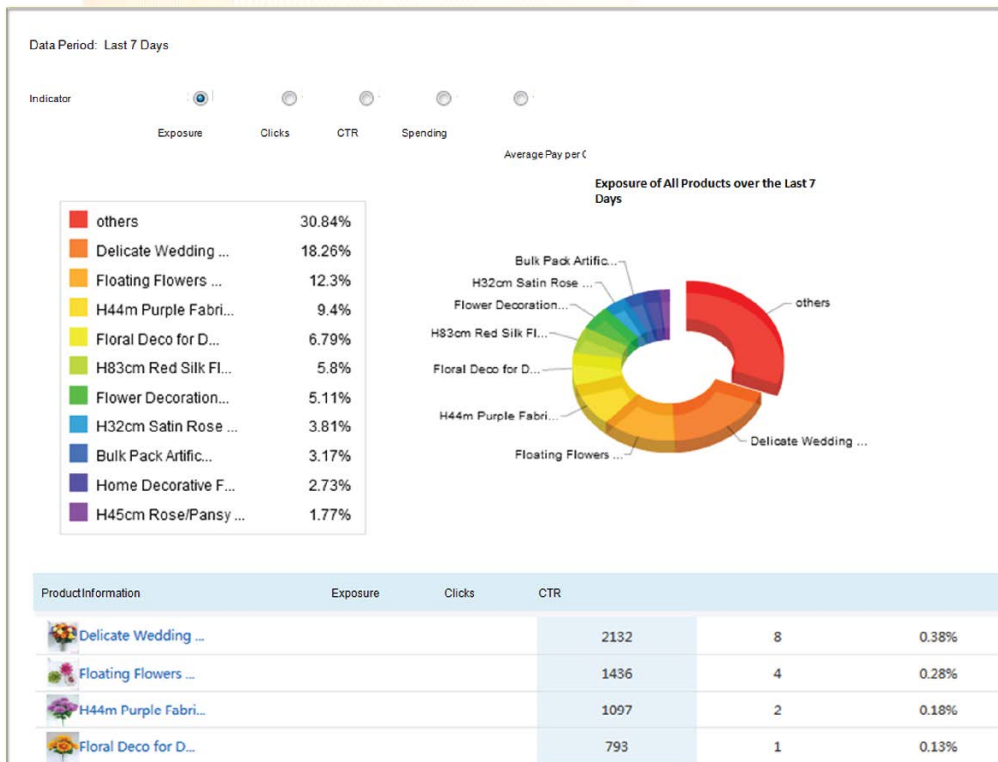
1. Product Showcases and Displays

Just like department store showcases, the products displayed in the showcases gain priority rankings in buyers' search results, increasing product exposure.



2. Pay For Performance / P4P

Just like keyword advertising, sellers can set up multiple groups of keywords for precise promotion. Payment is required only when buyers click on your products. From your account report, you can check product promotion statistics, including: exposure, clickthrough rate, costs, and other statistical indicators.



Step 3 : Effective Communication

International trade requires effective communication tools. Alibaba provides dedicated email addresses, instant translation and messaging software, and buyer identification systems to allow you to do business with people in different countries easily

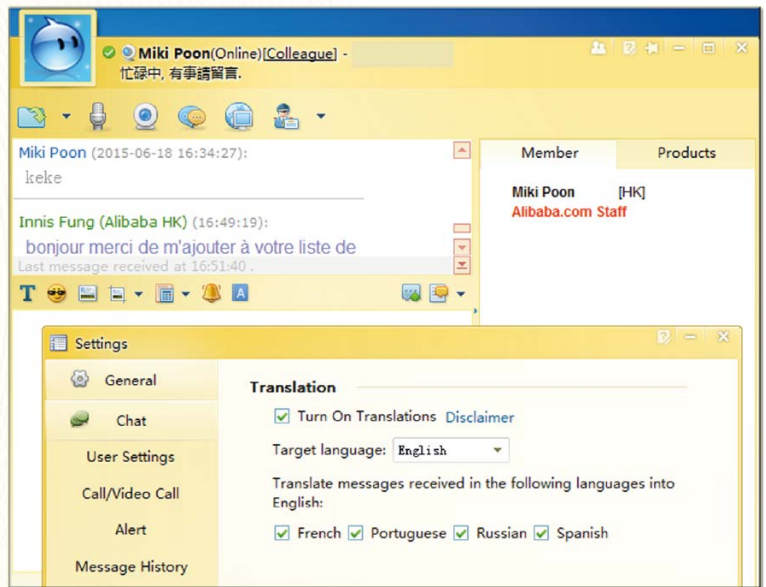
1. Email Addresses for Foreign Trade:

Dedicated business email addresses manage your trading messages 24 hours a day.

Account	Account Type	Enter Email Address Name	
Manager	Tom Sun	<input type="text" value="tomsun"/>	@hainancoconuts.cn
Sales	Bill Chen	<input type="text" value="billchen"/>	@hainancoconuts.cn
Sales	Amy Lau	<input type="text" value="amylau"/>	@hainancoconuts.cn

2. Instant Translation and Messaging Software, Trade Manager:

Buyers can enter their native languages into the dialog box. The software displays the dialog directly as English, French, Russian, Portuguese, or Spanish.



3. Buyer Identification System:

Automatically displays buyer information, including:buyers' IP locations, registration areas, contact numbers, and records of cooperation with suppliers to help you filter invalid inquiries.

Mrs. Innis Fung

已是我的客戶

公司信息

Innis Fung

會員類型 :

電話 : 852-22155377

電子郵件 : innis@usa.com

傳真號碼 : 852-22155321

手機 : 852-12345678

國家 : Hong Kong

城市 : Sha Tin

地址 : 26/F, Tower 1, Shatin Road, Shatin, Hong Kong

Buyer's true identity

Buyer's matchless with my business

Buyer's purchase willingness

最近90天行為數據

已是會員的客戶	44
總產品瀏覽次數	12
發出有效詢價數	53
垃圾詢價	11

買家最近搜索

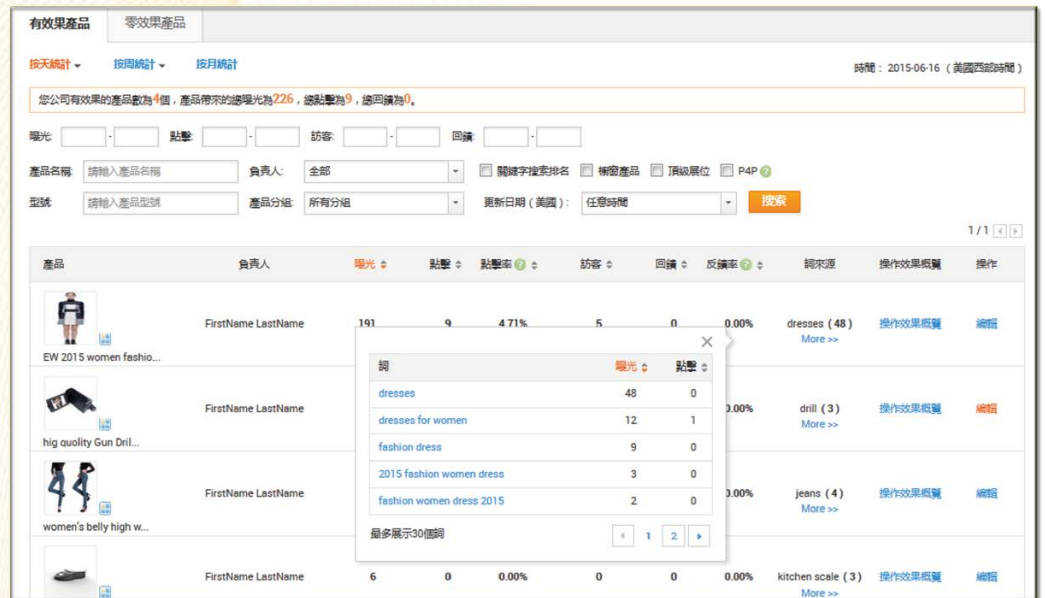
guanyi,usb,Uptown Design Co

Step 4 : Professional Diagnosis

A huge database performs comprehensive industry and exposure performance analysis for you through a reporting system. This will surely become an indispensable tool for your export trade

1. Data Steward:

Analyzes performance data on the exposure, clicks, and inquiries of your products and shops. You can also check which keywords buyers searched to find your products and the page rankings of your products in the Alibaba search results to track the effectiveness of your promotions.



2. Performance Report:

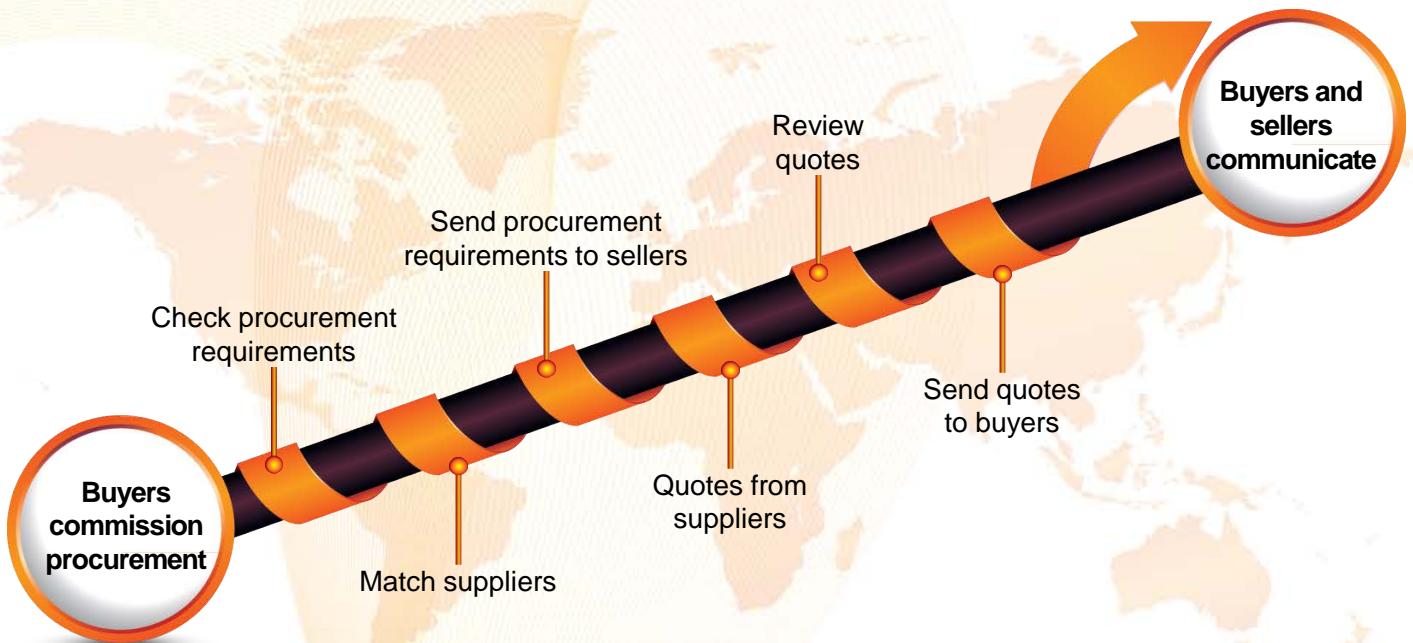
The database provides performance data of your Gold Supplier account to indicate areas of possible improvement.



Step 5 : Win Business Opportunities

Alibaba helps you gain more orders from buyers with secure service, allowing you to conclude deals easily

- Each year, most than ten thousands of overseas buyers make RFQs through the Alibaba platform, providing procurement opportunities worth more than 10 billion dollars. Every buyer's procurement requirements are checked by Alibaba's professional foreign trade specialists. Only Alibaba suppliers that meet these requirements can gain these procurement opportunities.
- The order intention conversion rate for RFQs is more than six times higher than that of normal inquiries



Awards and Recognition

Best of the Web by Forbes

Best Sites for Global Entrepreneurs by FSB magazine

Top Website for Entrepreneurs by Entrepreneur magazine

The Wall Street Journal Asia 200: China's Top 10 by The Wall Street Journal Asia

Most Popular B2B Website by readers of Far Eastern Economic Review

The World's Most Innovative Companies & Fast 50 Companies to Watch by Fast Company magazine

Top 10 Website in Shopping and Classifieds section for Wholesale and Relationship Sales industry by Hitwise



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