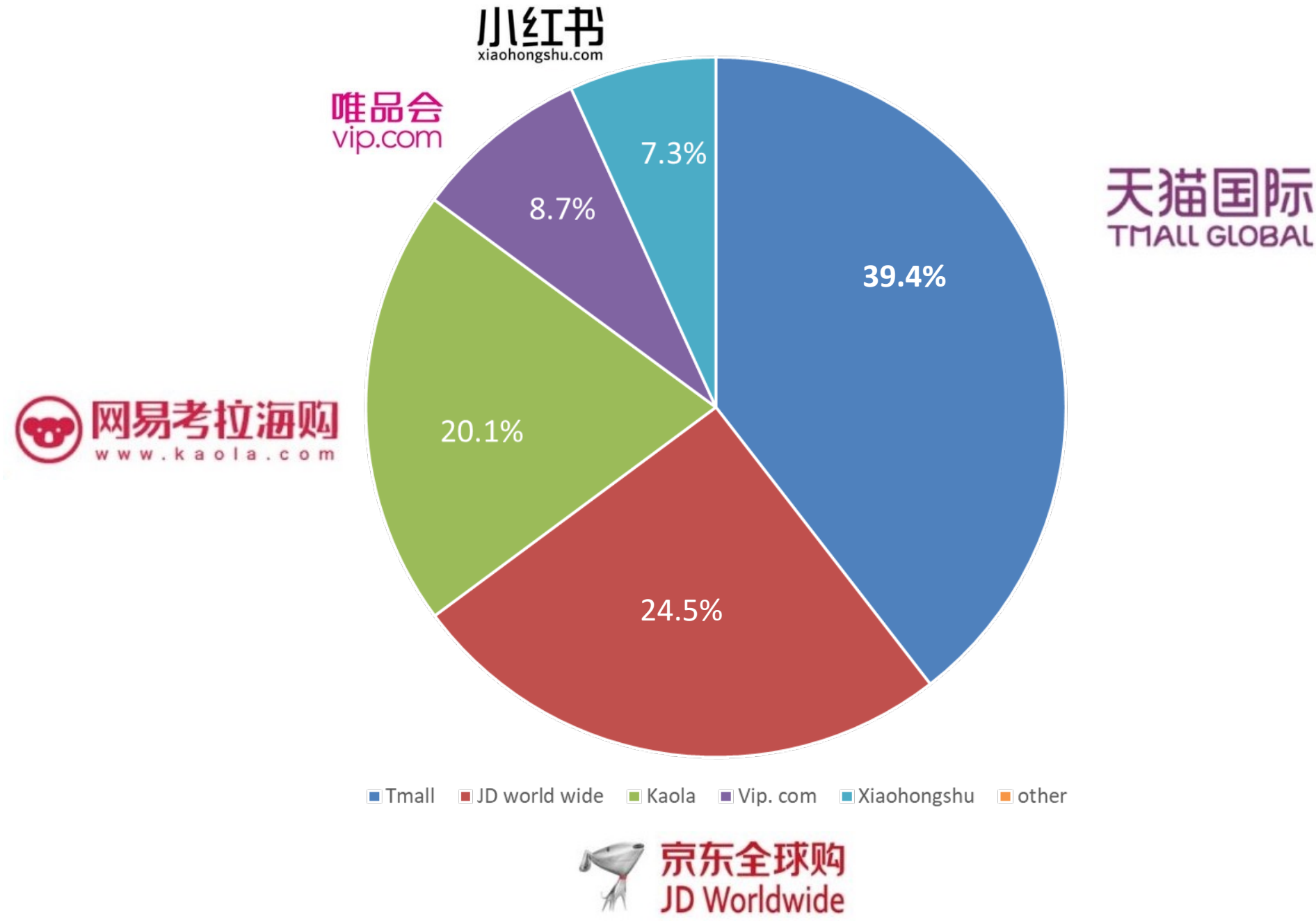
Cross-border e-commerce players, by market share



Why I have selected JD as a platform owner for our CBEC flagship store

Import Bonded Warehouse

➢ **Import Bonded Warehouse** - stock up foreign goods in JD's domestic bonded warehouse



- Short Delivery Time
- Low Logistics Cost
- High Inventory Pressure
- Suitable for FMCG



JD's Fully-Owned Bonded Warehouses / Port of Entry

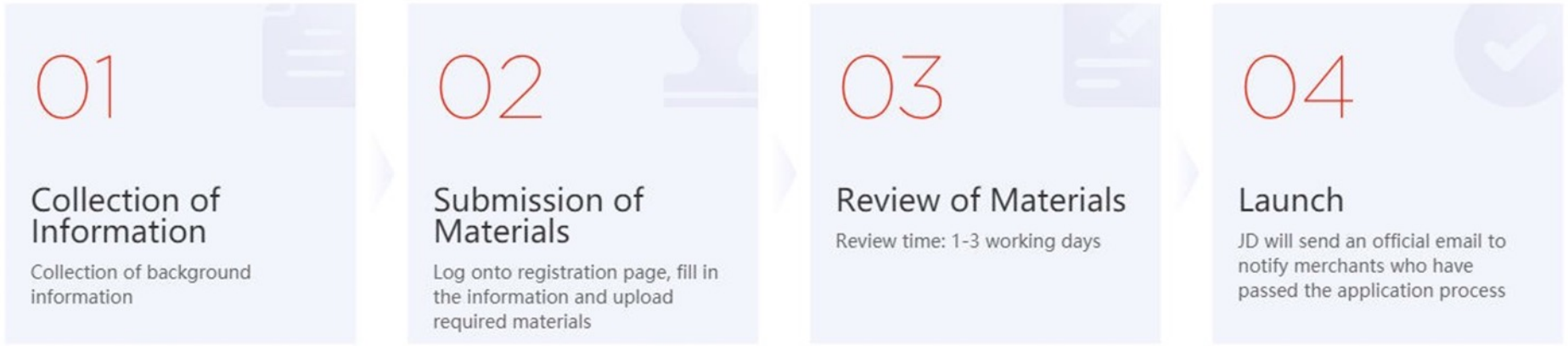
- Guangzhou
- Chongqing
- Shanghai
- Hangzhou
- Ningbo
- Zhengzhou
- Tianjin

And more warehouses will be built……

Why I have selected JD as a platform owner for our CBEC flagship store

One-stop Solution

Platform | **Logistics** | **Online Operation**



Support from BD during the whole process

Costing for having a CBEC flagship store in China



01 Store set-up

There are fees for Platform, deposit, and commission

02 Daily operation

Operation plan with Quotation for the project(to confirm with your service provider monthly around 25k to 30k RMB

03 Marketing

An amount of initial capital for marketing
· Regular: 15-20% of goods value
.

04 Logistics

· Overseas direct delivery service
· Import bonded warehouse
(To be discussed with JD Logistics
. Annual contract and tax account to be maintained and renewed annually.

Budgeting your project will be very important to import products into China. A poor plan may lead to failure or very few results for any industry.

What are the Advantages of having a CBEC flagship store in China?

- Having a foreign Business registration can be started.
- Product labeling is Not required.
- No special approval for the products is to be obtained. (CFDA/Quarantine approval not required)
- 500 million middle-class population, who are seeking to purchase foreign products.
- New development of Infrastructure, Internet access, social media, and logistics support efficiency.
- Sales money is sent back to the flagship owner's country in USD every month.
- Initially can be started with a Small quantity, not requiring a large quantity to be arranged.
- Flagship store owners can monitor the sales, marketing, and customer feedback from the back page of the platform.
- Can have a database for existing clients and can communicate directly.
- According to your requirement, the shop owner can decide which type of Flagship store going to have(either multi-brand or single brand)

What are the Challenges of having a CBEC flagship store in China?

- High Investment required therefore SME cannot be started alone.
- Need to liaise with a China agent company to manage the store and carry out marketing.
- All the documents and approval are to be translated and certified to Chinese for approval.
- Brand registrations are to be done.
- Different types of products cannot be sold in one flagship store.
- Marketing and promotions are to be continuously carried out.
- A lifetime of the products to be concerned, expired products to be destroyed at the bonded warehouse and there is a cost for that.