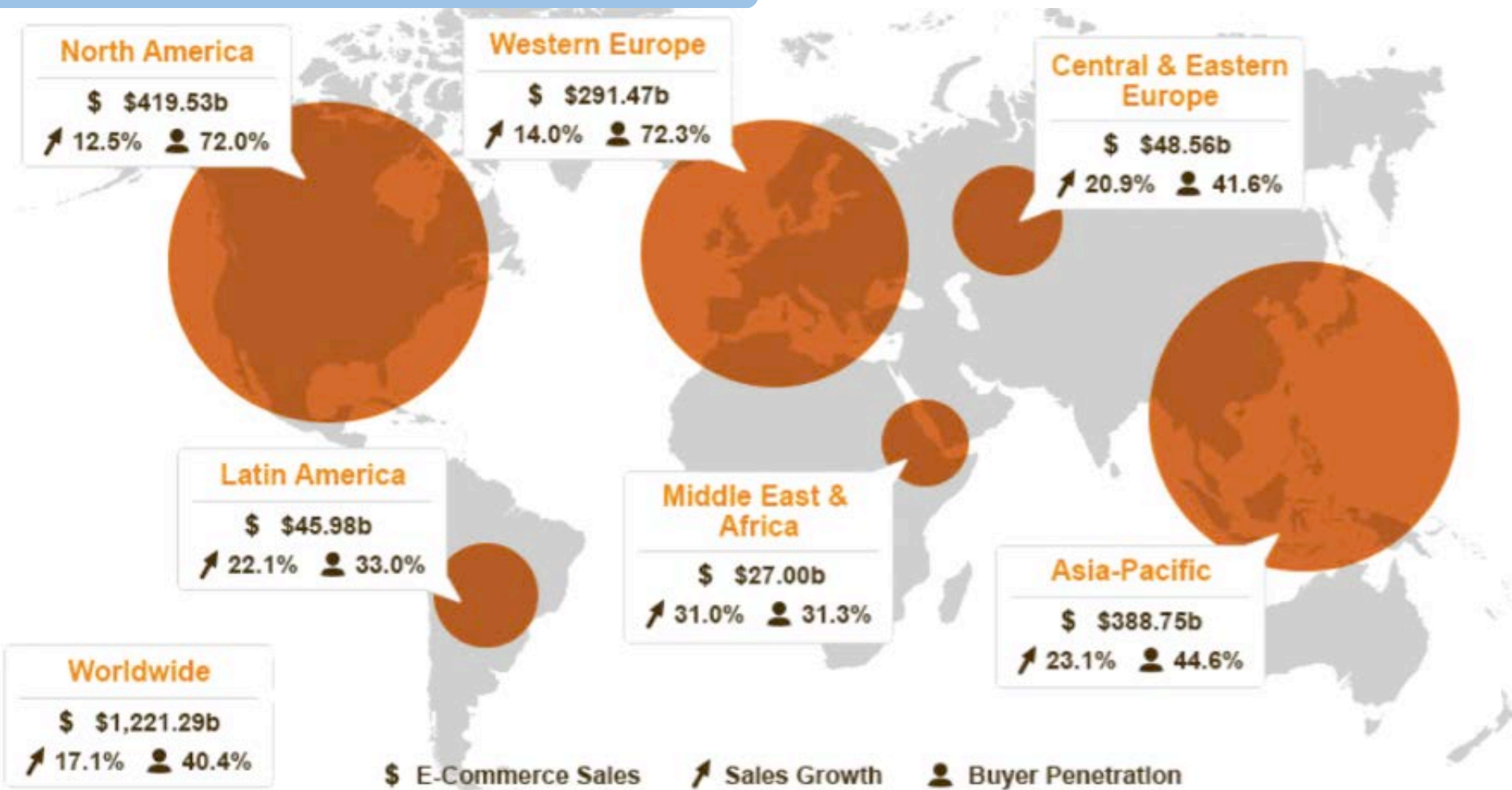




CROSS BORDER SHOPPING

A CASE STUDY FOR PUSHING
INCLUSIVE TRADE GROWTH
WITHIN APEC ECONOMIES

GLOBAL E-COMMERCE 2013-2014



- Grew **17% YOY (only)** and hit \$1,200 billion in 2013
- N. America & W. Europe are still far ahead of emerging markets
- Domestic e-Com markets (US, UK, DE) are extremely competitive and moving to commoditized, APAC will follow suit

CONCEPT: DOMESTIC E-COMMERCE



Buyer from economy **A** buys directly from seller in economy **B**

- Those products UNAVAILABLE or EXPENSIVE if buying in **A**
- But AVAILABLE and CHEAPER if buying (online) from **B**



WATER ≈ WESHOP

ALL brands/products
NOT available locally

REMOVE THE ROCKS

**30% of
market**


ROCKS

ALL brands/products
available locally

CUP

Total retail market
volume (on/offline)

<http://bit.ly/1n2a3Om> | Singapore local price S\$525



Search

Bestsellers | Today's Sale | Event & Coupon

Fashion & Clothing

Beauty & Sports

Digital & Mobile


Living & Autos

Baby & Food

Books & Music

Deal & Entertain

OPEN



cozcoz_sg

★★★★★ | POWER |

+ Follow

47,787 items on sale / 704 Fellow

All Items


Shop Specials


Q&A-FAQ


Shop Info

Hot Items

12







S\$793.00

S\$793.00

S\$988.00

> Camera / Camcorder > Camera / Peripheral Devices > Others

Item code : 416570556

COPY URL



Sennheiser MOMENTUM Over-Ear Headphones - Black

Retail Price

S\$499.98

Q-Price


Sold Out

Instalment plan

UOB Credit Card [Free interest]

DBS Credit Card [Free interest]

Shipping Rate

 DHL = S\$25.00 ~

Surcharge

Shipping rate will be added according to Weight.

Details

Item Qty

1

<http://bit.ly/1sO46aT>

WeShop price S\$308 (41% cheaper)



Categories ▾

All categories ▾ Search...

Hello, Sign In
Your account ▾

Home > Consumer Electronics > Portable Audio & Headphones > Headphones



Sennheiser
Sennheiser Momentum Closed Over Ear Stereo Headphone iPod iPhone Black -Open Box

by: [vminnovations](#) from Lincoln, Nebraska (1031572, 99.8 % positive feedback)

Like Share 0

End time: 07:06:36, 15/09/2014 (Remain 16days 17h 0m 18s)

Item ID: 390887763677

Item condition: New other (see details)

Quantity: 2 available / 47 sold

Now: **RM778.63**

Buy It Now

Warning

The buyer could be charged more for shipping fee and imported tax if the seller list an item within wrong weight or in a wrong category.

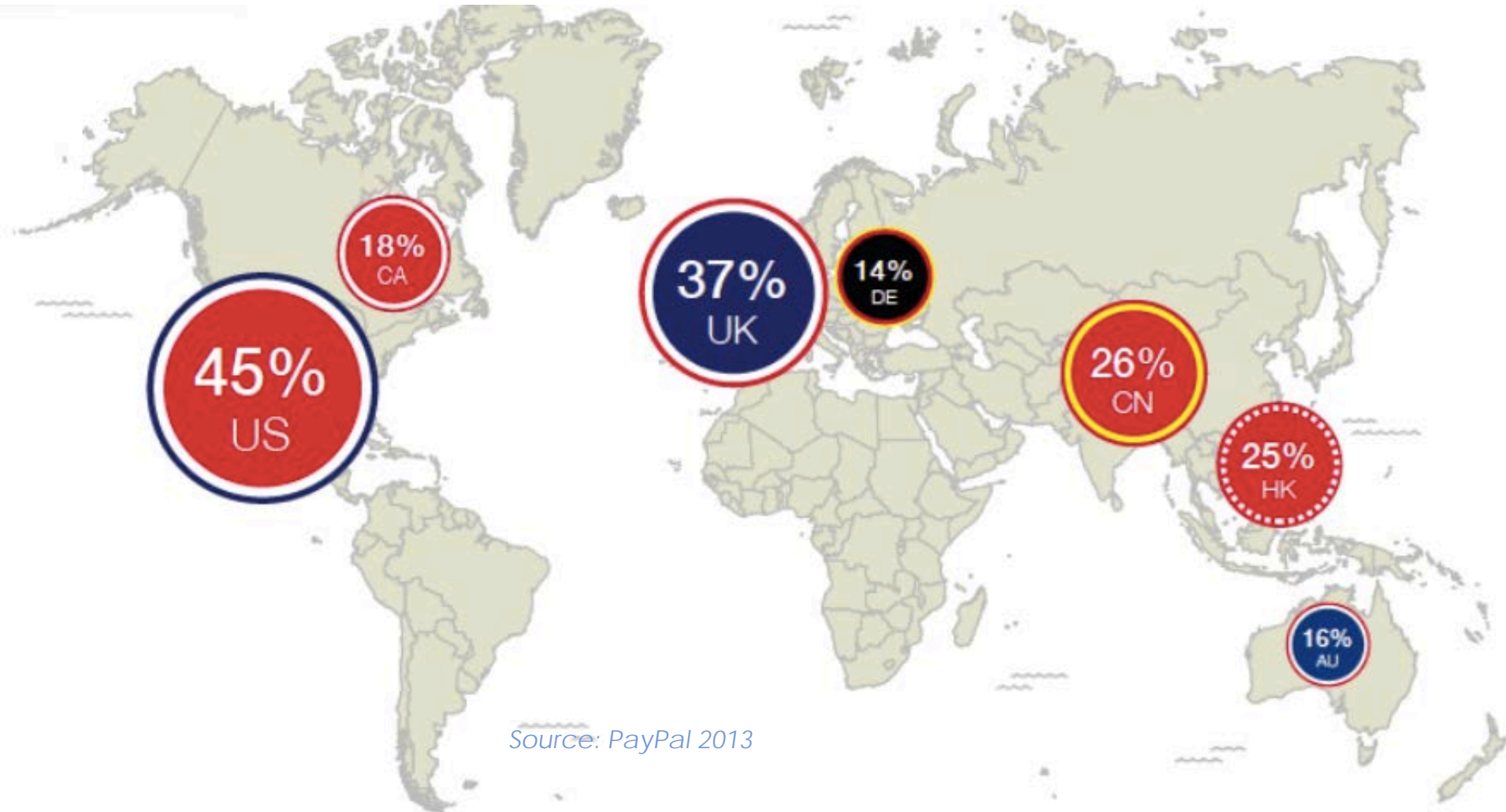
Our Guarantee

Fast International Shipping
Deliver to doors in 14 - 20 days

Easy Custom Clearance
No documentation and procedure required

CROSS BORDER E-COM IS TRENDY

% cross-border shoppers purchased from these markets in past 12 months



Source: PayPal 2013

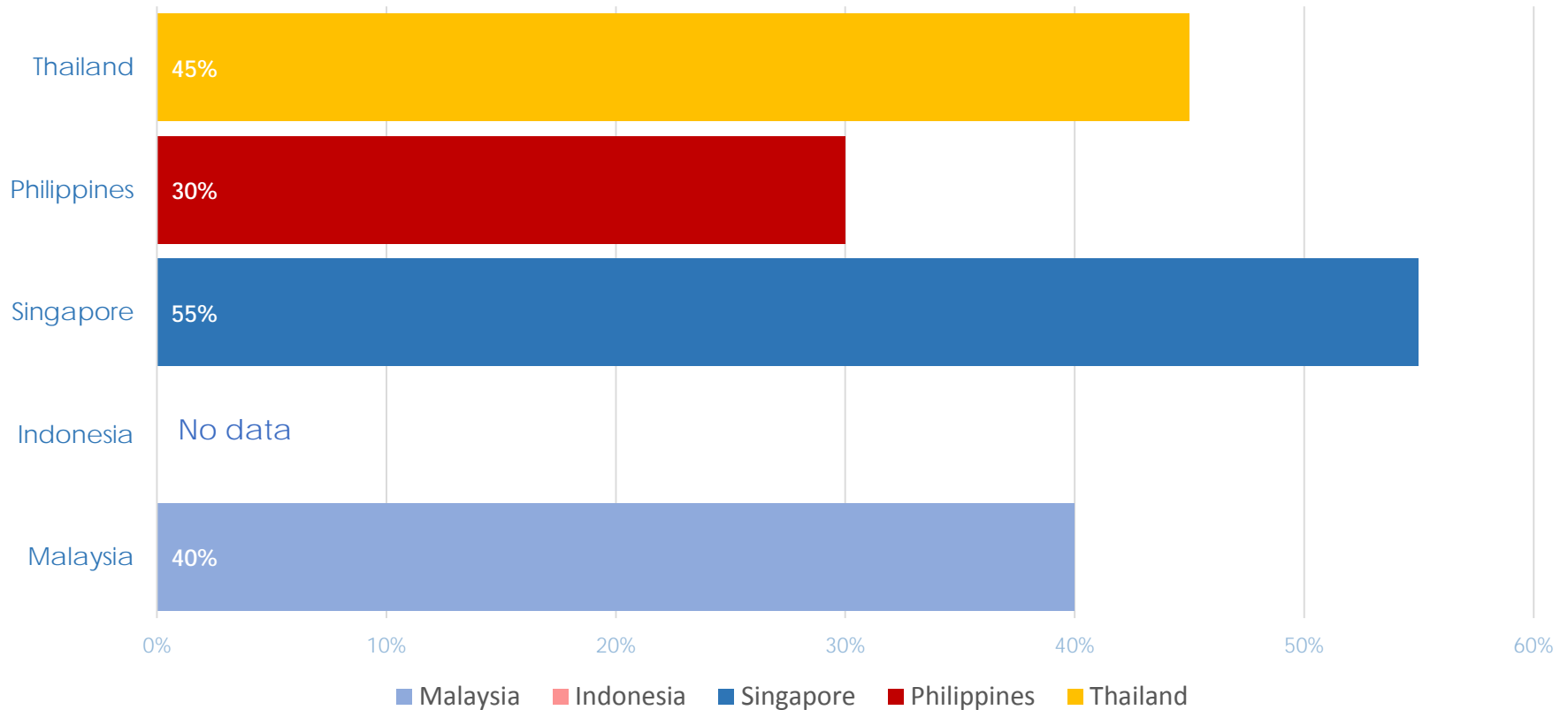
- Cross-border e-Com sales reached \$300 billion ≈ 25% global e-Com and growing **45% YOY** (vs. 17% e-Com overall)
- US, UK, China are the most attractive cross-border e-Com destinations



US-UK	\$15B
China-US	\$10B
UK-US	\$10B
US-China	\$8B
US-Canada	\$5B
Germany-US	\$5B
Germany-UK	\$5B
China-Japan	\$5B
UK-China	\$3B
Australia-US	\$3B
Brazil-US	\$1B

- \$18.5 billion in cross-border spent by Chinese purchasing from foreign websites in 2012, annual growth rates 60-70%
- \$11 billion of that comes from US and UK websites

Percentage of Cross Border e-Commerce transactions



Source: Payvision 2013

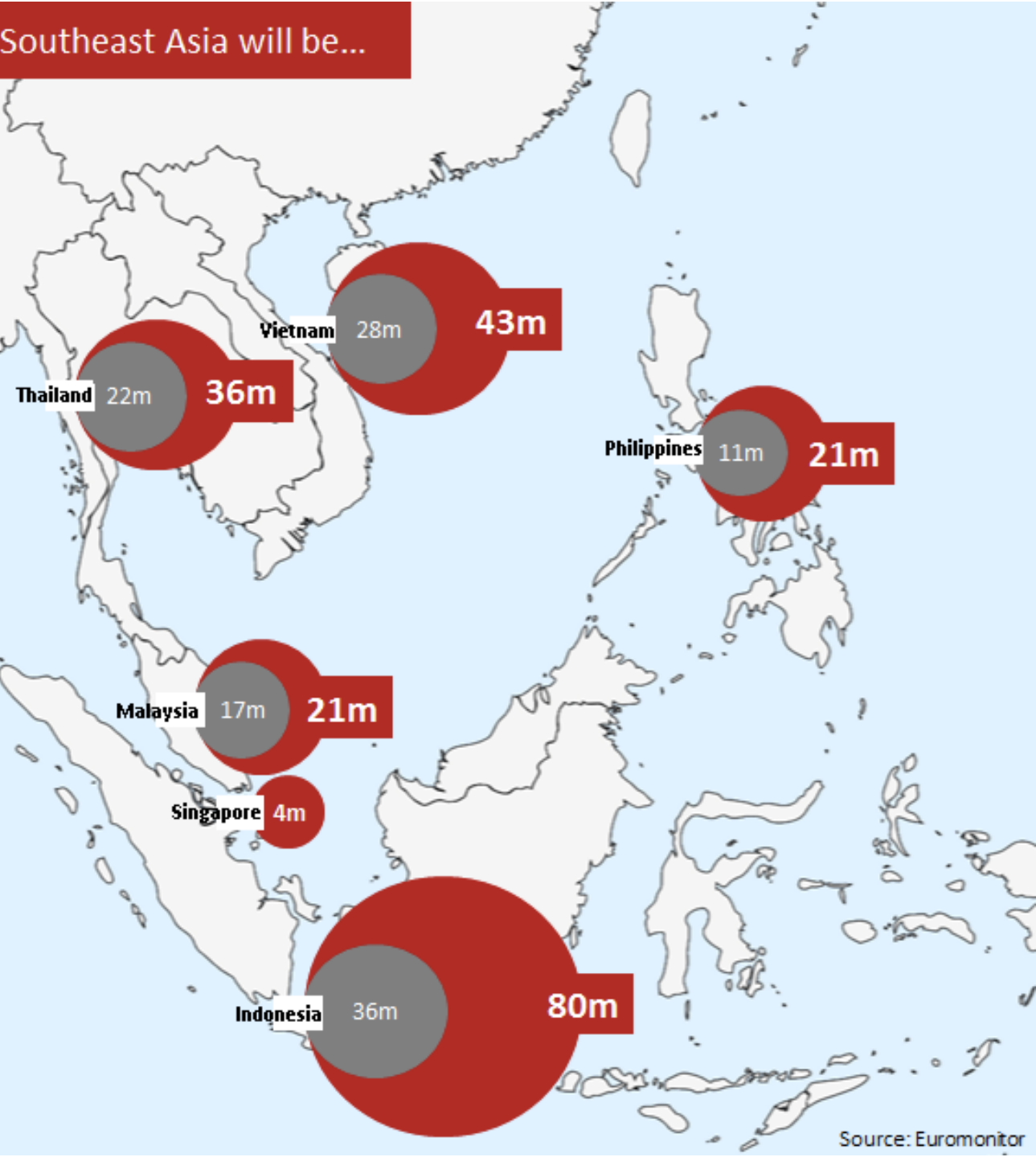
In 2016, the Internet users in Southeast Asia will be...

E-Commerce

- 2013: \$7B USD
- 2018: \$34,5B USD
- Cross border: 30%

Source: Frost & Sullivan

Total **205m** Internet Users
In "Big 6" SEA countries



Source: Euromonitor



Payment

- + Fraud
- + Lack of credit cards
- + Sellers don't accept
- + Forex risk



Logistics

- + High intl' shipping fee
- + Customs, duty
- + Shipping risks



Customer Services

- + High communication cost
- + Lack of trust & peace-of-mind from buyers



Cultural Differences

- + Languages
- + Transaction behaviors
- + Communication habit

WHAT IS WESHOP?



LAUNCHED
VIETNAM

Cross border
retail facilitator

The first and premier cross-border retail import buying facilitation portal in South East Asia.

SINGAPORE

LAUNCHED

MALAYSIA

LAUNCHED

MISSION



LAUNCHED
INDONESIA

“Worldwide
e-shopping
made easy”

Allow local SEAsians to shop globally easily, enjoy best deals, home door delivery with total peace-of-mind.

Now everyone can import any legal thing practically.

THAILAND

PHILIPPINES

VISION



“Redefine the
concept of
importation”

Which is unchanged fundamentally for thousands of years!

Now through Internet, consumers can bypass the role of importers and brick-and-mortar shops.

VALUES TO BUYERS



VALUES TO SELLERS

SOURCING
Want to sell?

DISTRIBUTOR
We buy!



VERTICAL SUB-PORTALS

Fashion

Beauty

Car & Parts

Vitamin & Health

ebay

amazon

Rakuten

LOCALIZED SITES

PHILIPPINES THAILAND

MALAYSIA SINGAPORE

INDONESIA VIETNAM

weshop.asia
Worldwide e-Shopping made easy

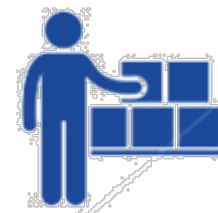
600M population
AND UNLIMITED BEYOND
EXPANSION OPPORTUNITY
TO EVERYWHERE...



Cross border
shopping in 3
steps, like ABC



Close to 1 million genuine
products from Korea



STEP 1: ACCESS WESHOP.COM.VN

MUA HỘ

NHẬP HÀNG TỪ MỸ

HÀN QUỐC

BẢO GIÁ DỊCH VỤ

KIỂM TRA ĐƠN HÀNG

ĐĂNG NHẬP

weshop.com.vn

Mua sắm toàn cầu đơn giản, tiện lợi

Bước 1

Người mua nhập link chi tiết SP cần mua

Bước 2

Người mua tạo đơn hàng & Thanh toán tiền hàng

Bước 3

Weshop vận chuyển quốc tế & Khai báo hải quan

Bước 4

Weshop giao hàng tận nhà & Thu phí vận chuyển

YÊU CẦU BẢO GIÁ TRONG 9 PHÚT

INTERPARK

Thời trang - Trang sức

Sức khỏe - Làm đẹp

Trẻ em

Thiết bị gia đình

Điện tử

Giải trí - Sở thích

Xem tất cả

Interpark

Nhập từ khoá cần tìm

HỖ TRỢ

MỸ PHẨM

Hàn Quốc

NGUỒN GỐC TỰ NHIÊN

The history of

The history of

IGE

NATURE REPUBLIC

innisfree

It's skin

Sulwhasoo

STEP 2: CHOOSE KOREA PRODUCTS



Interpark

Nhập từ khoá cần tìm

🏠 / Bạn đang xem hàng từ: Interpark / Sâm & Thực phẩm chức năng / Cheong Kwan Jang (Hồng sâm Chính phủ) / Red Ginseng extract (Cheong Kwan Jang) / Red Ginseng extract plus (Cheong Kwan Jang)

KGC CheongKwanJang Korean Red Ginseng Extract Plus 120g /6 Years Grown

Từ website: [Interpark](#) | Mã sản phẩm: 2207982



Tình trạng: Hàng mới
Số lượng: 145

Giá sản phẩm: **2,269,000 VNĐ**

+
1
-

MUA NGAY

Đặt hàng qua điện thoại
093.22.77.572

Giao hàng tận nơi sau **2-3 tuần**. Hàng hiện không có sẵn tại Việt Nam. Hàng bắt đầu được chuyển về Việt Nam sau khi chúng tôi nhận được tiền thanh toán của người mua.

Giá sản phẩm đã bao gồm phí dịch vụ, chưa bao gồm thuế/phí vận chuyển quốc tế (Nội địa Mỹ và từ Mỹ về Việt Nam).

Phí vận chuyển (**15\$/kg**) sẽ được tính sau khi hàng về Việt Nam và sẽ được thu khi giao đến tay khách.

STEP 3: ONLINE PAYMENT

1	THÔNG TIN	2	THANH TOÁN	3	HOÀN THÀNH
THÔNG TIN NGƯỜI MUA		THÔNG TIN NGƯỜI NHẬN <input checked="" type="checkbox"/> Lấy từ thông tin người mua			
 NGUYỄN HOÀ BÌNH		 NGUYỄN			
 0913327335		 0913327			
 peacesoft@gmail.com					
 Tầng 12A, toà nhà VTC Online, 18 Tam Trinh		online, 18 Tam Trinh			
Hà Nội					
Quận Hai Bà Trưng					
ẢNH	THÔNG TIN SẢN PHẨM	SỐ LƯỢNG	ĐƠN GIÁ (VND)	THÀNH TIỀN (VND)	
	KGC CheongKwanJang Korean Red G... Plus 120g /6 Years Grown Mã sản phẩm: 2207982		2,269,000	2,269,000	
				2,269,000 đ	
<input type="radio"/> NGÂN HÀNG NỘI ĐỊA (ATM ONLINE/ INTERNET BANKING)			Tổng tiền hàng: 2,269,000 đ		
<input type="radio"/> THẺ TÍN DỤNG			Coupon giảm giá: <input type="text"/> <input type="button" value="Sử dụng"/>		
<input checked="" type="radio"/> VÍ NGÂN LƯỢNG (M/M/VÍ NGÂN LƯỢNG M/M)			Giảm giá: <input type="text"/> - 0đ		
Bạn hãy chọn hình thức thanh toán qua ví Ngân Lượng			TỔNG PHẢI THANH TOÁN: 2,269,000 đ		

RECEIVE GOODS AT HOME IN 1-2 WEEKS

OBVIOUS VALUE PROPOSITION

Breaking the border limitation

PEACE-OF-MIND

AVAILABILITY

SELECTION

GOOD PRICE



THANKS YOU FOR YOUR ATTENTION!
We look forward to co-operation...

