

PLTFRM[®] 
a PLTFRM GROUP company



THE SOCIAL - E-COMMERCE TRANSFORMATION IN CHINA



PLTFRM IS AN AWARD-WINNING
BRAND CONSULTANCY AGENCY
FOUNDED IN 2012 IN SHANGHAI
BY QIAN DEJUN AND
ALEXANDRE OUAIRY.

PLTFRM IS SPECIALISED IN
DIGITAL ADVERTISING AND
E-COMMERCE.

WE MIXES DESIGN STRATEGY,
MARKETING AND LIVESTREAM
TO BOOST CONVERSIONS.





PLTFRM IS THE FOUNDER OF PLTFRM GROUP.
A NETWORK OF INDEPENDENT AGENCIES FOR
INTEGRATED BRAND SOLUTION IN CHINA,
ALL HOSTED IN DOWNTOWN SHANGHAI, AT W733,
PLTFRM'S MANAGED CREATIVE CENTRE.





PLTFRM GROUP

W733 CREATIVE CENTRE



A TOTAL BUSINESS SOLUTION FOR CHINA

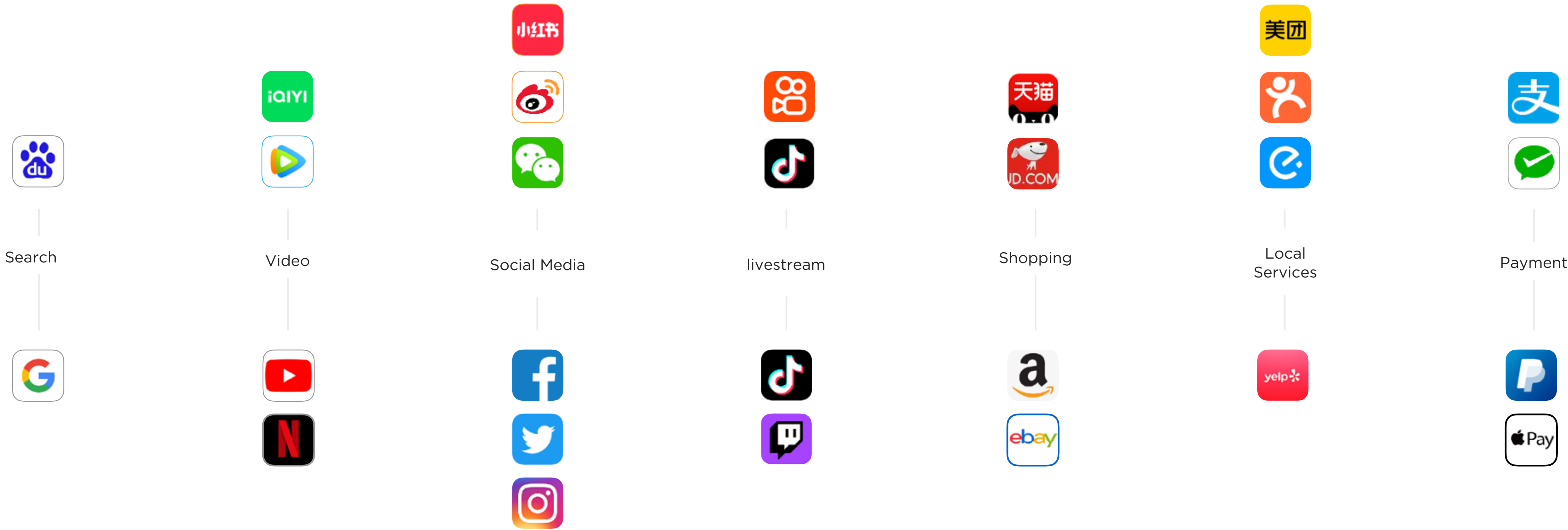


INTRODUCTION



Social Media Landscape

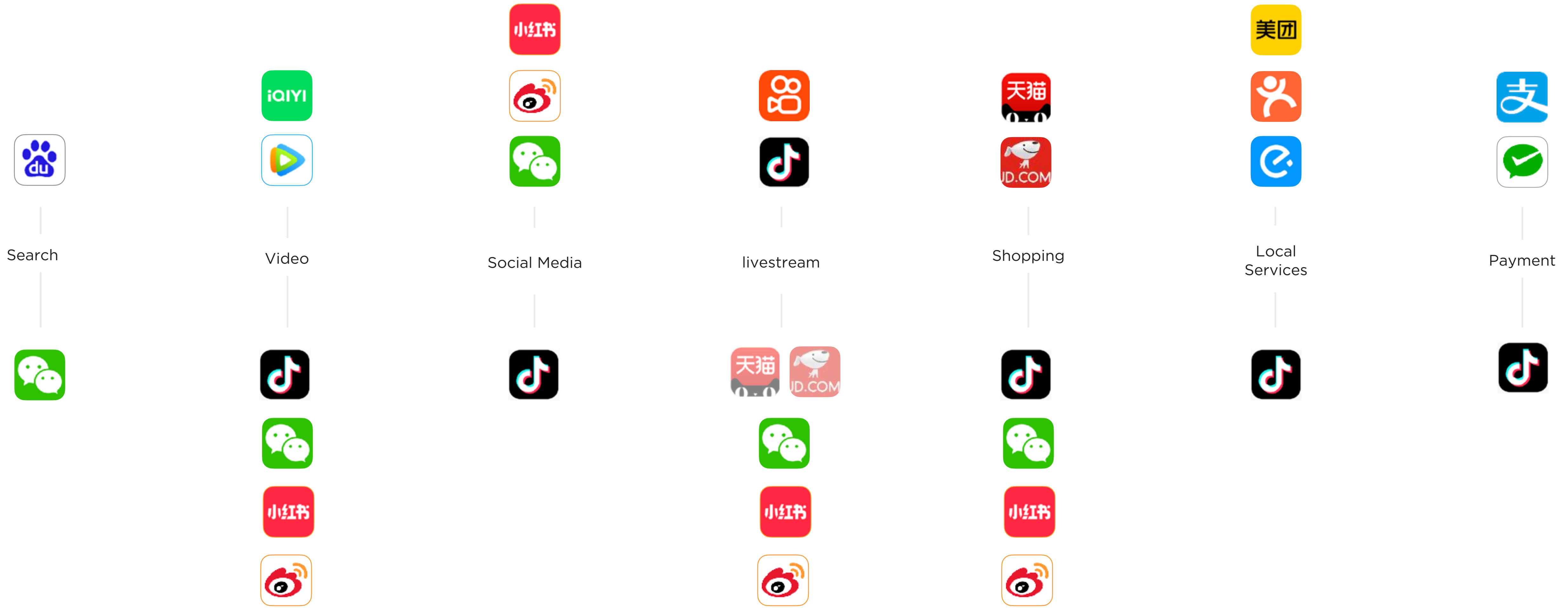
Original China digital landscape and its US counterpart.





Social Media Landscape

Original China digital landscape and its evolution. Each social media platform is stretching out of its original shelf.



INTRODUCTION

Classic Model (Tmall/JD)

From search query to purchase.



Product page
(Based on search query
by brand or product)



Shopping page
(To a product I have interest in)



Livestream
(based on what is on)



Shopping page
(To a product I have no interest in)

INTRODUCTION



New Model (Tiktok)

From interest product push to purchase.



Short video stream
(Pushed by on interest)



Shopping page
(For a product I may not know but a category or field I have interest))



Livestream stream
(Pushed by on interest)



Shopping page
(For a product I may not know but a category or field I have interest))



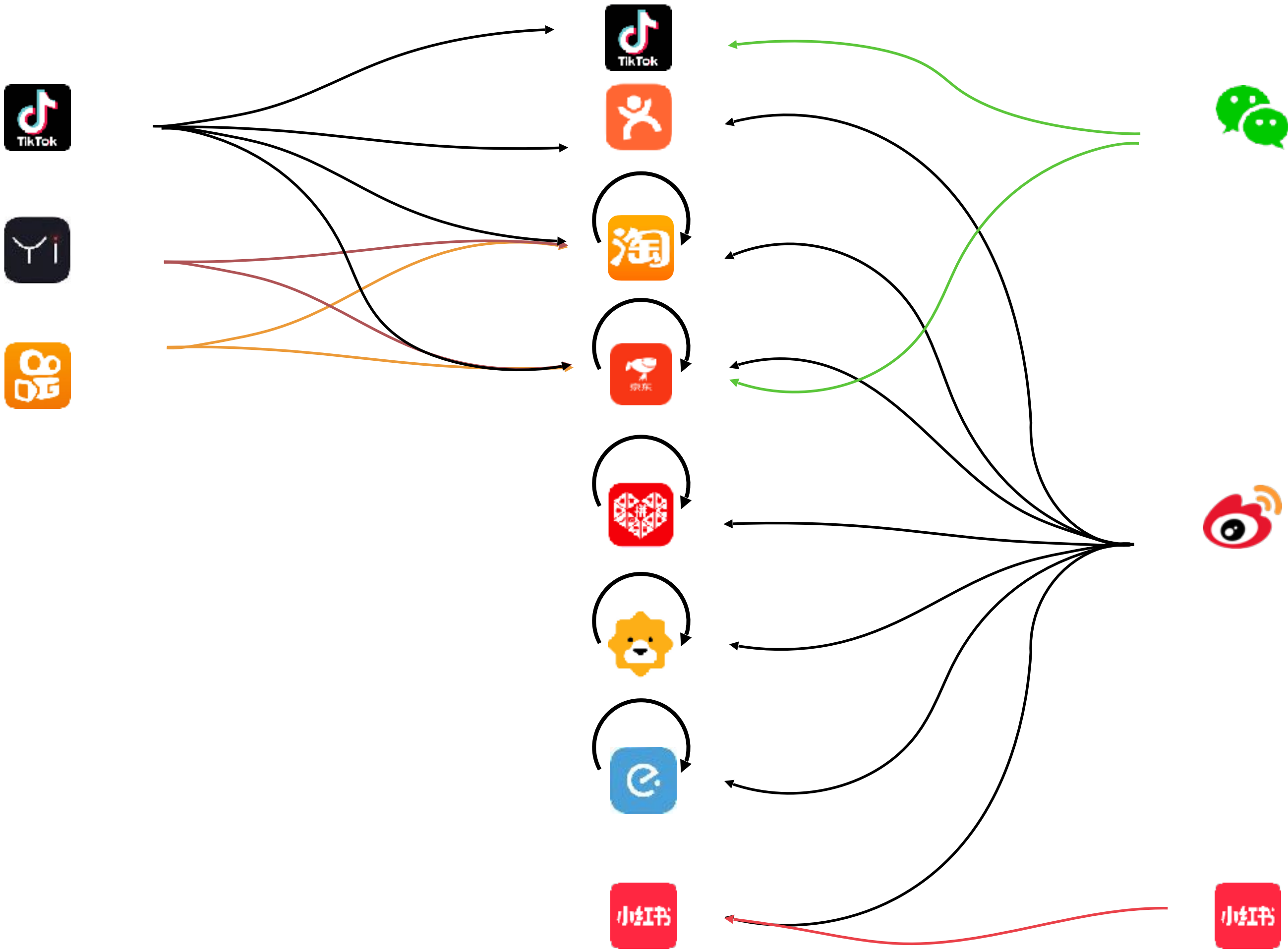
Platforms Segmentation

Certain promotion channels can only communicate with certain e-commerce platforms.

LIVESTREAM

E-COMMERCE
PLATFORM

PROMOTION





LOCALISATION



Mandatory Registrations

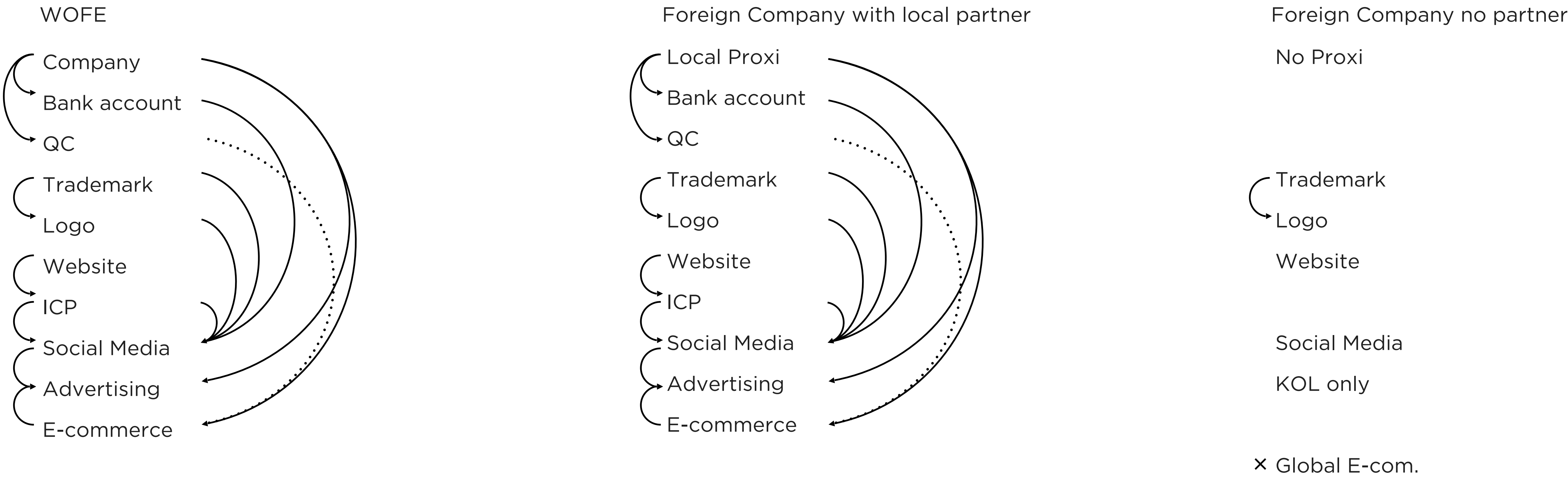
Administrative set up paperwork

Company	WOFE (Wholy Own Foreign Enterprise) / Representative office / Joint Venture.
Bank account	Linked to the tax bureau and specific Chinese invoice (“fapiao) system.
QC	Ensure product compliance with China regulations (especially for food and beverage).
Trademark	For brand protection. both English and Chinese trademarks needed.
Logo	For brand protection.
Website	To be hosted on a Chinese server.
ICP	Issued Permit to operate website in China.
Social Media	Specific to Chinese digital landscape.
Advertising	Specific to Chinese digital landscape.
E-commerce	Tmall / JD and alike.
Global E-com.	Tmall Global / JD global: specific to non-China based companies.



Mandatory Registrations

Overall Relationship between different registrations.



→ Needed to register
..... In some case needed to register
X No need any prerequisite



Mandatory Registrations

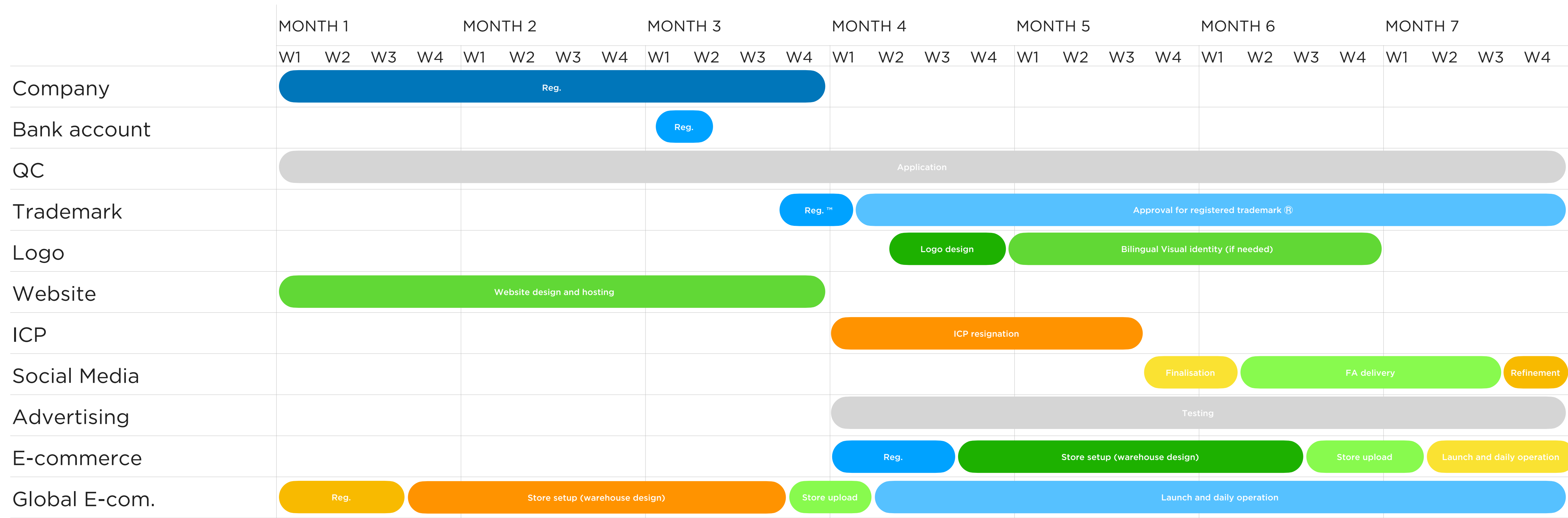
Social media and their necessary document.

Baidu Ads	Wechat Official	Weibo Official	Little Red Book Official	Tiktok Official
Business license	Business license	Business license	Business license	Business license
Trademark Registration	Trademark Registration			Trademark Registration
Food import license	Food import license			Food import license
*Authorisation letter	*Authorisation letter	*Authorisation letter	*Authorisation letter	*Authorisation letter
Link to E-C/Website/SM	Link to E-C/Website/SM	Link to E-C/Website/SM	Link to E-C/Website/SM	Link to E-C/Website/SM



Mandatory Registrations

Average administrative process



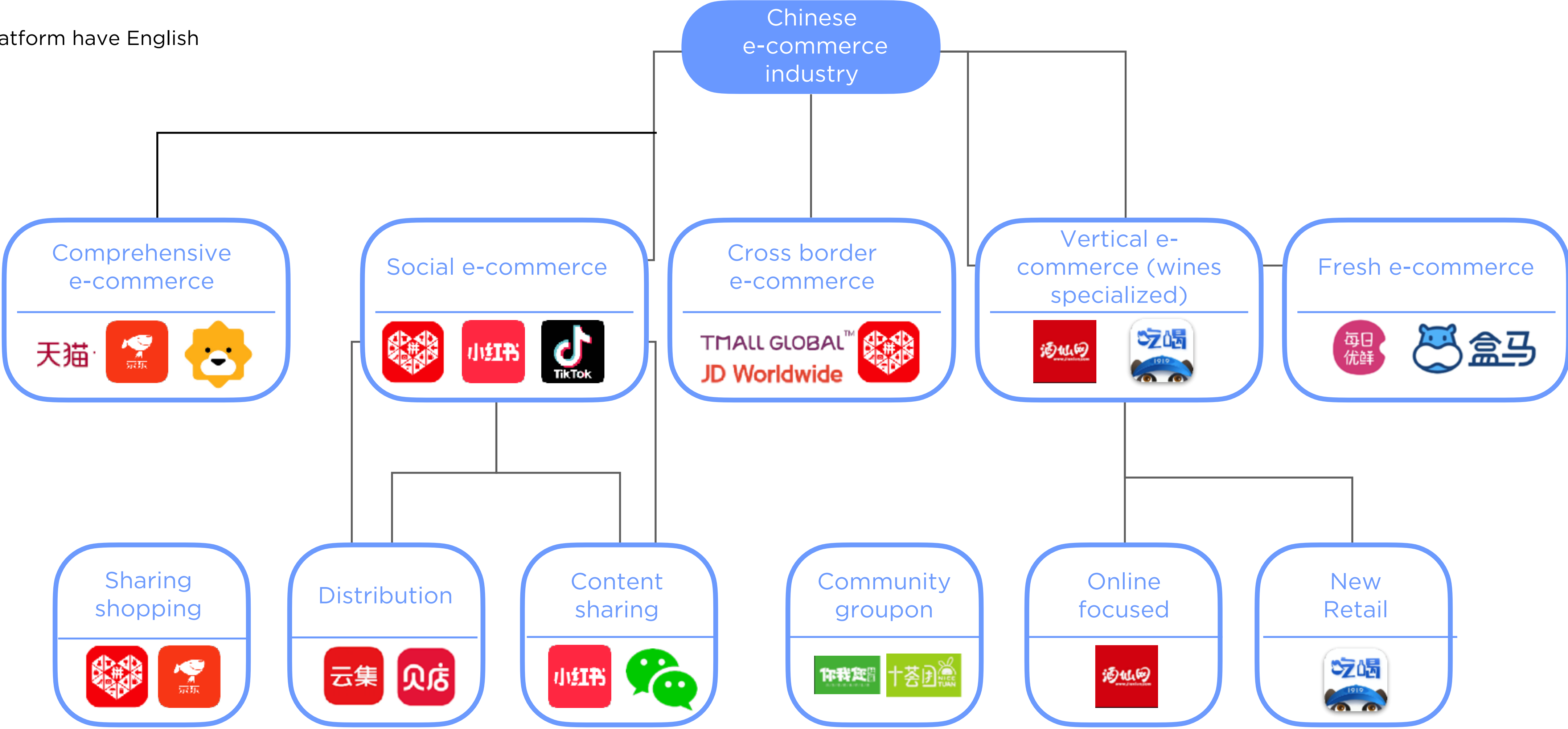


E-COMMERCE LANDSCAPE



E-Commerce Landscape

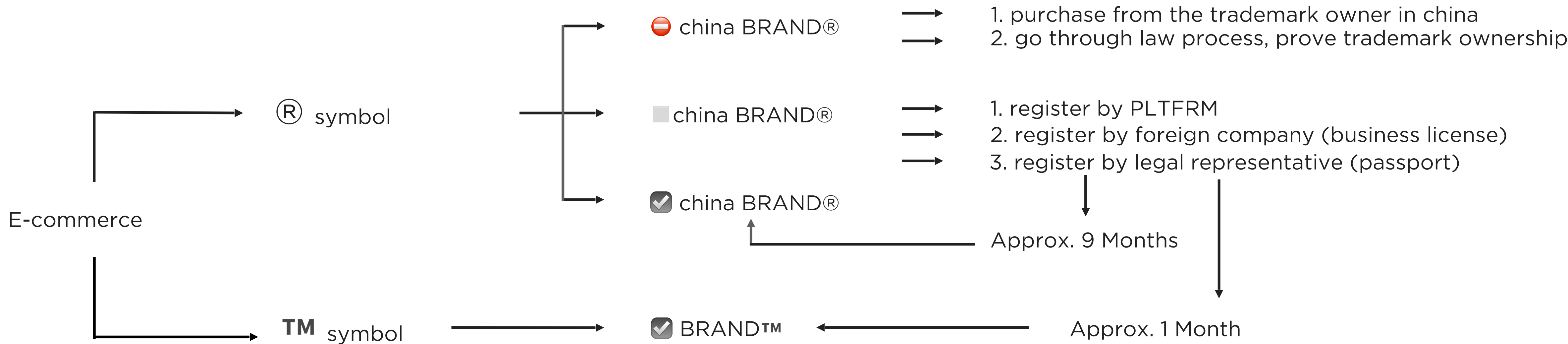
China e-commerce landscape is complex.
Only own platform API or platform
certified third party can be used for data
mining.
Basically no platform have English
dashboards.





Registration Process

Difference between e-commerce and cross border e-commerce





Registration Options

E-commerce and its necessary document.

WOFE	Foreign Company with local partner	Foreign Company no partner
E-commerce	Cross border e-commerce	
Registration document		Registration document
Trademark certificate		Trademark certificate
Bank account opening permit		Bank statement
ID of legal representative and trademark owner		ID of legal representative and trademark owner
General taxpayer qualification		
Trademark authorization letter (for non-trademark owners)		Authorization letter for legal representative
Customs declaration for imported goods		
Qualification document (F&B, cosme...)		Trademark authorization letter (for non-trademark owners)
Proof of purchase (for non-importer merchants)		
Information about brand, product, sales, factory, ability, warehouse etc		Information about brand, product, sales, factory, ability, warehouse etc



Mandatory Registrations

Designated payment platform for Taobao and Tmall.

Alipay is an online payment system under Alibaba corporation. It is the largest online payment platform in China, works similar to Venmo.

All transactions on Taobao and Tmall must go through Alipay.

Alipay also includes domestic and global account types.

Alipay domestic is linked to a Chinese bank account for Tmall domestic.

Alipay global is linked to a foreign bank account for Tmall Global.

When consumers will buy products on the shop, Alipay will receive the money and transfer it to your account (after reception of the product(s) by consumer) on a monthly basis.

On Taobao or Tmall you can send your product back if you are not satisfied and you better be flexible with a good consumer service. Indeed, unsatisfied consumers can make a lot of noise on social media, reviewing their experience on popular platforms and that could hurt your credibility, trust, reputation and consumer engagement.

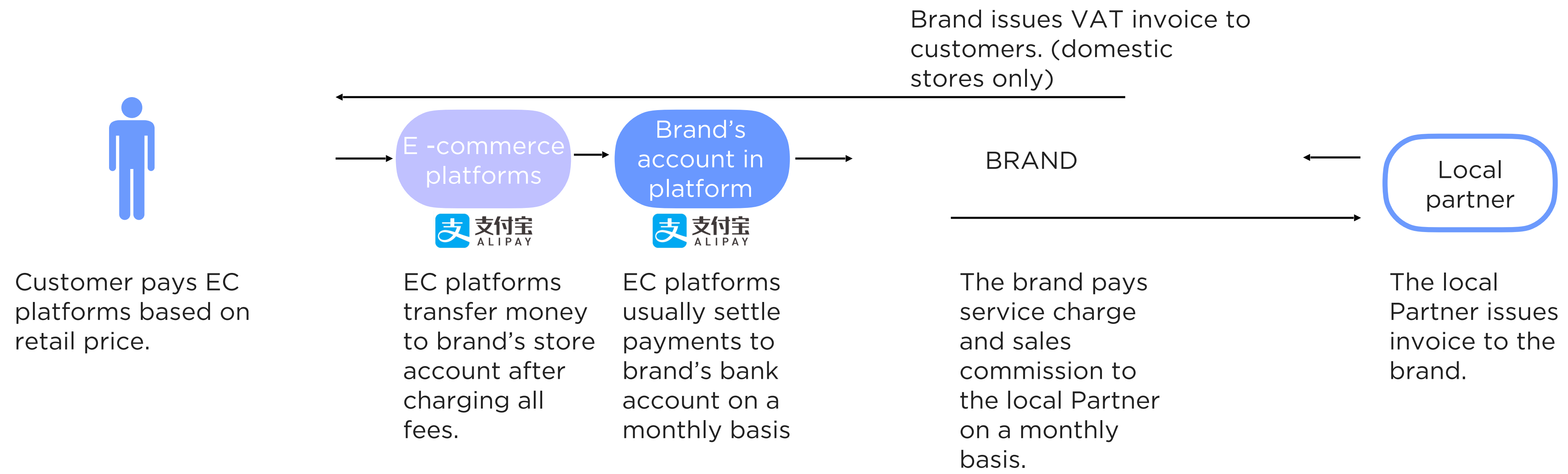




Operation Management

Either e-commerce or cross border e-commerce will be difficult to operate without a team or TP in China due to customer service, local logistics and language restrictions.

Tmall registered Partners (TP), such as PLTFRM, are responsible for store opening, design, pages and products upload, strategy planning, store daily operation, customer service, shipping coordination, shipping status update, in-channel promotions, data analysis and reporting.



Payment structure between e-commerce, brand owner and TP.

TMALL

(DOMESTIC & GLOBAL)

INTRODUCTION



Type of Stores

The dashboard is not available in English.

Taobao/TMALL is the largest e-commerce platform in China.
TMALL is for business merchants while Taobao is for individuals.
TMALL has domestic stores for Chinese entities and global stores for foreign entities: the cross-border model.

Both types work within the Taobao app or TMALL app.
TMALL works within the Taobao system, therefore Taobao app shows both Taobao and TMALL products, however TMALL app only shows TMALL products.

Dashboard in Chinese only.



Taobao app



Tmall app



Type of Stores

- 天猫TMALL.COM™

(Tmall domestic – opened by Chinese entity)
- TMALL GLOBAL™

(Tmall global – opened by a Foreign entity)

Type of store	Brand flagship store *most reputable to consumers	Marketplace flagship store *by invitation only for alcohol category	Specialty store	Brand exclusive store
Opened by	Brand owners or exclusive distributors.	Online or offline retailer with Service Trademark (Classification 35).	Brands owners or distributors.	Brands owners or distributors.
Brand Number per store	1 brand or multiple brands under the same group with the same ownership.	Multiple brands under the retailer or with authorisations.	1 brand or multiple brands under the same group with the same ownership.	2 or more brands under the same business category.

JOINING

T MALL

DOMESTIC



Phases



PHASE 1

BRAND EVALUATION

- Choose store type/brand/category
 - Submit brand and trademark information
 - Submit company information
 - Name the store
- *takes about 7 business days



PHASE 2

QUALIFICATION EVALUATION

- 1st round review
 - 2nd round review
- *takes about 7 business days



PHASE 3

STORE SETUP

- Activate merchant account and login
 - Complete Alipay authorisation, store authorisation, Tmall rule exam, company information
 - Pay deposit and annual service fee
- *takes 1-2 business days
*Alipay verification has to be done before this phase.



PHASE 4

STORE LAUNCH

- Product setup
 - Store design and upload
 - Store launch
- *takes about 1 month.



Documents Required



1. Business License of the legal entity opening the store
 - Must be a Chinese registered company of over 1 year with registered capital over 1 million RMB ;
 - The products sold must be within the scope of business of the legal entity;
 - The legal entity must not be listed with abnormal business operation activities.
2. F&B qualification document
 - Required for wine category
3. Permit for opening bank account
 - The legal entity must have a bank account in China
4. Identity document of the legal representative of the legal entity opening the store
5. Identity document of the contact person of the legal entity opening the store
6. General taxpayer qualification
7. Trademark Certificate
 - ® trademark or TM TM registered over 6 months ago.
8. Monopolising authorisation issued by the trademark owner (required if the legal entity opening the store is not the trademark owner) (template available)
 - Shall be signed by the CEO or Director of the Board of the trademark holder.
 - Validity period shall be indicated month/day/year format, and the end time shall be later than the end of the current natural year.
9. Custom declaration form
 - The brand and product names of the products sold must be indicated in the custom declaration.
10. Proof of purchase (authorisation from the importer and purchase invoice required if the entity on the custom declaration form is not the legal entity opening the store)
11. Authorisation letter for Alipay (template)

All above documents need to be stamped with company official seal.

Other information needed:

1. Information about brand, product, sales, factory, ability, warehouse etc (form provided by Tmall)
2. Product image



Fee Standarts

1. Security Deposit (refundable)
 - Any Merchant that operates on Tmall must pay a security deposit. The security deposit is used to ensure that Merchants operate in accordance with the rules of Tmall, and to ensure that Merchants pay the penalties to Tmall and customers in accordance with the “Tmall Merchant Services Agreement” and other related rules and regulations when Merchants are in breach.
 - For Merchants that sell products to two or more countries, the security deposit is RMB 300,000 ;
 - If the stores operate multiple categories requiring unconventional security deposit, only the category with the highest security deposit will be charged.
 - When the security deposit is not fully paid, a notice from Tmall will be given. If the deposit is still not fully paid after a 15 days notice, the store will be supervised by Tmall until the deposit is paid in full.
2. Annual Technical Service Fee
 - Merchants that operate on Tmall must pay an annual fee. The annual fee amount will take reference to A-level categories, and is divided into two price rates: RMB 30,000 or RMB 60,000. Please refer to the “Tmall Fee Standards of 2021” for the corresponding annual rates and standards for different A-level categories. If you reach a certain amount/level of sales, you don’t have to pay the annual service fee.
3. Real-Time Deduction of Technical Service Fee
 - Merchants that operate on Tmall must pay a technical service fee in accordance with a determined percentage of its sales (including delivery costs). Please refer to “Tmall Fee Standards of 2021” for Tmall’s rates and standards for technical service fee in different categories of goods.



2021 Tmall Fee Breakdown for Alcohol Category:

Business Category	A-level category	Store type	Security Deposit	Technical service fee rate	Annual Technical Service Fee
Food products	Alcohol	Brand flagship store	® trademark 50,000 RMB	2%	30,000 RMB
			“TM” trademark 100,000 RMB		
		Marketplace flagship store	150,000 RMB		
		Specialty store	100,000 RMB		
		Brand exclusive store	Same as brand flagship store		

*Annual technical service fee can be reimbursed if sales reach certain level

- 50% if annual sales reach 180,000 RMB.
- 100% if annual sales reach 600,000 RMB.



Procedure Timeline



Month	Month 1				Month 2			
Week	W1	W2	W3	W4	W1	W2	W3	W4
Phase 1	Information unload brand evaluation							
Phase 2		1st and 2nd round qualification evaluation						
Phase 3			Account activation Agreement confirmation pay fees and deposit					
Phase 4			Product setup	Store design and page upload				Store launch

JOINING

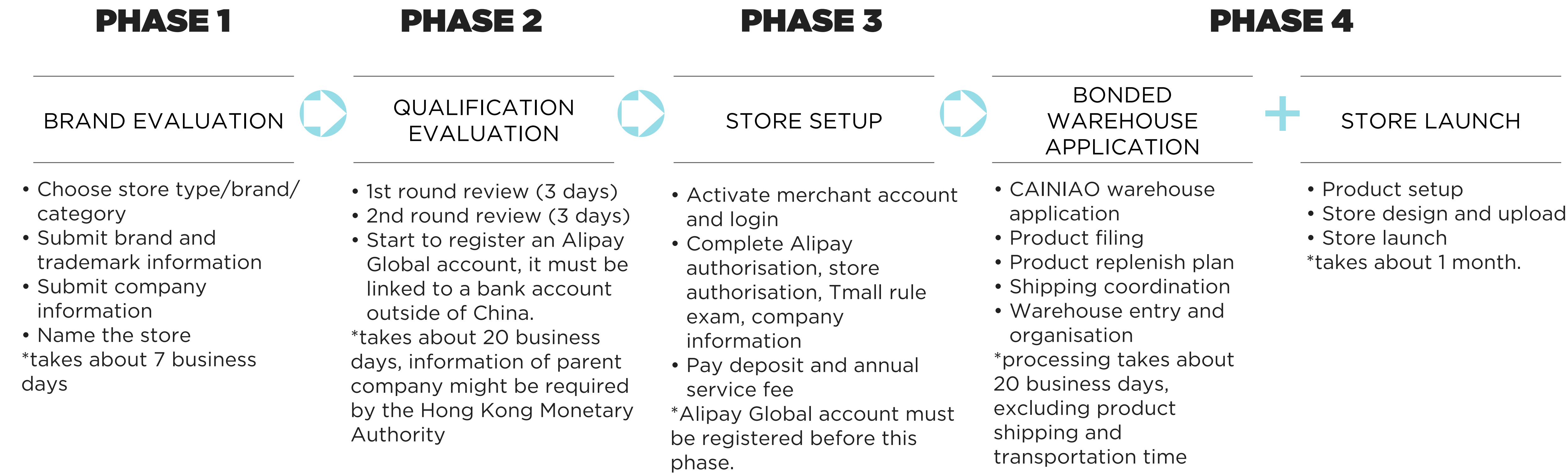
TMALL

GLOBAL



Phases

TMALL global follows the same procedure as TMALL domestic, except bonded warehouse in phase 4



BONDED WAREHOUSE APPLICATION & PRODUCT SHIPPING

What differ the most in the process between Tmall Global and Tmall Classic, is the Bonded Warehouse process. If you do cross border e-commerce (Tmall Global, or JD, etc.) you need a specific bonded warehouse, and you cannot choose your own warehouse. For CBEC you must use a warehouse of Tmall, JD or Pinduodo, because these warehouses are hosted in the free trade zone area.



Documents Required

E-commerce and its necessary document.



1. Registration documents of the legal entity opening the store (must be registered outside of China)
 - Can be a valid business license, business/institution registration certificate, business certificate or certificate of incorporation.
2. The authorized representative’s statement issued by the legal entity (template available)
 - Shall be signed by the CEO or Director of the Board of the store holder.
 - The authorized representative must be different from the signatory.
 - Validity period shall be filled in month/day/year format, and the end time shall be later than the end of the current natural year.
3. Identity document of the authorized representative of the legal entity
 - Can be a valid ID card, passport, or driver’s license.
 - This scanned document shall be signed, and the signed name shall be consistent with the name on the document.
4. Overseas bank account opening certificate or bank statement of the legal entity
 - Shall be issued by the bank (the name of which can be verified in the document).
 - The document shall clearly state the name and bank account information of the store holder.
 - Non-Chinese/English documents must be submitted along with a Chinese/English version. Translation must be signed by the authorized representative of the store holder.
5. Trademark registration certificate from the brand’s origin
 - Valid trademark registration certificate of the place of origin.
 - Trademark registration category shall correspond to the goods to be operated.
 - Non-Chinese/English documents must be submitted along with a Chinese/English version. Translation must be signed by the authorized representative of the main company of the store.
6. Monopolizing authorization issued by the trademark owner (required if the store holder is not the trademark holder)(template available)
 - Shall be signed by the CEO or Director of the Board of the trademark holder.
 - Validity period shall be filled in month/day/year format, and the end time shall be later than the end of the current natural year.

*All above documents need to be stamped with company official seal.
*Non-English documents have to be translated by a translation agency, and translation copies need to be stamped by the agency.

Other information needed:

1. Information about brand, product, sales, factory, ability, warehouse etc. (form will be provided by Tmall)
2. Product images



Fee Standarts

Same fee standard as TMALL domestic, except the annual technical service fee cannot be reimbursed.



1. Security Deposit (refundable)
 - Any Merchant that operates on Tmall must pay a security deposit. The security deposit is used to ensure that Merchants operate in accordance with the rules of Tmall, and to ensure that Merchants pay the penalties to Tmall and customers in accordance with the “Tmall Merchant Services Agreement” and other related rules and regulations when Merchants are in breach.
 - For Merchants that sell products to two or more countries, the security deposit is RMB 300,000 ;
 - If the stores operate multiple categories requiring unconventional security deposit, only the category with the highest security deposit will be charged.
 - When the security deposit is not fully paid, a notice from Tmall will be given. If the deposit is still not fully paid after a 15 days notice, the store will be supervised by Tmall until the deposit is paid in full.
2. Annual Technical Service Fee
 - Merchants that operate on Tmall must pay an annual fee. The annual fee amount will take reference to A-level categories, and is divided into two price rates: RMB 30,000 or RMB 60,000. Please refer to the “Tmall Fee Standards of 2021” for the corresponding annual rates and standards for different A-level categories. If you reach a certain amount/level of sales, you don’t have to pay the annual service fee.
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 - Merchants that operate on Tmall must pay a technical service fee in accordance with a determined percentage of its sales (including delivery costs). Please refer to “Tmall Fee Standards of 2021” for Tmall’s rates and standards for technical service fee in different categories of goods.

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Business Category	A-level category	Store type	Security Deposit	Technical service fee rate	Annual Technical Service Fee
Food products	Alcohol	Brand flagship store	® trademark 50,000 RMB	2%	30,000 RMB
			“TM” trademark 100,000 RMB		
		Marketplace flagship store	150,000 RMB		
		Specialty store	100,000 RMB		
		Brand exclusive store	Same as brand flagship store		



Procedure Timeline

E-commerce and its necessary document.



Month	Month 1				Month 2			
Week	W1	W2	W3	W4	W1	W2	W3	W4
Phase 1								
Phase 2								
Phase 3								
Phase 4								

JOINING

TIK TOK



Type of TikTok Stores



For both domestic and cross-border

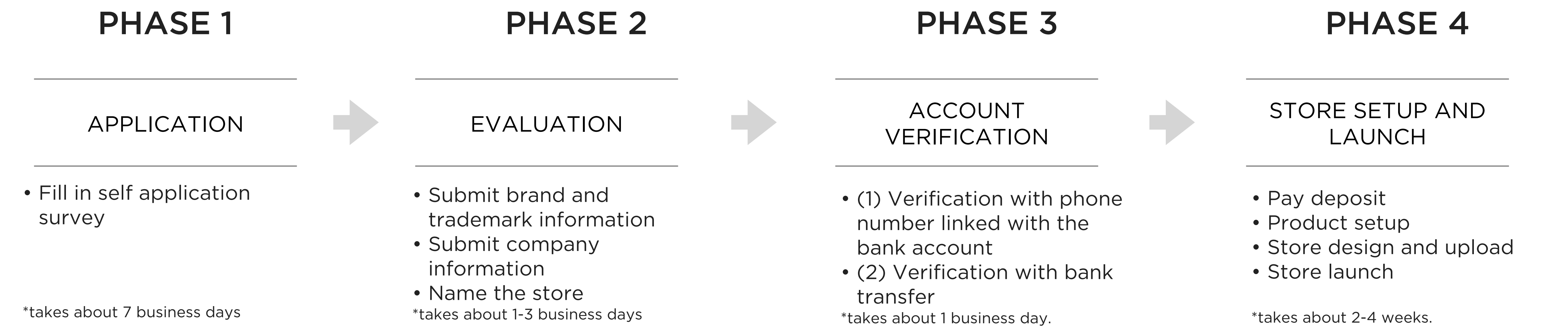
Store	Flagship	Retail Flagship (cross-border only)	Exclusive store	Specialty store
Opened by	Brand owners or exclusive distributors.	Retailer with Service Trademark	Brands owners or distributors.	Brands owners or authorised distributors.
Brand per store	1 brand or multiple brands under the same ownership.	Multiple brands under the retailer or with authorisations	1 brand or multiple brands under the same ownership.	At least 2 brands under 1 category and at least 1 brand under another category.



Joining Procedure (Domestic)



Example for Tiktok





Joining Procedure (Domestic)

Documents required (Phase 1).

1. Business License of the legal entity opening the store
 - The products to be sold must be within the scope of business of the legal entity;
 - The legal entity must not be listed with abnormal business operation activities.
2. Trademark Certificate
 - ® trademark for flagship and exclusive store or “TM” for specialty store
3. Authorization issued by the trademark owner (required if the legal entity opening the store is not the trademark owner)(template available)
 - Shall be signed by the CEO or Director of the Board of the trademark holder.
 - Validity period shall be of over 6 months from application time.
4. Establishment date of the company and brand
5. Link to other e-commerce store (Tmall preferred)
6. Industry sales ranking (screenshot from other e-commerce platform)
7. Brand introduction
8. Offline channels advantages (number of stores etc.)
9. Proof of awards (if any)

All above documents need to be stamped with company’s official seal.



Joining Procedure (Domestic)



Documents required (Phase 2).

1. Business License of the legal entity opening the store
 - The products to be sold must be within the scope of business of the legal entity;
 - The legal entity must not be listed with abnormal business operation activities.
2. F&B qualification document
 - Required for wine category
3. Quality test certificate
 - Certificate from agencies with CMA, CNAS qualification
4. Identity document of the legal representative of the legal entity opening the store
5. Identity document of the contact person of the legal entity opening the store
6. Bank account information
 - Account name (must be the same with legal entity opening the store), account number, bank name and branch
7. Trademark Certificate
 - ® trademark for flagship and exclusive store or “TM” for specialty store
8. Custom declaration form
 - The brand and product names of the products to be sold must be indicated in the custom declaration.
9. Authorization issued by the trademark owner (required if the legal entity opening the store is not the trademark owner)(template available)
 - Shall be signed by the CEO or Director of the Board of the trademark holder.
 - Validity period shall be of over 6 months from application time.

All above documents need to be stamped with company’s official seal.



Procedure Timeline



Example of minimum required time.

Month	Month 1				Month 2	
Week	W1	W2	W3	W4	W1	W2
Phase 1	Application					
Phase 2	Evaluation					
Phase 3	Account verification					
Phase 4	Bonded warehouse and shipping preparation					
	Product setupStore design and page uploadStore launch					



Cost of Registration



Fee standards (as of Jul. 22)

1. Security Deposit (Refundable)
 - Any Merchant that operates on TikTok must pay a security deposit. The security deposit is used to ensure that merchants operate in accordance with the rules of TikTok, and to ensure that Merchants pay the penalties to TikTok and customers in accordance with the platform policies and other related rules and regulations when merchants are in breach.
2. Platform Commission
 - TikTok charges a commission of between 2% to 5% on each transaction but it does not charge an annual service fee.

Example for Wine Category.

Business Category	A-level categories	Security Deposit	Platfrom comission	Annual platform usage fee
Foods	Wine	200,000 RMB	2.5%	0

TIK TOK JOINING PROCEDURE



Case Study - Supaaa Supermarket

Daily Livestream + Daily Short video

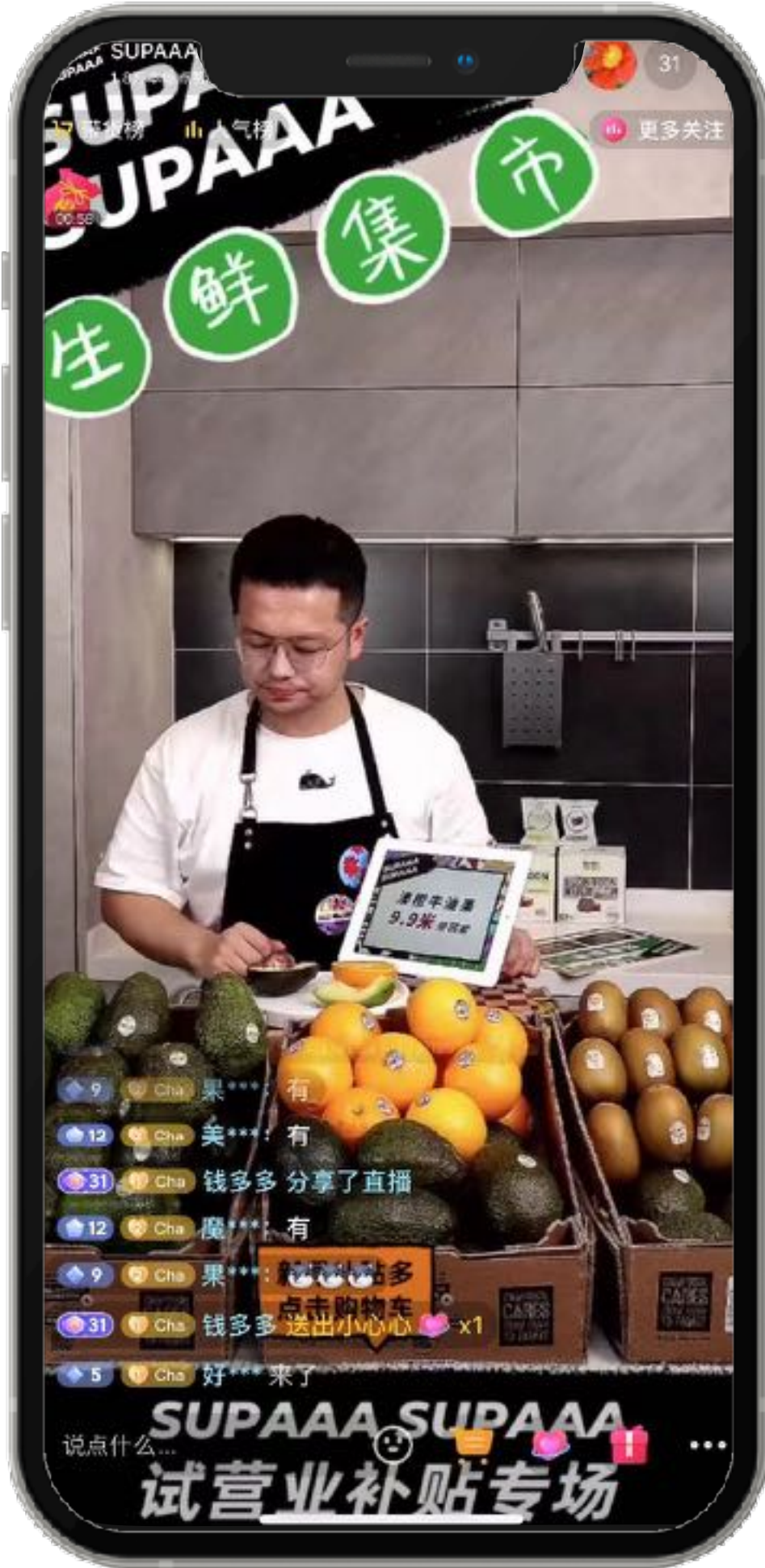
Average sales 1,000 - 10,000USD/day over 3 hours.



Supaaa short video



Supaaa short video



Supaaa Livestream



Case Study - Cherry From Chile

Livestream + Tiktok activation

Average sales 10-20,000 RMB/ day over 3 hours.
Top sales per 3h livestream: 250,000 USD
Other 3h Livestream sales: 50-215,000 USD
Tiktok Challenge participant: +56,000
Tiktok Challenge Views: +100,000,000



Tiktok Challenge
(Internal celebration banner)



Special Oulala Sales



New Year Eve guest - Lou Yonghao



SOCIAL MEDIA MANAGEMENT

SOCIAL MEDIA MANAGEMENT

Weibo Post



SOCIAL MEDIA MANAGEMENT

WeChat Post



SOCIAL MEDIA MANAGEMENT

Red Post



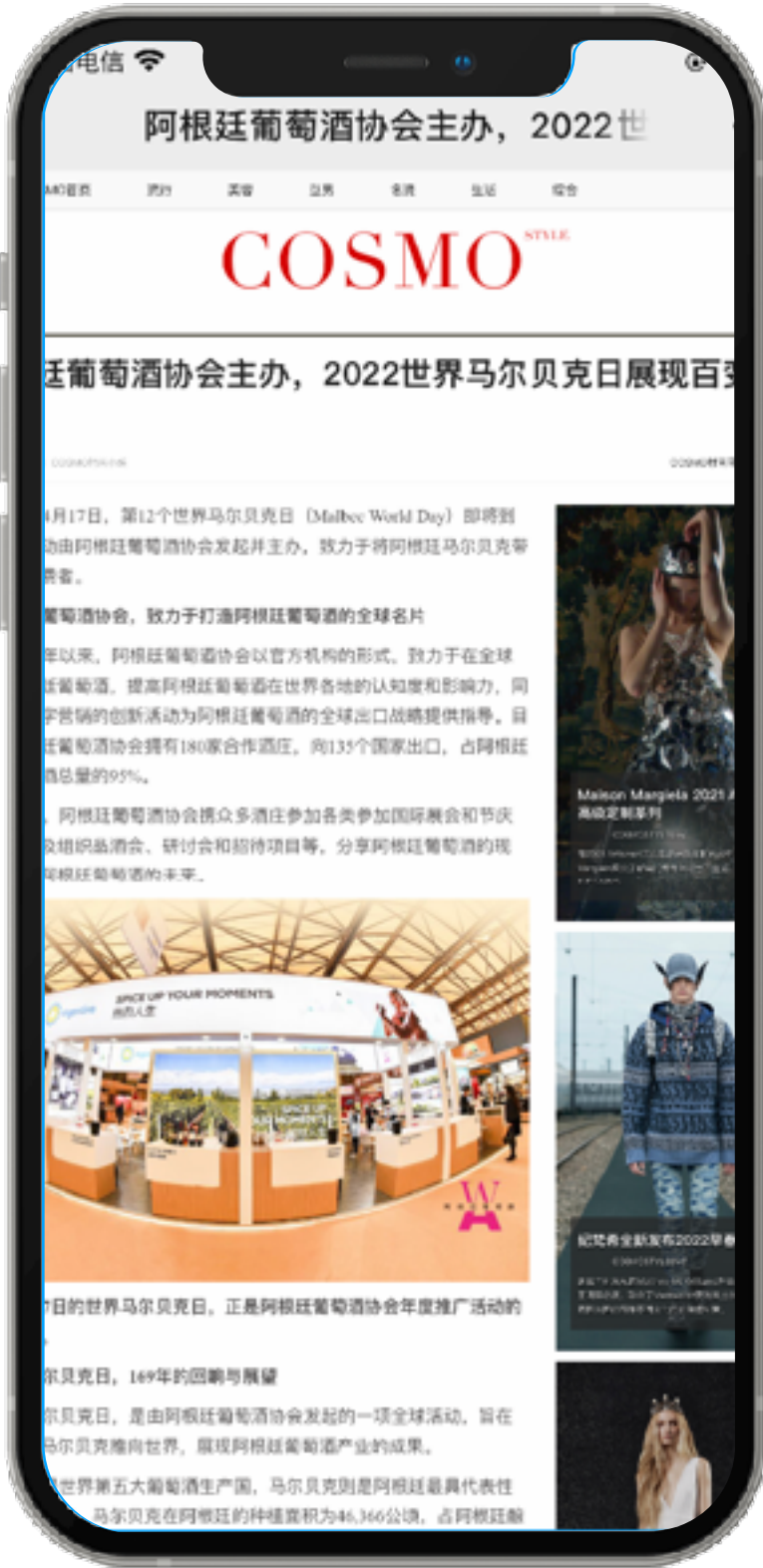
SOCIAL MEDIA MANAGEMENT

PR

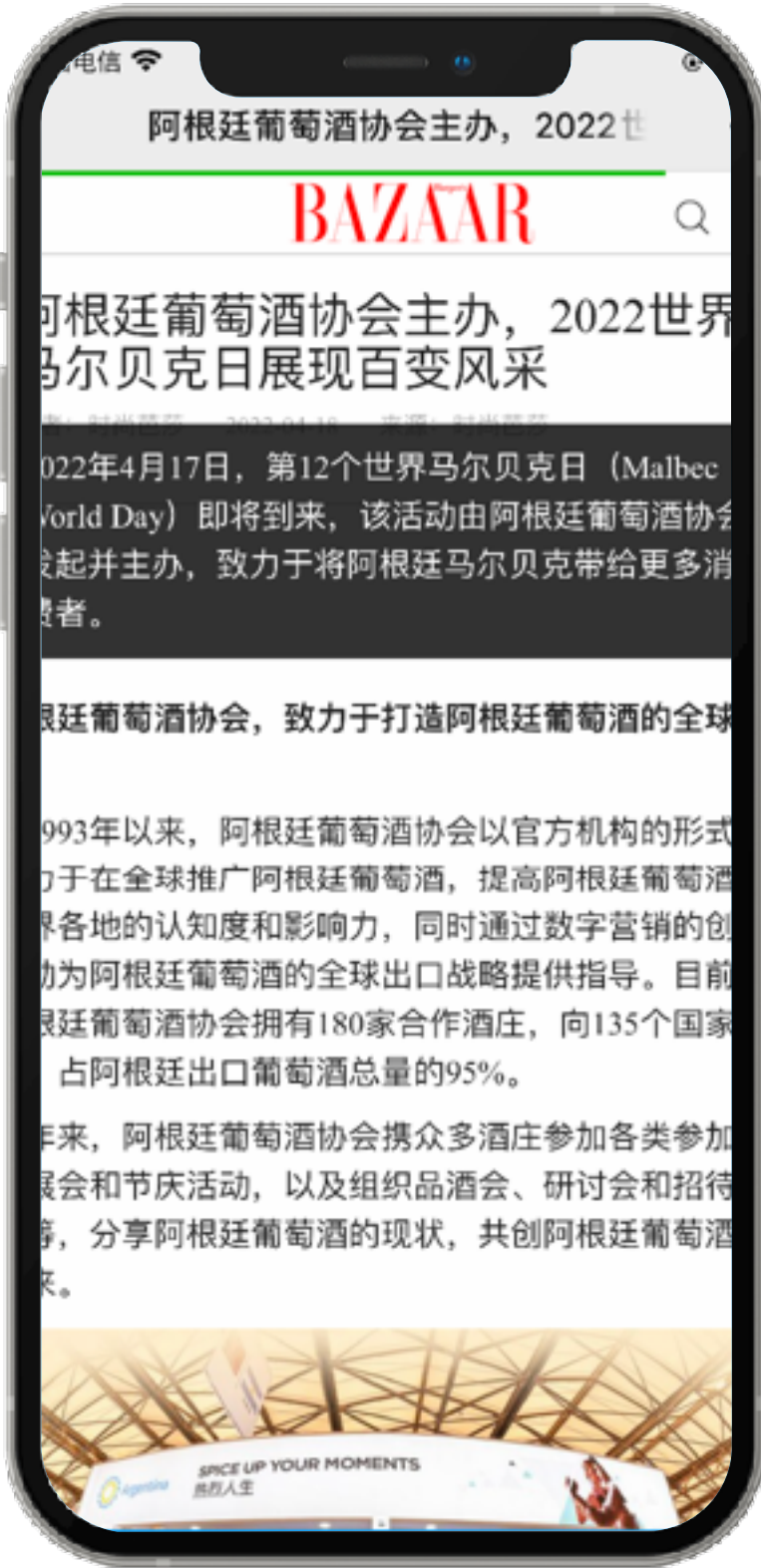
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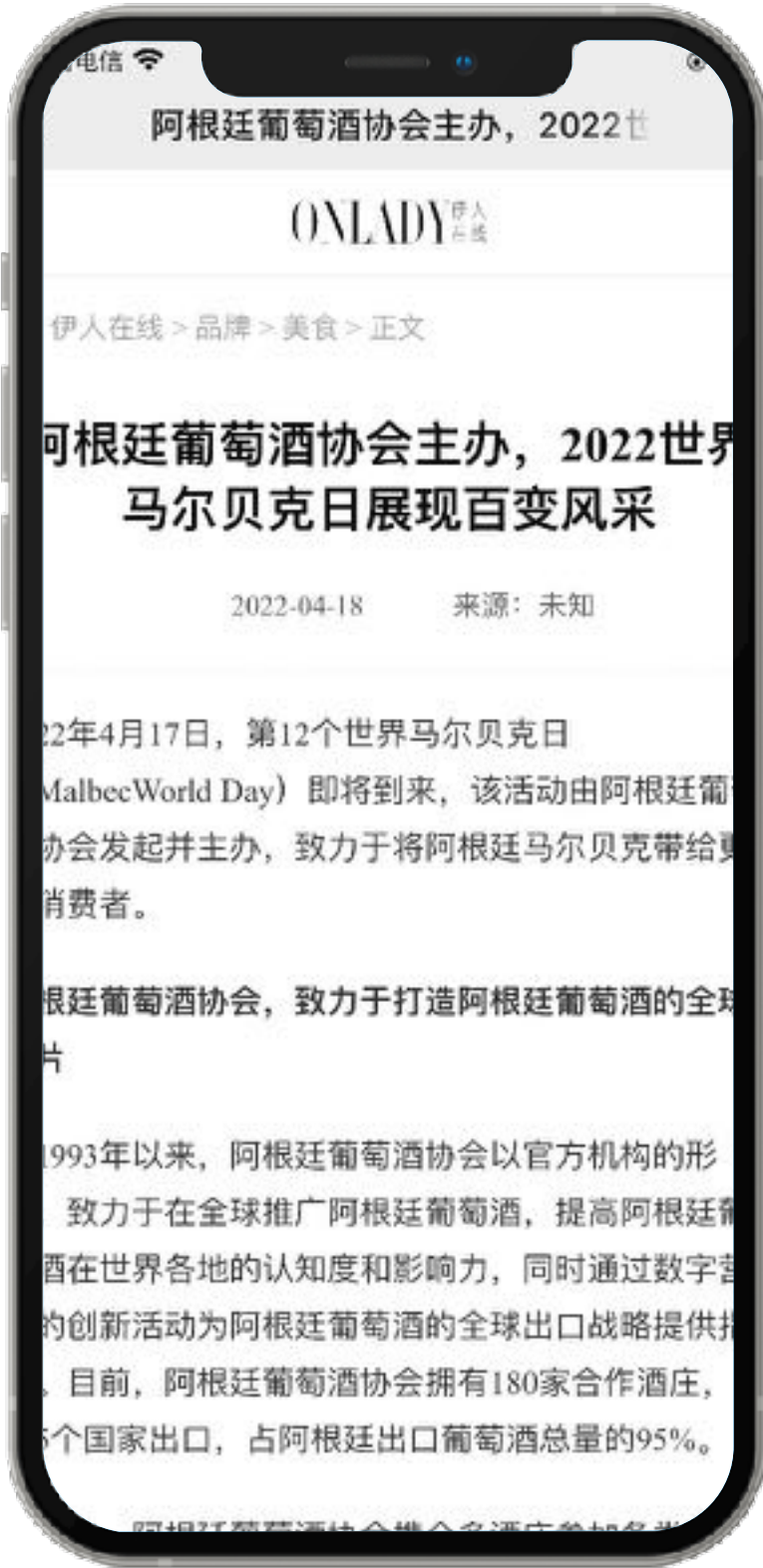
Ruili Women's Network



COSMO Fashion Network



Bazaar



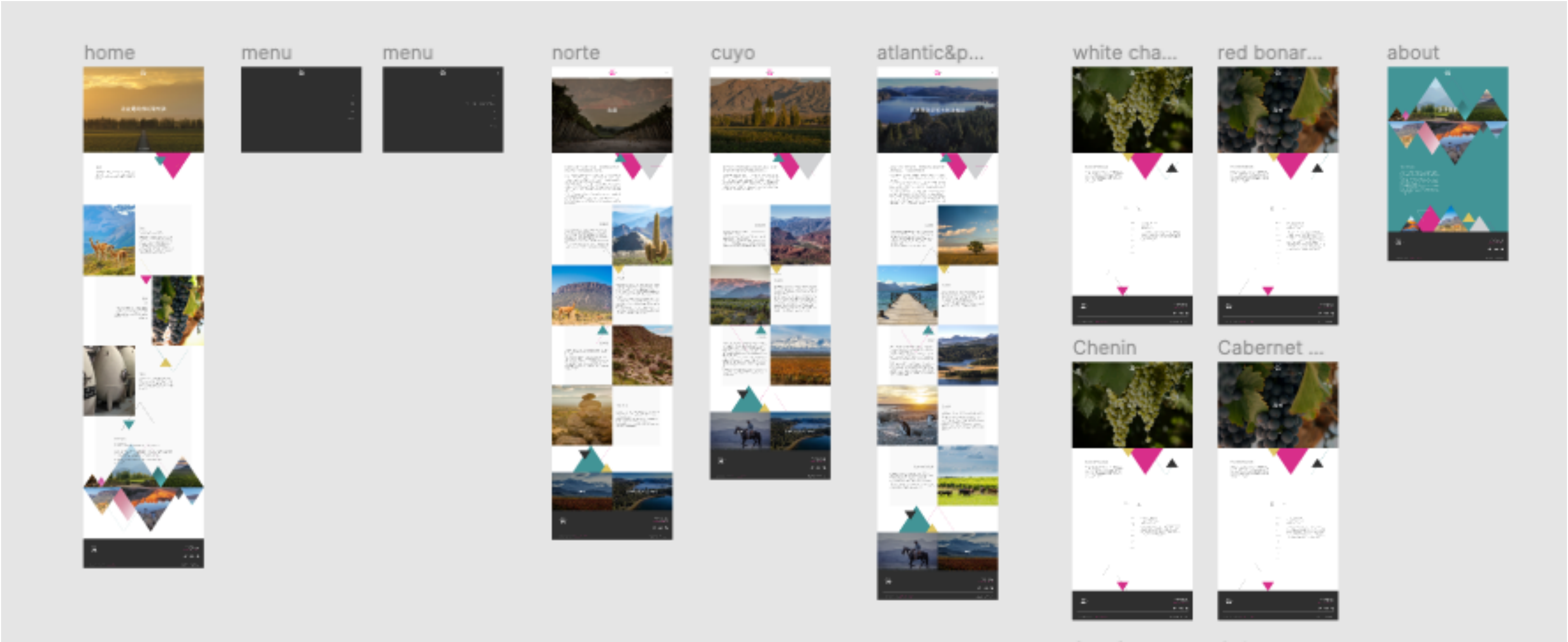
Yiren Online



her time

SOCIAL MEDIA MANAGEMENT

Website



SOCIAL MEDIA MANAGEMENT

H5



H5 Overview



H5 Overview



Thank you



SHANGHAI

上海市静安区
万航渡路733号
W733创意中心408室
+86 21-6232-6733

HONG KONG

香港九龙尖沙
咀广东道30号
新港中心2座10楼1003室
+852 3586-3490



www.pltfrm.cn
info@pltfrm.cn