

# OVERVIEW OF DAIGOU

SMCAKL  
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## WHY CHINESE NEED A DAIGOU

- Obtain products from overseas
  - Serious environmental issues
  - Concerns on unsafe products
  - Increased healthy lifestyle concept
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## WHY CHINESE CUSTOMERS LIKE AUSTRALIAN/ NZ PRODUCTS

- High quality
  - Organic and natural ingredients
  - A diverse categories of products
  - Affordable price
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# WHO AM I SELLING TO

- Friends
- Colleagues
- Relatives
- Friends' friend

Target markets	Focus products	Purchasing power
New/young mothers	Baby/children use mother-self benefits	Strong Price sensitive – Low
Young customers	Beauty Weight control	Medium -Strong Price sensitive – Medium
Senior people	Supplements against aging problem	Low Price sensitive – High



## WHY THEY BUY FROM ME

- Currently in New Zealand
  - My clients are people who I know
  - **Trust**
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# WHAT ARE THE ADVANTAGES OF DAIGOU OVER TAobao

- There are lots of fake products in Taobao
  - Some sellers on Taobao are not credible
  - Daigou's products are more trustworthy and reliable
  - If a client requires a certain product, he/she can contact Daigou to buy it.
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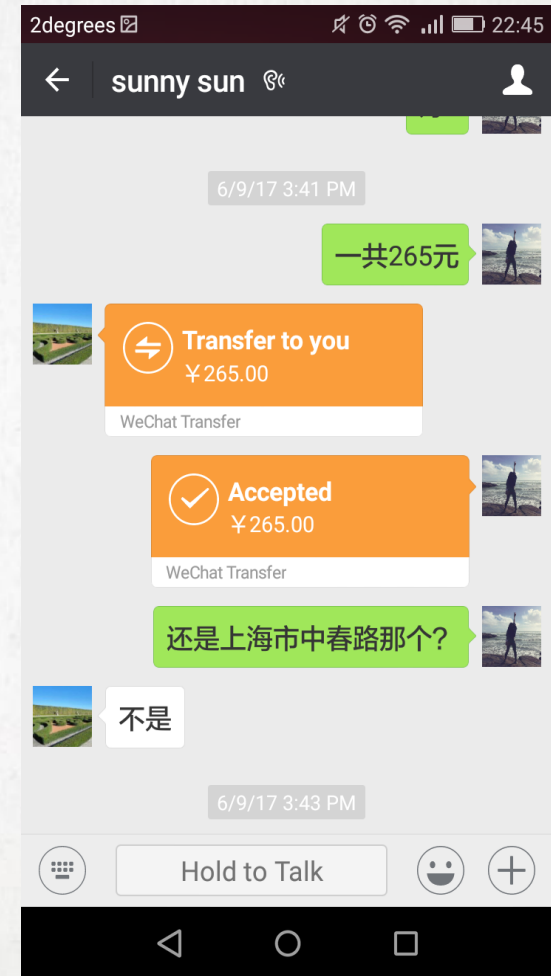
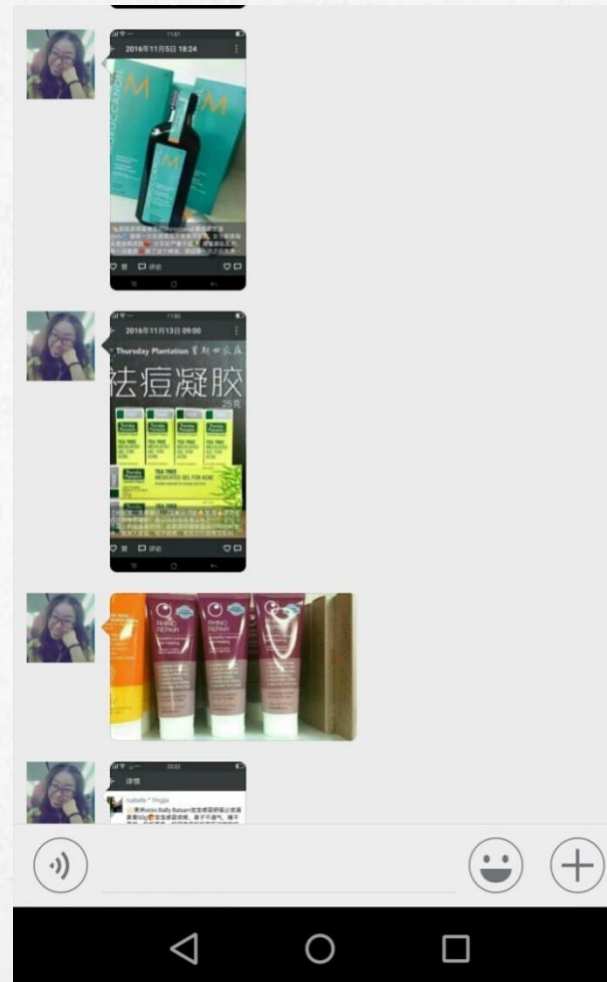
# HOW DO I SELL PRODUCTS

- Select suitable products for my target market
- Create posts on Wechat moment
- The post includes nice pictures and key information





# HOW PEOPLE BUY IT





# ROLES OF PERSONAL PARCEL FREIGHT

- One parcel maximum contains 10 items
  - Different logistic companies have different fares, normally 1kg started with 5- 6 NZD
  - Delivery time takes 3 - 4 weeks
  - Currently if a parcel is less than 10 items, there are no tax involved and normally logistic companies are in charge of custom clearance
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# HOW CAN I FIND PRODUCTS

- Search products if my client wants to buy a certain type of product
  - Information obtained from Diagou platforms
  - Other Daigous recommend
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# WHAT BRANDS CAN DO FOR ME

- Information about brand history
  - Training about products
  - Discount on 11.11
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# FUTURE OF DAIGOU

- Chinese governments may slow down Daigou for protection of local companies
  - Big companies have entered into Daigou market, e.g Vipcom, Alibaba, it makes the market more competitive
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Thank  
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