

A top-down view of a light pink desk with various items: an orange envelope, a white A4 paper with orange text, a small orange sphere, a blue and white striped sphere, a small potted plant, a gold branch, a brown notebook, a black pen, and a ruler.

# ZomWork

## Expand Overseas with Lean Manpower

For Retailers

# Who am I?

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**8 Years in Ecommerce in SouthEast Asia**  
Also in Vietnam, Indonesia, Philippines



# What I learnt about the Chinese Ecommerce Market

## ZomWork

A China and Singapore Joint Venture

(20 links) – First Fold



(23 links) – First Fold

Singapore Website Design:  
*Qoo10 and Shopee: Place offers at the top to tempt new buyers*  
*- “if customers like me, they will scroll through me”*



(70 links) – First Fold

Chinese Website Design:

*Taobao: Place all navigation in the first page*  
*- “there is something for everyone”*

# What I learnt about the Chinese Ecommerce Market

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## ZomWork

A China and Singapore Joint Venture



## *The Great Firewall of China*

### 1. URL Filtering

*Access denied to websites in the database*

### 2. DNS Poisoning

*Return corrupt addresses and make websites inaccessible at all*

### 3. Self-Censorship

*Firms are responsible for their content. Violations will lead to harsh penalties.*

### 4. Manual enforcement

*Civilian workers all over China will enforce censorship and filter out 'harmful' content considered detrimental to the progress of China*

### 5. Blocking VPNs

*Virtual Private Network (VPNs) are a common way to circumvent the Great Firewall.*

(Medium, 2018)

*“  
You can't just use what you've  
learnt in Singapore and bring it to  
China...”*

*But then again, if you DO figure out  
how to execute in China, you may be  
one of the only ones...”*



# How Big Is China?



## Land Space

9.957million km<sup>2</sup>

## Cities

666 Cities

65 Cities

>1mil



## GDP (2017)

RMB 82.5 trillion

=

SGD 17.2 trillion

## Population (2018)

1.41 billion

China Cities (China Data Online, 2018),  
China Gross Domestic Product (CEIC, 2017),  
China Population (Worldometers, 2018)

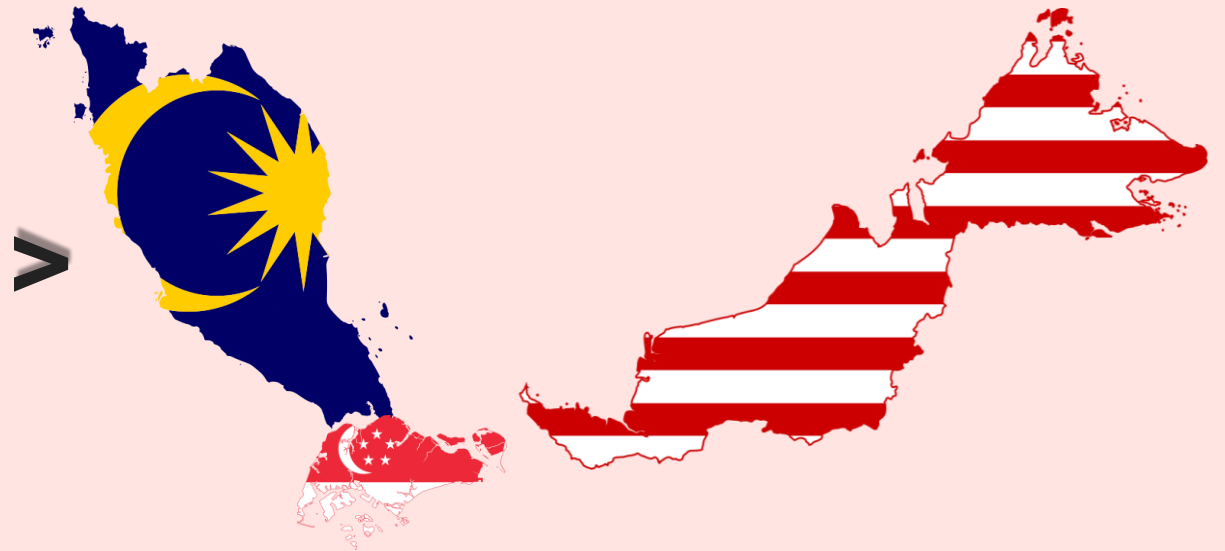
# How Big Is China?

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**Chongqing + Chengdu**

43.2 million



**Singapore + Malaysia**

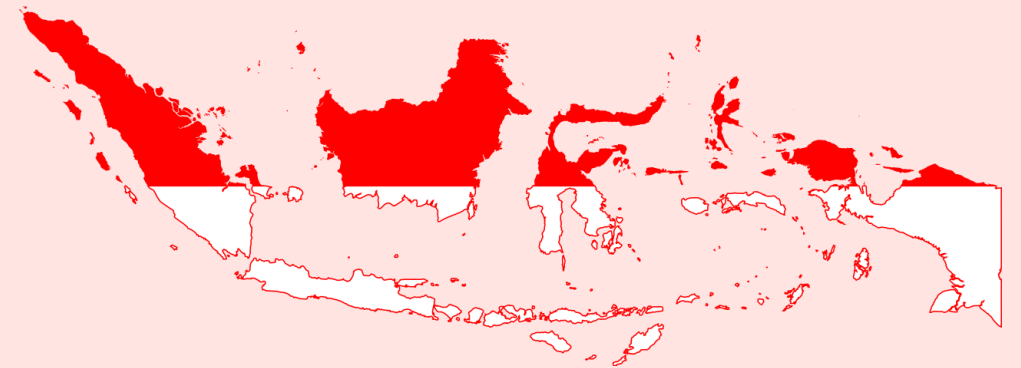
36.8 million



# How Big Is China?



**13 Most Populated Cities of China**  
266.5 million



**Entire of Indonesia (375 Cities)**  
261.1 million



# What is the Potential of China?

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**Chongqing**

(~SGD 400 billion)

=



**Philippines (145 Cities)**

(~SGD 400 billion)

# What is the Potential of China?

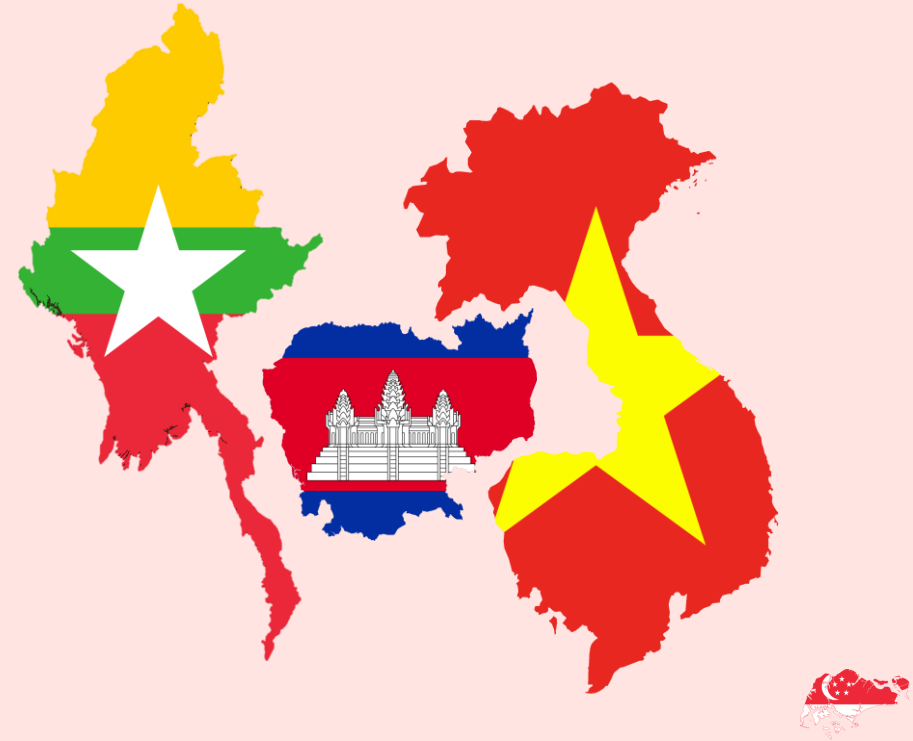
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**Chongqing + Chengdu**

(~SGD 700 billion)

=



**Myanmar + Cambodia + Vietnam + Singapore**

(~SGD 700 billion)

# Challenges in Entering China

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## Too Many Competitors



Total Retail Sales in China (2017)  
RMB 3.47trillion = SGD 0.72trillion

## Cultural Differences



Different Values  
Different Buying Behaviour

## Many Government Regulations



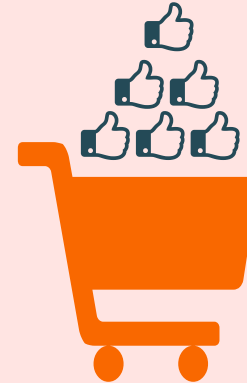
Red Tapes  
Rules and Regulations  
12-14 procedures to set up

# Entering China



# Is Still Possible

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## E-Commerce

For Retailers



# China E-Commerce Platforms



You probably want to enter



# China E-Commerce Platforms

You probably want to enter

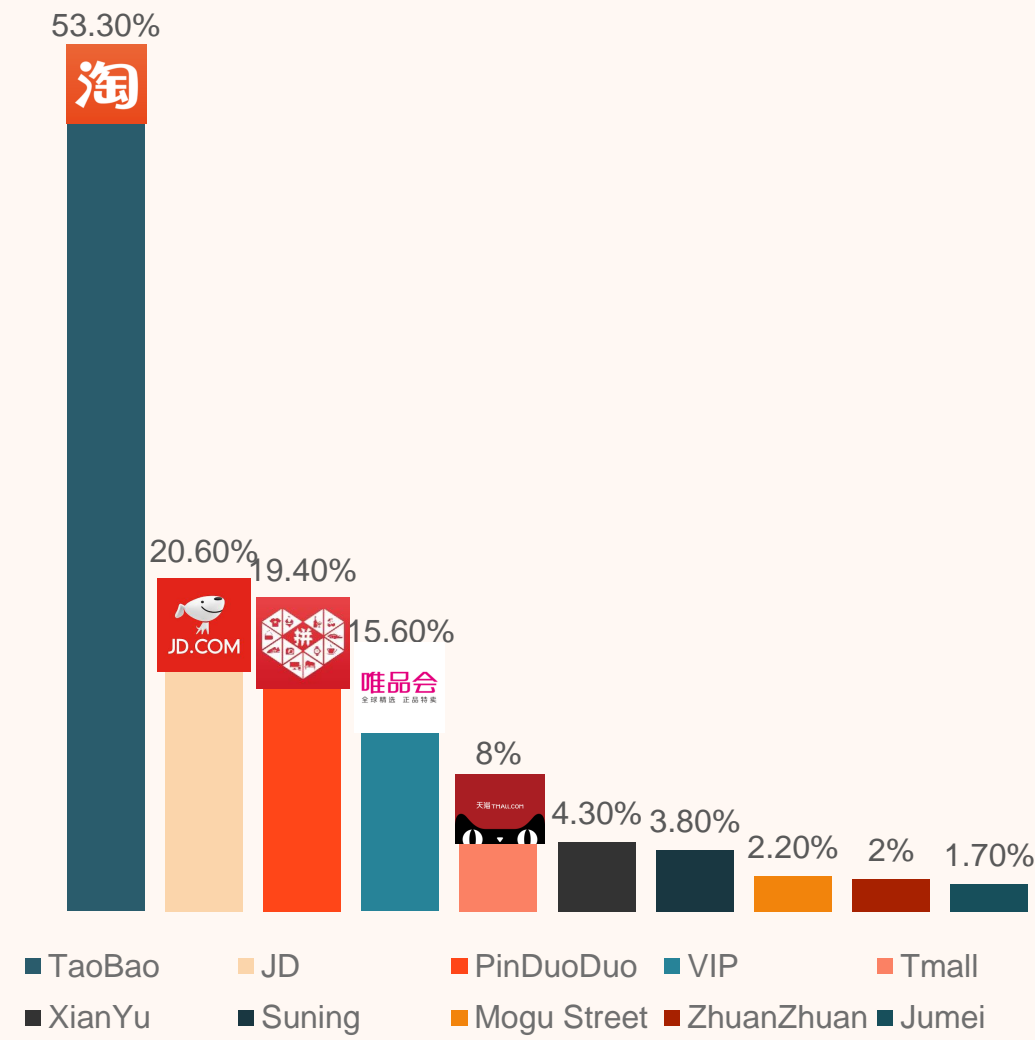
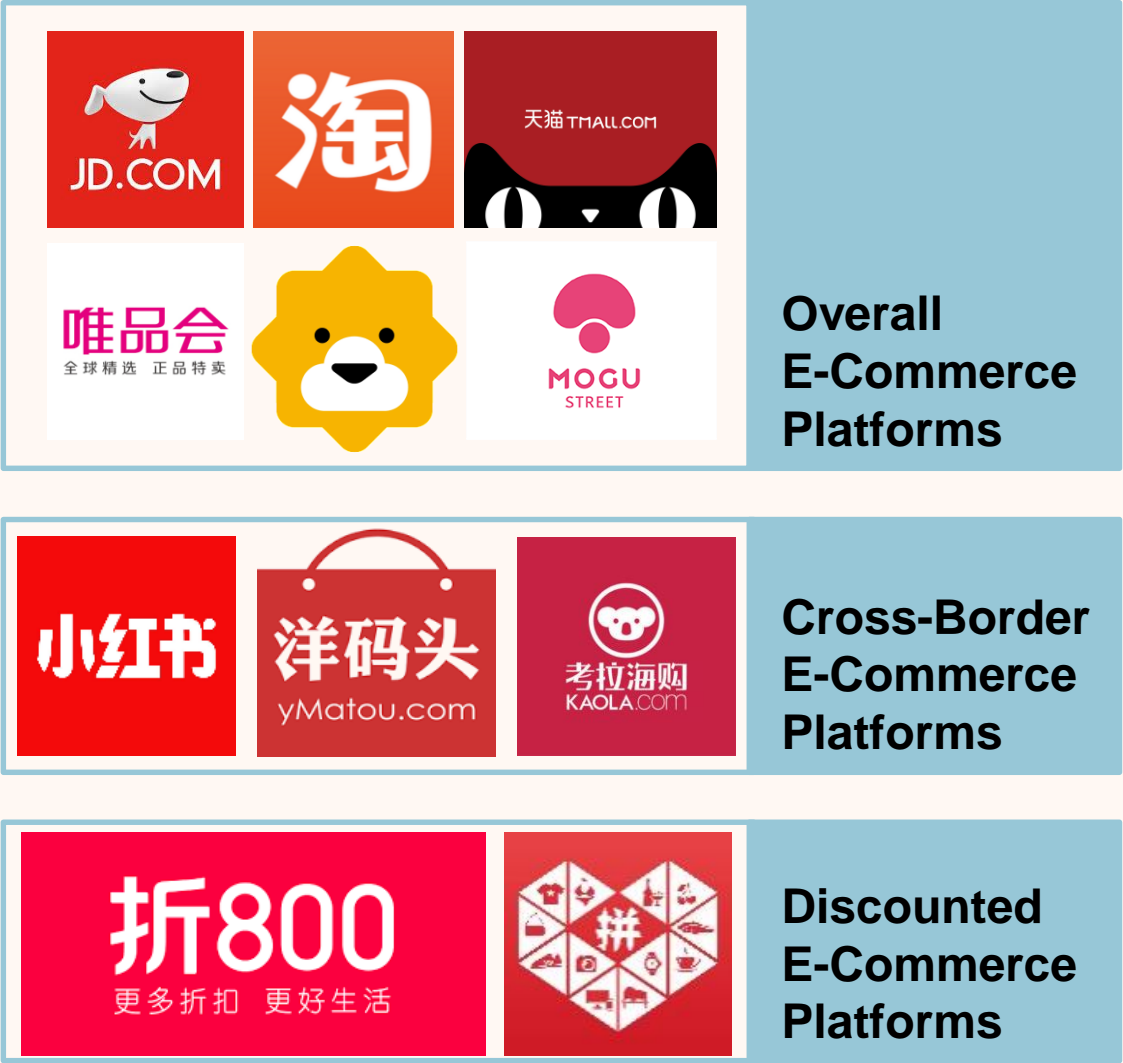


## Challenges:

1. Huge Market
2. Tough competition
3. High Involvement & Investment required to win



# In Fact China Has Many Other Platforms For You to Venture Into...





# Example 1: Social Buying Site: Pin Duo Duo

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2015



Accessories,  
Electronics, Food  
& Beverages,  
Home Décor,  
Cosmetics and  
Skincare



Female above 40  
years old in smaller  
Chinese cities;  
Usually housewives,  
millennials, retirees,  
students



300 million  
active  
users



2016年9月 应用宝星App  
最佳生活类应用



2016年9月 iOS AppStore购物榜排名  
第一位



2017年9月 iOS AppStore总榜排名  
第一位

## PinDuoDuo Ranked #1 in “Lifestyle Services” Applications

Ranking Higher Than: Didi Chuxing (滴滴出行), Elema(饿了么), Da Zhong Dian Ping (大众点评)



## Decide

1. Buy at a higher price alone
2. With other shoppers at a lower price.



# Get Discounted Prices

Promote the Item on Social Media  
Get Friends on the Platform to Support the User and at the same time,  
Build Your Brand Loyalty



Help your friend get discounts



Get yourself a discount

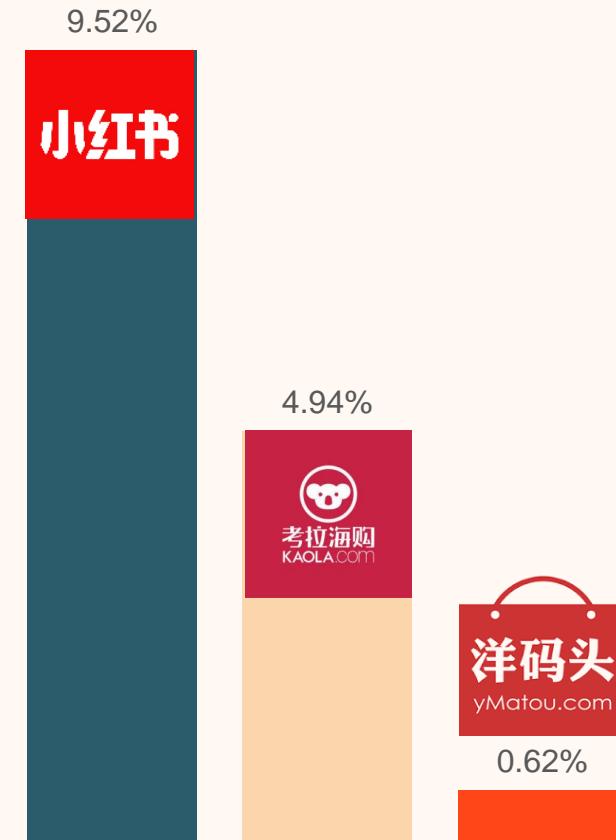
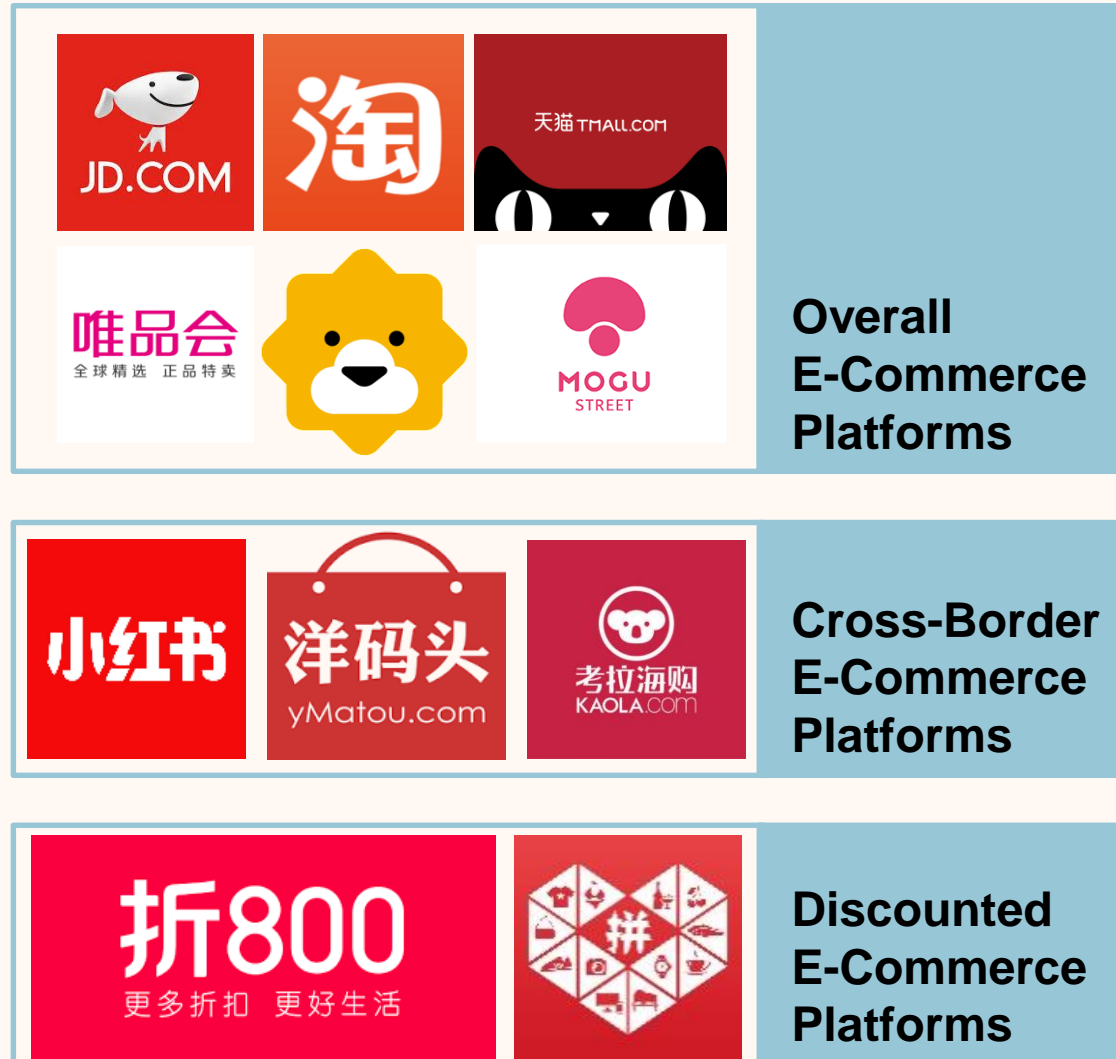


Get discounts by entering the app



Share with more friends to get more discounts

# In Fact China Has Many Other Platforms For You to Venture Into...



■ Xiaohongshu ■ Kaola ■ Yangmatou

**Increase in Daily User Sign-ups on Cross Border E-Commerce Apps**



# Example 2: Little Red Book

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2013



Mainly females between the age of 20 to 35; Usually professional adults, civil servants and overseas students



Snacks, nutritional supplements, cosmetics, fashion, luxury goods, home furnishings, baby products



90million

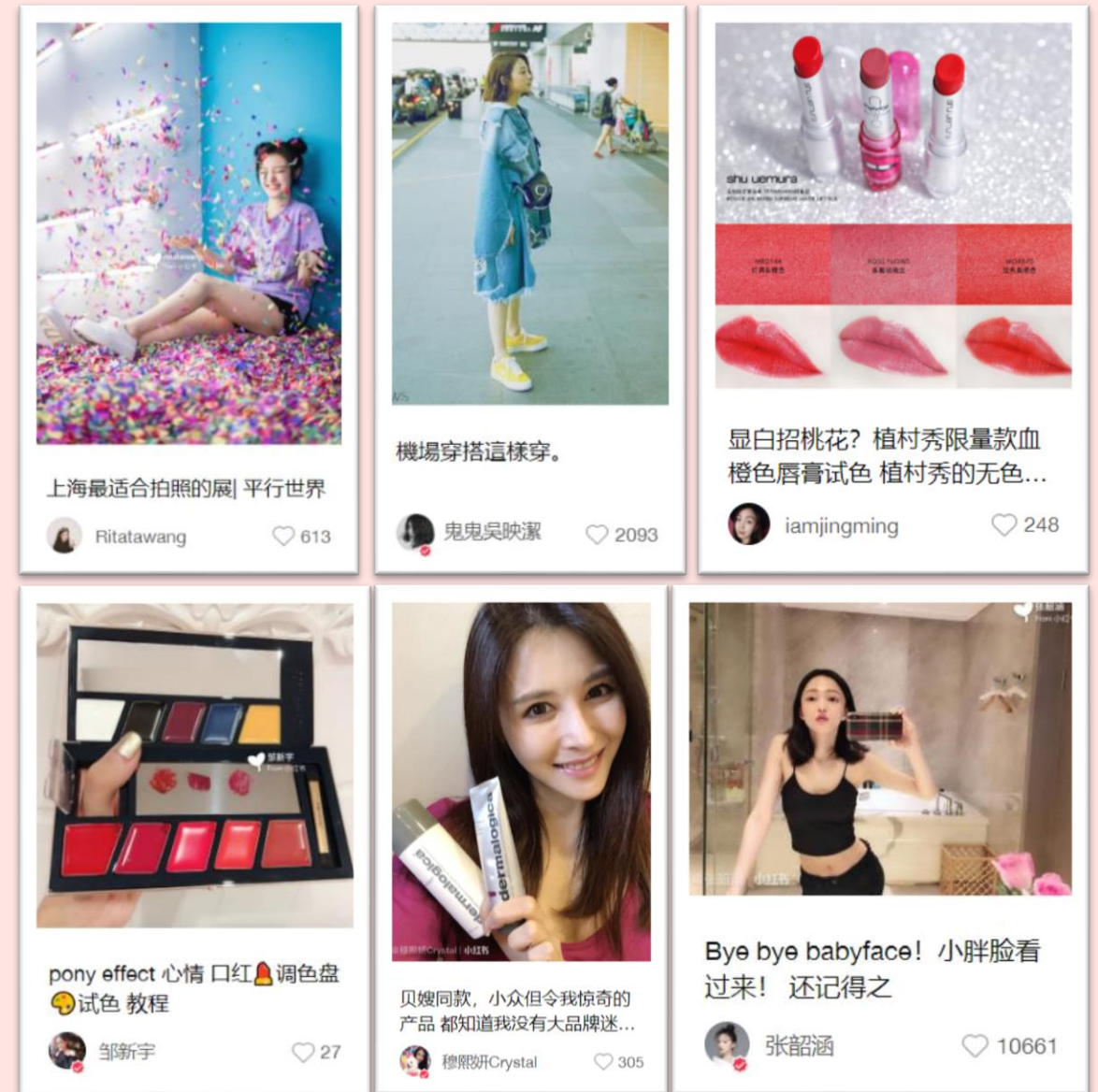
9000万用户的口碑分享







# Focuses on Word-of-Mouth



More of a marketing tool, but helps to build trust for your product/brand without you promoting it



炎炎夏日如何保持皮肤清爽?  
SAM老师给大家分享两个高...

沈梦辰 3347

*Shen Mengchen*  
**沈梦辰**  
Chinese  
Actress & Host



范冰冰

黄金女战士春天爱用分享

发私信

*Fan Bingbing*  
**范冰冰**  
Chinese & International  
Actress



今日份的薯粉福利 你好奇的  
空气刘海炼成秘笈! 我看

Angelababy 10576

*Angelababy*  
**Angelababy**  
Chinese  
Actress & Host

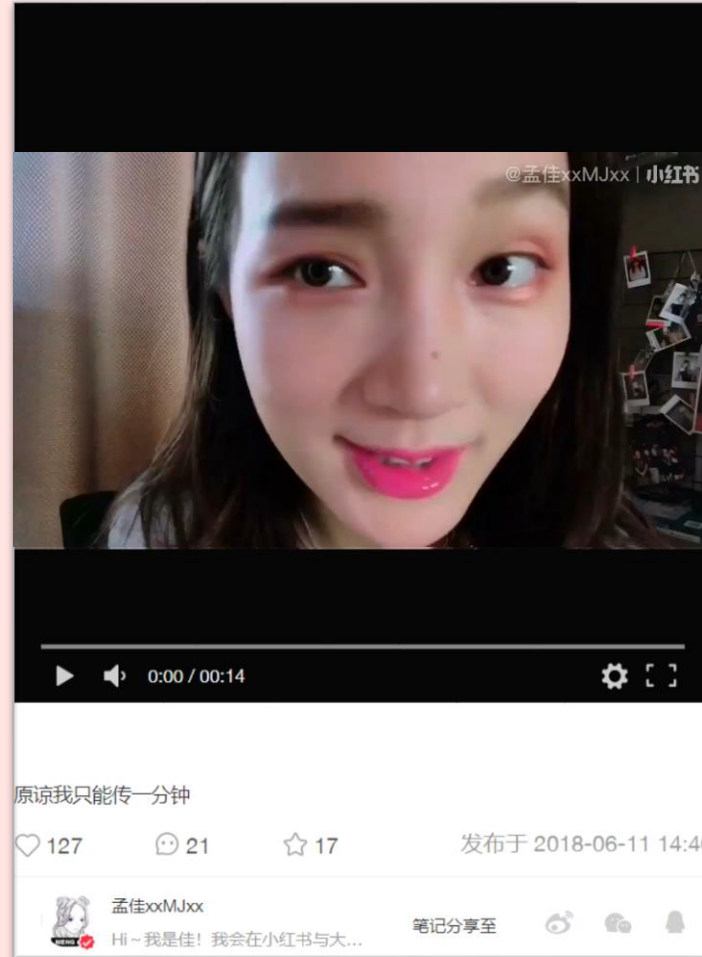
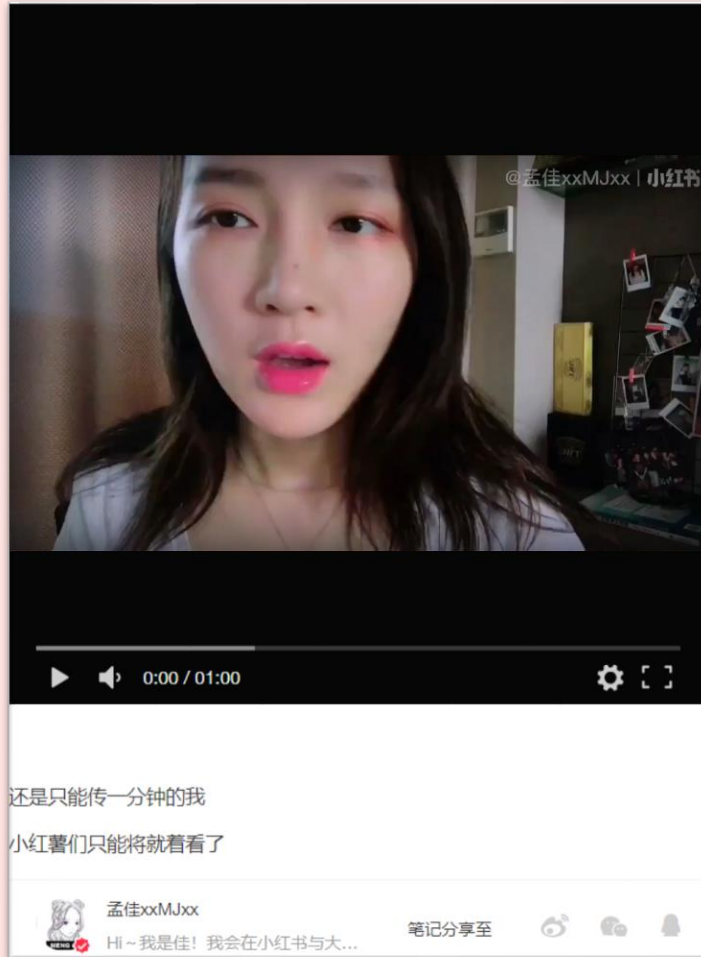


琼式护肤 (步骤篇)

周洁琼 21001

*Kyulkyung*  
**周洁琼**  
Chinese Singer based in  
South Korea (Pristin)

Real beauty reviews from famous internet stars & international artistes



Jia

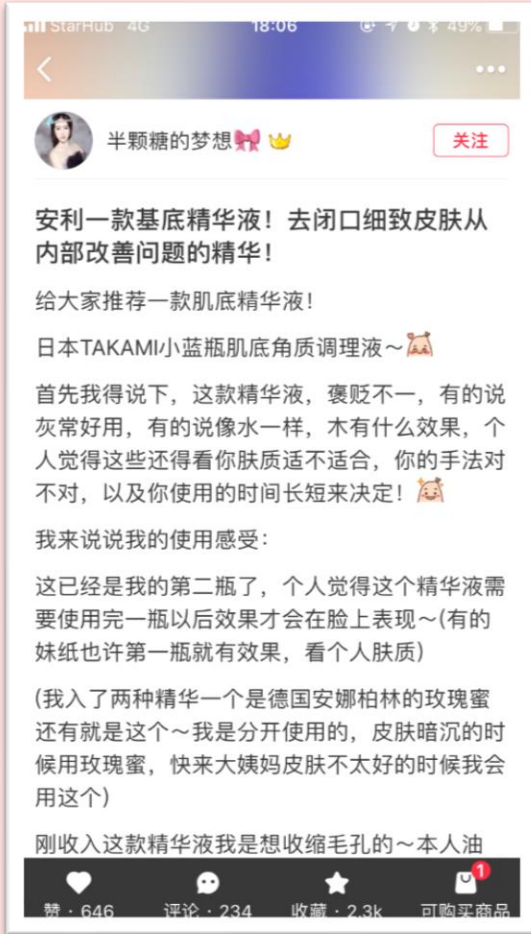
孟佳

*Chinese Singer & Actress,  
Active in both South Korea and China*

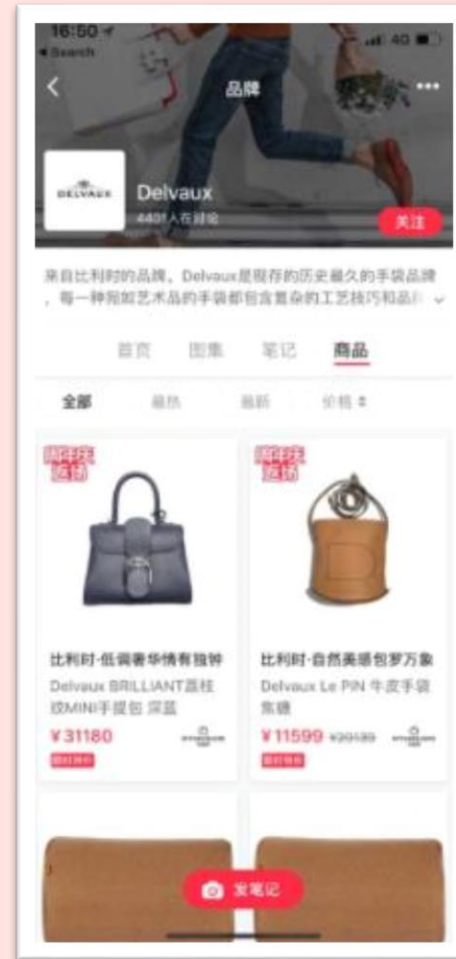


Real beauty reviews from famous internet stars & international artistes





User click into interesting/honest reviews of different products



Users can buy directly on Little Red Book or search on other e-commerce platforms e.g. Taobao.com

OK, so how  
**EXACTLY** do I  
get started on  
these platforms?

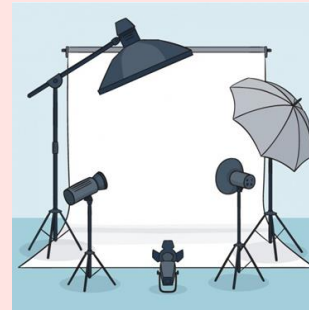
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Legal



Copywriting & Visuals



Branding

**First, you need to be legally allowed to.**  
**Two options:**



**Incorporate**



**“Semi-Distributorship” (挂号)**

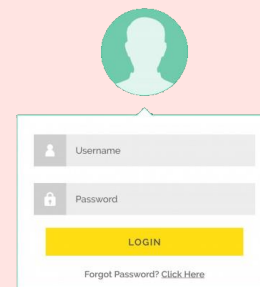
Selling your products in others' stores





# 1<sup>st</sup> Way: The 4-Step Incorporation Process

Legal



Registering  
Business



Setting Up Bank Account



Reporting  
Taxes

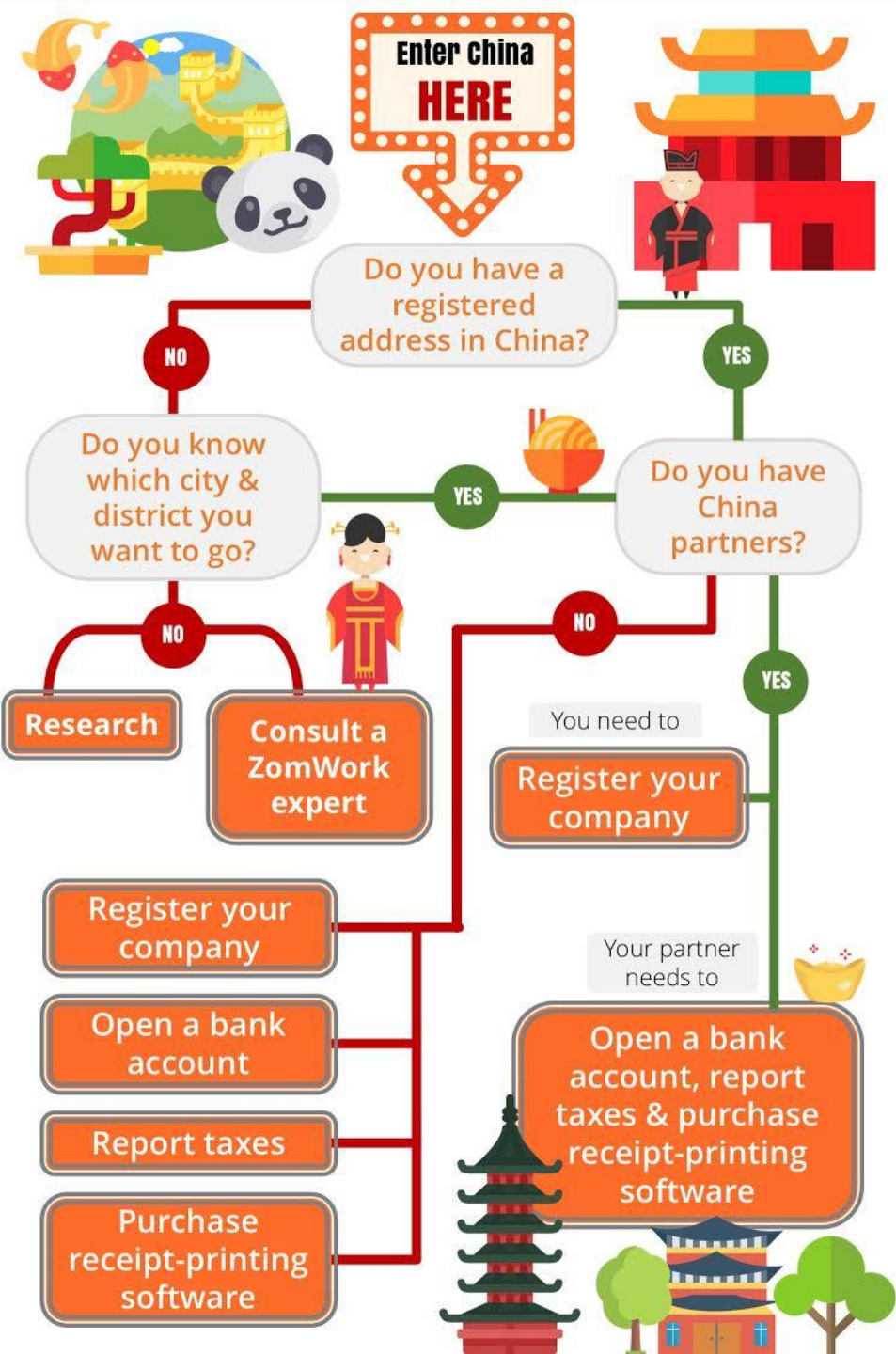


Receipt-Printing  
Software



# Understand Entering China in a Flowchart

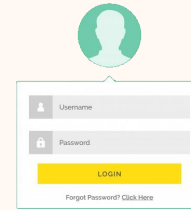
Legal



## 2<sup>nd</sup> way: “Semi-Distributorship” (挂号)



**Selling your  
products in  
others' stores**



No Incorporation  
Needed and Easy  
Set-up Process



Tap onto Customer  
Loyalty of the  
Chosen Stores

**Benefits**



No Full Control Over the Process



Negotiation Stage  
– Time-Consuming

**Challenges**

# The Common Struggles of Retailers

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## Copywriting

- Writing Descriptions
- Translating to Chinese



## Visuals

- Photos for products

# Why Do You Need Good Visuals and CopyWriting?



How We Usually Do It In Singapore



How To Do It In China



# How the Chinese have Solved the Problem: Two Methods



Project Manager +  
Freelancers (Copywriter, Designer, etc.)



Complete Outsourcing (代运营)



## Project Manager + Freelancers



Project Managers  
(Usually Permanent)

Internal  
New Hire



Other Essential Team Members  
Typically Freelancers





# Complete Outsourcing (代运营)



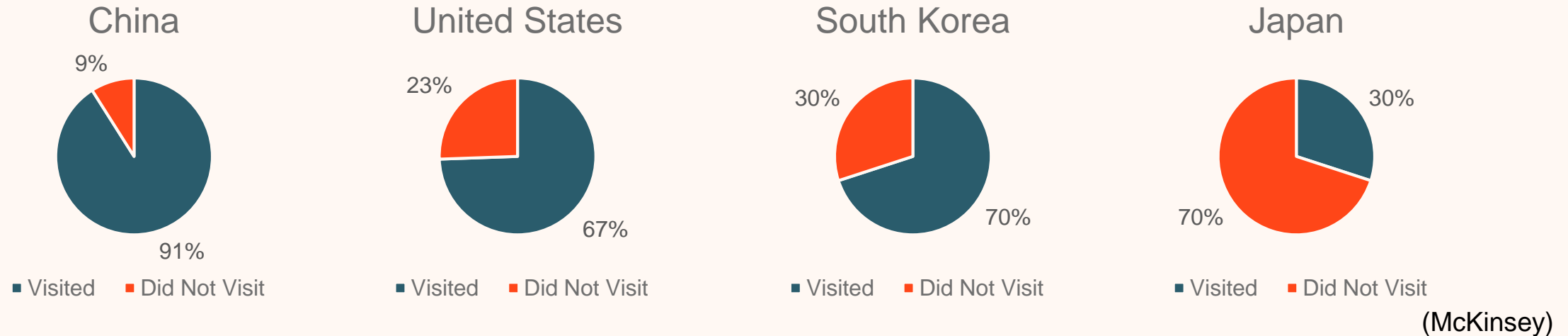
Outsourcing the Processes to other companies to handle entirely



**China does marketing differently. There, user experience and brand story is everything. Here's the difference:**

Branding

# Survey: Number of Respondents who visited a Social Media Site in 6 Months



## China Stands Out:

*Chinese disproportionately value peer-to-peer recommendations; are more skeptical of formal institutions.*  
Consumers more likely to consider buying a product if discussed positively, or if a friend or acquaintance recommends it on a social-media site

# Traditional Strategy

(Product-Centric)



1

Product Creation



2

Promotion



3

Distribution



# New Strategy

*Led by Social Media Adoption*  
(User-Centric)



1

Understanding Users



2

Brand Story Creation – User-Centered



3

Product Creation – based on User Needs



# User-Centric Strategy

A strategy that companies in very competitive markets follow e.g. in China



**New Strategy**  
*Led by Social Media Adoption*  
**(User-Centric)**



1

Understanding Users



2

Brand Story Creation – User-Centered



3

Product Creation – based on User Needs

# 表达瓶 (S100)

- 江小白的主力单品
- 采用小瓶加语录的至简设计  
以语录和表达功能实现与消费者的互动
- 具有清爽的香味与柔和的口感  
是时尚感与利口化的标志性融合



Express Bottle



Intimate  
Friend

淨含量  
750ML



酒精度  
40%VOL

# 三五挚友

- 精选重庆本地小颗粒红皮糯高粱
- 手工精酿  
只取中段10%原酒  
麻坛存储3年以上
- 由江记酒庄首席酿酒师李俊  
专为挚友相聚而设计

# 拾人飲

- 25度超低度酒体标志性产品
- 白酒降度领域的重大技术突破  
单瓶重达四斤
- 口感轻松畅快  
被赞誉为团队建设神器

Share with 10 Guys

淨含量

2L



酒精度

25%VOL



江小白+

# 影视

## CROSS-OVER COOPERATION

- 从你的全世界路过
- 匆匆那年
- 不再说分手
- 好先生 · 火锅英雄
- 我要你开花 · 致青春
- 小别离 · 北上广不相信眼泪
- ...





江小白+

# 音乐

INTELLECTUAL  
PROPERTY CREATION

我是江小白  
有路音乐现场  
你好，重庆  
重庆的味道  
顶两口  
青春酒馆





江小白+

# 文化IP

CROSS-OVER  
COOPERATION

## 知星 好朋友

江小白 X 同道大叔



## 联系

江小白 X 张小盒



江小白+

青年  
艺术

Follow  
Youth  
Art

江小白+

街头  
文化

Support  
Street  
culture





江小白+

# 青年艺术

2016万物生长艺术展  
2017看见萌世界艺术展



江小白+

# YOLO音乐现场

YOLO HIP-HOP FESTIVAL 2017



YOLO音乐现场混剪



YOLO音乐现场视频合集



江小白+

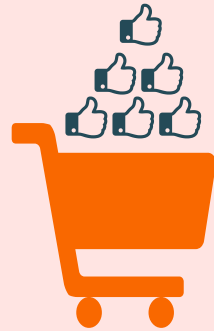
# 国际街舞

JUST  
BATTLE  
CROSS-OVER COOPERATION



# Entering China

In A Nutshell



## E-Commerce



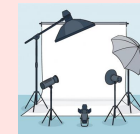
## Using Gig Workers



Legal



Copywriting & Visuals

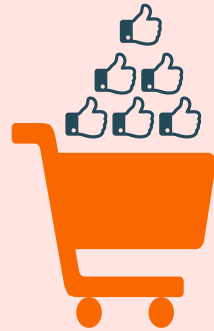


Branding

# Entering China

In A Nutshell

# ZomWork



**E-Commerce**



**Using Gig Workers**



Legal



Copywriting & Visuals



Branding

# ZomWork GoChina

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## **Incorporation Package (\$15k)**

Corporate Address  
License Application  
Company Stamp  
Finance Stamp  
Invoicing Stamp  
Accounting Services  
F&B License

## **E-Commerce Set Up Package** **(\$10K – 1 Platform,** **\$20k – 3 Platforms)**

Setting Up  
Copywriting and Marketing  
Promotional Activities  
Planning & Review

## **E-Commerce Pro Package** **(\$65K – Early Bird,** **\$83k – Original)**

Company incorporation in Beijing  
Registration of Respective Licenses  
China e-commerce concierge setup for  
three platforms of your choice  
Management fees

## **E-Commerce Lite Package** **(\$50K – Early Bird,** **\$72.8k – Original)**

Using a partner company's license to  
register product  
China e-commerce concierge setup for  
three platforms of your choice  
Management fees



# Gig Economy Immersion Programme

ZomWork



Understand China's  
Retail Market



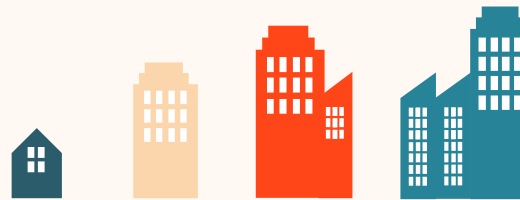
Learn about other  
E-Commerce Platforms



Find Out How to Craft Your Own Brand  
Story to Cater to Chinese Audiences



Discover what the Gig Economy is - and how  
to use it effectively to grow your business



Company Visits to the Top  
E-Commerce Platforms in China

Taught by **GMs, CEOs, CMOs**, from China

Hear more about the brand  
from the CMO of  
JiangXiaoBai himself

Learn more about  
E-Commerce Platforms  
such as XiaoHongShu and  
PinDuoDuo and more

**6D5N**, includes stay at  
Hyatt Regency or  
equivalent

**Spots Limited**, starting at  
\$1200

# About



- Leading Outsourcing Platform in China.
- Under the Singapore-China's 3rd G2G Project. Previous projects include Suzhou Industrial Park and Sino-Singapore Tianjin Eco-city

**2006**

**Established ZBJ.com**  
ZBJ Network Inc CEO, Zhu Mingyue saw Taobao.com in 2003 which inspired him to create a website that could connect small and medium-sized enterprises to individuals with the ability and time to offer professional services

**Series A and B Funding**  
USD \$25 million by IDF whose portfolio includes Tencent, Baidu and Ctrip.

**2011**

**2015**

**Series C Funding**  
Seeing that ZBJ has successfully grown the number of entrepreneurs in China, the Chinese government decided to pump in SGD\$520 million

**Established ZomWork.com**  
ZomWork aims to be the leading outsourcing platform in Southeast Asia

**2017**

# ZBJ Achievements



**Over 6  
Million**  
CLIENTS  
SERVICED

**> S\$1.5 Billion**  
WORTH OF TRANSACTIONS  
YEARLY

**> S\$6 Billion**  
ACCUMULATED  
TRANSACTIONS

**INCUBATED**  
**100,000**  
SUCCESSFUL SERVICE  
PROVIDERS

# ZBJ served 1 millions of Talents and 100K Companies in 23 provinces in China





# ZBJ expands to Singapore



## The China-Singapore (Chong Qing) Demonstration Initiative on Strategic Connectivity

Mr Chan...also witnessed the signing of 11 MOUs that serve to strengthen collaboration between Singapore and Chongqing in four priority areas:

Financial services, aviation, transport and logistics and Info-Communications Technology.

Taken from <http://www.channelnewsasia.com/news/business/singapore-and-china-s-third-g2g-project-gets-underway-in-chongqi-8213744>



# About ZomWork

• A subsidiary of



## Pre - Launch

Agreement Signed between SPH  
and ZBJ.com to launch a  
outsourcing platform in Southeast  
Asia

**Mar 2017**

**Apr 2018**

## Official Launch

Official Launch on 6 April 2018  
and aim to be the leading  
outsourcing platform in  
Southeast Asia



# Gig Economy Conference with NTUC “The Future of Work” – September 6, 2018

Venue: Marina Bay Sands

1. For: SMEs looking to go to China, and to upgrade their workforce by tapping into the gig economy
2. For: Freelancer workforce, fronted by NTUC U SME



# ZomWork

Hire Talents At Your Fingertips

Learn more at [zomwork.com](https://zomwork.com)

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A subsidiary of 猪八戒 Z B J . C O M and sph