



中国供销合作社
CHINA CO-OP



International
Co-operative
Alliance

CHINA CO-OP'S MARKETING SYSTEM AND INTERNATIONAL BUSINESS



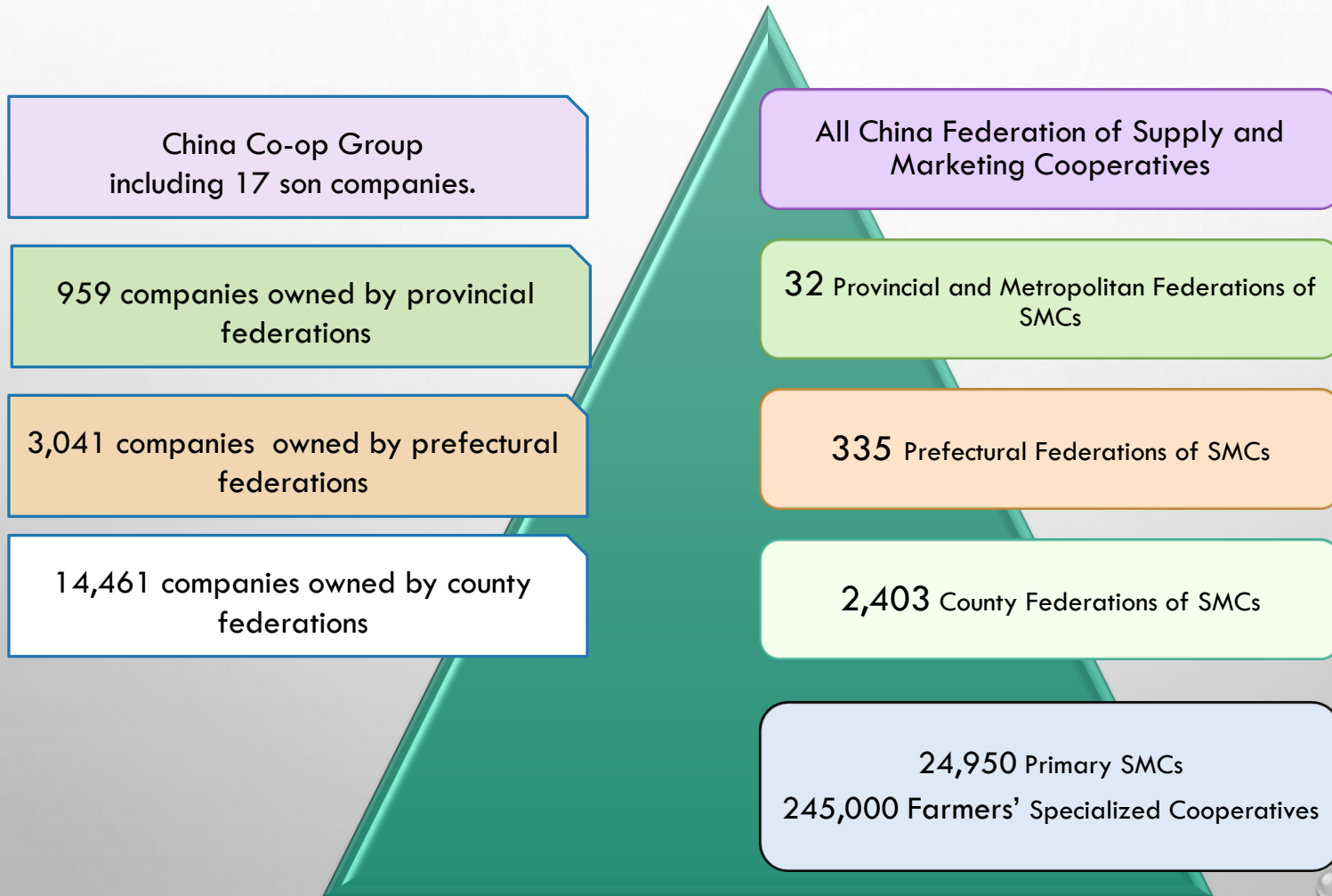
Cooperative Movement : a review

Marketing & Logistics of China Co-op

China Co-op International Business

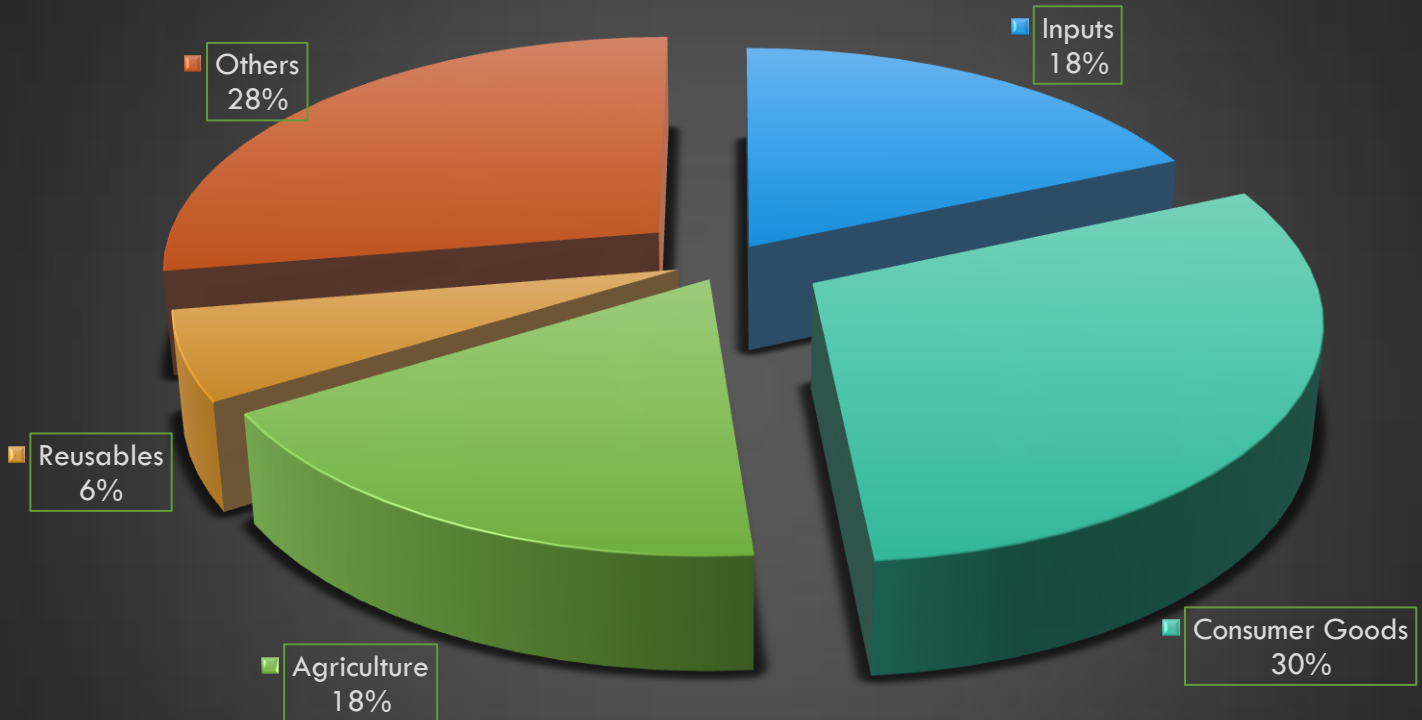


China Co-op Today



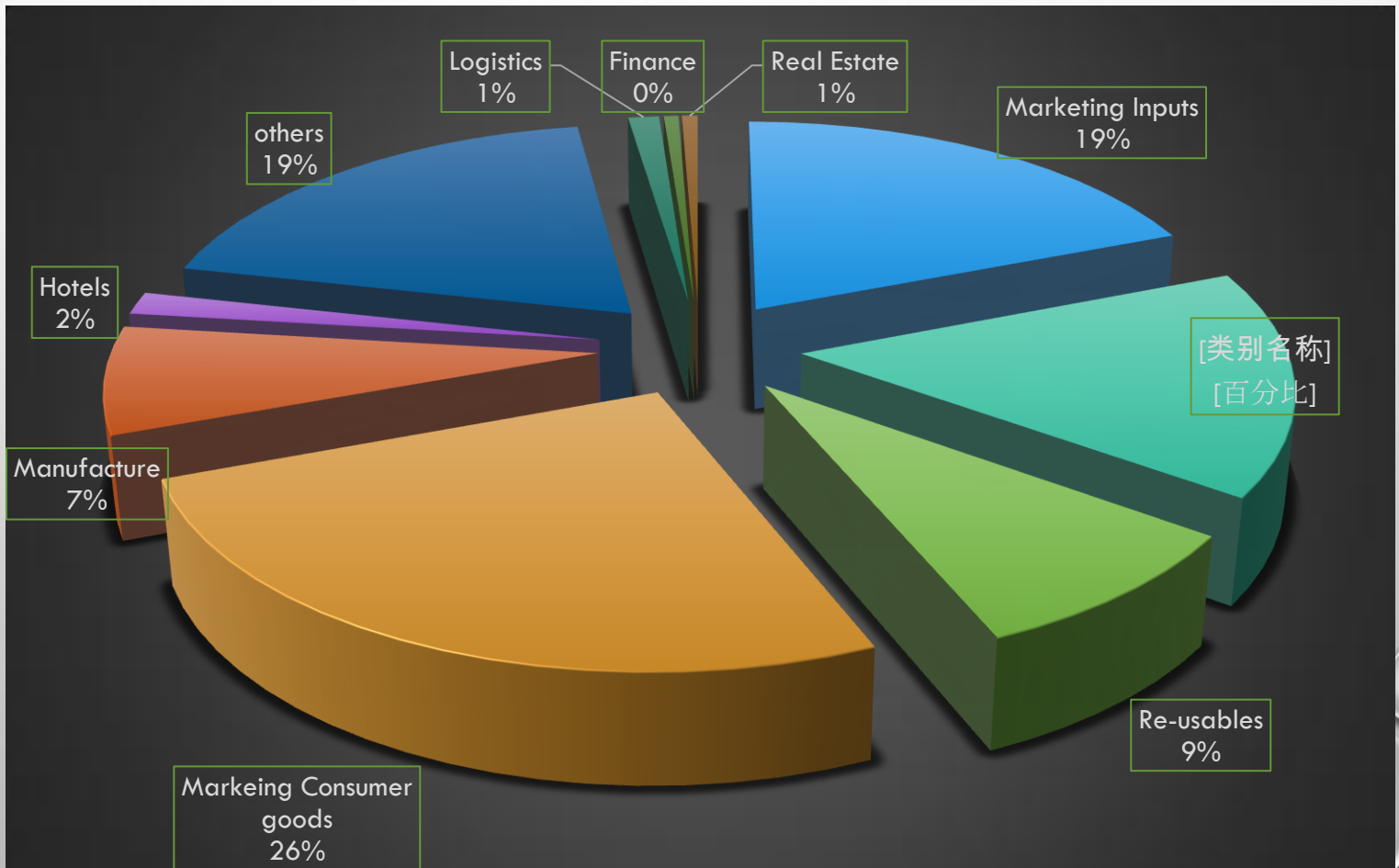
China Co-op Today

Breakdown of turnover by product purpose



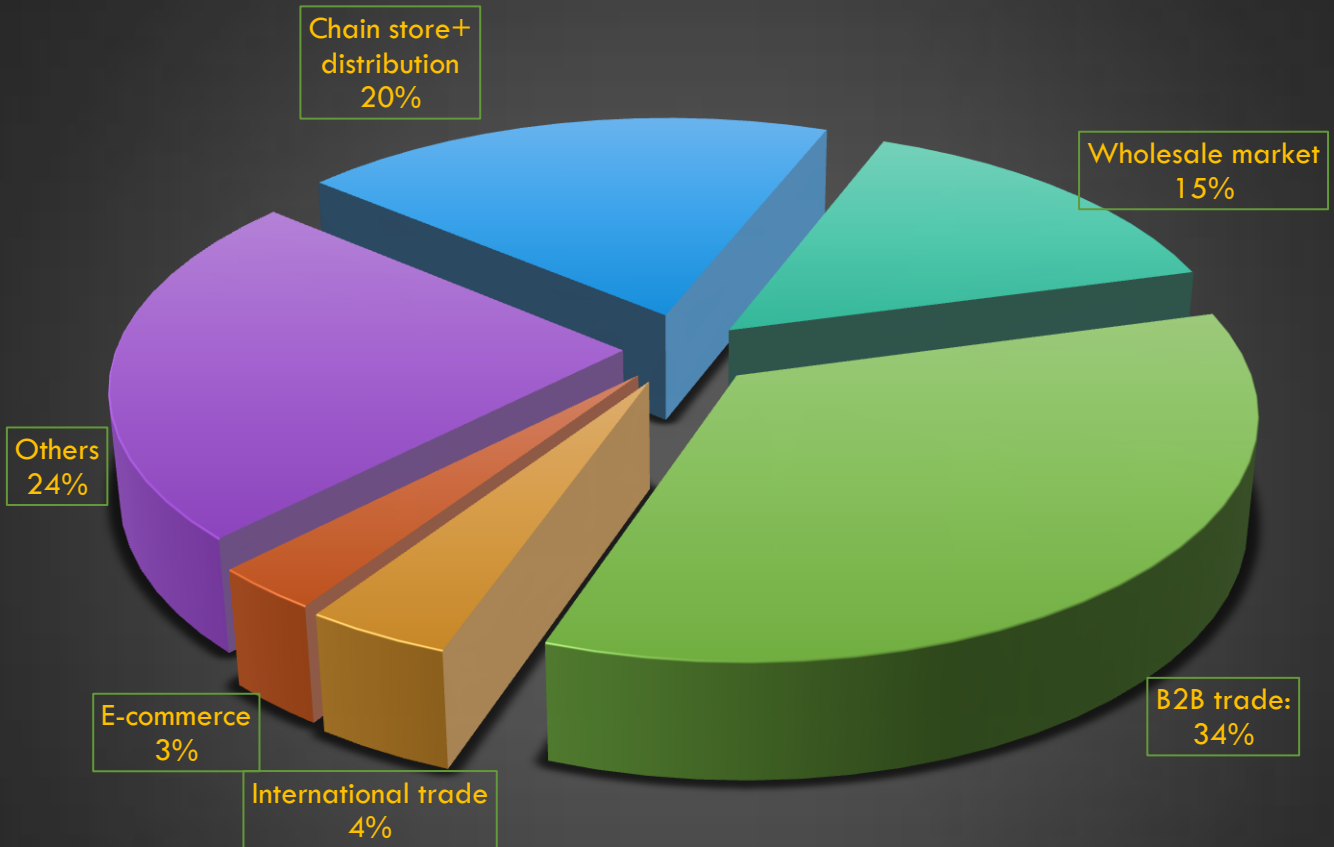
China Co-op Today

Breakdown of sectors by number of entities



China Co-op Today

Breakdown of turnover by channel



Marketing and Logistics System

Chain Store Systems

	Inputs	Consumer Goods	Re-usable	Agro and Food	Fireworks	Pharmacies
Chain store head offices	2484	1541	544	819	969	99
Distribution Centers	6318	2434	265	989	1723	83
Business Outlets	373000	383000	44000	54000	184000	7426

Marketing and Logistics System

SUGUO HYPER MARKET/SUPERCENTER IN JIANGSU



Marketing and Logistics System

Convenience Stores and
Community Supermarkets



Marketing and Logistics System

Distribution Centers are supporting forces to hypermarket, supermarket and convenience stores



Marketing and Logistics System

Wholesale markets serve resellers and other buyers



Marketing and Logistics System

Industrial buyers (B2B) are important buyers of cotton, yarns, grains, rubber, chemicals, electric and machines.
Also important in international trade



Marketing and Logistics System

E-commerce through private website

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工作动态

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主营产品: M·J BABY/梦洁宝贝

所在地: 广东省 广州市

店铺动态评分 与同行业相比

描述相符: 4.9 **高于 29.42%**

服务态度: 4.8 **高于 40.70%**

发货速度: 4.8 **高于 46.50%**

进入店铺 >>

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¥438.00

梦洁宝贝纯棉儿童三四件套女孩床
梦洁宝贝旗舰店

115笔 月成交 226 评价 旺旺



¥395.00

梦洁宝贝纯棉四件套儿童床上用品
梦洁宝贝旗舰店

175笔 月成交 626 评价 旺旺



¥398.00

梦洁宝贝复仇者联盟纯棉三四件套
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132笔 月成交 28 评价 旺旺



¥249.00

梦洁宝贝夏凉被纯棉空调被四季被
梦洁宝贝旗舰店

273笔 月成交 195 评价 旺旺



¥199.00

梦洁宝贝儿童纯棉夏凉被 空调被
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嫚妮莎家居专营店 专营店

主营产品: 舒芯居,康尔馨,远梦,M·J BAB...

所在地: 广东省 深圳市

店铺动态评分 与同行业相比

描述相符: 4.8 **高于 18.25%**

服务态度: 4.8 **高于 34.76%**

发货速度: 4.8 **高于 35.12%**

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66件相关商品 ^



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★★★★★ 已有37人评价

北京有货



2015新茶上市 西湖牌雨前一級龙井茶100g罐装 绿茶 口碑雨前, 回味悠长, 杭州茶厂
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★★★★★ 已有40人评价

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2015新茶预定 西湖牌明前特级西湖龙井茶叶250g礼盒装 绿茶 老字号杭州茶厂 2015
¥528.00

★★★★★ 已有1人评价

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一农特级西湖牌龙井100g/罐 一农茶叶 西湖龙井茶 西湖牌 罐装 杭州茶厂 原产地
¥62.00

★★★★★ 已有1人评价

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一农一级西湖牌龙井50g/罐 一农茶叶 西湖龙井 原产地 杭州茶厂 罐装
¥26.70

★★★★★ 已有1人评价

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¥149.00

★★★★★ 已有26人评价

北京有货



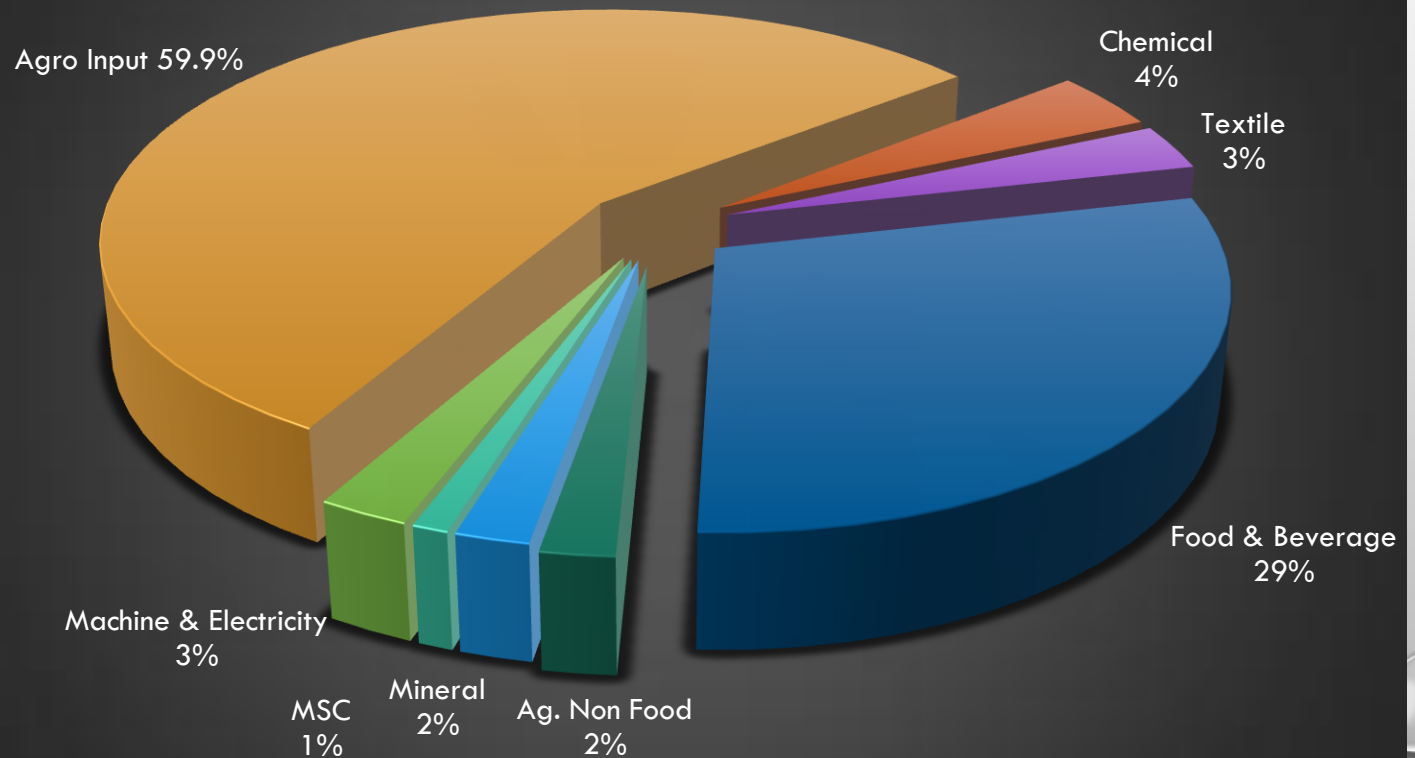
西湖牌红茶金陵眉100g罐装 滋味醇厚, 甘甜爽滑! 杭州茶厂出品
¥88.00

★★★★★ 已有6人评价

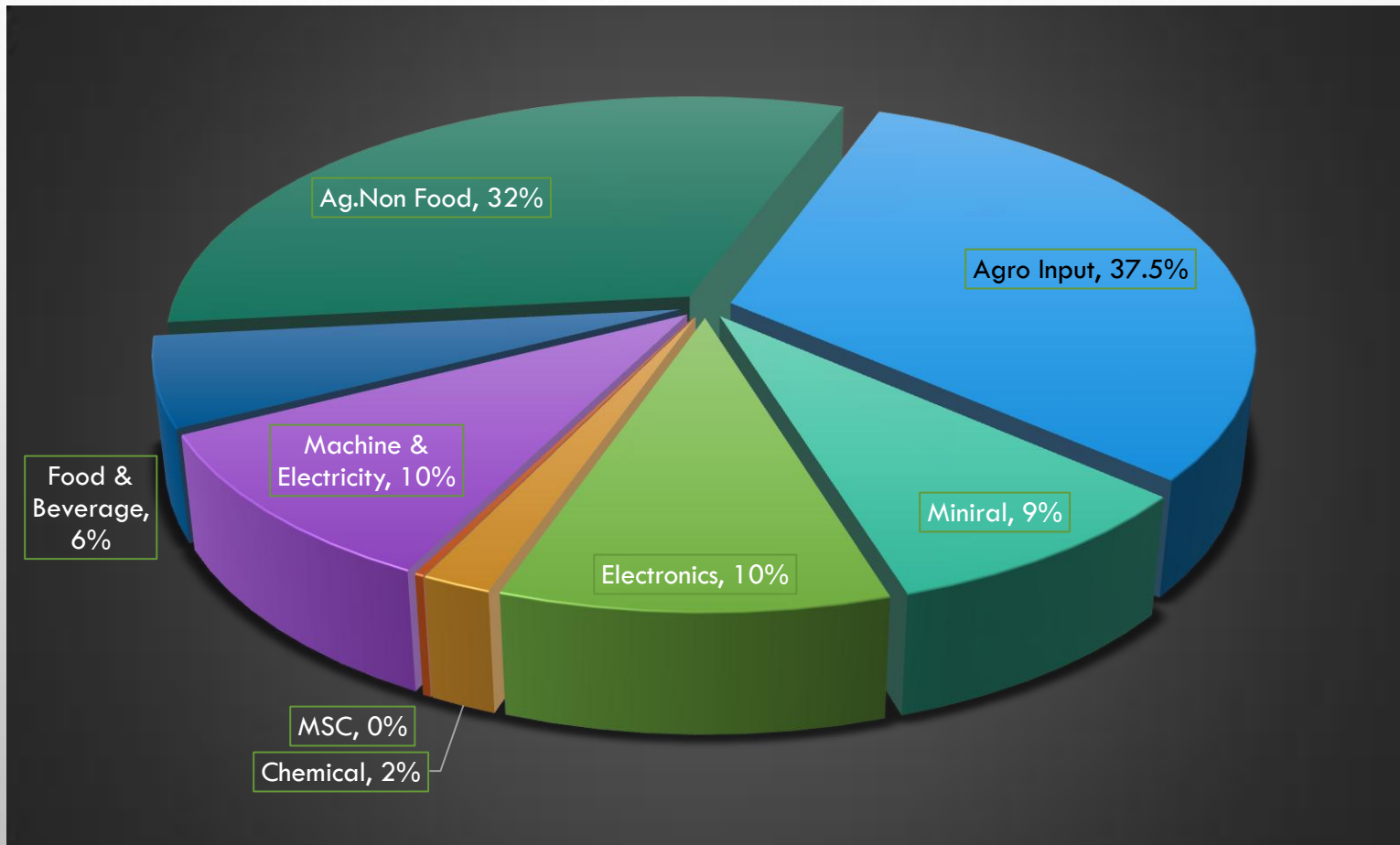
意见反馈

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Export Structure of China Co-op



Import Structure of China Co-op



Advantage of Made-in-China



Advantages in C2C Trade

- The diversity of ICA members in different countries and sectors allows the trade among cooperatives based on comparative advantage.
- C2C trade means lower transactional cost and lower risks

Barriers to C2C Trade

Co-ops are united in concept but separated in business

The first and very basic barrier that co-op to co-op trade is the fact that they are united from the point of concept, but from that of information and business relations, they scattered and separated.

- Many cooperatives tend to operate locally and regionally.
- Co-ops do not know each other due to limited information, weak co-op identity
- The non-cooperative companies who offer competing products and services are easier to find.

It is important that cooperatives are connected not only in organizations but also in business relations.

Barriers to C2C Trade

Co-ops do not appear as competitive as non-cooperative businesses

Reasons :

- Weak marketing, including strategy for product advertisement, promotion for local retailers.
- Weak business capacity, for example, to supply according to the buyer's requirement on quality, standard, packing, delivery, and payment.
- Weak brand visibility and co-op identity, as shown in using .coop

China Co-op actions to promote C2C trade

ICA EXPO 2014 QUEBEC



CO-OP EXPO 2014 Brazil

Business Roundtables

China Co-op actions to promote C2C trade



China Co-op with
Turkey, Iran, Malaysia
and Sri Lanka
cooperatives
December 2014

Business Round-tables

China Co-op actions to promote C2C trade



China Co-op with
Thailand, Philippines,
Nepal and India
cooperative.
Shanghai, and
Hangzhou, October
2014


Comprehensive on-line solution to trade China Co-op actions to promote C2C trade

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China Co-op actions to promote C2C trade

Features:

- Fast track for custom and inspections
- Duty free or low rates
- Targeted at consumers shopping online
- Quick, small and repeated purchase.
- Especially for food, beverage, home products, etc.
- Import & Export

新品上架

	<p>WMF 锈钢压力锅4.5L</p> <p>现价：999元 市场价：1680元</p> 	<p>Laligne免敏洗手液</p> <p>现价：35元 市场价：45元</p> 	<p>德国亨轩电热水壶1.7L</p> <p>现价：395元 市场价：525元</p> 	<p>Swisse蔓越莓胶囊</p> <p>现价：135.82元 市场价：290元</p> 
	<p>嘉宝DHA+益生菌米粉 1段 227g</p> <p>现价：29.5元 市场价：66元</p> 	<p>花王婴幼儿牙膏草莓味 防虫牙护恒齿 70g</p> <p>现价：18元 市场价：36元</p> 	<p>韩国进口宝宝湿巾74抽 99%纯净水纯植物</p> <p>现价：18元 市场价：36元</p> 	<p>荷兰Linda成人奶粉</p> <p>现价：68元 市场价：110元</p> 

China Co-op actions to promote C2C trade

Procedures :

1. User registration
2. Choose products
3. Order Confirmation and custom review
4. International shipping from supplier/bond warehouse
5. Domestic shipping
6. Delivery
7. Tracking system



Suggestion on Promoting C2C Trade

1. **Strategies from top cooperatives** are important and make them know to members
2. **Actions to facilitate the trade** among co-ops, a step-by-step method may works better
3. **Infrastructure for business**, include business portal website, member list and catalogue, by ICA and/or apex cooperatives are necessary.
4. **Exhibits that are widely participated** by cooperatives and by real business managers around the world are valuable.
5. **Business round-tables or similar events** to promote real business by provide a chance for real business managers to meet for business.

Strategy 2020 for China Co-op



中国供销合作社
CHINA CO-OP

Thank you!