

# L'e-commerce per i mercati esteri



*L'Europa alla portata della vostra impresa.*



*Netcomm Services Srl*

Via Chiaravalle 8- 20122 Milano

+39 02 58370580 – . [m.bagliani@gmail.com](mailto:m.bagliani@gmail.com)



Netcomm è il Consorzio del Commercio Elettronico Italiano, punto di riferimento in materia di e-commerce e sviluppo dei mercati digitali nel panorama nazionale e internazionale. Nato nel 2005, Netcomm annovera tra i suoi consorziati più di 200 aziende che rappresentano sia società internazionali sia piccole e medie realtà di eccellenza. Netcomm è tra i paesi fondatori di Ecommerce Europe, l'Associazione Europea del Commercio Elettronico, nata con lo scopo di stimolare lo sviluppo del mercato dell'e-commerce a livello europeo.



COMPETENZE E SERVIZI PER L'E-COMMERCE E LA DIGITAL TRANSFORMATION



Mario Bagliani. Senior Partner di Netcomm Services. Twenty-five years of experience in business development, sales & distribution and strategic marketing, with a focus on innovation, digital transformation and e-commerce, as a manager and mostly as a Partner in consulting and services firms. Many experiences in big and small start-up in TLC, e-commerce and digital technologies. Lecturer in several master and business schools, co-author of Web Management (2001, Apogeo) E-commerce B2B (2016, F.Angeli), Logistica & Packaging per l'E-commerce 2017 (Netcomm) Master's Degree in Management Engineering from the Politecnico di Milano in 1992. [m.bagliani@gmail.com](mailto:m.bagliani@gmail.com)

# **Scenario del mercato e-commerce nel mondo**

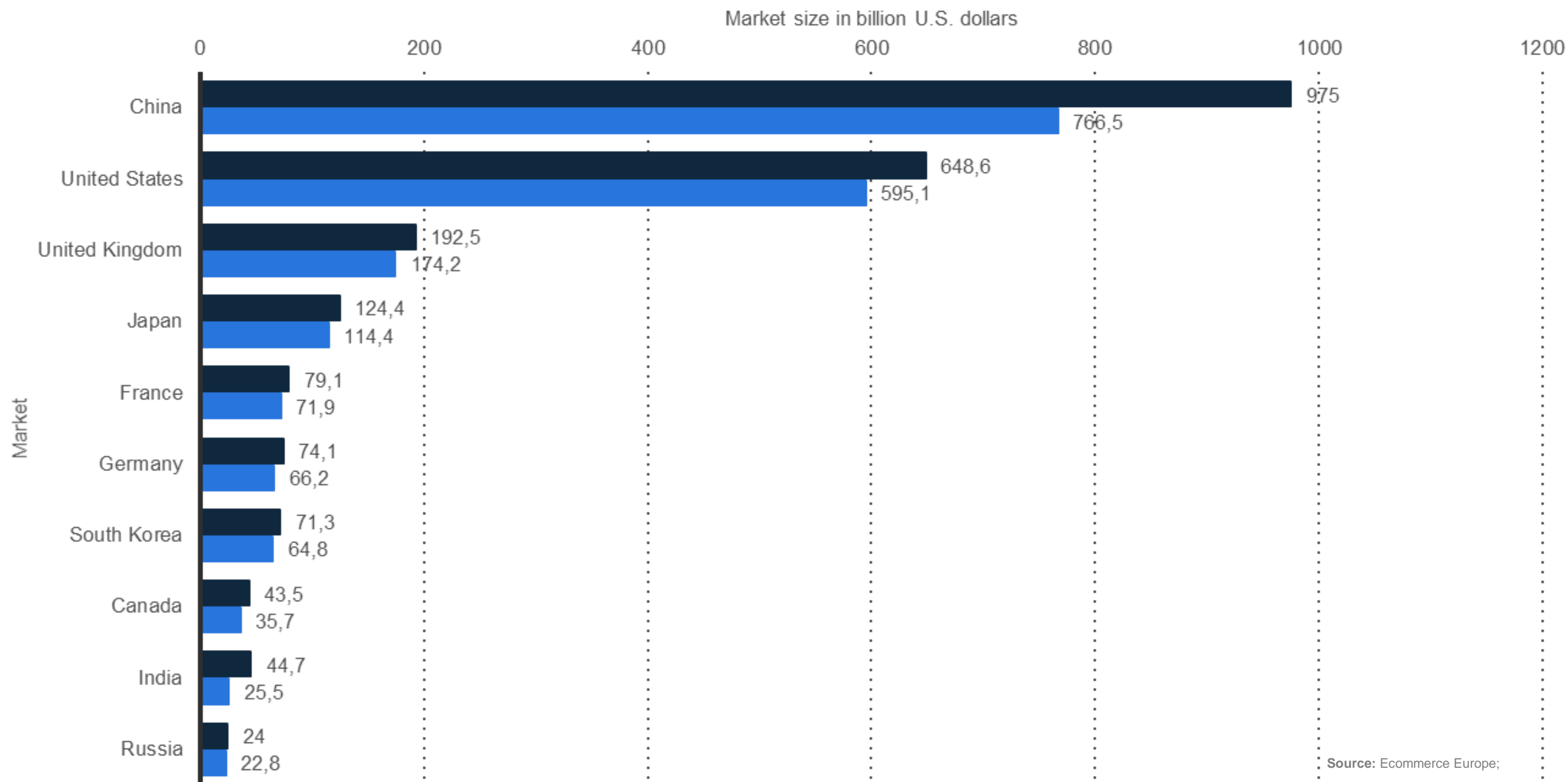
---

**L'e-commerce per i mercati esteri, il progetto**

**I marketplaces**

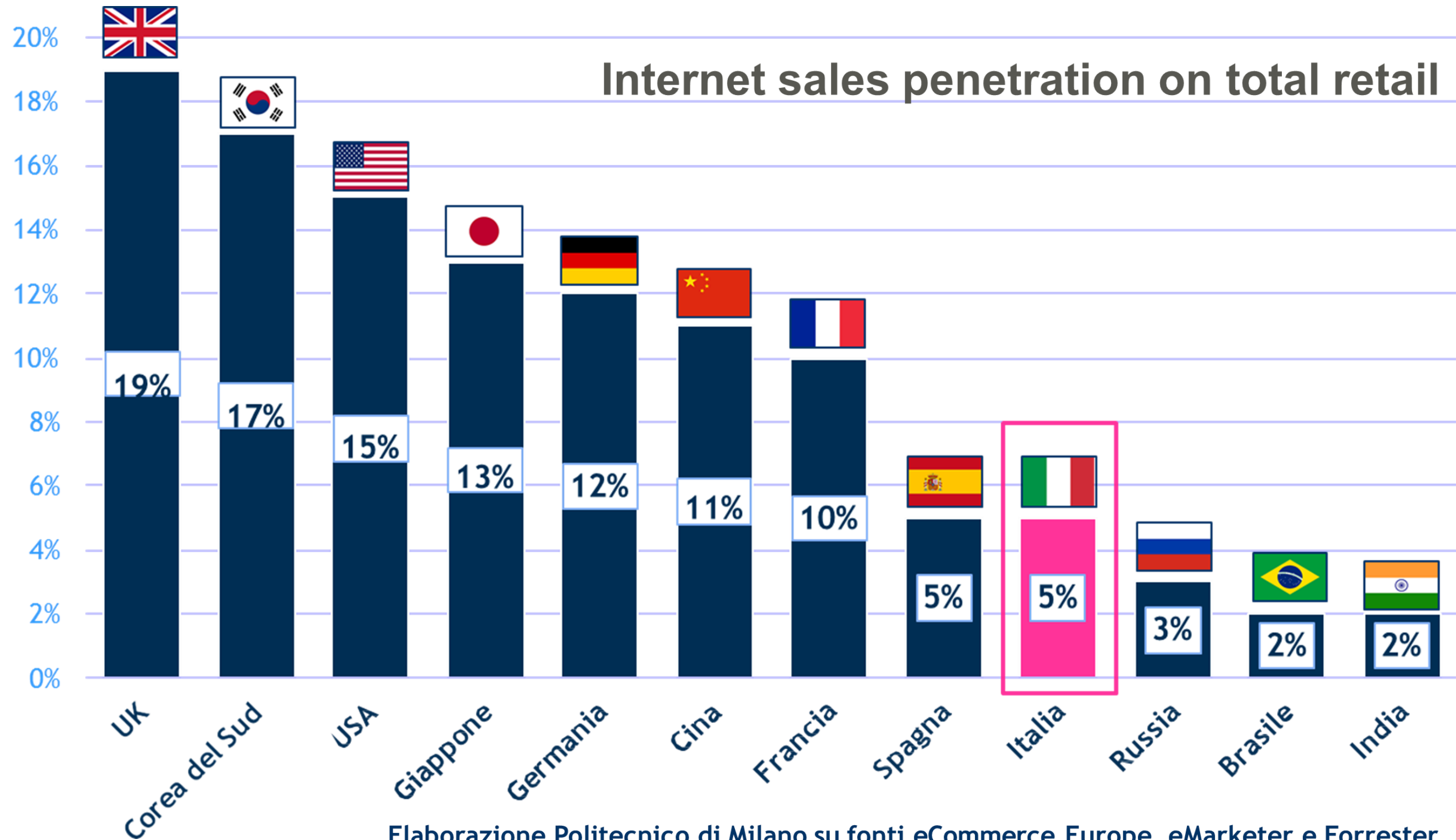
# Main B2C e-commerce markets (2015-2016, \$B)

■ 2016\* ■ 2015



Source: Ecommerce Europe;

# L'incidenza delle vendite online sul totale di tutti i canali (BtoC)

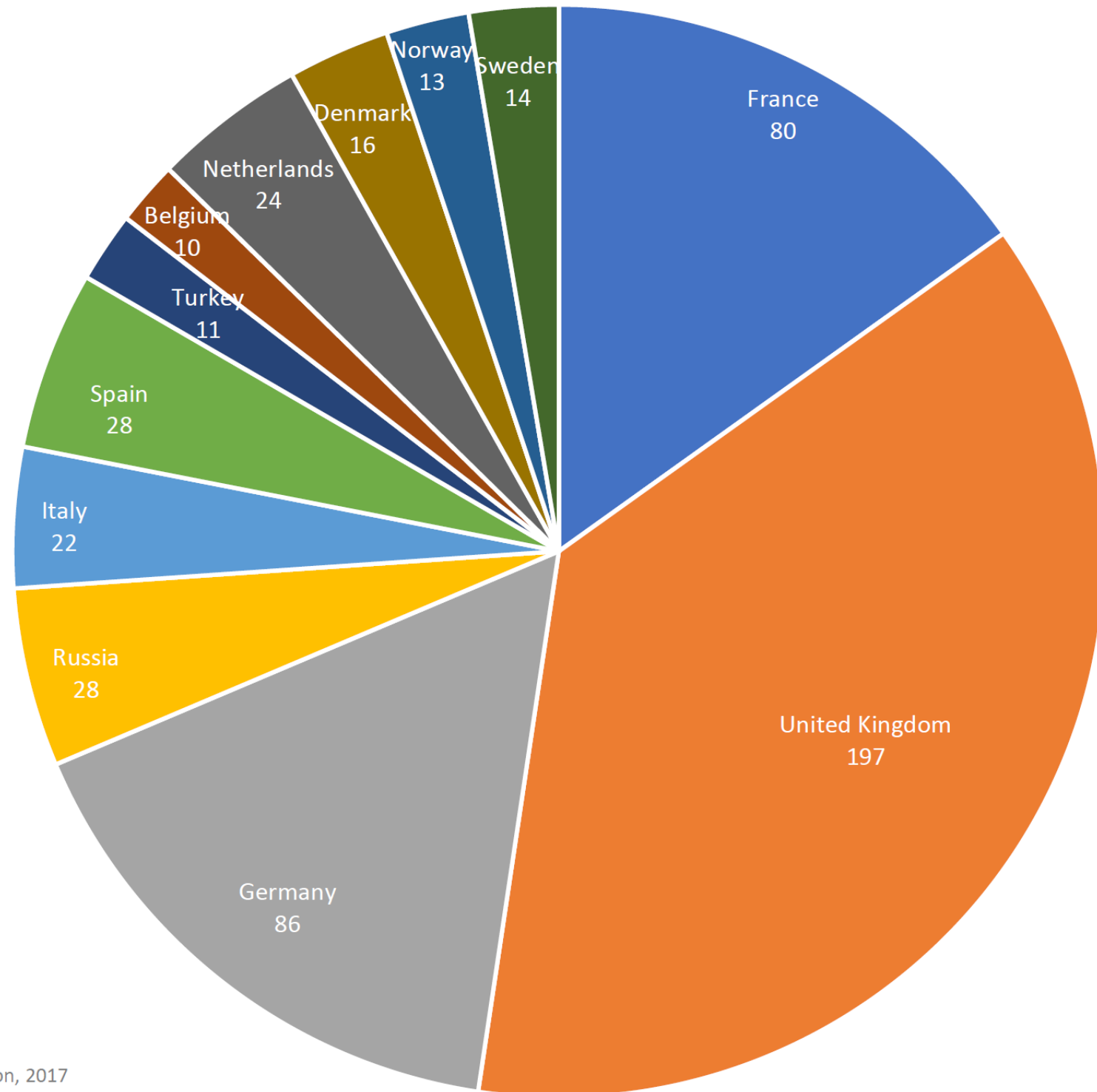


Elaborazione Politecnico di Milano su fonti eCommerce Europe, eMarketer e Forrester

# Le nazioni più attraenti per le vendite online AtKearney - 2016

Rank	Change in global rank	Country	Online market size (40%)	Consumer behavior (20%)	Growth potential (20%)	Infrastructure (20%)	Online market attractiveness score (100%)
1	+2	United States	100.0	83.2	22.0	91.5	79.3
2	-1	China	100.0	59.4	86.1	43.6	77.8
3	+1	United Kingdom	87.9	98.6	11.3	86.4	74.4
4	-2	Japan	77.6	87.8	10.1	97.7	70.1
5	+1	Germany	63.9	92.6	29.5	83.1	66.6
6	+1	France	51.9	89.5	21.0	82.1	59.3
7	-2	South Korea	44.9	98.4	11.3	95.0	58.9
8	+5	Russia	29.6	66.4	51.8	66.2	48.7
9	+15	Belgium	8.3	82.0	48.3	81.1	45.6
10	-1	Australia	11.9	80.8	28.6	84.8	43.6
11	-1	Canada	10.6	81.4	23.6	88.9	43.1
12	+2	Hong Kong	2.3	93.6	13.0	100.0	42.2
13	+6	Netherlands	8.9	98.8	8.1	84.6	41.8
14	-3	Singapore	1.3	89.4	15.7	100.0	41.5
15	+13	Denmark	8.1	100.0	15.1	75.5	41.4
<b>22</b>	<b>-7</b>	<b>Italy</b>	<b>13.3</b>	<b>71.6</b>	<b>27.8</b>	<b>70.7</b>	<b>38.9</b>

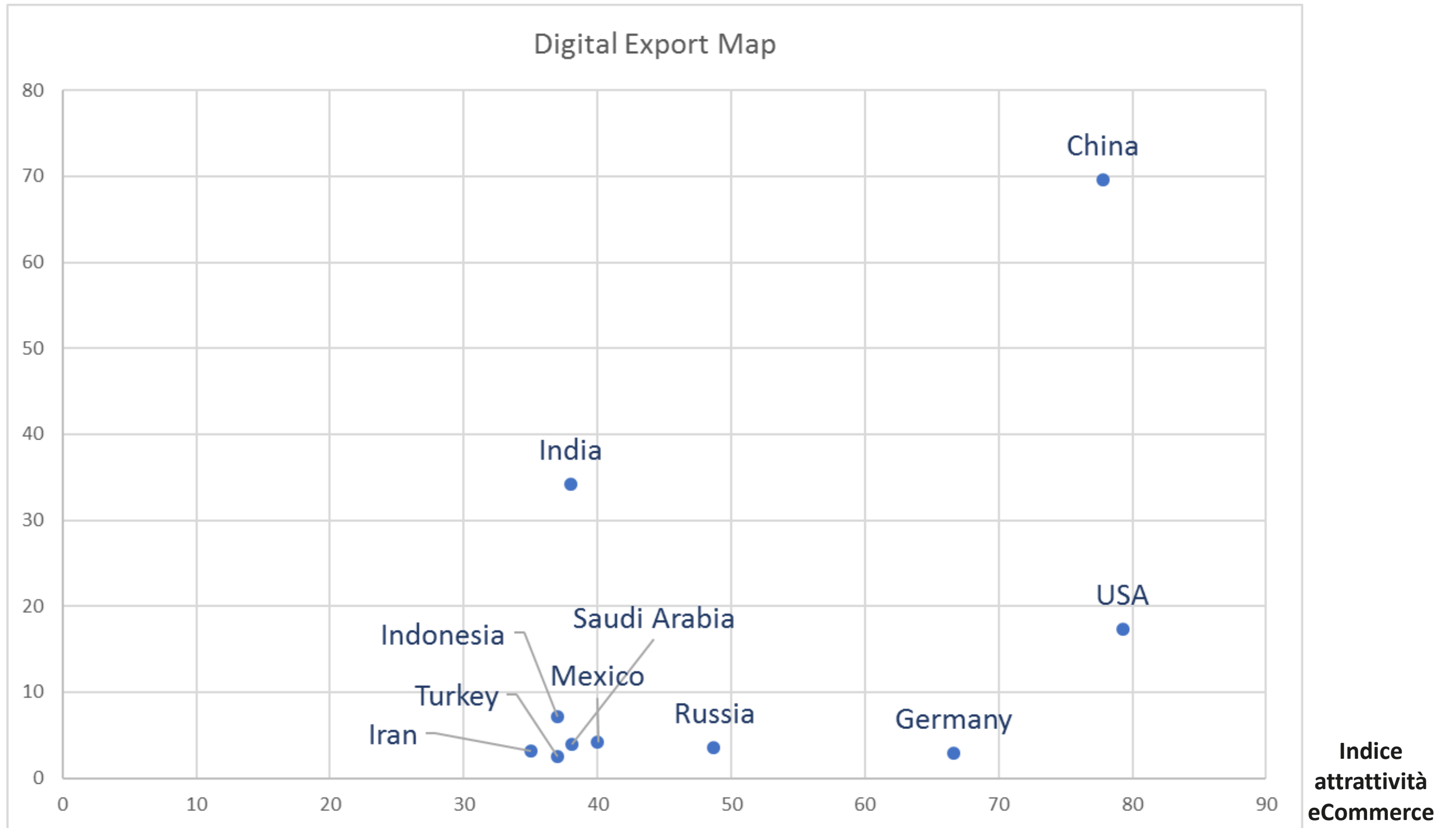
# The U.K. still has largest ecommerce market



Ecommerce Sales per region in millions of euros, Europe, 2016. Source: Ecommerce Foundation, 2017

# I mercati con il maggior potenziale per il Digital Export italiano

Nuovi benestanti  
nel 2021 (milioni)



Esportare la Dolce Vita 2016 – Centro studi Confindustria

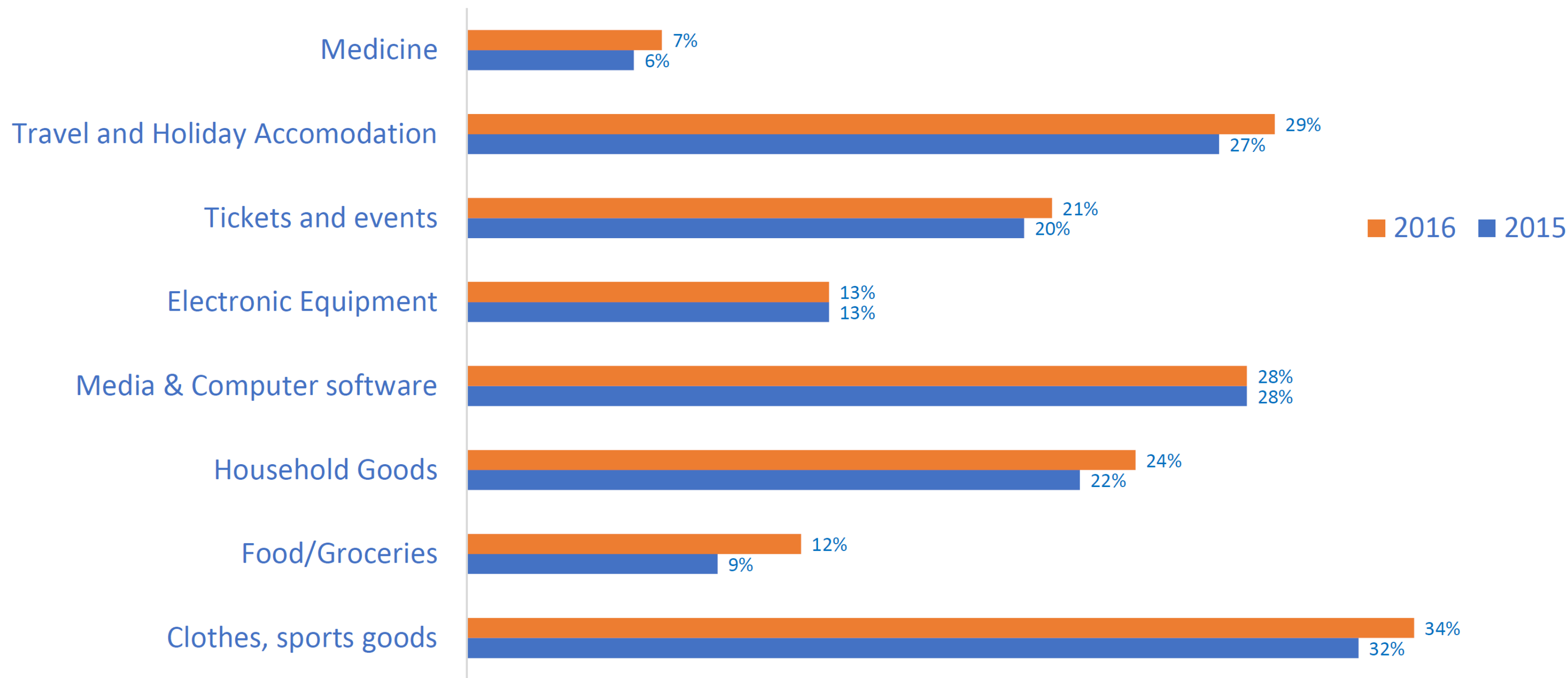


# Il ruolo dell'e-commerce nella vendita multi canale

## Le differenze tra paesi maturi ed emergenti



# Clothes & Sports and Travel are still most purchased online



Online shoppers per product/service category, EU-28, 2016. Source: Eurostat, 2016

# Sviluppo dell'e-commerce nel food & grocery

Spesa pro-capite in e-grocery



*E-grocery: next e-commerce big ticket?*

# Amazon is still the leader in online sales for Western Europe

Company Name	Core European Market	Online turnover in Europe (2015, € billions)	Change in Internet Sales: Western Europe 2012-2015*
Amazon	Germany	38.5	20.9%
Zalando	Germany	2.3	25.7%
John Lewis	UK	2.1	23.4%
Yoox Net-A-Porter Group	UK	1	23%
Cdiscount/Groupe Casino	France	2.4	21.9%
Next	UK	2.2	15.7%
Apple	UK	6.4	17.3%
Metro Group	Germany	1.6	17%
ASOS	UK	1	34.3%
Ocado	UK	1.4	15.3%
Dixons Carphone	UK	3.9	8.8%
Migros	Switzerland	1	67%
J Sainsbury	UK	1.7	10.4%
Royal Ahold	Netherlands	1.1	17.1%
Home Retail Group	UK	1	9.4%

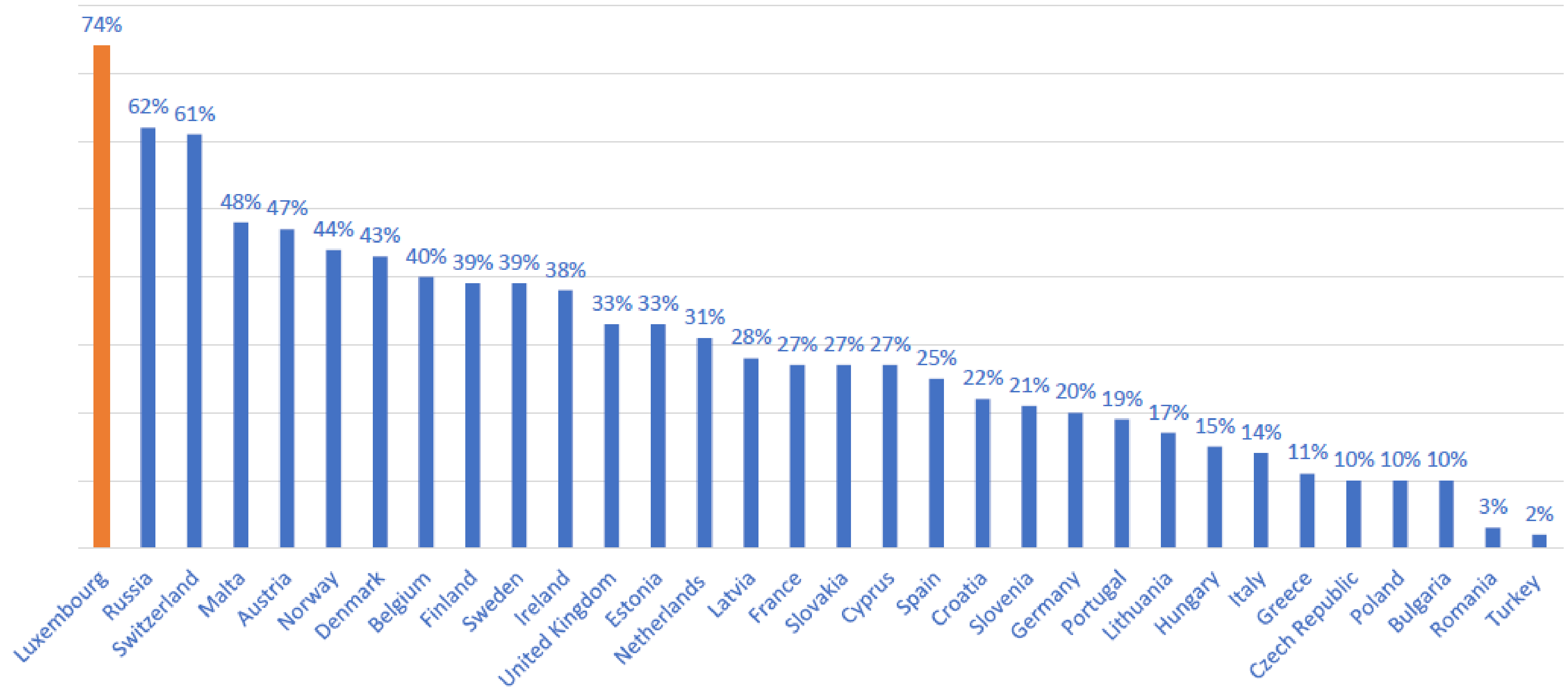
Waitrose

Bol.com + tanti altri

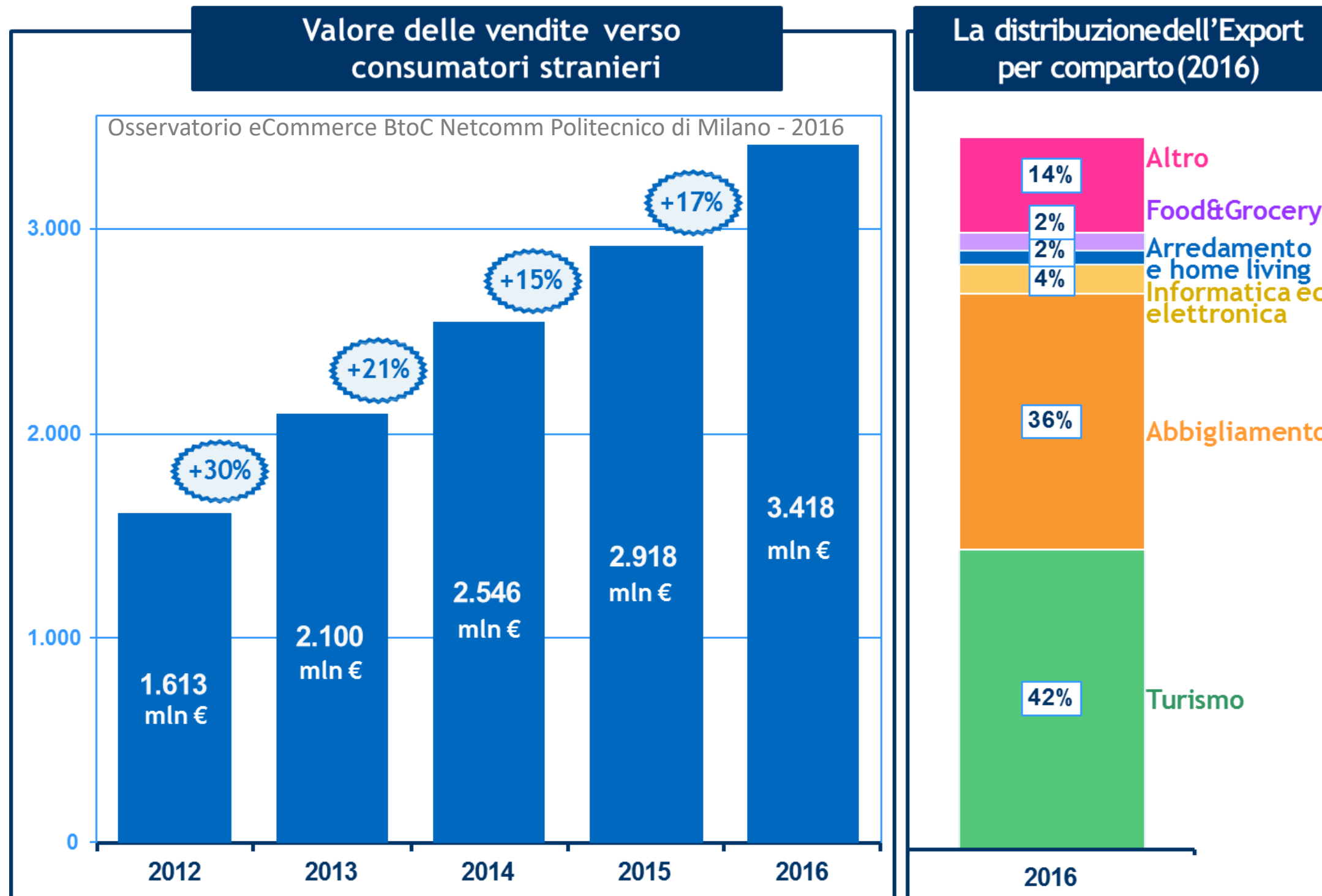
Argos

Internet Retailers Ranking for Western Europe, 2015 and 2016. Source: Fung Global Retail & Tech, 2017

# Luxembourg has the highest amount of cross-border purchases

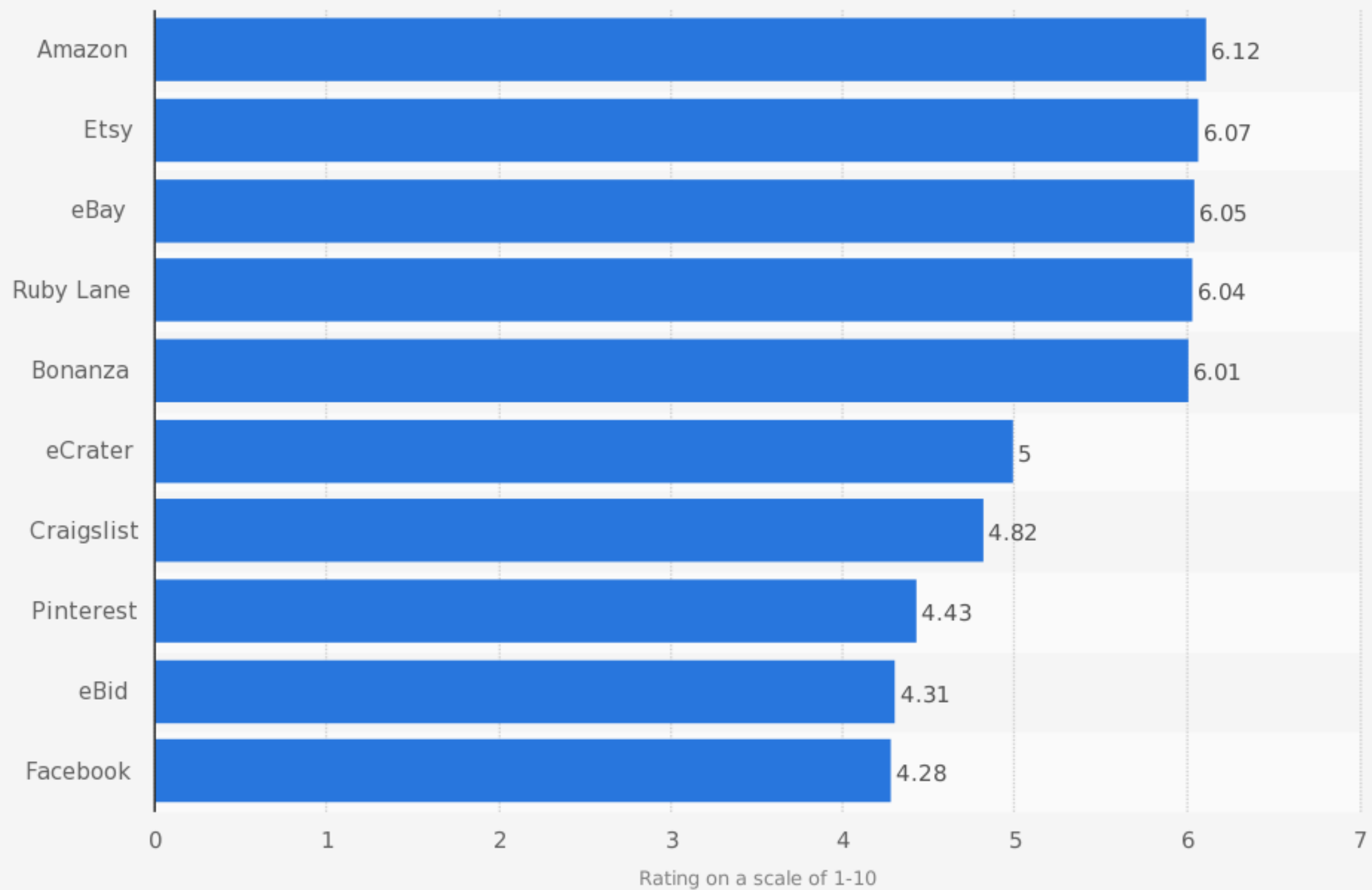


# Digital Export - Le vendite online italiane all'estero





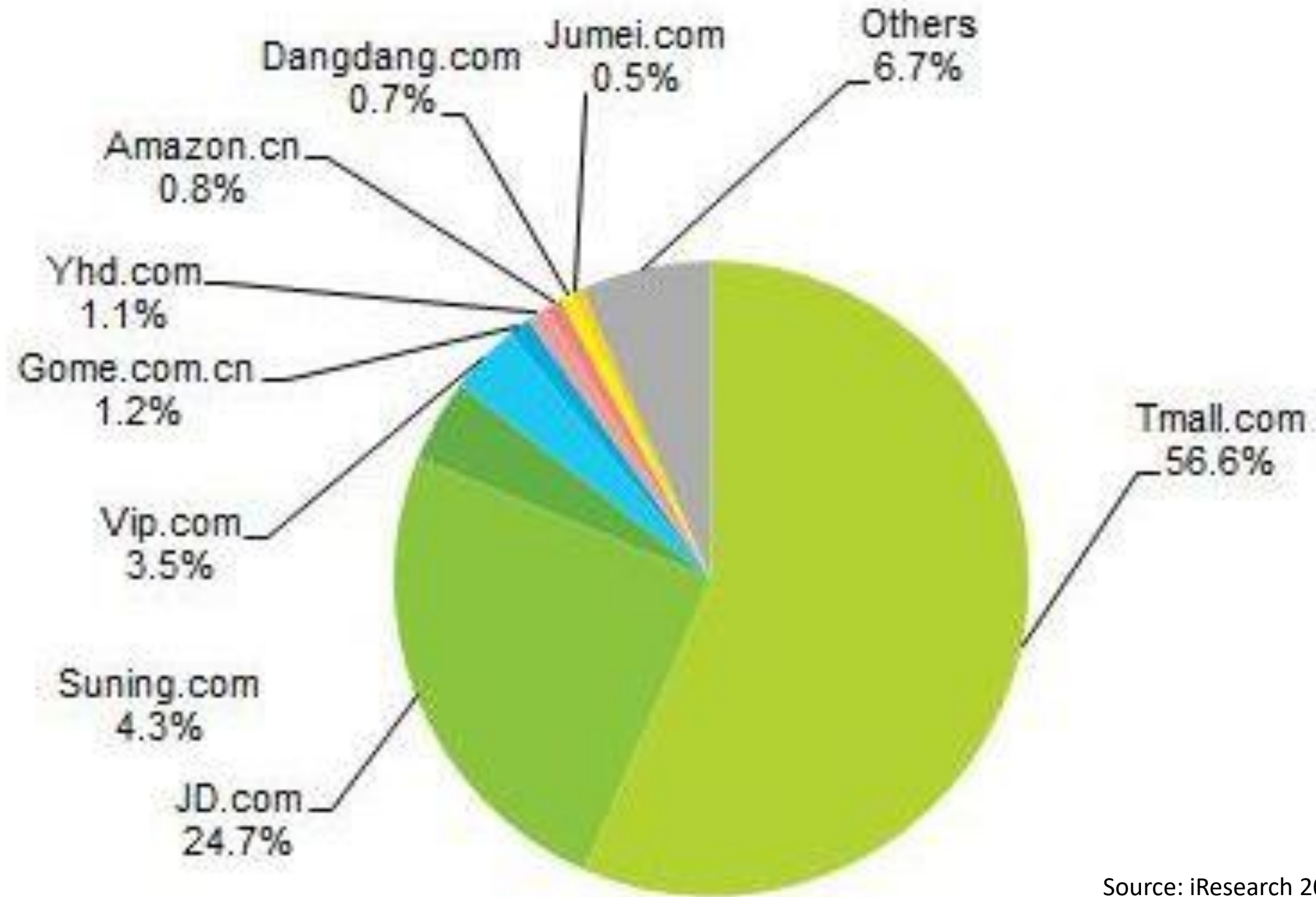
## Most popular online marketplaces according to online sellers in the United States as of January 2017 (index rating)



Source:  
EcommerceBytes  
© Statista 2017

Additional Information:  
United States; January 2017; 10,000 Respondents;  
EcommerceBytes users

## Le quote dell'e-commerce Btoc in Cina (febbraio 2017)



Source: iResearch 2017



# Il ruolo e il peso dei marketplace. La concentrazione del mercato

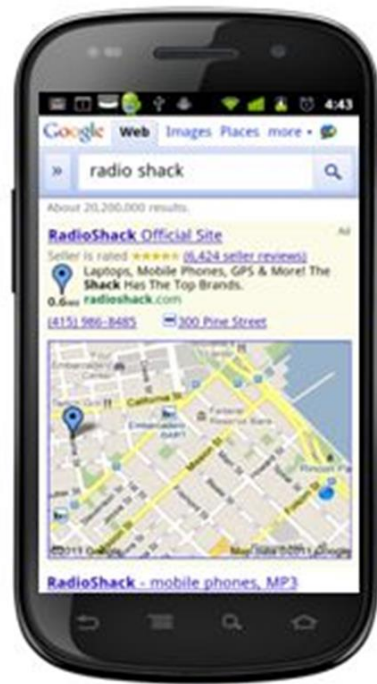
*La QDM retail del primo + secondo (+terzo) marketplace*

	Players	Share		Players	Share
Arg	CDMarket, Movistar	5%	Jap	Rakuten Ichiba, Amazon JP	40%
Aus	eBay, Coles, Woolworths	34%	Es	Amazon Spain, eBay Spain	20%
Bra	B2W Digital, Cnova	36%	Net	Ahold/Bol.com, Wehkamp	20%
Can	Amazon CA, Costco CA	9%	Pol	Allegro Market Place	50%
Chi	Alibaba, Jingdong Mall	80%	Rus	Ulmart, Wildberries	10%
Den	CDON, Coop	17%	S.Kor	Lotte Shopping, Emart	9%
Fra	Groupe Casino, Vente-Privee	20%	Swz	Digitec, Amazon DE	14%
Ger	Amazon DE, Otto	55%	UK	Amazon UK, Argos	28%
Ind	Flipkart, Snapdeal	25%	USA	Amazon, Apple	28%



Il Super Consumatore  
nell'era digitale

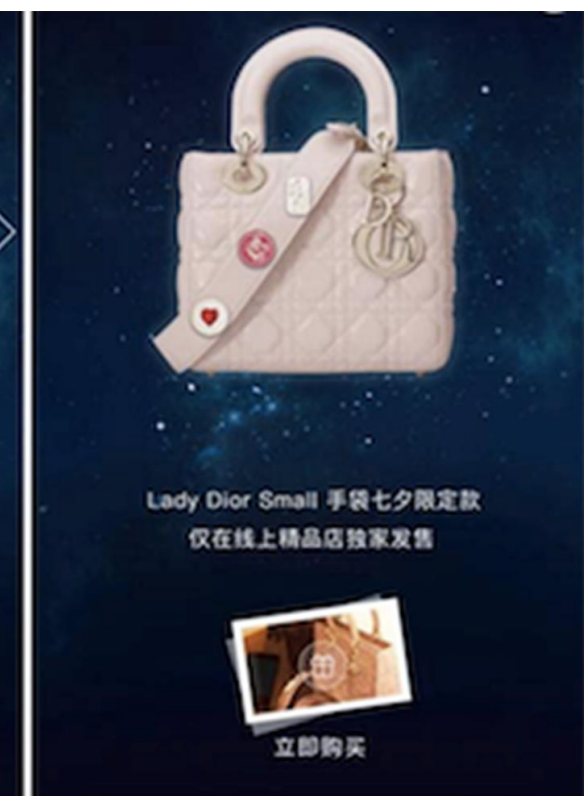
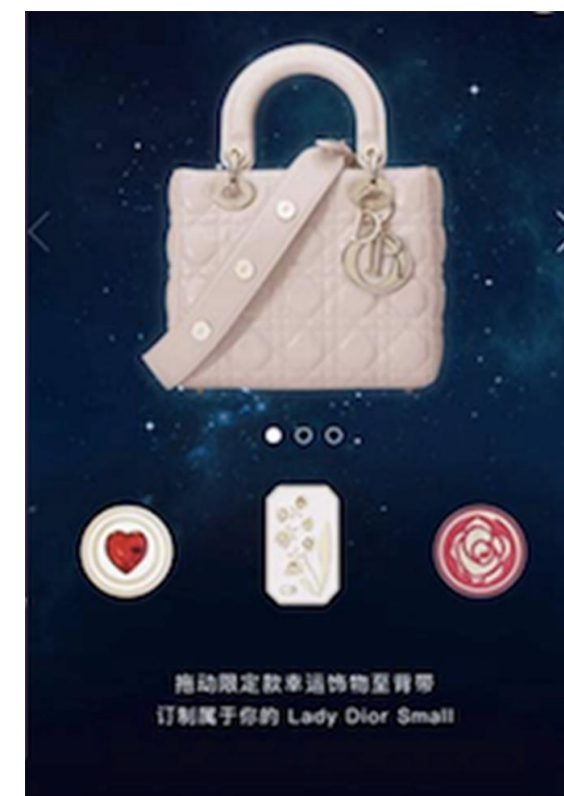
# Il dominio dello smartphone e dei Social



SEARCH  
(Hyper Local Ads)



DISPLAY:



# Il ruolo dei contenuti



Il Super Consumatore nell'era digitale

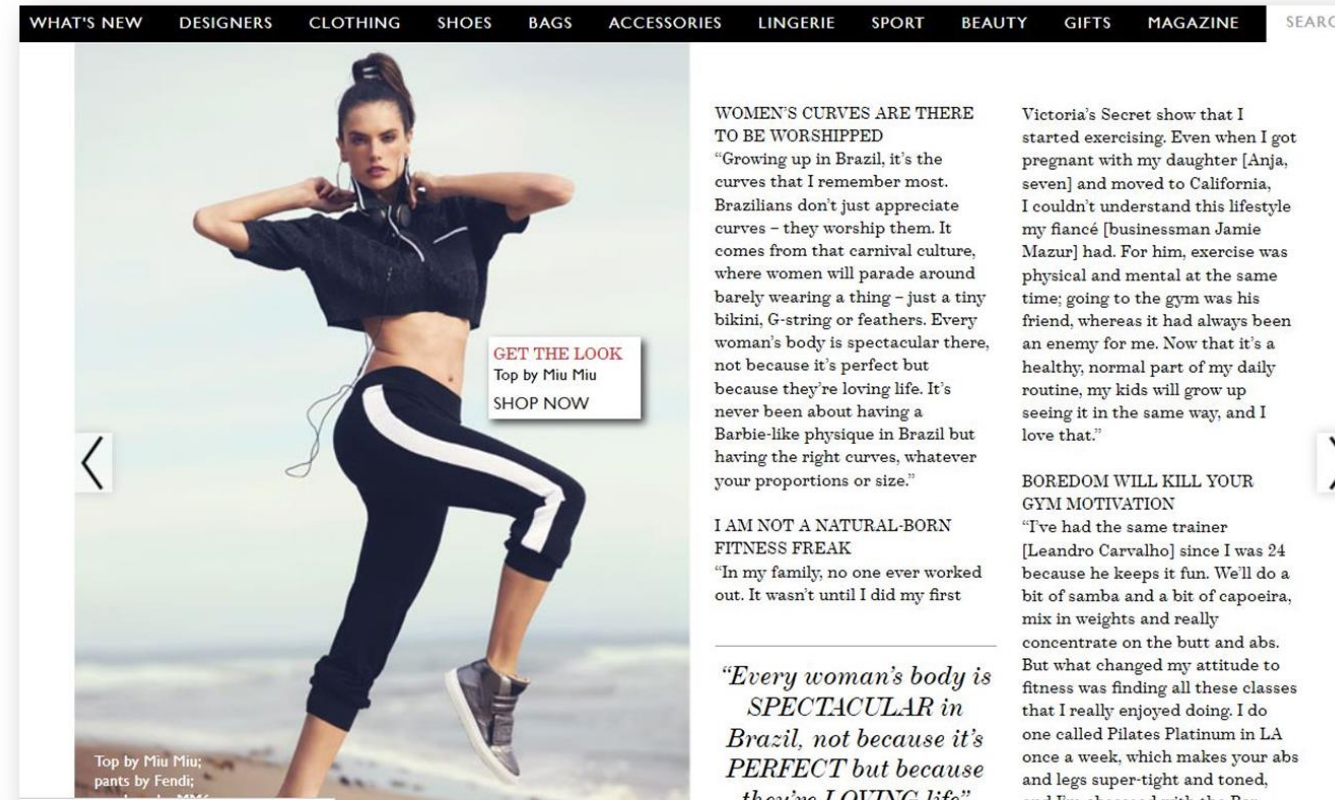
Web design, cosa vogliono i Clienti

TROVARE FACILMENTE QUELLO CHE CERCANO

CONTENUTI (Customer Driven) E REVIEW






CROSS CANALE, CROSS DEVICE

PERSONALIZZAZIONE



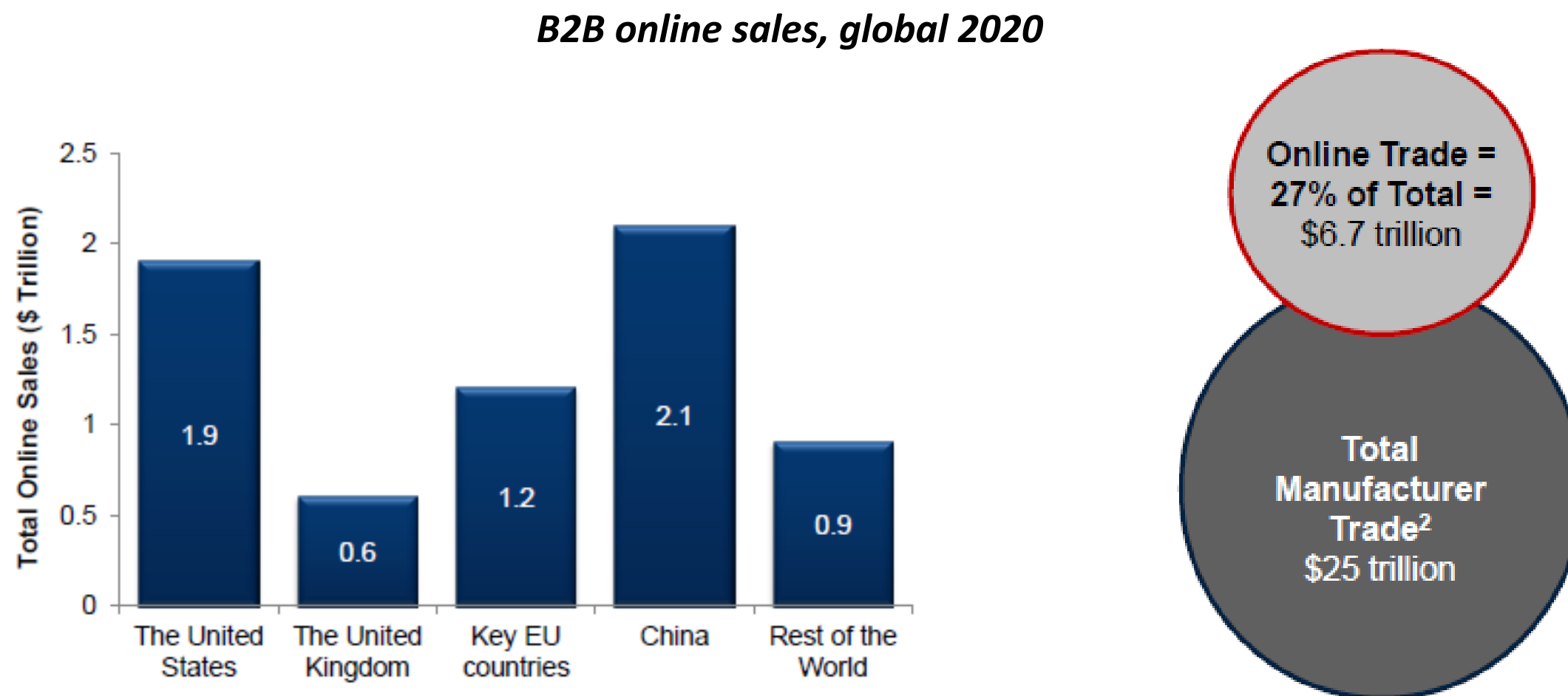


## La stima del valore dell'e-commerce B2B (dati 2015)

	<b>B2C</b>	<b>B2B</b>
	650 mld€	700 mld€
	168 mld€	228 mld€
	95 mld€	136 mld€
	60 mld€	55 mld€
	18 mld€	20 mld€

*Elaborazione Netcomm, dati 2015. I dati escludono le transazioni EDI e l'e-procurement*

La stima del valore dell'e-commerce B2B (proiezioni 2020): circa il doppio del B2C, pari al 27% del totale scambi B2B

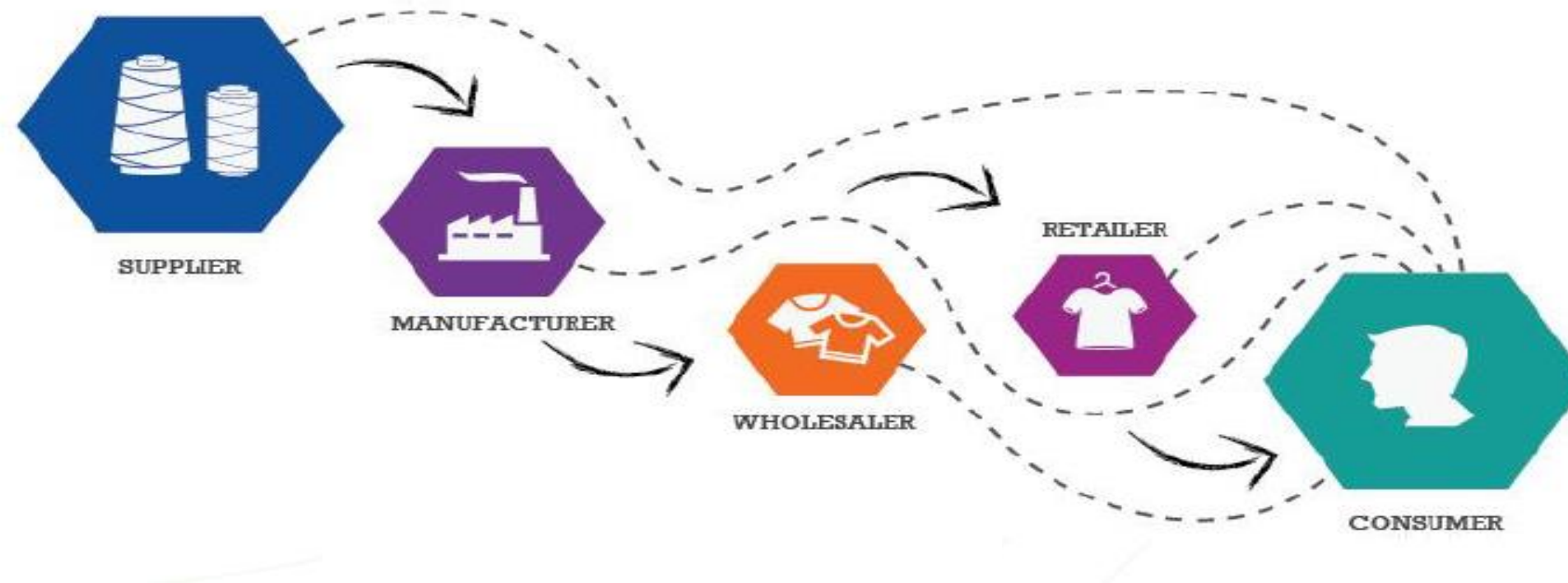


Fonte: Frost&Sullivan, escluso EDI

In Francia, Fevad stima nel 15% in peso dell'e-commerce nel B2B per il 2020. In crescita in questi anni ad un tasso annuo del 8%

## I modelli di business e le filiere cambiano

Da B2B a B2B2B / B2B2C. I confini si stanno sfumando

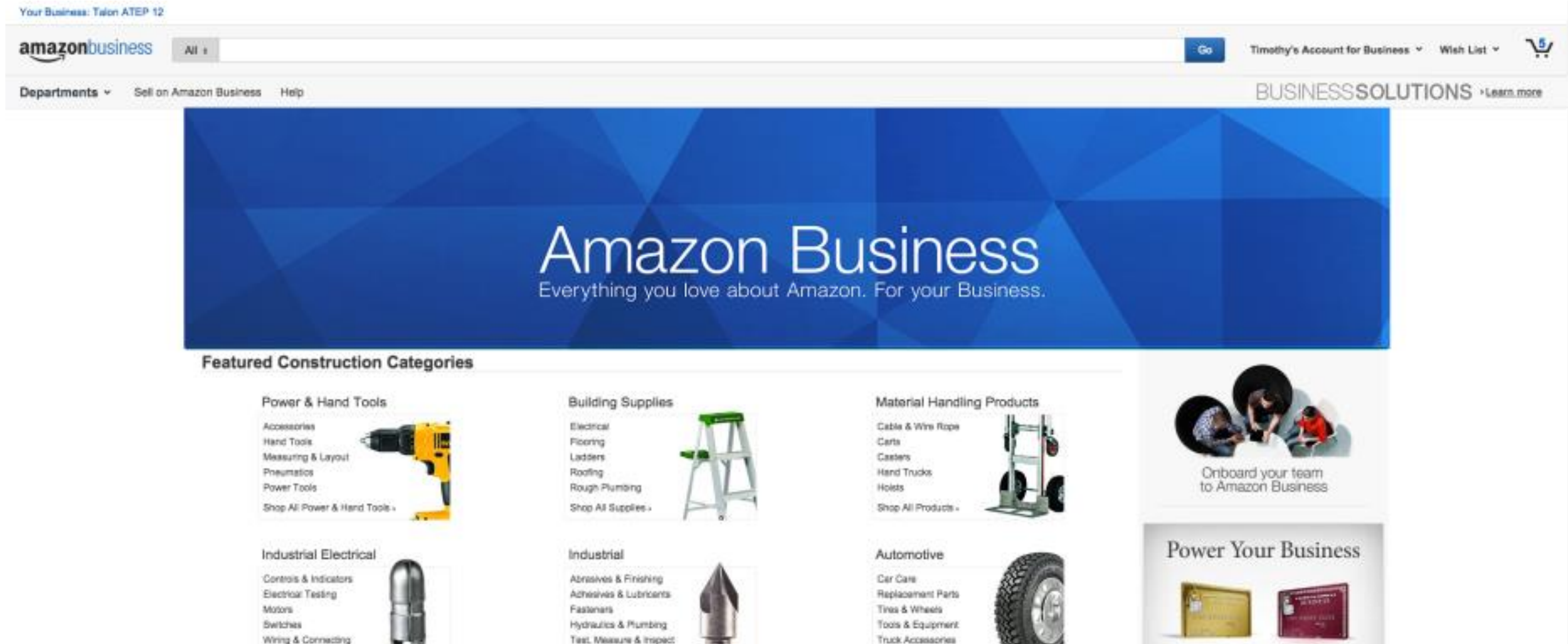


**B2B e B2C stanno perdendo i loro confini storici**

**Tutti i modelli di business stanno convergendo verso i modelli e-commerce B2C**

**Gli e-commerce B2B si sviluppano come B2B2B (white-label shop) o B2B2C**

# Il ruolo dei Marketplace



**Amazon Business (lanciato nel 2015 in USA, sostituisce Amazon Supply lanciato nel 2012)**



**Scenario del mercato e-commerce nel mondo**

**L'e-commerce per i mercati esteri, il progetto**

---

**I marketplaces**

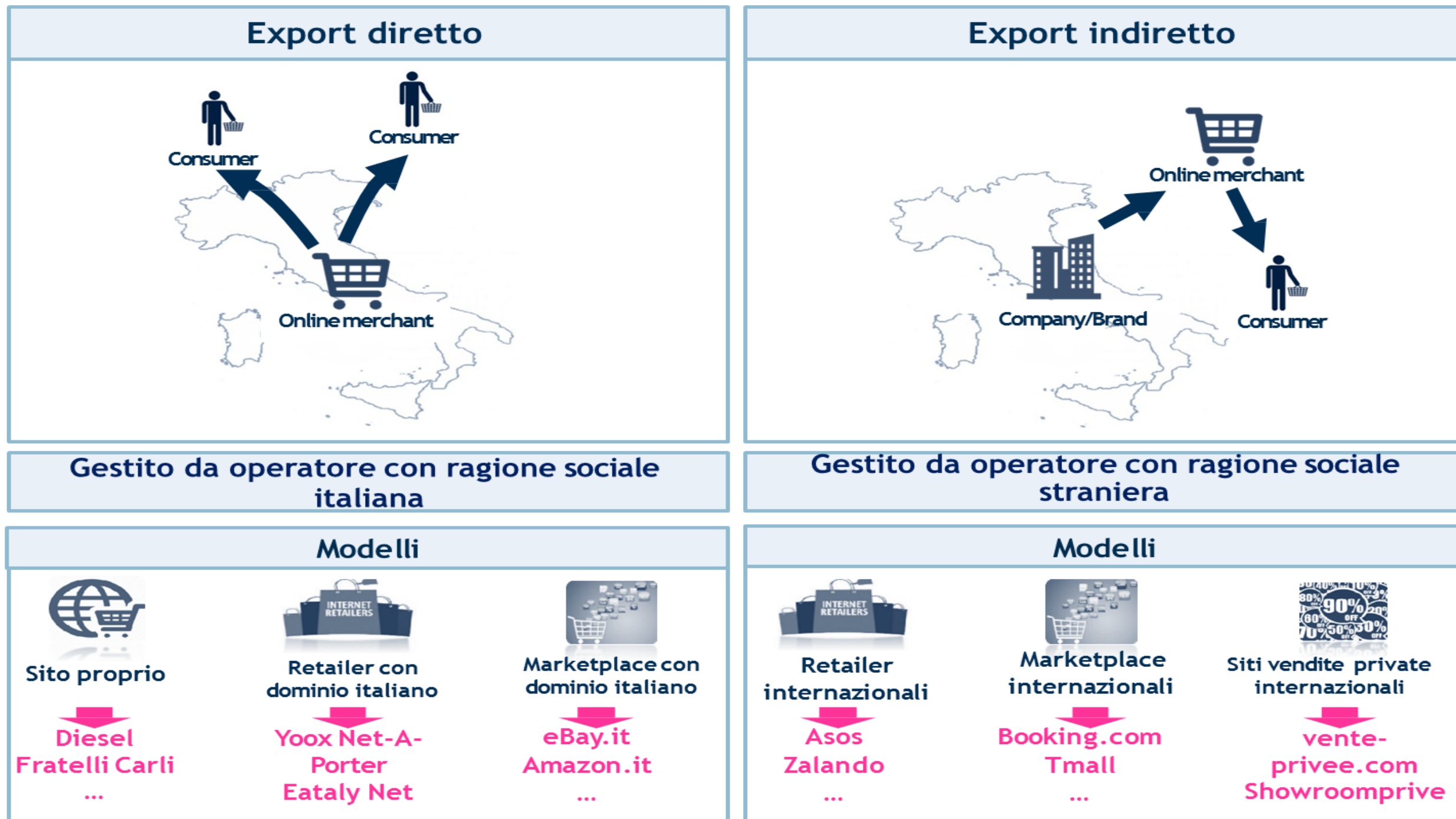
# E-commerce Strategic Model

---



- B2C, B2Retail, B2B
- Quali e quanti paesi target, loro roll-out
- Marketplace si/no? Quali?
- Quali segmenti di clientela target
- Quali canali di vendita per ciascun paese (web shop, marketplace, e-retailer, social,...)
- Sistema di offerta, pricing model, value proposition , ...
-

# I modelli di business del digital export italiano



Osservatorio Netcomm Politecnico di Milano – Maggio 2017

# Logistica - I modelli logistici a supporto dell'export

## Distribuzione da magazzino in Italia - Flusso diretto



## Caratteristiche

**Quando:** volumi ridotti, marginalità elevata, livello di servizio non stringente

**Pro:** limitati investimenti in strutture logistiche, stock concentrato (basse SS)

**Contro:** elevato lead time di consegna, elevati costi, no presidio del processo

## Distribuzione da magazzino in Italia - Flusso consolidato



## Caratteristiche

**Quando:** volumi sufficientemente elevati, livello di servizio non stringente

**Pro:** limitati investimenti in strutture logistiche, stock concentrato (basse SS), aggregazione flussi

**Contro:** elevato lead time di consegna, no presidio del processo

## Distribuzione da magazzino in loco



## Caratteristiche

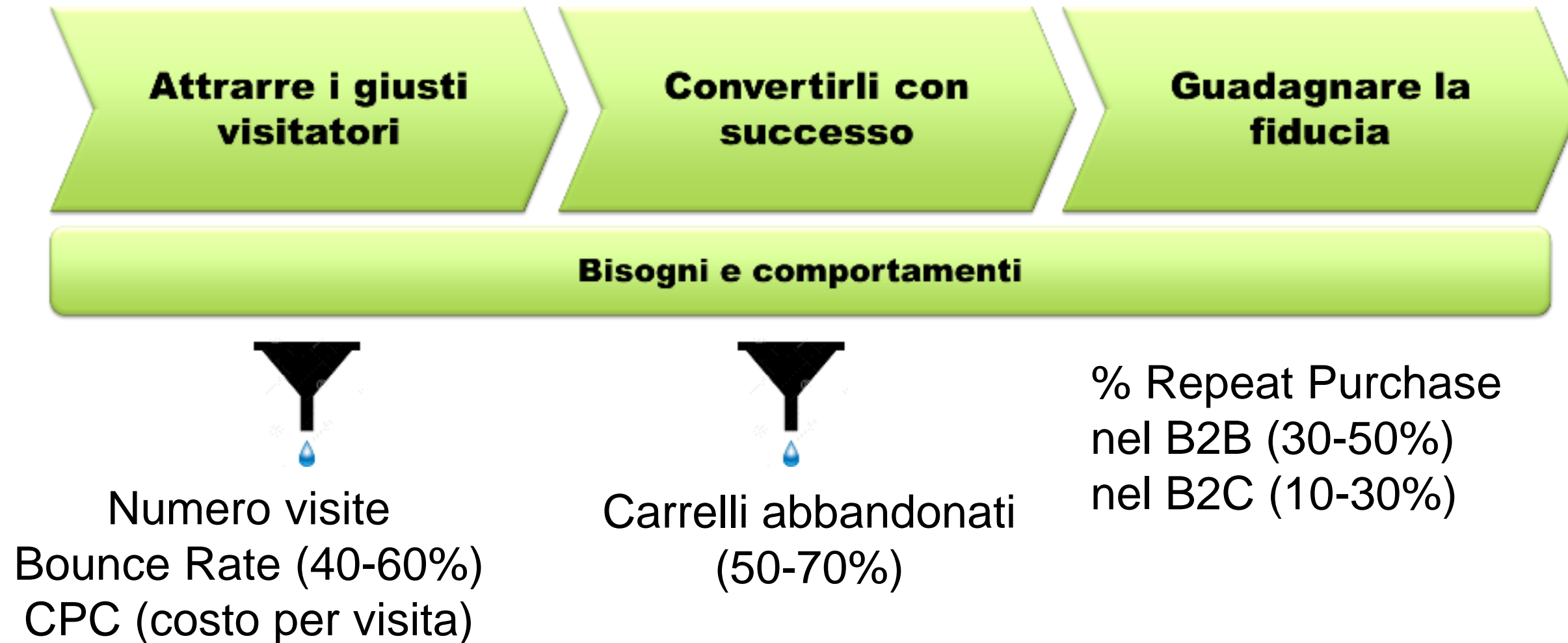
**Quando:** presidio del mercato, alto livello di servizio

**Pro:** presidio diretto, ridotto lead time di consegna, bassi costi di trasporto

**Contro:** elevati investimenti in strutture logistiche, stock decentrato (alte SS)

# Revenue KPI

Tasso di Conversione medio:  
B2C: 1,2% - B2B: 1,5-5%



# AVERAGE ORDER VALUE, sostenibilità dei costi logistici ed estensione di gamma



# Il costo e il valore strategico dei Resi



# Payment

Circa il **45%** delle transazioni e-commerce si interrompe all'atto del pagamento e nel **22%** dei casi per via di problemi legati al pagamento stesso

Se il progetto e-commerce aziendale prevede la vendita in più paesi nel mondo, la scelta e l'attivazione di diversi strumenti di pagamento diventa necessaria





# Customer Care

Elemento fondamentale nel processo d'acquisto online

Spesso il servizio di customer care viene dato in out-sourcing per ottimizzare gli investimenti e i costi e per offrire servizi 24/7, anche multi-lingua

I big del on-line retailing hanno tempi di risposta alle mail e alle chat, sempre inferiori al minuto

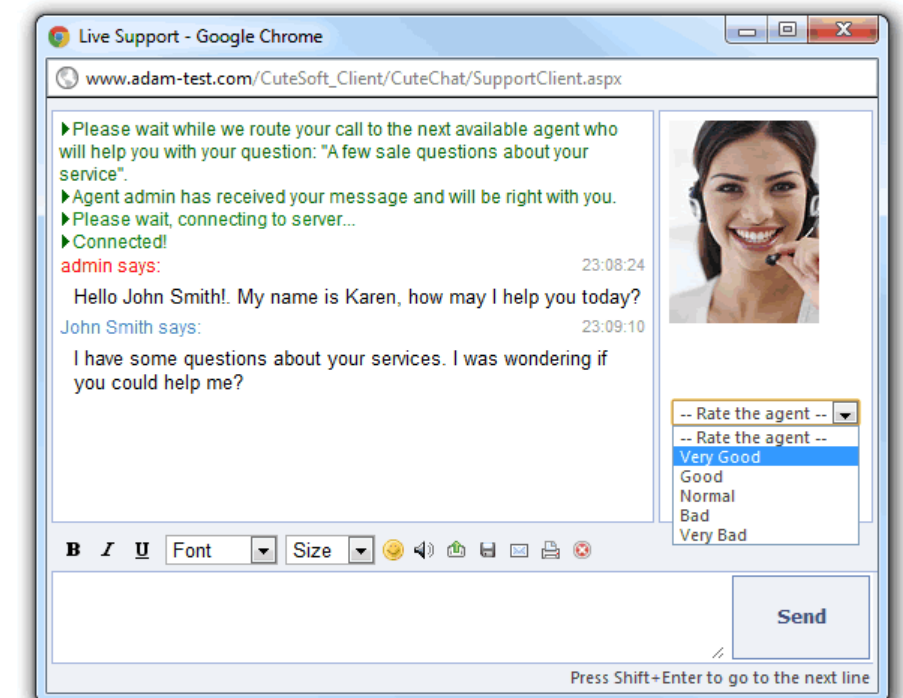
## Pre-sales

- *Inquiries Rate*
- *Canali InBoud: mail, chat, call, Social Media*
  - Richieste sulle caratteristiche dei prodotti
  - Richieste sulla disponibilità dei prodotti
  - Richieste sui pagamenti, sui trasporti e sugli altri servizi
  - ....

**Fondamentale nel B2B**

## Post-sales

- *Complaints Rate*
- *Canali InBoud: mail, chat, call*
  - Richieste sullo stato degli ordini e delle spedizioni
  - Recessi, Guasti, Garanzie
  - Reclami
  - ...



## Mappa di alcuni dei principali aspetti regolamentari in tema di digital export

**Normative inerente i prodotti**

**Normative inerente i trasporti**

**Norme per regolamentare il commercio B2C a distanza**

**Normative Tutela consumatore, Privacy, Data e Cookies, ...**

**Garanzie e diritti di Reso**

**IVA e fisco**

**Dazi Doganali**

.....



- **Web design** (grafica, user experience, ecc.)
- **Contenuti** (testi multilingue, foto, video, rating&review, ecc.)
- **Tecnologia** (scelta del software, integrazione con i sistemi aziendali, ecc.)
- **Marketing** (pianificazione, gestione, monitoraggio, livello investimenti ecc.)
- **Store management** (assortimento, politiche commerciali e promozionali nel sito, ecc. )
- **Payment** (quali e quanti sistemi di pagamento per area geografica, ...)
- **Logistica** (magazzino, spedizioni, resi, ecc.)
- **Customer Care** (canali e lingue di accesso, pre e post sales,...)
- **Amministrazione** (condizioni di vendita, fatturazione, ecc.)
- **Legal & Fiscal** (normative di prodotto, di trasporto, di esportazione, dazi doganali, IVA,...)

# Investimenti e costi

---

## *Investimenti di avvio*

- Sviluppo del sito e licenze software
- Strutture logistiche dedicate o fee di avvio partner
- Traduzioni
- Sviluppo schede prodotto e shooting
- Sviluppo contenuti del sito/negozi
- RegISTRAZIONI marchi e prodotti per paesi esteri
- Campagne di lancio
- ...

## *Costi operativi*

- Personale diretto
- Licenze Software
- Payment gateway
- Magazzini e corrieri
- Customer Care esterno
- Marketing (esterno)
- Fee fisso marketplace
- Fee variabile marketplace
- Fee piattaforme Social, Analytics, ...
- ...

**Scenario del mercato e-commerce nel mondo**  
**L'e-commerce per i mercati esteri, il progetto**  
**I marketplaces**

---

# Marketplace B2B e B2C

Alibaba.com  
Global trade starts here.™

Sign In | Join Free | My Alibaba

For Buyers | For Suppliers | Help | Trade Assurance

Products - What are you looking for... Search

**CATEGORIES**

- Apparel, Textiles & Accessories
- Auto & Transportation
- Electronics
- Machinery, Industrial Parts & Tools**
- Gifts, Sports & Toys
- Home, Lights & Construction
- Health & Beauty
- Bags, Shoes & Accessories
- Electrical Equipment, Components & Telecom
- Agriculture & Food
- Packaging, Advertising & Office
- Metallurgy, Chemicals, Plastics
- All Categories

**Hardware & Tools**

- Power Tools
- Hand Tools
- Garden Tools
- Material Handling Tools
- Tool Sets
- Fasteners
- View All Categories

**Machinery**

- Agriculture & Food Machinery
- Apparel & Textile Machinery
- Engineering Machinery
- General Industrial Equipment
- Packaging & Printing Machinery
- Plastic & Rubber Machinery
- View All Categories

**Measurement & Analysis Instruments**

- Testing Equipment
- Optical Instruments
- Temperature Instruments
- Electrical Instruments
- Weighing Scales
- Electronic Measuring Instruments
- View All Categories

**Industrial Parts & Fabrication Services**

- Bearing & Accessories
- Motors & Parts
- Machine Tools Accessories
- Pumps & Parts
- Valves & Parts
- Custom Fabrication Services
- View All Categories

AliSourcePro  
The most effective OEM/ODM & multi-category sourcing tool.

天猫 Tmall.com

飞利浦送红包 搜索

t恤男 | 连衣裙 | 夏凉被 | 电动牙刷 | 卧室灯 | 防晒衣 | 凉鞋 | 双肩包 | 口红

商品分类

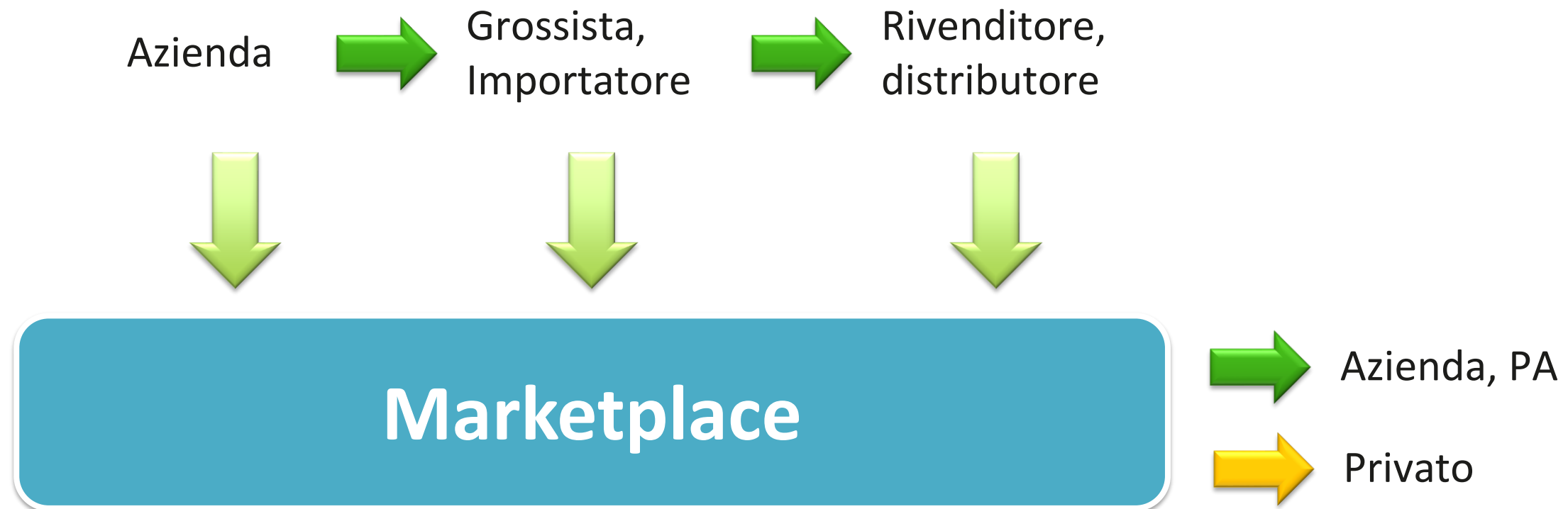
- 女装 / 内衣
- 男装 / 运动户外
- 女鞋 / 男鞋 / 箱包
- 化妆品 / 个人护理
- 腕表 / 珠宝首饰 / 眼镜
- 手机 / 数码 / 电脑办公
- 母婴玩具
- 零食 / 进口食品 / 茶酒
- 生鲜水果
- 大家电 / 生活电器
- 家具建材
- 汽车 / 配件 / 用品
- 家纺 / 家饰 / 鲜花
- 医药保健
- 厨具 / 收纳 / 宠物
- 图书音像

天猫超市 天猫国际 天猫会员 品牌街 电器城 喵鲜生 医药馆 营业厅 魅力惠 飞猪旅行 苏宁易购

**女装新品**  
[喊你来尝鲜]  
立即加购

首次下载天猫App 领388元大礼包

# Strategie distributive dei Marketplace e dei Brand



# Marketplace e e-retailer (e-distributor nel B2B)

The screenshot displays the ASOS Marketplace website interface. At the top, there is a navigation bar with 'ASOS' and 'MARKETPLACE' tabs, and a welcome message 'Welcome to Marketplace. SIGN IN / SIGN UP'. Below this, the 'ASOS marketplace' logo is followed by navigation links for 'WOMEN | MEN | BOUTIQUES'. A search bar is positioned on the right side of the header. The main content area features a large image of a person in a vintage boutique. Overlaid on this image is the text: 'SHOP DIRECTLY FROM OUR FAVOURITE INDEPENDENT LABELS AND VINTAGE BOUTIQUES.' Below this text are two buttons: 'SHOP WOMEN >' and 'SHOP MEN >'. A purple callout box in the bottom right corner of the image identifies the boutique as 'Headlock Vintage York, UK'.



# I siti di vendite private



Home

Become a member of [vente-privee.com](#)  
and get *fabuleux* discounts on the best brands

[Sign me up](#)

Already signed up? [Login](#)

Clothing	Accessories	Children	High-Tech	Home and Travel
Women's Jewellery	Fashion Accessories	<b>Watches</b>	Women's Accessories	Men's accessories

Home ▶ Accessories ▶ Watches ▶ [Snap up luxury watches on vente-privee.com](#) ..... A+ A-

## Snap up luxury watches on vente-privee.com

On our website, you can order luxury watches at deliciously discounted prices. When buying a luxury watch, save up to 70% off RRP with our flash sales dedicated to luxury watches. Find your dream luxury Swiss watch. Don't miss out on the exceptional prices on our discount luxury watches.

### Buying a luxury watch from the comfort of your home

Thinking of buying a luxury watch? Deterred by the hassle of hitting the shops? Then head to [vente-privee.com](#)! You can order directly from our website. With just a few clicks you can bag one of our many luxury watches. Your luxury Swiss watch will be delivered directly to your chosen address.

### Luxury Swiss watch: choose from a wide range of premium brands when buying a luxury watch

With new sales all the time, our website is packed full of enticing offers including a multitude of luxury watches. When buying a luxury watch on our website, there's no stress. Simply select the brand that suits your style. Whether as a gift or treat to yourself, your perfect luxury Swiss watch is waiting for you chez [vente-privee.com](#).



Все самое любимое

Сохраняйте товары в избранном с помощью



**4-й товар за 1 рубль**

Выбирайте ▶

**Быстро найдет нужный товар**  
на OZON.ru



**10 лучших новых книг ноября**



Красота по-японски

Новинки

Для лица

Неповторимый образ



Женская одежда

Обувь

Мужская одежда

Аксессуары

Маленькому моднику

Кроссовки

Кеды



検索ワード:

母の日ギフト

キュボロ

バッグインバッグ

セットアップ

ラゲッジネット

スニーカー

夢枕

スマホポーチ

自転車

ふるさと納税

あす楽・送料無料

翌日配達『あす楽』で

最短5月10日(水)お届け

▶ 明日届く商品を探す

▶ あす楽とは?

送料無料

7,800万点以上



▶ 送料無料の商品を探す

ジャンル

最近チェックしたジャンル

水・ソフトドリンク

車用品・バイク用品

光回線・モバイル...

花・観葉植物

TV・オーディオ・カ...

すべてのジャンル

72時間限定! 全ショップ対象 ポイント最大 **4倍** 日用品得得デー

祝勝利!  
楽天イーグルス  
エントリーでポイント  
**2倍**

©Rakuten Eagles

72時間限定  
エントリーで  
ポイント最大 **4倍**

全ショップ対象

母の日  
緊急追加!  
150円  
クーポン

対象ショップ限定

本日は夏タイヤ準備DAY

愛車の足元も衣替え!

サービスを使えば使うほどポイントUP!  
いつでも毎日  
ポイント最大 **7倍**

スーパーポイントアッププログラム

エントリー&540円(税込)以上で  
初めての方限定/  
**500**  
ポイントプレゼント

©Rakuten SHOWTIME

R magazine

楽天お買い物  
研究 研究所

みんな“金曜日”に  
何を買ってるの?

トレンド:楽天ユーザーの金曜日

NEW

スター・ウォーズ  
コレクション

ROOM

トレンド:ゆるかわグッズからあの

NEW

安藤 サクラ  
さん

R magazine  
interview

メディア:ロケ地で出会ったオスス

神田 うの  
× R コラボ

楽天限定:簡単に可愛くネイルが

ようこそ、楽天市場へ



ログイン



楽天会員登録(無料)

会員登録でスーパ  
ーポイントが貯ま  
る、使える。

楽しく 効率的に **英語学習**

©Rakuten Super English



네이버를 시작페이지로 > | **주니어네이버** **해피빈**

제19대 대통령선거  
후보자 공약 살펴보기 **D-1**

메일 카페 블로그 지식iN 쇼핑 Pay ▶TV 사전 뉴스 증권 부동산 지도 영화 뮤직 책 웹툰 | 더보기 ▾

8 프랑스 대통령 ▾

문정아 중국어

**딱! 11시 까지!**  
**문정아 중국어 압도적 혜택**

왕초보 회화+HSK+학습실계 1회  
~~243,000원~~ → **0원**

(히트강좌 신청 시 무료/ 부분 구성 변경하여 추후 동일 이벤트 진행될 수 있음)

Connect with people

Forgot [Username](#) or [Password](#)?

[Sign up](#)

연합뉴스 > 中 사드 전자교란 파괴 가능한 신형 IRBM 공개

네이버 뉴스 연예 스포츠 경제 대선

뉴스스탠드 > 전체 언론사 | MY뉴스


05.08. (월) | 환율 4/6 < >

미국USD 05.08 18:37  
1132.80 ▼3.70

일본JPY100 05.08 18:37  
1006.44 ▼0.56

유럽연합EUR 05.08 18:37  
1239.85 ▼3.20

중국CNY 05.08 18:37  
164.07 ▼0.82

**1:1 영어회화를 더욱 자유롭게 무제한으로.**

민병철유폰 무료수업 선착순 마감 >

바로수업 수강신청 시 일 제한없이 수업 가능

제19대 대통령선거

후보자 정보 > 선거안내 > 뉴스 >

선거일 **D-1**  
5.9.화요일



HIGHLIGHTS AT LAZADA

MOBILES & TABLETS

HEALTH & BEAUTY

COMPUTERS & LAPTOPS

CAMERAS

CONSUMER ELECTRONICS

FASHION

WATCHES

HOME & LIVING

HOME APPLIANCES

TRAVEL & LUGGAGE

SPORTS & OUTDOORS

WINES & SPIRITS

TOYS, KIDS & BABIES

Consumer Electronics  
Audio Devices  
Gaming  
Smart Watches  
Gadgets & Gizmos  
Earphones & Headphones

Audio Devices  
Portable Speakers

Gaming  
Games  
Consoles  
Accessories

Home  
Televisions  
Video Players  
Video Streaming

Shop By Brand  
Bose  
Logitech  
Plantronics  
Nintendo  
Sony

# There's an Apple Watch For Everyone

**BEST SELLER**



USB STAND VINTAGE MICROPHONE  
\$29  
**\$13.50**



LENCO TURNTABLES  
Only **\$269**



SONY WIFI YOUTUBE 32" LED TV  
Hours of Entertainment!

ONLY **\$408**



THE WITCHER 3: WILD HUNT ON PS4  
Only **\$78.90!**

NEW ARRIVALS



BLU RAY SUPERIORITY PLAYERS  
From **\$88**



## EFFORTLESS SHOPPING

- Affordable Shipping
- Cash on Delivery
- Buyer Protection Guarantee
- Trusted Sellers Only
- Customer Service

[Learn more](#)

## SELL ON LAZADA

[Increase your sales](#)

## DOWNLOAD LAZADA APP

ENJOY **\$10 OFF**  
LAZADA APP

Enter your mobile number to download [Lazada App](#)

+65 XXXX-XXXX

SEND



ما الذي تبحث عنه؟

جميع الفئات | إلكترونيات | الهواتف والتابلت | أزياء نسائية | أزياء رجالية | الأطفال و الألعاب | المنزل | عطور ومستحضرات تجميل | رياضة و لياقة | الماركات المميزة | سوپرماركت

تسوق الآن

لقد وصل. | آيفون 7

تسوق الآن

أفضل الصفقات. كل يوم.

صفقة اليوم



U.S. POLO ASSN.  
SINCE 1890






















حقاتب، ملابس  
ساعات وغيرها

تسوق الآن

الكل بسعر اقل من  
199 درهم



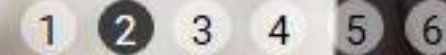
يو اس بولو اسن

-  DEALS OF THE DAY 
-  MEN'S FASHION 
-  WOMEN'S FASHION 
-  BEAUTY & PERFUMES 
-  MOBILE PHONES 
-  TABLETS 
-  COMPUTING 
-  TV, AUDIO & VIDEO 
-  HOME & LIVING 
-  SPORTS & FITNESS 
-  BABY TOYS & KIDS 
-  OTHER CATEGORIES 

# PERFECT OFFICE WEAR! FOR MEN

FROM GH¢ 55

SHOP NOW



BINATONE

 Binatone



ELECTRONIC

HOME & LIVING

FASHION

BEAUTY

TOSHIBA



ALCATEL



★ ★ ★ ★ ★  
**Computing  
Generals**  
5 star Performance Guranteed  
SHOP NOW

THE *ART* OF PHOTOGRAPHY  
SHOP NOW

LITTLE HOME HELPERS  
SHOP NOW

GET EXCLUSIVE DEALS!  
GET THE LATEST KONGA SHOPPING APP TODAY!  
DOWNLOAD NOW

DEALS OF THE DAY  
VIEW ALL DEALS >

18% off  
Tecno Camon CX - 2GB, 16GB - Gold  
₦67,000  
ADD TO CART  
42D 16H 07M 58S

27% off  
Binatone Air Cooler Fan - BAC-200  
₦33,000  
ADD TO CART  
9D 17H 34M 58S

21% off  
HP Notebook 14-am052nia - 2 GB - 500 GB - Intel N3060 Celeron-14-  
₦95,000  
ADD TO CART  
11D 23H 54M 58S







DejaVuVintagepedia

Favorite shop



75

items



Like this item?

Add it to your favorites to revisit it later.



zoom

### Vintage Juliana set, Topaz Coral Striped rhinestone brooch and earrings, 1960s

€200.00

plus shipping

VAT included (where applicable).

Only 1 available

#### Overview

- Vintage item from the 1960s
- Materials: topaz coral striped rhinestones, gold tone metal
- Ships worldwide from Italy
- Feedback: [6 reviews](#)
- Favorited by: [1 person](#)



Tweet



Pin it



tumblr. +



Like 0



DejaVuVintagepedia

in Rome, Latium



Item details

★★★★★ (6)

Shipping & Policies

Translated by Microsoft

[See in original language](#)

Item details

★★★★★ (6)

Shipping & Policies

Translated by Microsoft

[See in original language](#)

Beautiful vintage Juliana Topaz Coral Striped Rhinestone Set Brooch Clip Earrings Book Piece DeLizza Elster, 1960s

Juliana costume jewelry was produced by DeLizza & Elster, which was founded in 1947 to manufacture everything from buttons and buckles to pins and pendants for such venerable costume jewelers as Hattie Carnegie, Hobe, Kenneth J. Lane, and Weiss.

In 1967, chief designer Frank DeLizza and business partner Harold Elster decided to create a brand of their own by placing paper tags with the Juliana trademark on some of their pieces. The brand lasted barely two years, but it became synonymous with DeLizza & Elster.

Vintage Juliana pieces (which include unlabeled pieces created before 1967 as well as those with Gloria and Tara hang tags) typically feature vibrantly colored rhinestones such as aurora borealis, clear crystals, faux hematite, and fake opals. Striking colors such as purple and teal or green and pink are routinely combined. In other Juliana pieces, large speckled (or "Easter egg") cabochons are set within rings of smaller, colored stones.

Brooch height measures 7,5 cm, earrings height measures 3,5 cm

Mark: unsigned

Condition: Very good condition

SHOP  SELL  RELAX 

 SHOP OWNERS' HOME

 MY ACCOUNT

 MY WISH LISTS

 MY CART 7

**rubylane**.com  
vintage begins here

Search Ruby Lane

What are you looking for?



ANTIQUES VINTAGE COLLECTIBLES DOLLS FINE ART FURNITURE & LIGHTING GLASS JEWELRY PORCELAIN & POTTERY SILVER VINTAGE FASHION

THE WORLD'S LARGEST CURATED MARKETPLACE FOR  
VINTAGE & ANTIQUES.

*Thousands of independent shops showcasing quality items. Come sell with us.*

Amulet Art and Antiques [View](#)





Hand-picked List | **Back to School for the Little Ones**

Why did 10,000 sellers vote Bonanza over eBay, Etsy and Amazon?



Find something spectacular

Go



Changing in 3



### Come Trasformare la Stanza da Bagno in un Giardino

Leggi Tutto

Il Magazine di Houzz

2 Preferiti



Mostra nuovi aggiornamenti

Stanza da Bagno

Salvato 87 volte | 1 Domanda



### 6 Regole per Piccoli Spazi Funzionali e Contenti

Leggi Tutto

Il Magazine di Houzz

7 Preferiti | 2 Commenti



Sebastiano Canzano architetto



### Le Case di Houzz: il Segreto della Dimora del 1600 a Mantova è la Luce

Leggi Tutto



### Piccoli Accorgimenti Antistress per Genitori di Bambini che Gattonano

Leggi Tutto



# UNIQUE ARTISANAL FURNISHINGS

IMAESTRI helps design professionals and discerning individuals source unique furnishings with ease and confidence from the world's finest designers and artisanal makers

SIGN UP



Need Help?

# Celebrity Outfit Sets

FEELING INSPIRED?



CREATE AN OUTFIT

Date

Women's Fashion

Celebrity

Color

Items per set



Celebrity Style: Gigi Hadid  
BY NASTYAAFANASOVA

3311 40



Celebrity style: Lucy Hale  
BY NASTYA-D

2595 78



Celebrity Style: Jennifer Lopez  
BY MADA-MALUREANU

1136 92



## PROMOTED PRODUCTS PARTNER HELP CENTER

Basics

Product Feed

Campaign Optimization

Tracking

Promoted Products Reporting

Bidding



Search

EU

# LOVET<sup>h</sup>ESIGN



LOGIN



LOVELIST



BASKET

FURNITURE

LIGHTING

DINING

TEXTILES

HOME ACCESSORIES

KIDS

OUTDOOR

GIFTS

SALES

BRAND

PIANOPRIMO



## Up to 60% off

### SALES AND SUNSHINE





# Vendere on line nel mondo con i marketplace

1. Quali paesi
2. Quali marketplace /retailer
3. Quali servizi dal marketplace
4. Quale logistica
5. Quali prodotti e gamma
6. Quale Pricing
7. Stima margini
8. Budget di lancio e di gestione
9. Vendite e KPI obiettivo

# Marketplace

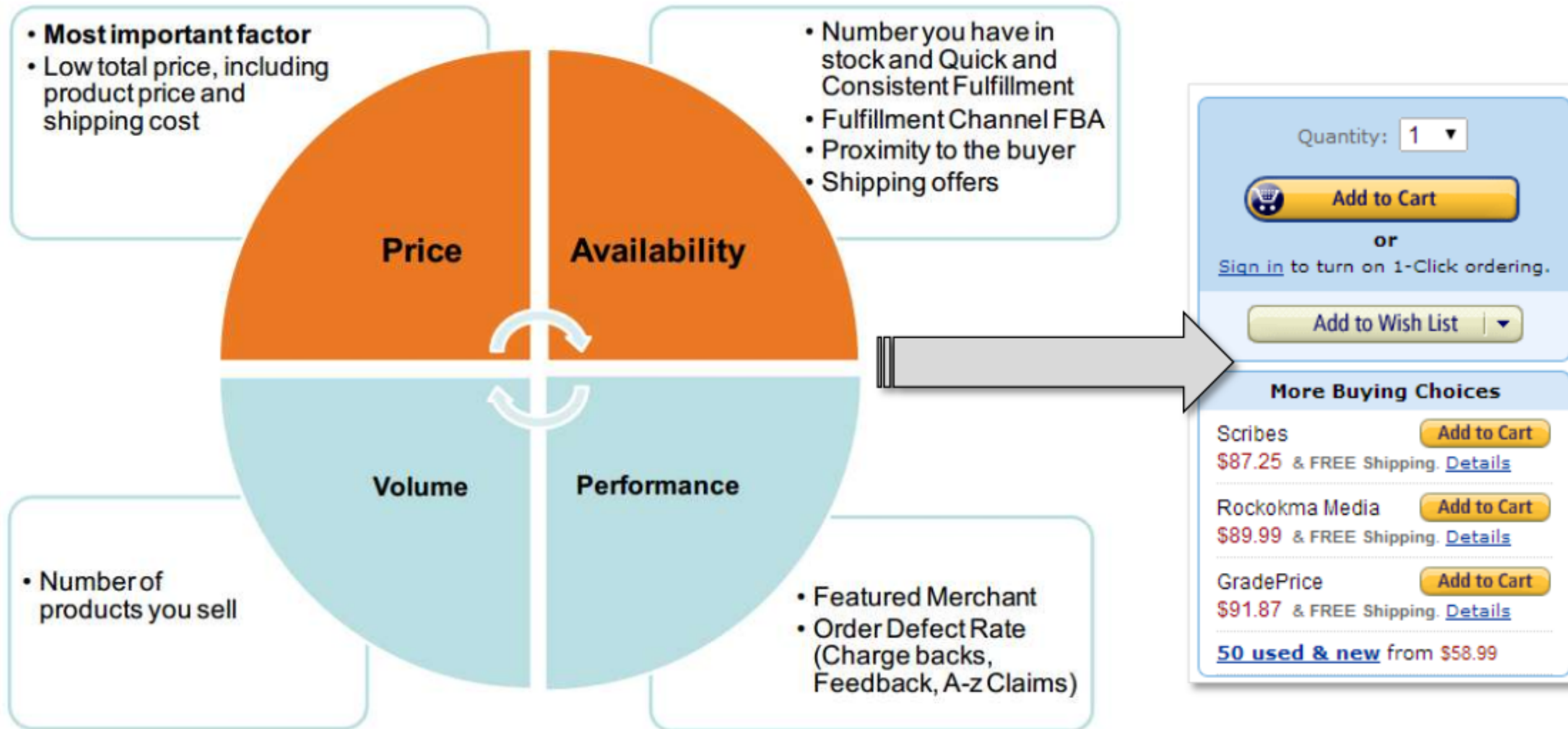
## Plus

Velocità di avvio  
Investimenti ridotti in infrastruttura IT  
Customer Rich e Customer Trust  
Digital marketing in «ambiente chiuso»  
Possibile esternalizzazione della  
logistica  
Report e Big Data  
Presidio del Customer Journey locale  
Sviluppo conoscenza mercato  
....

## Minus

Incidenza commissioni dirette  
Mancanza di rapporto diretto con il  
Cliente finale (a seconda dei  
marketplace)  
...

# Amazon. La Buy Box



More than 75% of non-media sales comes via the Buy Box.\*

天猫国际 TMALL.HK

天猫 TMALL.COM

### Channel Properties

#### Tmall Global

- Operate businesses locally
- Fulfill orders internationally

#### Tmall.com

- Establish business entity in Mainland China
- On-the-ground operations to reach consumers quickly

### Entry Requirements

#### Tmall Global

- Presence in Mainland China: 0-2 years
- Operations location: Mainland China or abroad
- Stock location: Abroad

#### Tmall.com

- Presence in Mainland China: 3 years+ OR sufficient expenditure to gain traction in China's market
- Operations location: Mainland China  
Stock Location: Mainland China

## Seller Side, sintesi



- Quattro tipologie di membership, la prima gratuita e le altre tre con quote annuali tra 1.500€ e 6.000€
- La piattaforma supporta i pagamenti con strumenti di vario genere, ma mette in contatto diretto buyer e vendor, la transazione sulla piattaforma non è vincolante
- Vasta gamma di servizi a pagamento
- A breve anche in Italia saranno selezionati i Service Partner di Alibaba che aiuteranno le aziende italiane a migliorare la propria presenza all'interno della piattaforma
- Con i livelli superiori di membership, tra i principali elementi:
  - si possono creare siti dedicati, essere collocati in alto nei risultati del motore di ricerca e nelle home page di categoria
  - si accede con diversi ordini di priorità alle RFQ (request for quotation) postate dai Buyer
  - Si accede a livelli diversi di certificazione

# Marketplace -Conclusioni

I marketplace sono un'opportunità eccezionale per conoscere e sviluppare mercati esteri

Esistono dei marketplace internazionali, generalisti e settoriali, dominanti, ma ogni paese ha dei player chiave specifici e il panorama è in continua evoluzione

Ogni marketplace è un ambiente specifico con funzionamento strumenti e regole diverse

Per vendere con i marketplace è necessario investire in contenuti e marketing nel marketplace

Ogni azienda dovrebbe avere un team dedicato al canale marketplace

