



Paris, June 10th 2017

**MACCHI di CELLERE
GANGEMI**
studio legale

Omni-channel Distribution: O2O Sales coordination

What is Omni-Channel?

Omnichannel is a multichannel approach to sales that seeks to provide the customer with a seamless shopping experience whether the customer is shopping online from a desktop or mobile device, from a social media platform or in a bricks and mortar store.





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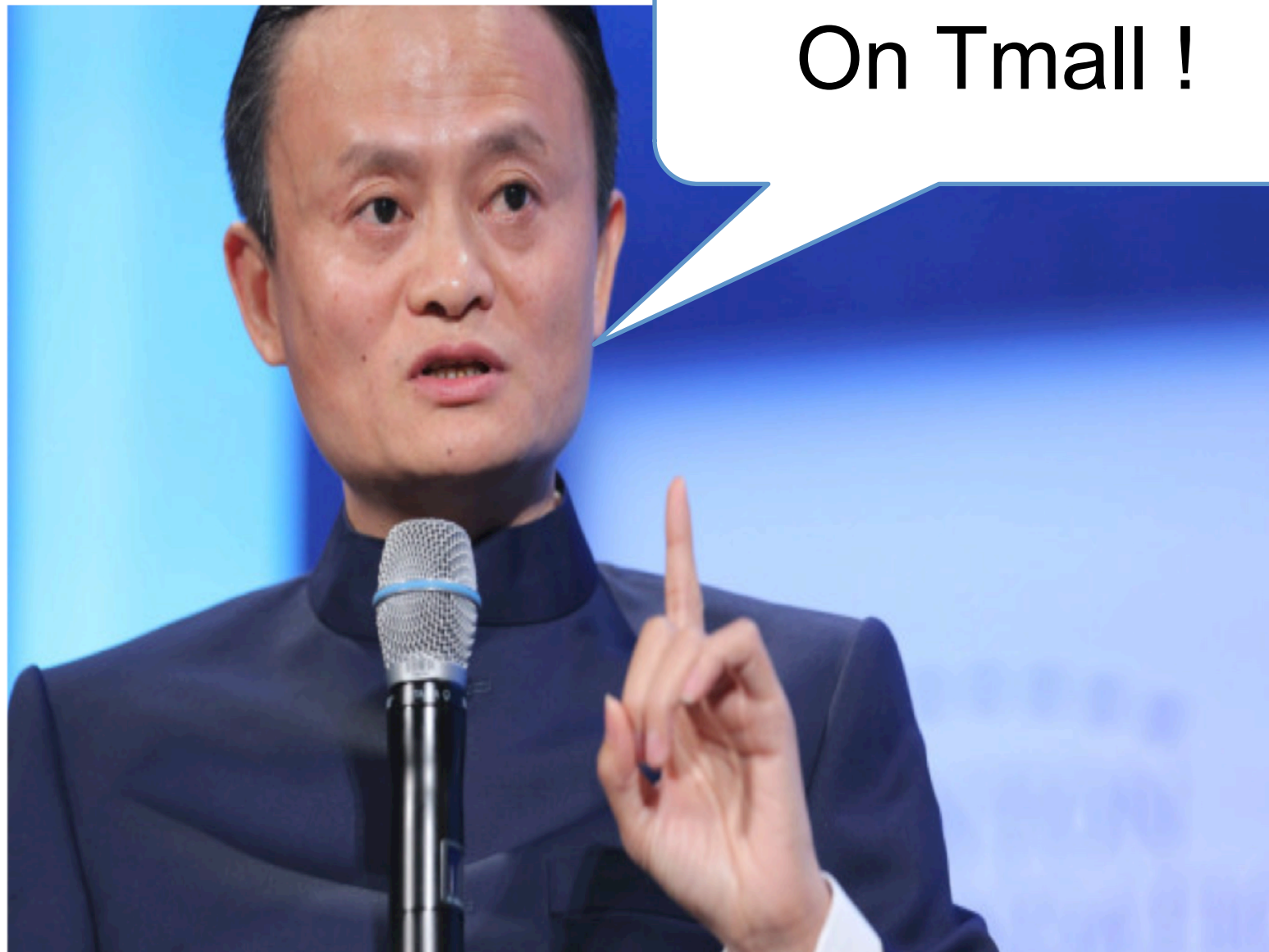
Where do you buy a luxury car in China?

At the dealer





On Tmall !





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Maserati on Tmall

天猫 Tmall.com | 玛莎拉蒂官方旗舰店 | 品牌直营 | 品质保障 | 5.0分 5.0分 5.0分 | 手机逛 | 特步321跑步节 | 搜天猫 | 搜本店

MASERATI | 玛莎拉蒂官方旗舰店 | 收藏店铺 | 首页 | 车型总览 | 预约试驾 | 品牌精品 | 关于我们

御风而至
玛莎拉蒂豪华 SUV Levante 天猫首发
前100名车主享优先提车权

立即抢定 >



TDI

First day

100 cars sold...

in 18 seconds !!!

517036485



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Alfa Romeo hits the gas on Tmall

<https://alfaromeo.tmall.com>



Alfa Romeo

首页

新车首发

精彩试驾

品牌精品

品牌故事

Veloce

搜索

怦然·心动

全新进口Giulia豪华运动轿车Veloce

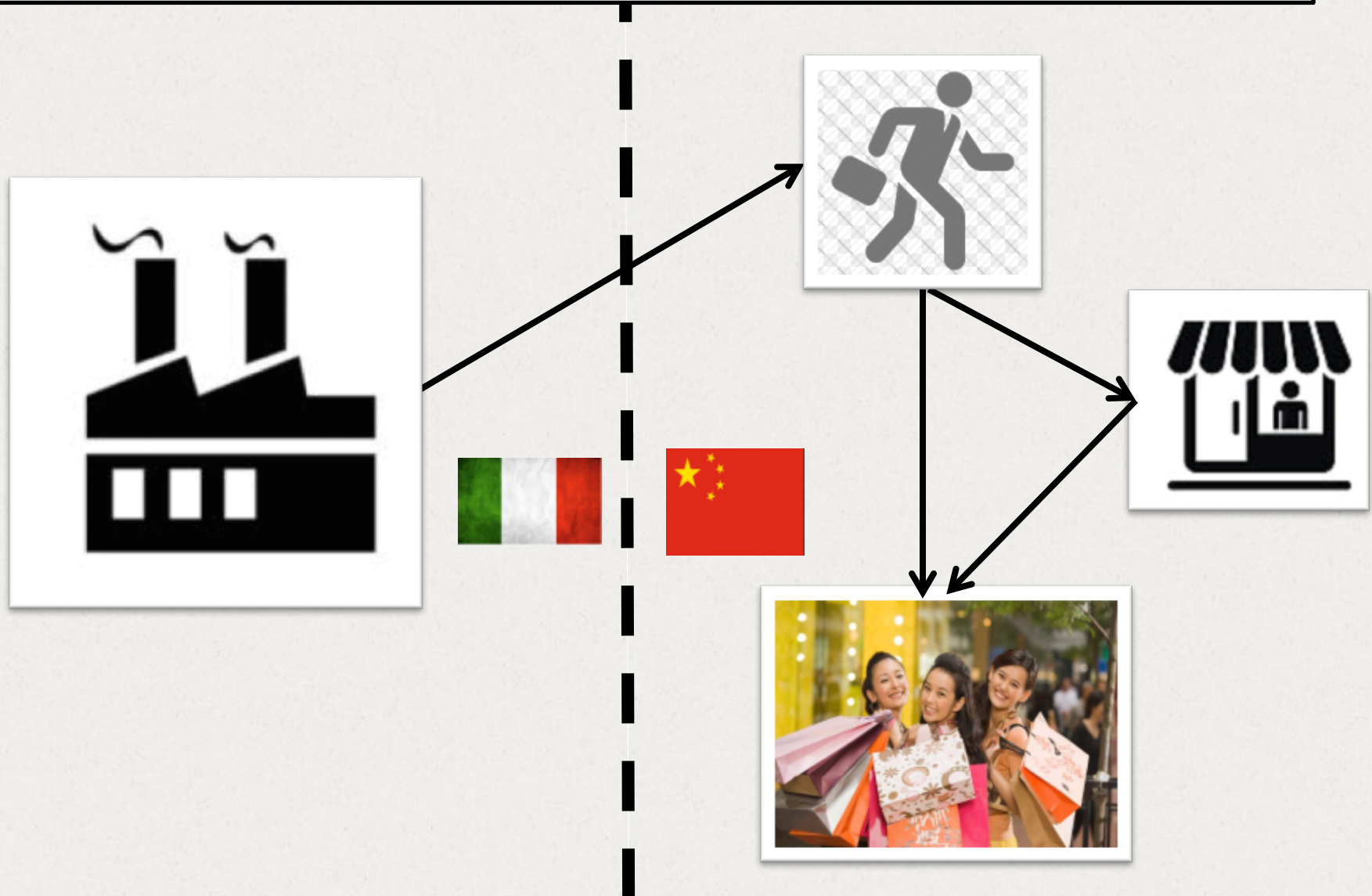
下订购车享双重礼遇

查看详情

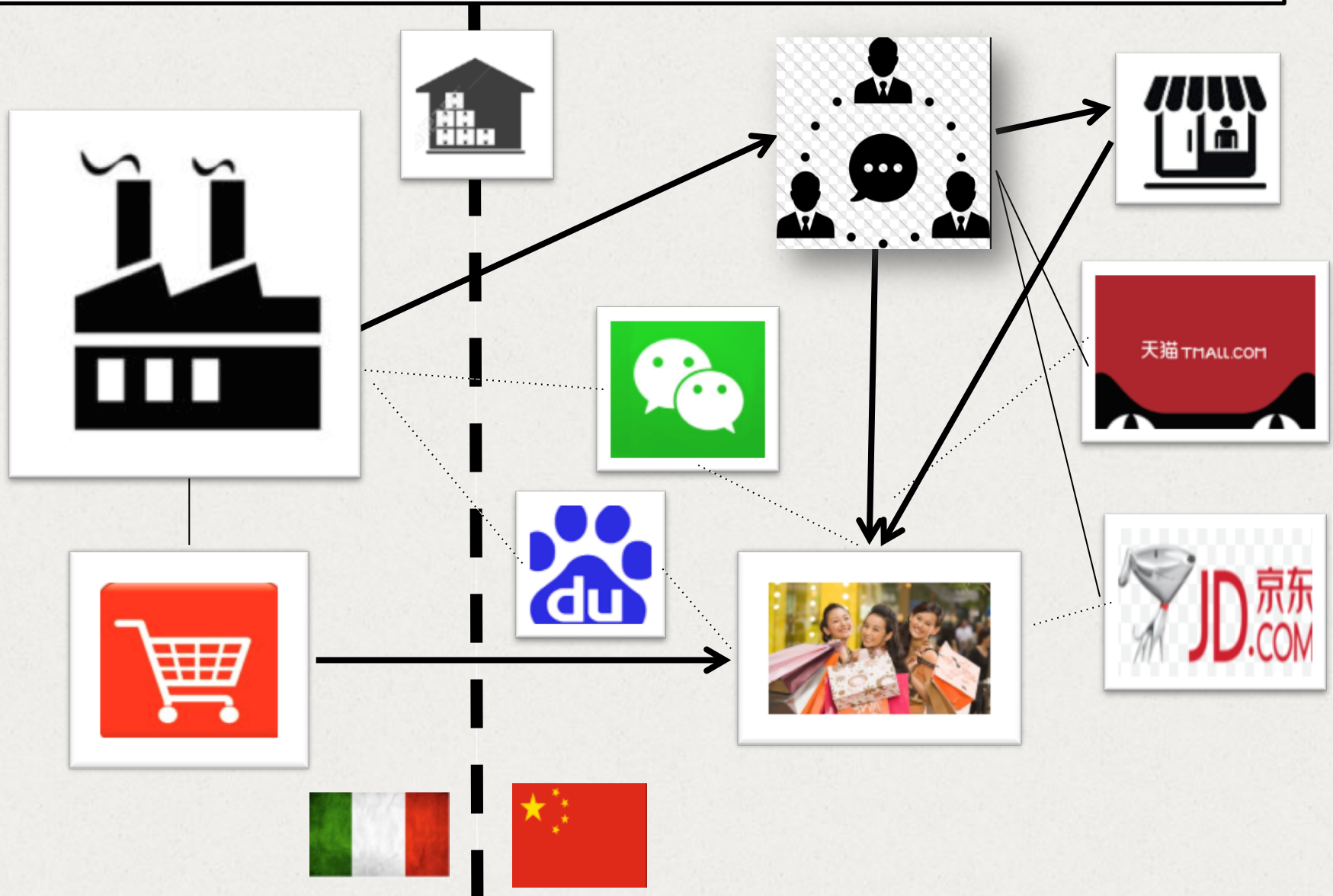


350 cars in less than 33 seconds

Traditional distribution



O 2 O distribution





天猫
TMALL.COM™

tion Institute

TMALL GLOBAL
天猫国际



- Products stored in Mainland China
- Fast delivery - 1/3 days on order
- Store: Business License
- Chinese legal person
- Chinese Team needed - Payment in CNY



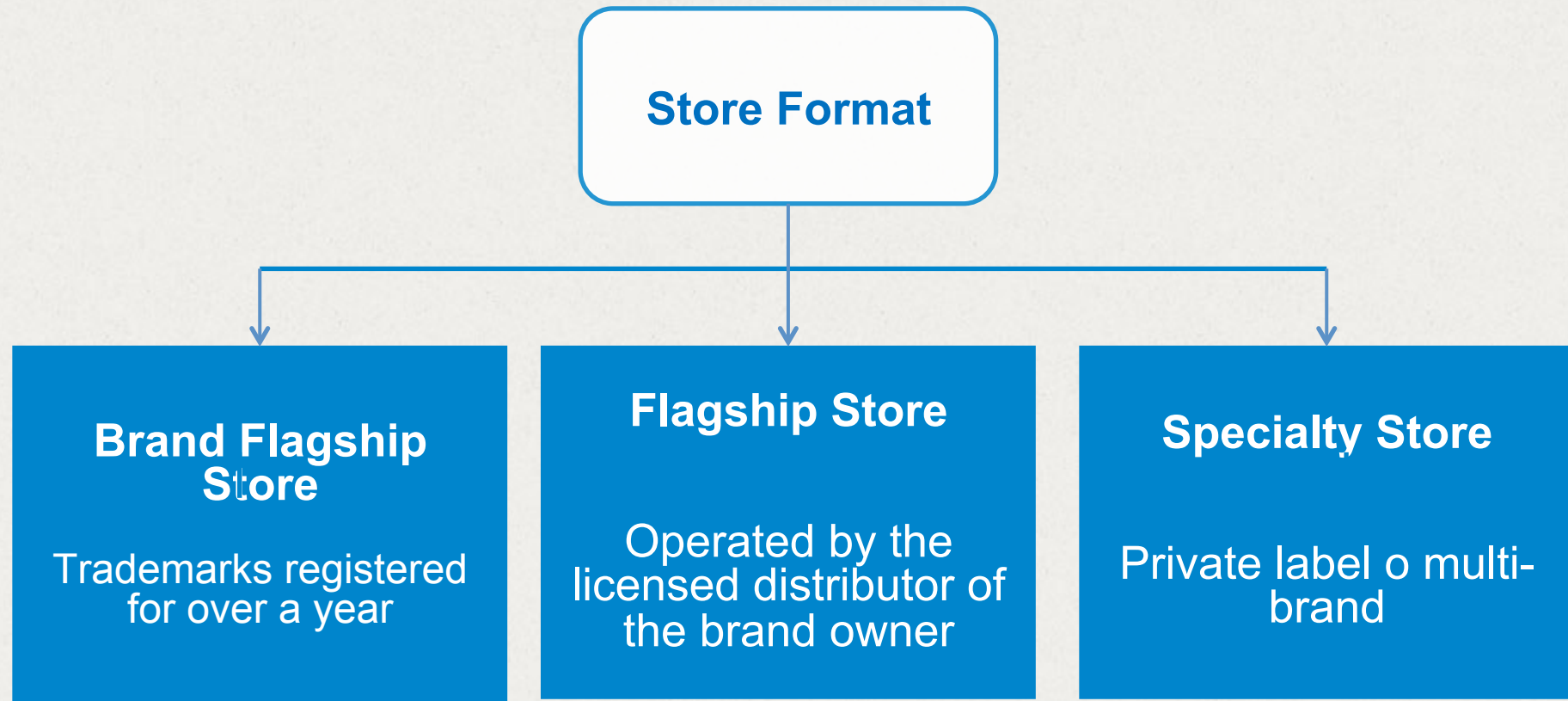
Business &
Products

- Products imported by pre-ordering
- Products Stored Abroad - Slow Shipping
- Business located abroad
- International companies
- No Chinese Team needed



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Different distribution models on Tmall



美妆个护

防晒 / 乳液面霜 / 面膜
BB霜 / 洗发护发 / 男士护理

食品保健

营养 / 心脑血管 / 儿童
进口零食 / 进口生鲜 / 日本零食

母婴用品

奶粉 / 纸尿裤 / 钙铁锌
防晒霜 / 米粉/辅食 / 奶瓶

服饰鞋包

运动鞋 / 女包 / 腕表
连衣裙 / 钱包 / 文胸

生活/数码

净水器 / 按摩梳子 / 保温杯
空气净化 / 厨房锅具 / 餐具

LAPERLA
全场3折起

刘雯同款绸缎高跟鞋
豪礼大奖等你拿

活动时间：7.13-7.15

大牌上新
抢先拥有



paraseller海外旗舰店



拜乐思
Paraseller

法国最大药妆连锁超市

环球买买买 没时间去看世界，就把世界送到你面前

WeChat

- 889.3 million monthly active users
- They spend an average of 90 minutes on the platform every day



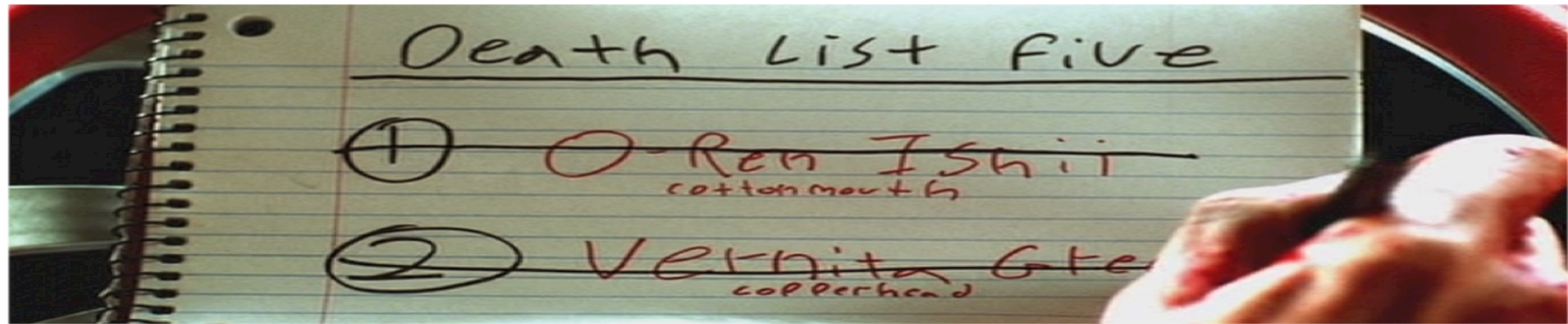
WeChat Store

What is WeChat Shop?

WeChat started out as messaging APP, and quickly extended its functions to include social medias and services. However, the core of WeChat business model is e-commerce: the ability of WeChat to become the electronic wallet of its users.



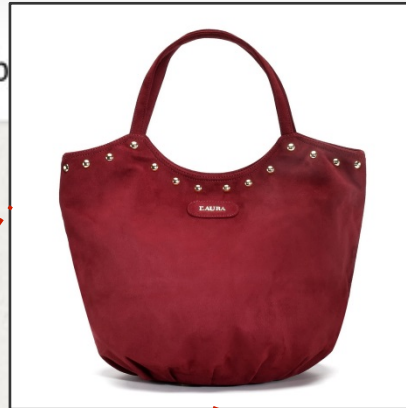
When users are accessing your website via WeChat, they can use WeChat as a billing system to check-out through a “one-click-payment”: this enables an extremely seamless user experience and a significant increase in your sales conversion rate.



TRADITIONAL DISTRIBUTION	OMNI CHANNEL SETUP
<ul style="list-style-type: none"> ▶ Brand protection in China ▶ Due diligence on distributor ▶ Compliance to import product standards ▶ Business model definition ▶ Contract with the distributor ▶ Management of any territorial or exclusive channel ▶ Handle of trade disputes and forgery 	<ul style="list-style-type: none"> ▶ Selection of online sales channels ▶ Service contracts with Trusted Partners (TP) for opening and managing Virtual Store (s) ▶ Coordination of channels online and offline ▶ Management platforms e-commerce and social media and business plans for promotional activities ▶ Logistics (import — customs - FTZ and last mile) ▶ Customer care



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E-commerce
off-shore

E-commerce
on-shore

Marketing and
Communications
Consultant

Lawyer

Offline Distributor

Trusted Partner
(*virtual store
manager*)

Digital Branding

Social Media

Event
Management

Local Promotion

IP Protection

Distribution
Agreements

Litigation

TP Contracts

Logistics

Warehouse

Order
management

Shipment

After-sales

Exclusive or not exclusive?

- ✓ China is a continental country
- ✓ Where is the distributor located?
- ✓ What is the commercial network?
- ✓ Where are the clients?
- ✓ E-commerce allows you to reach the whole China
- ✓ +100 cities > 1 mln inhabitants
- ✓ Link the eventual exclusivity to minimum turnover



JD.COM 京东







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Omni-channel seamless strategy

Brick+mortar
sales points

Digital
Branding

Virtual stores



Alfa Romeo & Tmall

How does it work ?

- Alfa Romeo forged an **exclusive strategic partnership** with Alibaba's Tmall to market and sell its cars online in China
- Tmall: it is the **sole authorized internet channel** for the Italian car brand
- Alfa Romeo will use Maserati's 45 dealerships in China to operate the **offline part** of its business;
- Consumers who place deposits online can redeem e-coupons and **pick up the cars in physical outlets**
- Alibaba said it drafted this kind of O2O business model to connect car brands, offline distributors and after-sales service providers, and offer a seamless online shopping experience for customers.

How to coordinate different distributors?

- Different brands or different types of products available online / offline
- Order on line and pick up in store (store gets a commission + possible upsale + tracks the customer)
- Order in store and receive from e-commerce platform (same incentives + store does not need a big stock of products)
- Order on Wechat and decide where to pick up depending on location and type of product

Normative Framework

- Applicable law: General Principles of Civil Law (民法通则)
- Contract Law (合同法)
- Anti-Monopoly Law (反垄断法)
- Law against Unfair Competition (反不正当竞争法)
- Law on Trademarks (商标法)
- Law on Patent (专利法).

Chinese Anti-monopoly law (2007)

13.6: The term “monopoly agreements” as mentioned in this Law refers to the agreements, decisions or other concerted behaviors that may eliminate or restrict competition

14: Business operators are prohibited from reaching any of the following monopoly agreements with their trading parties:

1) Fixing the price of commodities for resale to a third party

2) Restricting the minimum price of commodities for resale to a third party

Chinese Anti-monopoly law (2007)

46: Where the business operators reach and fulfill a monopoly agreement in violation of this Law, the Anti-monopoly Law Enforcement Agency shall order them to stop the violations, confiscate the illegal gains and impose a fine of 1% up to 10% of the sales revenue made in the previous year.

Where reached monopoly agreement has not been fulfilled, a fine of less than 500,000 yuan may be imposed.



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