Unit *3*

Opening a Cross-border E-commerce Store

Introduction

This unit is about how to open a Cross-border E-commerce store. It is divided into three parts. The first part is about the preparations for opening a Cross-border E-commerce store. The second part is about registration. In this part, the Cross-border E-commerce platform Wish serves as an example to show detailed procedures and operations about how to register for a store on a Cross-border E-commerce platform. The third part is about launching products on a Cross-border E-commerce platform. This part still takes Wish platform as an example to show how to launch products on a Cross-border E-commerce platform.

Contents

Part A　Preparing for Opening a Cross-border E-commerce Store
Part B　Registering for a Cross-border E-commerce Store
Part C　Launching Products on a Cross-border E-commerce Platform

Learning Aims

- Acquire basic knowledge about the preparations before opening across-border E-commerce store.
- Understand how to register for across-border E-commerce store.
- Understand how to launch products on across-border E-commerce platform.
- Learn words, phrases, expressions and terms in this unit about opening across-border E-commerce store.

Capability Aims

- Be able to talk in English about the basic information covered in this unit concerning opening across-border E-commerce store.
- Be able to register for a Cross-border E-commerce store.

• Be able to launch products on across-border E-commerce platform.

Related Materials

Part A   Preparing for Opening a Cross-border E-commerce Store

Preparations for opening a Cross-border E-commerce store is indispensable. They can help deepen the merchants' understanding of Cross-border E-commerce and how to do business on a Cross-border E-commerce platform.

First，the merchants need to choose a type of Cross-border E-commerce based on the different classifications of Cross-border E-commerce.

Second，the merchants should take the market into consideration，whether it targets at America，Europe，Southeast Asia or somewhere else. For example，Amazon，eBay and Wish have the largest market share in Europe and America. AliExpress is most popular in Russia and Spain. Lazada and Shopee are suitable for those who target at Southeast Asia. While for markets in France，Cdiscount or **Fnac** is good choices.

Third，the merchants need to compare and contrast different Cross-border E-commerce platforms such as their respective features，rules，advantages and disadvantages，then choose the most suitable platform. For example，Amazon is the world's top E-commerce transaction platform with large market share and profit while it is demanding in operation and fund. However，regional platforms like Shopee are easier with imperfect platform rules and products SKU.

Fourth，the merchants should have a systematic learning about the chosen Cross-border E-commerce platform，especially about registration，account，the Merchant Terms of Service and some illegal operations to save time and unnecessary cost.

Fifth，the merchants need to prepare required materials to settle in a platform. For Amazon，the required materials include enterprise business license，legal representative ID card，mailbox，mobile phone，VISA credit card. All these information must be true and correct. Otherwise，in the second verification，the store will be banned if you fail to submit required materials. While for Shopee，the required materials only include individual or company business license，legal representative ID card，mobile phone，QQ，mailbox. It is also free to settle in with no second verification，rent or deposit. And the first three months are free of sales commissions.

Sixth，the merchants need to confirm the delivery method，whether it is FBM or delivery by stock up. For Amazon，it has FBM and **FBA**. Shopee has its own logistics channel. You only need to deliver to a transit warehouse of Shopee in a certain country，and Shopee will be responsible for the follow-up distribution，which saves you time and

effort.

Seventh, merchants also need to confirm the product category and products based on the market's needs such as religious belief, local customs and practices. For example, Amazon is mainly targeting sellers in Europe and America whose living and income standards are relatively high. Therefore, the products on this platform must have the quality guarantee. Due to the epidemic, the demands for domestic appliances, entertainment products and pet supplies are increasing in these markets. While for Shopee, you are not supposed to sell down coats because of climate situation in Southeast Asia. Meanwhile, you need to integrate all the possible sources of goods to ensure stable supplies.

Finally, the merchants need to build a competitive team. The members in a team need time to cooperate with each other effectively and efficiently to guarantee smooth business operation.

Questions

1. Which platforms are suitable for markets in Europe and America?
2. What are the required materials for registering for a store on Amazon platform?
3. What does FBA and FBM refer to?
4. What are the other possible factors merchants need to take into consideration before opening a Cross-border E-commerce store?

Notes

1. Fnac：法国的一家零售企业，开业于 1954 年，是法国人购买电子科技产品的首选平台，法国排名第三的文化产品和电器产品零售商，类似京东。
2. FBA：Fulfillment by Amazon，亚马逊物流服务，成立于 2007 年，即亚马逊将自身平台开放给第三方卖家，将其库存纳入亚马逊的全球物流网络，为其提供拣货、包装以及终端配送服务，亚马逊则收取服务费用。

New Words and Terms

1. respective	adj. 分别的；各自的
2. demanding	adj. 要求高的；需要高技能的
3. verification	n. 验证
4. deposit	n. 押金
5. down-coat	n. 羽绒服
6. take...into consideration	考虑…
7. merchant terms of services	商家服务条款

8. settle in	入驻
9. legal representative	法定代表人
10. sales commissions	销售佣金
11. transit warehouse	中转仓库

Exercises

Task 1：Complete the following sentences with the words or phrases in the box.

deposit   verification   demanding   respective   take…into consideration

1. Being a salesman is a _____ job.
2. We ask for one month's rent in advance，plus a _____ of ＄500.
3. We all went back to our _____ homes to wait for news.
4. In this step，the embassy to which he submits the paperwork will choose a service provider，whose job is to process the _____.
5. We will _____ your recent illness _____ when marking your exams.

Task 2：Translate the following sentences into Chinese.

1. Third，the merchants need to compare and contrast different Cross-border E-commerce platforms such as their respective features，rules，advantages and disadvantages，then choose the most suitable platform.
2. Due to the epidemic，the demands for domestic appliances，entertainment products and pet supplies are increasing in these markets.
3. Fourth，the merchants should have a systematic learning about the chosen Cross-border E-commerce platform，especially about registration，account，the Merchant Terms of Service and some illegal operations to save time and unnecessary cost.
4. For Amazon，the required materials include enterprise business license，legal representative ID card，mailbox，mobile phone，VISA credit card.
5. You only need to deliver to a transit warehouse of Shopee in a certain country，and Shopee will be responsible for the follow-up distribution，which saves you time and effort.

Part B   Registering for a Cross-border E-commerce Store

This part takes Wish platform as an example to demonstrate the policies for registration and the specific procedures to register for a Cross-border E-commerce Store.

1. Policies for Registration

（1）Information provided at registration must be true and correct. Otherwise，the merchant's account may be at risk of suspension，funds withholding or freeze，user ban，account termination or ban.

（2）Each entity may have one account only. If any company or person has multiple accounts. All accounts risk suspension.

（3）ERP Partners and Private **API** are subject to Partner Terms of Service. ERP Partners and Private API merchants that are used on Wish are subject to the Wish API Terms of Service.

（4）Merchants must properly safeguard customer data. Failing to properly safeguard personal customer information and data may result in higher penalties，suspension，and/or termination. Examples of improper safeguarding of customer information and data include，but are not limited to：

① Improperly exposing names and addresses of customers to outside parties

② Posting API tokens publicly

③ Sharing passwords to accounts

For more and further registration policies，you can go to the Policy Overview for merchants on Wish platform through this URL：https://merchant.wish.com/policy.

2. Procedures for Registration

Step 1：Open a search engine and input the URL：https://merchant.wish.com/welcome.

Step 2：Enter the homepage，click 'open a store immediately'.

picture 3-1

Step 3：Enter the interface of 'Begin to create your Wish store'. The user can choose to switch the interface language from Chinese to English or to any other language through the top right corner pull-down menu.
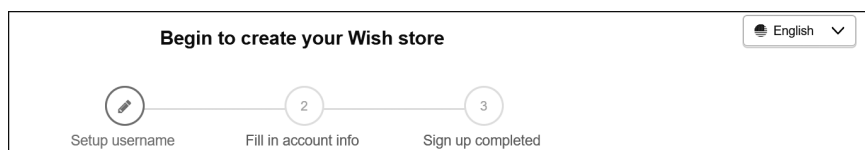
picture 3-2

Step 4：Enter the interface of 'set up username'.

picture 3-3

First，the user is required to input e-mail address. This e-mail address will be the user name to log in to the merchant platform in the future.

Second，the user is required to input password. To ensure the user's account security，the password cannot have common combination of digits or letters. Instead，it must have no less than 8 characters which include letters，digits and marks. For example，'password100@store'.

Third，the user is required to input mobile-phone number and the text in the image on the right side and then click 'send validation code'. If it is successfully sent，a dialog box will appear on the screen like the following picture.
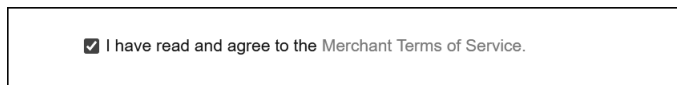
Then，the user is required to click 'OK' and then input the validation code from the mobile phone.

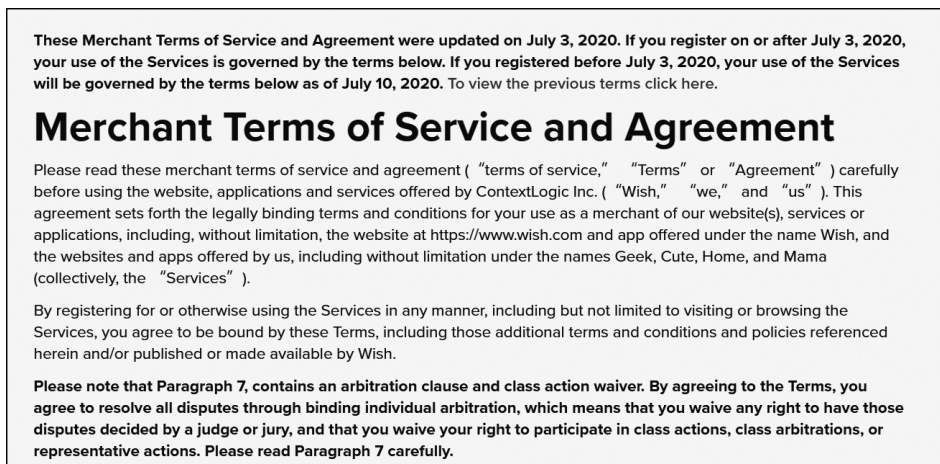Step 5：At this time，the interface jumps to the 'Merchant Terms of Service'. The
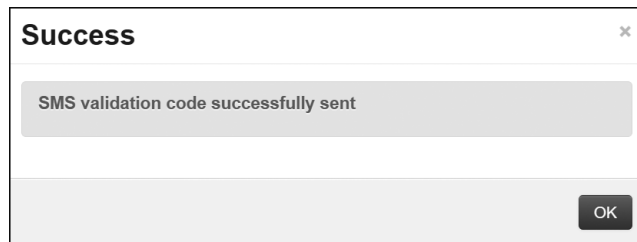
user is required to read carefully the terms of service and related policies and then click 'I have read and agree to the Merchant Terms of Service'.

The following picture shows part of the Merchant Terms of Service.

These Merchant Terms of Service and Agreement were updated on July 3, 2020. If you register on or after July 3, 2020, your use of the Services is governed by the terms below. If you registered before July 3, 2020, your use of the Services will be governed by the terms below as of July 10, 2020. To view the previous terms click here.

Merchant Terms of Service and Agreement

Please read these merchant terms of service and agreement ("terms of service," "Terms" or "Agreement") carefully before using the website, applications and services offered by ContextLogic Inc. ("Wish," "we," and "us"). This agreement sets forth the legally binding terms and conditions for your use as a merchant of our website(s), services or applications, including, without limitation, the website at https://www.wish.com and app offered under the name Wish, and the websites and apps offered by us, including without limitation under the names Geek, Cute, Home, and Mama (collectively, the "Services").

By registering for or otherwise using the Services in any manner, including but not limited to visiting or browsing the Services, you agree to be bound by these Terms, including those additional terms and conditions and policies referenced herein and/or published or made available by Wish.

Please note that Paragraph 7, contains an arbitration clause and class action waiver. By agreeing to the Terms, you agree to resolve all disputes through binding individual arbitration, which means that you waive any right to have those disputes decided by a judge or jury, and that you waive your right to participate in class actions, class arbitrations, or representative actions. Please read Paragraph 7 carefully.

After all the steps mentioned above have been completed，the user is required to click 'Create Store'.

Step 6：At this time，the interface jumps to 'verification email'. The platform's system has automatically sent the verification email to the user's email address. The user is required to click 'Check my email now'.

The user receives an email and is required to click 'verification mailbox' or the URL in this email.

Step 7：The interface jumps back to 'Wish for Merchants platform'. The user is required to continue filling in information.

Verification email has been sent to your email address:
857661884@qq.com

Please click the link in the email to continue signing up

Check my email now

Didn't received the email?
Please check your spam first.
If you still cannot find the email, you can re-send the email or change email address

picture 3-7

请确认您的邮箱，距离您注册成功只差一步了！

确认邮箱

看不到或者无法点击以上按钮，您可以将以下链接复制至浏览器中，同样可以完成注册
https://merchant.wish.com/signup-v3?
id=6118baac74d48208da490baf&validate=f3eeee08fd9511eb9f02fe4fbf1d7522&recvuid=6118baac74d48208da4
90baf&template=emails%252Fsignup_v3_confirmation_email.html&campaign_id=1136_2021-08-
14_0&noti_type=1136&uuid=b6b5b6b568ff4ce082fba776dda68c2a

Happy Wishing,
The Wish Team

Wish - 1 Sansome St. 40th Floor, San Francisco, CA 94104

Don't want to receive these emails anymore? Unsubscribe

picture 3-8

picture 3-9

First，the user needs to input a store name. The user cannot use "Wish" in the store name or names that infringe other brands，such as Wish Top One or Nike Store. This platform suggests using a name related to the products like Lucy Jewelry World. And unsuitable names may result in shutdown of the store.

Second，the user needs to input his/her real name，including last name and first name in Chinese. The name must match the certification information in real-name verification.

Third，the user needs to input the office address，including country/region，province/ autonomous region / municipality，city/ county /town，street，house number and zip code and then click 'next' to finish registration.

> ✓ **Congratulations on your successful registration, and please complete the real-name verification as soon as possible.**
>
> Your email is 857661884@qq.com . Please keep this in mind.
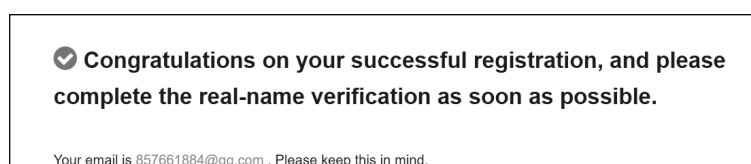
picture 3-10

Step 8：Complete the real-name verification so that the user can release products on Wish platform.There are two situations：individual account and company account.

👤 **Real-name verification for individual account**

1. Provide identification information.
2. Take photos and upload certification photos (Photographic tool, ID card, dark pen and paper needed.)
3. Provide payment information.

🏢 **Real-name verification for company account**

1. Provide business license.
2. Provide the ID information of the legal representative
3. The legal representative take photos and upload certification photos (Photographic tool, ID card of the legal representative, dark pen and paper needed.)
4. Provide payment information.

picture 3-11

The real-name verification for individual account is simpler and quite similar to the verification for company account. Therefore，the following part shows the details of real-name verification for company account.

First，input the company name，the unified social credit code or business license number and upload a clear business license color photo. Privately or individually-owned business cannot register for company account.

Second，input the legal representative name and ID number.

Third，prepare a photographic tool，ID card，dark-color pen，and a piece of paper for the verification of ID photo and finish this step within 15 minutes. The detailed

Company Account Real-name Verification

1 Company information — 2 Legal representative information — 3 ID photo verification — 4 Payment information

Company name   Must match the company name on the business licence

Input the company name on your business licence

Unified social credit code / Business license number

What is "unified social credit code"

Example: 110108001445941

Front photo of the business licence
Business license color photo. 5MB or less. The photo must be clear and not edited.

Upload the photo   See the example

营业执照

Do it next time   Next

picture 3-12

Legal representative name

Input the name that matches the legal representative ID number

Legal representative ID number

Example: 330303198810100001

Next

picture 3-13

requirements for the ID photo are described in the following picture from Wish platform registration.

Then，upload the ID photo for verification. The detailed operation procedures to do this are provided in the following picture from Wish platform.

Finally，click 'next' to complete payment information. On Wish platform，detailed operation about how to add payment information is provided to ensure the user can

Please prepare a photographic tool, ID card, dark-color pen, and a piece of paper

Real-name verification tips:

1. You can use a digital camera, or a smartphone with at least 5 megapixels camera (Don't use the smartphone with a beauty function)

2. The sharpness and the size of the photo (5MB or less) will have impact on your verification. Please choose the photographic tool carefully

3. The whole process must be finished within 15 minutes

Do it next time   Begin Verification

picture 3-14

Your validation code is Z5IYLSIH   Time remaining: 14:49

Now:

1. Write down the validation code on the paper with dark-color pen

2. Hold the ID card(ID number facing the camera) and the paper before your chest

3. Adjust your pose, so that your front face, the ID card, the validation code, your elbows, and your upper body are all in the photo

4. Make sure the focus of the camera is on the ID card. Take a color photo

5. The photo should be 5MB or less, and upload the photo

6. **It's important that the ID card is clear to read. It will speed up the verification process**

Upload the photo   See the example

Next

Your personal information will only be used to verify the Wish merchant. We will protect your privacy properly.

picture 3-15

receive money successfully from this platform after he/she begins business. This platform offers several payment service providers，like Payoneer and PayEco.

Provider

Please select a payment provider
AllPay
Payoneer
PingPong 金融
联动优势（UMPAY）
连连支付(LianLian Pay)
随时付 (PayEco)

Having trouble? Check out the signup guide

picture 3-16

If the user wants to receive payment through AllPay，he/she can choose AllPay from the pull-down menu like the following picture.

picture 3-17

After the payment information is confirmed，click 'Next' to submit the application. Then the user has completed all the registration processes and needs to wait for verification.

Questions

1. What will happen to the merchant's account if information provided for registration is not true or incorrect?
2. How many steps are involved in registering for a store on Wish platform? What are they?
3. What will be a secure and an insecure password like? Please write them down.
4. What factors should be considered in choosing a store name?
5. What should be provided for the real-name verification for company account?

Notes

API：Application Programming Interface，应用程序接口，是指一些预先定义的接口(如函数、HTTP 接口)或软件系统不同组成部分衔接的约定，用来提供应用程序与开发人员基于某软件或硬件得以访问的一组例程，而又无须访问源码或理解内部工作机制的细节；它也是一种中间件，用来为不同平台提供数据共享。

New Words and Terms

1. suspension	n. 暂缓；延期
2. freeze	v. 冻结
3. termination	n. 终止
4. entity	n. 实体
5. properly	adv. 正确地；恰当地
6. safeguard	v. 保护；保卫
7. penalty	n. 处罚；惩罚
8. token	n. 令牌；象征；标志
9. switch	v. 切换
10. digit	n. (0~9 中的任何一个)数字
11. character	n. 字符
12. mark	n. 符号
13. infringe	v. 侵犯；触犯
14. certification	n. 证明；合格证
15. municipality	n. 直辖市
16. county	n. 县
17. photographic	adj. 照片的；摄影的
18. funds withholding	资金扣留
19. pull-down menu	下拉菜单
20. validation code	验证码
21. autonomous region	自治区
22. house number	门牌号
23. zip code	邮政编码
24. unified social credit code	统一社会信用代码
25. privately or individually-owned business	私营企业

Exercises

Task 3：Complete the following sentences with the words or phrases in the box.

suspension	termination	freeze	penalty	switch
infringe	properly	safeguard	photographic	certification

1. The court _____ their assets.

2. Then he's not doing his job _____.

3. Both sides are now working towards a _____ of hostilities.

4. We successfully completed the _____ for open water diving.

5. You may face a reduction or _____ of benefits.

6. The industry has a duty to _____ consumers.

7. She worked as a librarian before _____ to journalism.

8. A backup copy of a computer program does not _____ copyright.

9. The software allows you to scan _____ images on your personal computer.

10. Withdrawing the money early will result in a 10% _____.

Task4：Register for a store on another Cross-border E-commerce platform and write down each step with pictures provided. Then compare the similarities and differences in registration between this platform and Wish platform.

Part C   Launching Products on a Cross-border E-commerce Platform

Different platforms have different rules，policies and procedures to launch products. However，there are some similar parts. This part will also take Wish platform as an example to show how to launch products on a Cross-border E-commerce platform.

1. Rules and policies for Launching Products

(1) Information provided during product upload must be accurate.

(2) Counterfeit products are strictly prohibited on Wish.

(3) Products and listings may not infringe on the intellectual property of others.

(4) Product listings may not refer customers off of Wish.

(5) Listing duplicate products is prohibited.

(6) Modifying a product listing from its original product to a new product is forbidden.

(7) Prohibited product listings will be penalized.

(8) A product listing may not include different products of high variance.

(9) Extreme price variance within one product listing is prohibited.

(10) Product listings that are detected to be misleading will be penalized.

(11) Extreme price increases within one product listing are prohibited.

For more and further information about product launching rules and policies，you can go to Policy Overview for merchants on Wish platform through this URL：https：// merchant.wish.com/policy.

2. Procedures for Launching Products

As Wish platform merchants，they have three methods to launch products：add manually，add through a **CSV** product feed file，and add through an API. For new merchants on Wish platform，the first method is recommended to get them familiar with this platform and procedures. Therefore，the following content focuses on the detailed introduction of adding products manually.

First，log in to your merchant account at https：//merchant.wish.com/login. From the top menu，click Products，Add New Products and then Manual. This will take you to https：//merchant.wish.com/add-products.
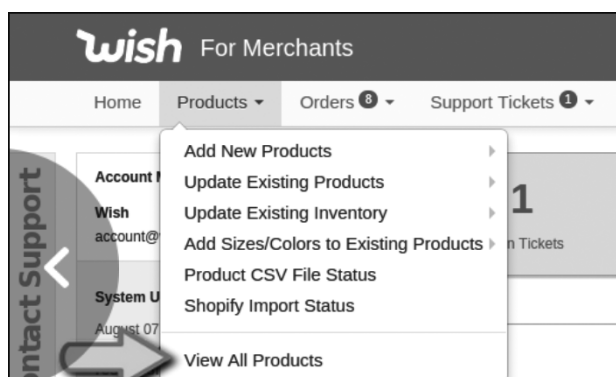
picture 3-18

Second，enter the products' basic information including the product name，description，tags and unique product ID like the following picture. For the tags，you can add up to 10 tags for your product—the more tags，the easier it will be for users to find your product.

picture 3-19

Third，upload multiple high-quality images for each product which enables your potential customers to view your products as fully as possible and increases the exposure

of these products.
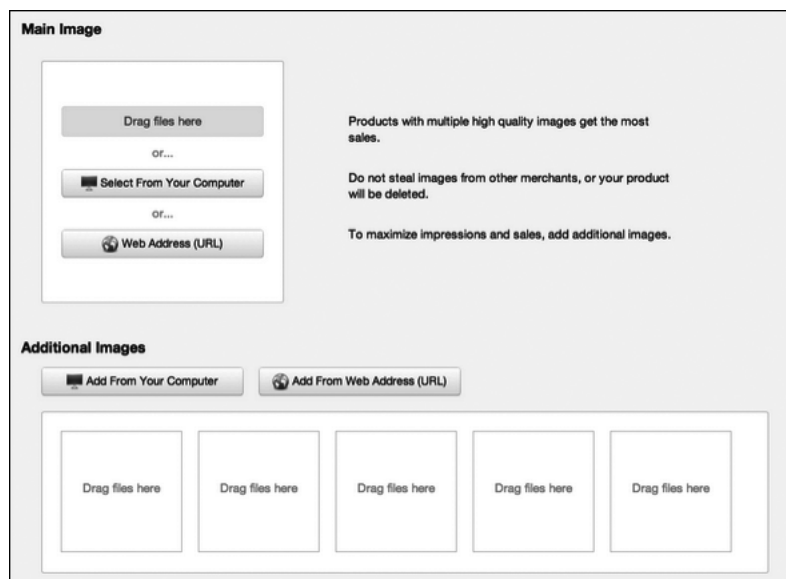
picture 3-20

There are three different methods to upload the images of products：Drag & drop，upload from computers and use image URL.

Drag & Drop：it is the simplest way to upload multiple images for your product. Click on the image you would like to add and drag it into the main image field. Meanwhile，you can continue to click the images you would like to add，and then drag them to additional image field.

Upload from computers：if you choose to add an image from your computer，first select 'Add From Your Computer' and then choose the images you would like to add for the product.

Use image URL：you can upload a product image via the web address by copying and pasting the image. If you don't have the image URL，you can go to a website where it's already listed and right-click on the product image to copy the URL.

Fourth，adding price and inventory.

You will enter the product's price，quantity，shipping costs and shipping time. You may also select a pre-set shipping time from the shown date ranges；or you may enter it manually if your shipping time is not listed. Fast and reliable shipping is crucial to customer satisfaction. The faster you fulfill and ship your orders，the more exposures your products will receive. Meanwhile，adding multiple high-quality images for your products is also one of the best ways to increase the product's exposure and push volume. The Local Currency is based on the Local Currency Code that can be found under Account → Settings → Currency Settings.

picture 3-21

Fifth，add country shipping. The country shipping of a product can be edited under the "Customize shipping price for chosen countries" section. Here you can set each country's shipping price and localized shipping price：

picture 3-22

Sixth，add colors and sizes. The best way to increase sales is to ensure your products have proper size and color information. Products that have correct sizing and color information sell more on the Wish platform. Customers trust products that have complete information about size and color options. They are much more likely to buy a product when they can select the size and color they prefer prior to the purchase. Luckily adding colors and sizes to your product is easy：

Simply check the box next to the color you would like to add. You may also add additional colors into the 'Other' field and it will appear in this section，for example，

picture 3-23

Black & White. Adding sizes is just as easy：

picture 3-24

First select the type of product you are uploading. As you select the appropriate category，the size chart will adjust in order to show the appropriate sizing. Once you have selected the product category，click the boxes next to the sizes that you would like to list for this product.

Seventh，add product variations. It will auto generate product information you have entered：

Here，you can adjust the price and quantity of each variation. Let's say you do not have sizes for the multi-color. Simply adjust the quantity to 0.

Finally，add optional product attributes.

Add more information to your item，and expand the optional information section. Here，you can add the **MSRP**，brand name，landing page URL and **UPC**. Click on the corresponding field to add an attribute to your item. Now submit to upload your new product！

picture 3-25

picture 3-26

Questions

1．What are the rules of launching products on Wish platform?

2．What are the ways to upload the images of products?

3．What are the steps involved in launching products on Wish platform?

4．What are the ways to launch products on Wish platform?

Notes

1．CSV：Comma Separated Values，逗号分隔值，字符分隔值，其文件以纯文本的形式存储表格数据（数字和文本），是一种通用的、相对简单的文件格式，被广泛应用；其最普遍的应用是在程序之间转移表格数据。

2．MSRP：Manufacturer Suggested Retail Price，制造商建议的零售价，市场指导价，厂商建议的零售价。

3．UPC：Universal Production Code，通用产品编码，产品代码，条形码，是美国统一代码委员会制定的一种商品专用条码，并在 1949 年取得专利；是最早被大规模应用的条码，是一种长度固定、连续的条码，目前主要在美国和加拿大使用，后通行于国际贸易中。

New Words and Terms

1. counterfeit	adj. 假冒的;伪劣的
2. prohibit	v. 禁止
3. duplicate	adj./v. 复制的;复制
4. modify	v. 调整
5. penalize	v. 惩罚;处罚
6. variance	n. 变化幅度;差额
7. manually	adv. 手动地
8. tag	n. 标签
9. feed	n. 电子表格文件(包含产品信息等)
10. pre-set	adj. 预先设置的
11. corresponding	adj. 符合的;相应的;相关的
12. intellectual property	知识财产
13. drag & drop	拖曳
14. main image field	主图区域
15. additional image field	附图区域
16. copy and paste	复制和粘贴
17. push volume	推送量
18. prior to	先于;在…之前
19. landing page	(网站)登录页

Exercises

Task 5：Complete the following sentences with the words or phrases in the box.

prohibit	counterfeit	duplicate	modify	manually
penalize	corresponding	variance	intellectual property	prior to

1. Are you aware that these notes are _____.
2. A price _____ of 5% is allowed.
3. For each rule that cannot be checked automatically，a drop-down list allows you to indicate that you checked it _____.
4. The war and the _____ fall in trade have had a devastating effect on the country.
5. New copies of the form can be _____ from a master copy.