

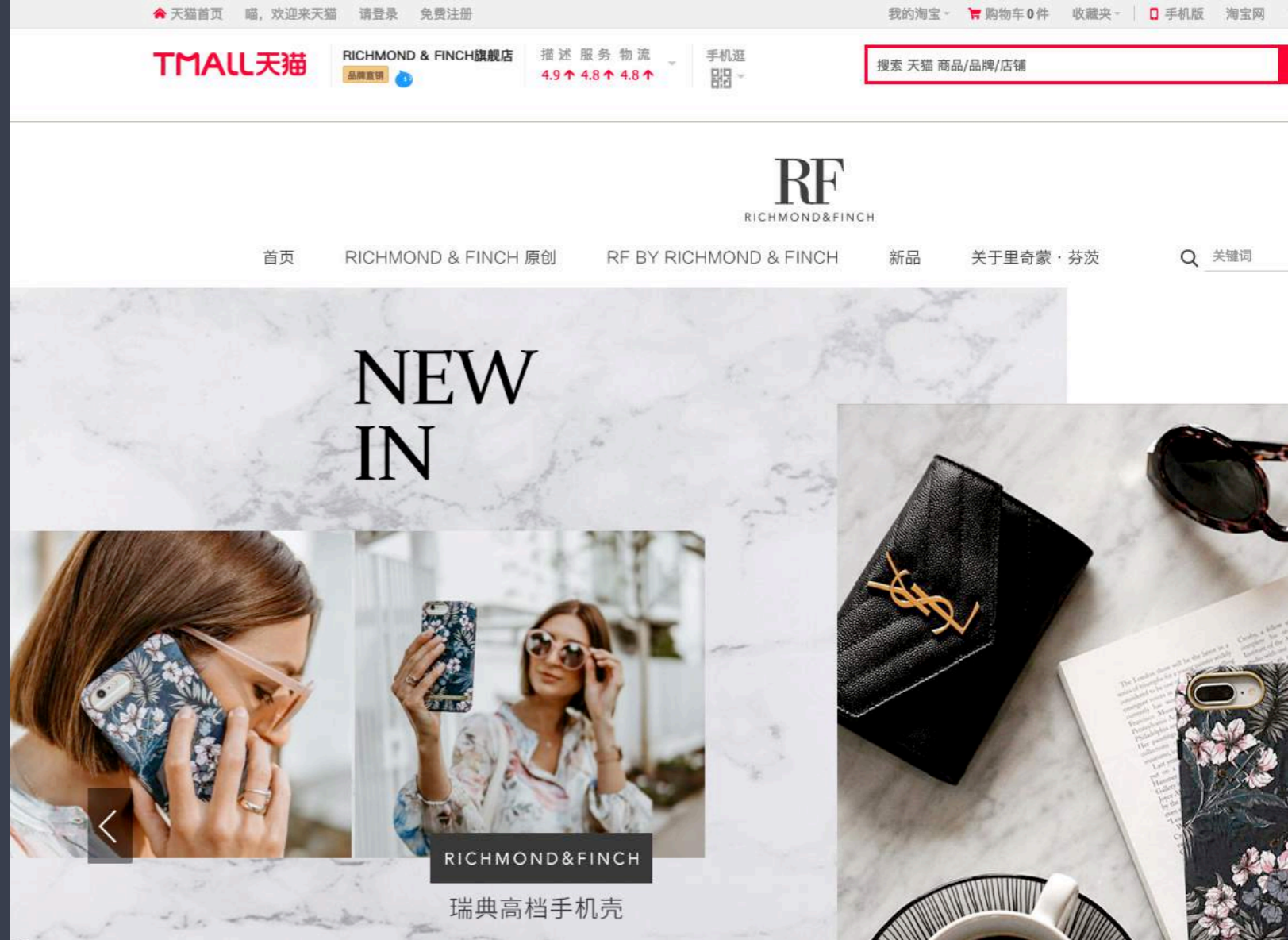
Case study

RICHMOND & FINCH

SELLING ON TMALL.COM AND TAOBAO.COM

A case study of Richmond&Finch Tmall Flagship store and Taobao re-seller management.

February 2019



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AsiaAssist 亚同

Entering the Chinese market

TOGETHER...

- Selling Business-to-Consumer (B2C)
- Selling Business-to-Business (B2B)
- Selling & managing to Taobao re-sellers
- Developing marketing guidelines and marketing campaigns for the Chinese market
- Develop merchandising plans for the Chinese market.
- Create promotion campaigns for tmall.com and taobao.com re-sellers.

"Since AsiaAssist manages our Taobao re-sellers and the Tmall flagship store, the brand is in control again in the Chinese market and we see a strong growth in our the number of orders and our net margin."

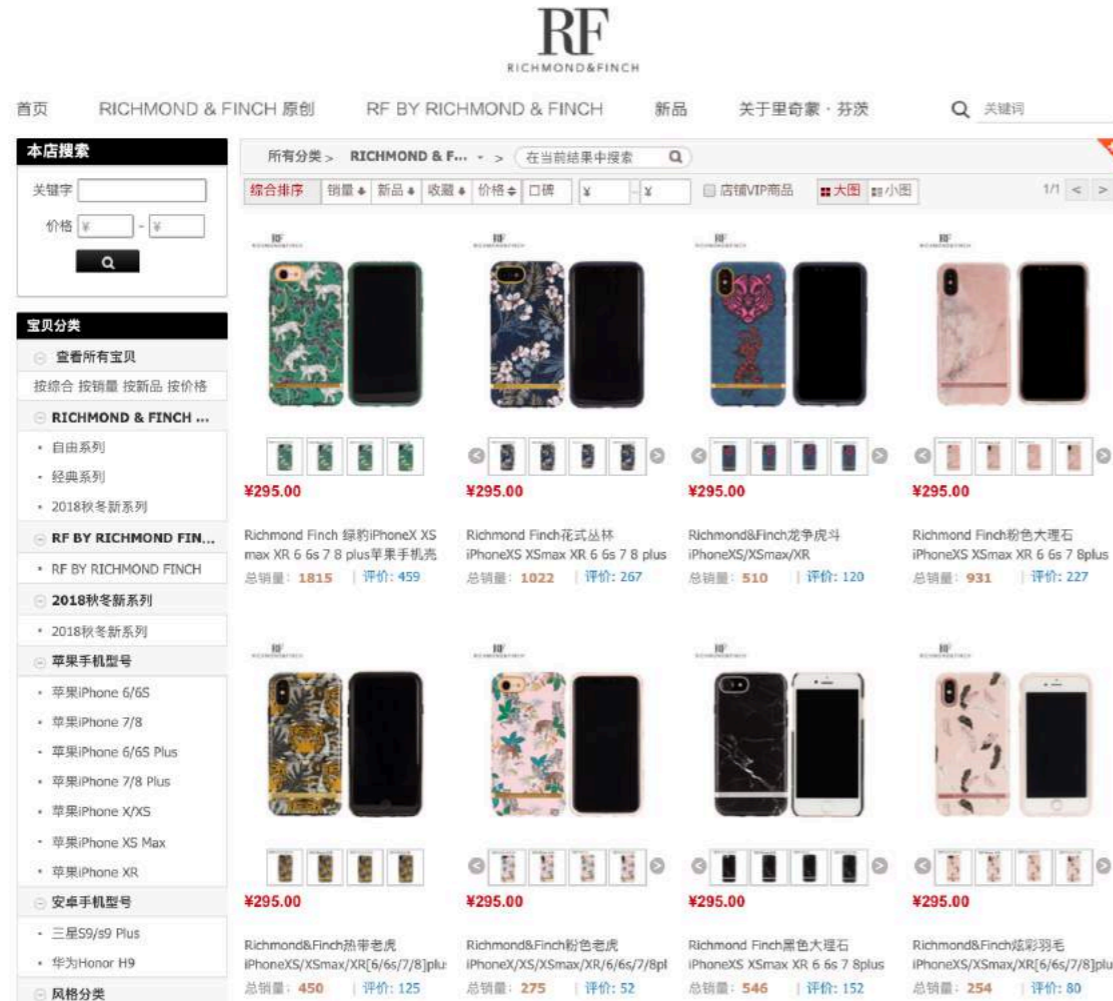
**Oliver Spring - APAC Director
Richmond&Finch**

Brief: Create and operate a Tmall and Kaola Flagship store for Richmond & Finch and supply & manage their taobao.com re-sellers.

In september 2018 Richmond & Finch entered the Chinese market by working together with AsiaAssist. In this collaboration AsiaAssist enabled Richmond & Finch to not work with multiple accounts anymore but to work only with AsiaAssist to sell in the Chinese market. So one point of contact and transparency in operations.

Richmond & Finch now sells via AsiaAssist direct-to-consumer in the Chinese market via tmall.com, taobao.com and kaola.com, and has full control over their brand in China.

SALES CHANNELS



Richmond & Finch has no offline presence in the Chinese market so it is important for Richmond & Finch to have multiple sales channels in the online Chinese market to grow their market share. The obvious choice for Richmond & Finch was to open a Tmall Flagship Store.

To gain market share faster Richmond & Finch decided to open a flagship store on the APP called XiaoHongShu. This APP is the equivalent of Instagram, but with an online store connected to it.

Besides these sales channels Richmond & Finch has a store on kaola.com and VIP.com.

Richmond & Finch has seasonal products with a winter and summer collection also a seasonal strategy had to be developed where out-of-season stock and clearance stock could be sold. For this we have opened a outlet store on Taobao with old season products to clear previous seasons.



TARGETING VIA XIAOHONGSHU



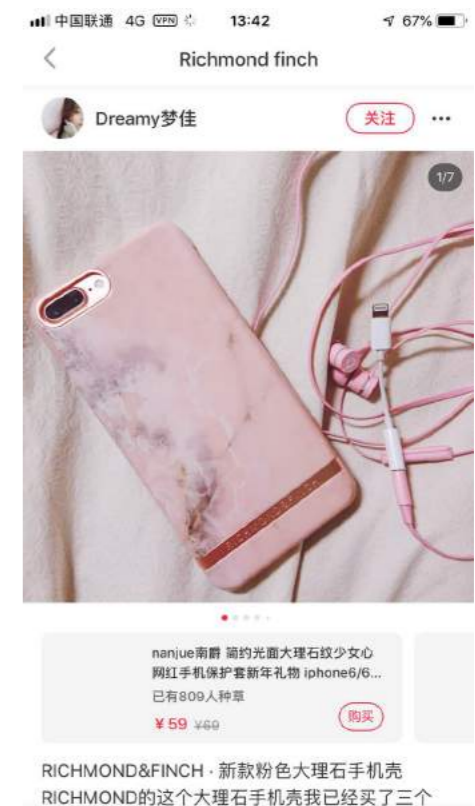
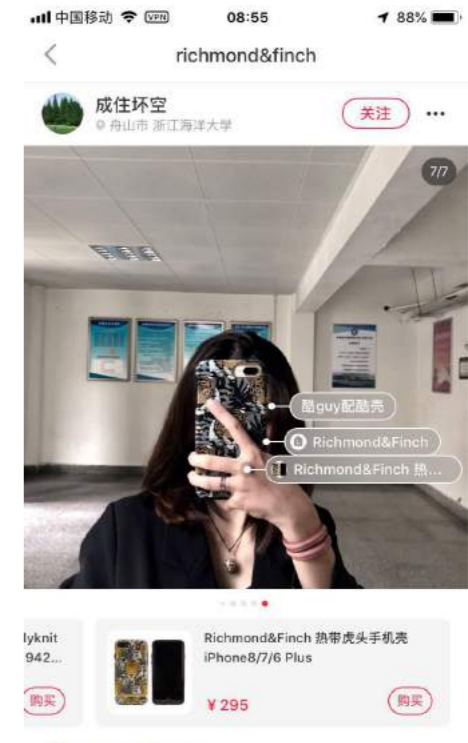
XiaoHongShu (小红书) is also known as RED and is highly used by Chinese millennials. All the content on this platform is user-generated content which makes this app transparent and it provides consumers to review foreign brands, get shopping tips, share fashion tips and to be able to read reviews on luxury products and swap their fashion ideas with their followers.

PERFECT TARGETING FOR RICHMOND & FINCH

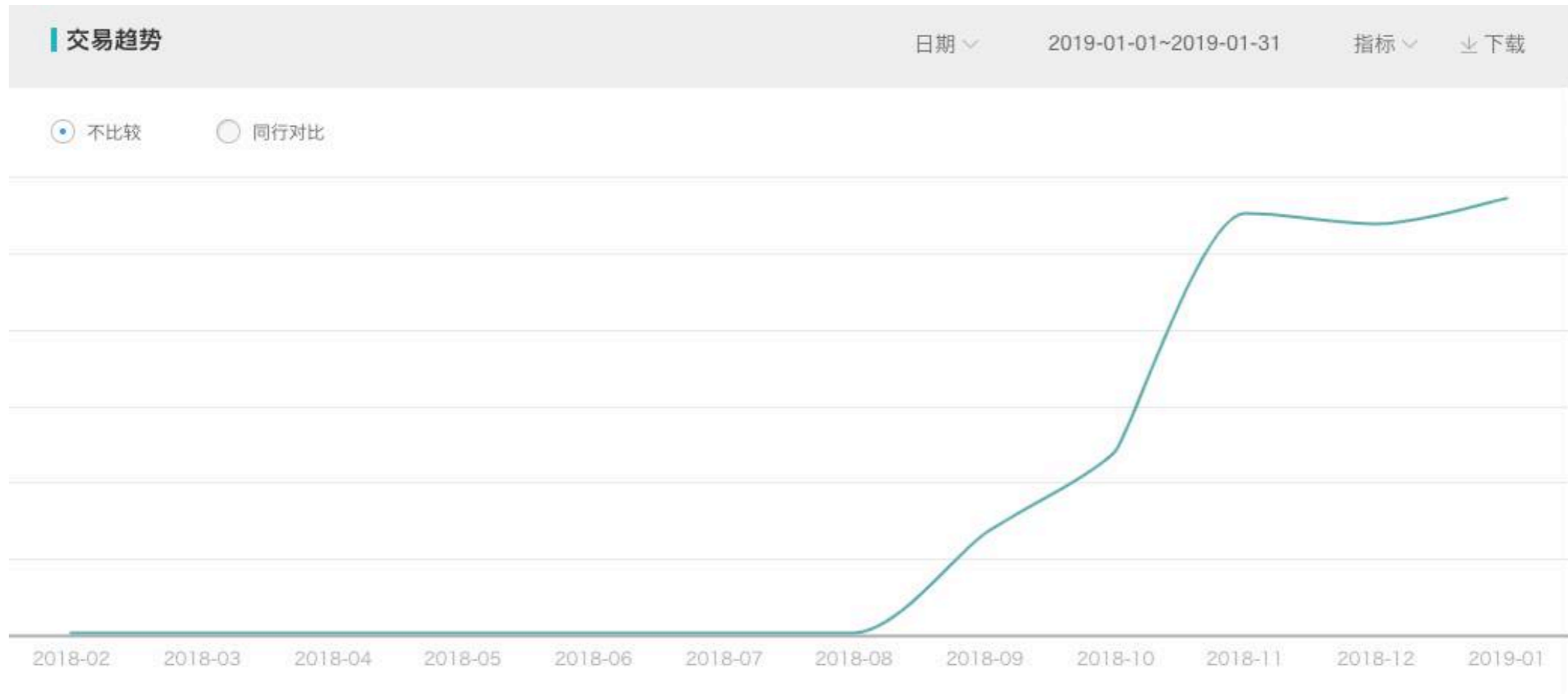
XiaoHongShu mainly targets Chinese women aged at 18 to 35-year-old and it has a great feature for Chinese millennials to discover and buy travel, cosmetics, healthcare, fashion & luxury products.

SHARE, REVIEW & PURCHASE AT THE SAME PLATFORM

The app is a great and reliable option for consumers since they can buy directly via the Official Brand online store on XiaoHongShu. Chinese consumers are very selective when it

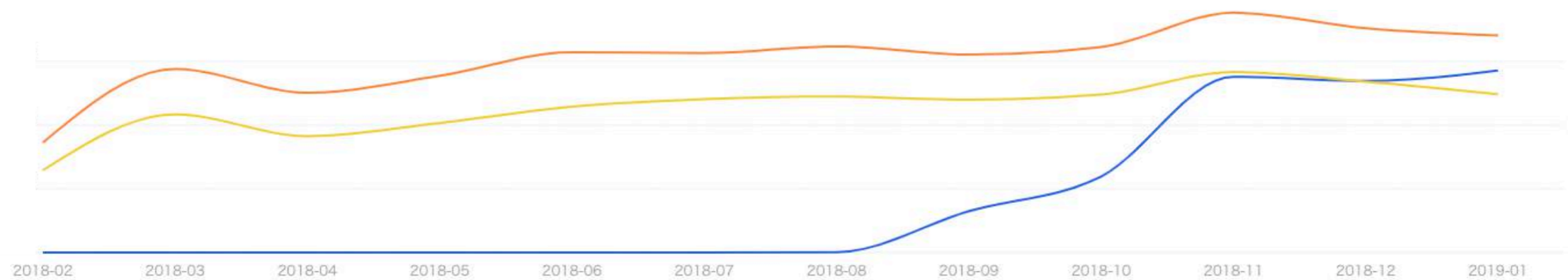


TMALL FLAGSHIP STORE REVENUE



Revenue starting from August-2018 when the Tmall Flagship store was launched till now.

COMPETITIVE RANKING TOP-15% BEST SELLERS ON TAOBAO.COM & TMALL.COM



Starting from August-2018 when the Tmall Flagship store Richmond & Finch entered the Top-15% best sellers on taobao.com & tmall.com in January-2019.

MEASURING UP AGAINST THE COMPETITION OF PHONE ACCESSORIES

When Richmond & Finch launched their Tmall Flagship store in August-2018 their store ranking (based on revenue) was the 4013 place out of 5000+. This ranking consists of all stores in the phone accessories category on Tmall and Taobao. In a period of only 6 months Richmond & Finch climbed towards the best 800 stores (top-15% stores) of tmall.com and taobao.com. The expectation is to be within the top 200 (top-5%) within the coming 12 months.

This was achieved by having a solid marketing and promotion plan for its Flagship store and all the taobao.com re-sellers of Richmond & Finch. A consistent pricing and marketing helped Richmond & Finch to show their high-end positioning in the phone accessories market and helped their strong performance on the platform of tmall.com.



Analytics back-end of tmall.com Richmond & Finch Flagship store

How to get success in China?

with  **AsiaAssist 亚伺**

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