

Client Case Study

Create a Cross-border E-commerce Army in 90-day Training

Litailai is a trading enterprise, it has a business in major domestic e-commerce platforms for many years and owns relatively high-quality supplier resources.

Challenge

Litailai began to transform its cross-border export business a year ago and set up a special cross-border e-commerce operation department. It invested a lot of money in product development and marketing. After three months of account operation, problems such as product infringement, capital freezing, account restriction, malicious evaluation, inventory unsalability began to emerge, which led to the failure in selling "good products".

The main causes of the above sales dilemma are as follows:

1. The cross-border operation ability of the team is insufficient.

The cross-border operation personnel of the team is all fresh graduates. They have no corresponding practical experience in e-commerce, and there are no cross-border talents to lead the growth of new employees in Litailai. Nearly half a year after the account operation, the team still did not form a systematic operation method, faced various emergencies of the account, often helpless. Taking account registration as an example, the cross-border platform requires a company to have only one account, but Litailai blindly pursued product listing at the beginning, and did not consider the issue of account security, resulting in a large number of subsequent account links were closed.

2. Lack of methods for selecting products

Before training, Litailai directly translated the existing products from domestic platforms. After simple translation, all products on cross-border platforms without corresponding market research, which led operators dropped into the cycling work of listing. Although the number of online product was growing, turnover didn't increase.

3. Inventory management is not standardized

Because Litailai does not have its overseas warehouse for transfer transport, and there are no fix cooperative logistics providers. Every time, all inventory is sent directly to Amazon FBA warehouse for sale. Orders of other

Broaden at
Sales Channels

Sales Volume
Increased by 260%

Profit Margin
Increase by 12%

Litailai

Litailai
(Trading Enterprise)



platforms are distributed by transferring inventory from FBA warehouse. This generic way of stock up does not predict the sales volume of best-selling products and unsalable products separately, leading to the phenomenon of out-of-stock of some best-selling products. At the same time, due to the low conversion rate of products, the turnover rate of inventory is very low, and other unsalable products also come into being, resulting in a large number of sales in Amazon warehouse. External expenses increase the pressure on the company's turnover of capital.

4. Misunderstanding of the cross-border e-commerce policy

To increase profits, Litailai blindly followed the best selling products on the platform, but operators ignored that these products were protected by intellectual property rights. As a result, many products was complained by intellectual property owners. At present, there are a large number of unsalable inventory. And the electronic products in major platforms also need relevant certification. These cross-border e-commerce policies are not clear before they do.

Solution

After a thorough analysis of the above four aspects of Litailai problems, XBN decided to help them through the incubation model of "Cross-border Training + Resource Connecting". To held a cross-border e-commerce practice training for the operation team. Litailai team can learn during practicing, find out the problems and solutions, to help Litailai get away from a difficult period. It is also the process of resource connecting.

Specific solutions are divided into the following aspects:

1. Customized course to train professional operation team

Because the foundation of Litailai's current operation team is relatively weak, XBN specially designed a closed small class teaching course. Firstly, it trains the basic operation of major e-commerce platforms, and then inspects the results of the training through examinations after the training; secondly, go with a platform-based way to combines practice with theory. Intermediate training is conducted to teach real things of operation. Finally, XBN would invite the best-seller form the industry in advanced courses, to share the latest trend and to expand the methods of product operation.

2. Rearrange the product line and screening the hot-selling products

Base on the current account information of Litailai, XBN arranged professional account diagnostician, carried out data analysis, reviewed the supplier situation from the main person in Litailai, and combined with the results of market research, screened out a batch of products that can continue to operate as practical training cases. This screening process is also a process of product selection, the operators of Litailai are also involved, which helps them to form their selection logic.

3. Cross-border resource connecting

As a comprehensive service provider for cross-border exports, XBN has powerful cross-border resources such as overseas warehouse system, supply chain system, promotion, comprehensive service, information management tools and so on. Taking the connection of overseas warehouse resources as an example, no out-of-stock anymore after using the overseas warehouse system of XBN. With the professional and high-quality service of XBN, the additional cost of FBA generated by the unsalable inventory has also been greatly reduced by XBN services.

Improvement

Litailai participated in several training auditions, and eventually, it chose the official training partner of platforms - XBN M² Training Program.

The training results are as follows:

1. Broaden at sales channels

From one platform to multiple sales platforms.

2. Sales are increased by 260%.

Through product optimization and operation promotion strategy adjustment, Litailai's unit price, order volume, and sales volume were increased steadily, and customer complaint rate was greatly reduced.

3. Profit margin is increased by 12%.

By using the comprehensive service from XBN, the cost of an overseas warehouse of Litailai was greatly reduced, the proportion of tax rebate was increased, and the profit margin was greatly increased.

Through the training program and operation incubation of XBN, the overall operation ability of Litailai team has reached a high level, solved the major problems that had been plaguing the development of enterprises, helped enterprises to enter the global market, opened more sales channels, refined product positioning, used more efficient management tools and connected professional cross-border resources. To achieve rapid growth in sales, cross-border e-commerce becomes a new revenue growth point for enterprises.

Scan for
more about XBN

