

# trilogi

## Taller focus Àsia:

Fes negoci al sector cosmètic de la Xina a través del canal online

[www.trilogi.com](http://www.trilogi.com)

a  TLG COMMERCE company

**ACCIÓ**  
Catalonia &  
Trade & Investment

 **Generalitat  
de Catalunya**

WITHIN THE FOUR CORNERS OF ITS  
COUNTRY

CHINA IS A WORLD IN ITSELF.

*Gao Zhikai, former interpreter of Deng Xiao Ping.*



# BUT SOMEBODY FAILED

Not Every Company Was Made to Thrive in China



FOREVER 21



# BENEFIT Cosmetics (LVMH)

Quit most of the offline counter channel in China



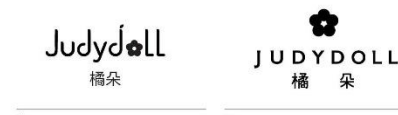
2007 → 2011

2011 → 2017

Lower prices

Other innovative products

Competition



# HERA

Hera high-end South Korean cosmetic is shuttering its bricks and mortar stores



**2016**

Enter the Chinese market

**2021**

30% sales decline in offline

New consumer habits

Low brand influence

New competition



# REVLON

One of the earliest cosmetic brands in China



**1976**

Enter the Chinese market

**2013**

Leave the market

High-end

Mid-range consumers

Low brand influence

New competition



# ONE THING IN COMMON

Digital is the Key to Succeed in China

They all lost against a more digitally-ready (often domestic) companies:



# DIGITAL CHALLENGES

- 1** CHOOSE THE RIGHT DIGITAL PLATFORMS
- 2** CREATE A UNIQUE ECOMMERCE EXPERIENCE
- 3** EFFICIENT OPERATIONS



# DIGITAL PLATFORMS

## Mainstream eCommerce Marketplaces

淘宝网  
Taobao.com

天猫 Tmall.com

JD.COM 京东  
多·快·好·省



拼多多

天猫国际  
TMALL GLOBAL

## Vertical eCommerce Marketplaces

苏宁易购  
suning.com

SECOO 寺库

魅力惠 MEI  
.COM

唯品会  
vip.com

## Social Media & Social Commerce

WeChat

小红书 RED

TikTok

快手  
Kuaishou

新浪微博  
weibo.com

## Brand Owned Website (& Mobile H5)

# ECOMMERCE EXPERIENCE

## Customized Digital Marketing

The main marketing channels are **SOCIAL MEDIA**

Each channel is different:

“If content is king, context is GOD”

*Gary Vaynerchuck*

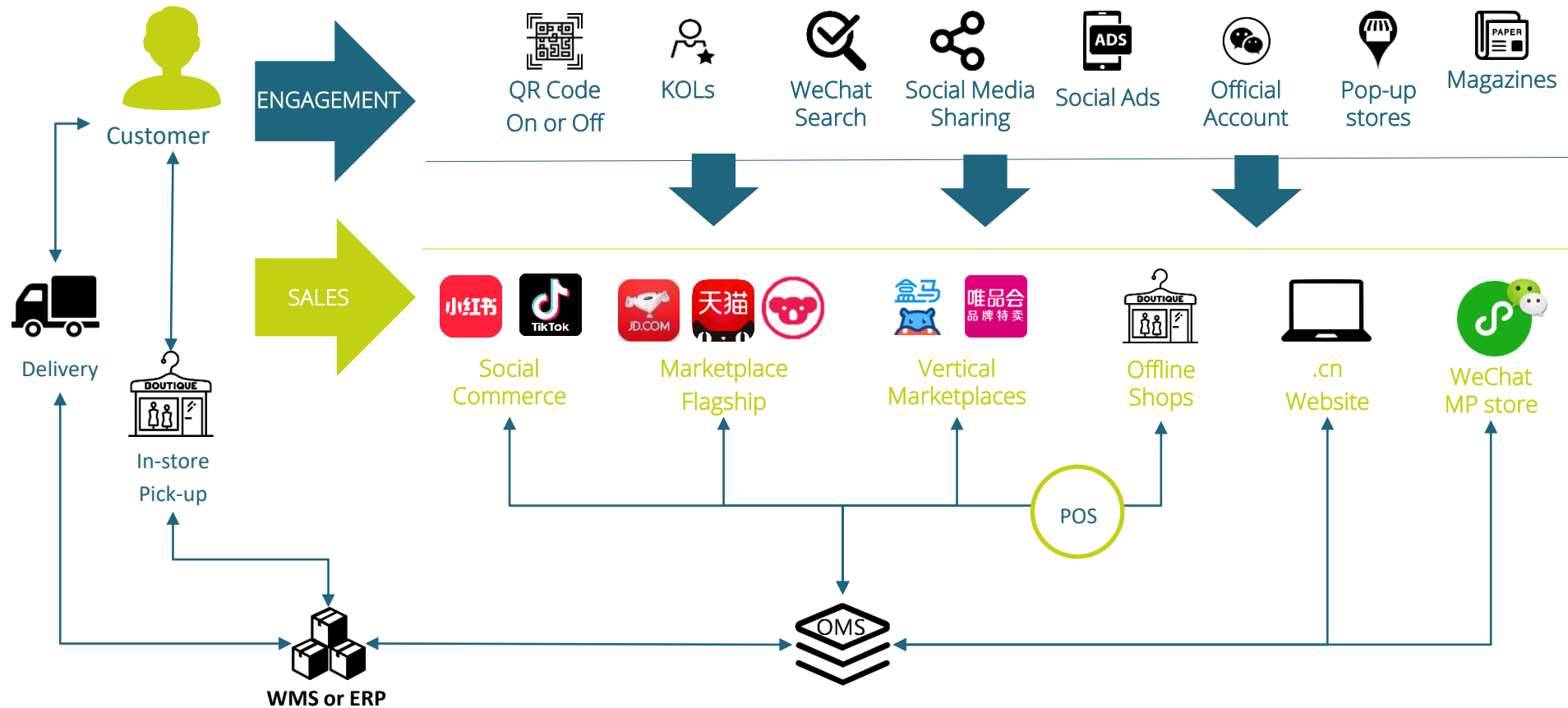
Chinese customers are expecting custom marketing experiences and direct communication



# EFFICIENT OPERATIONS

## Setup an Omni-channel

O2O e-commerce aims at linking digital marketing and sales to offline store and logistics as a whole. A transformation to an Omni-channel business model is needed.



# LEARN

## 1) STUDY THE MARKET

Study your competitors  
define the channels  
target customers.

## 2) INVESTMENT

There's "minimum entry ticket"

## 3) BE PATIENT

The breakeven won't happen in 3 months and the strategy needs to be adjusted quite a few times. But once the right tuning is reached, the earnings will be big.



# trilogi the eCommerce agency

We are an eCommerce Consulting firm specialized in designing and implementing eCommerce platforms as well as delivering eCommerce marketing services for medium to large companies across Europe and Asia Pacific, with offices in Barcelona, Hong Kong, Madrid and Shanghai.

Since 1999, TLG Commerce delivers fast time to market online stores and quality services to cover each and every step of your growth:

**Strategy + Technology + Marketing.**

STRATEGY

ACTION

GROWTH

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your eCommerce partner

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This is a confidential document. It contains important, strategic information about TLG Commerce's business. Because of this commercially-sensitive material, the document should be treated as highly confidential. It should only be shared internally and with key partners and agencies.

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