



## Riding the wave of cross-border retail with Information technology

# 以資訊科技緊握跨境零售的大趨勢

According to statistic#, the cross-border B2C sales is expected to reach US\$424 billion by 2021 with an increasing online marketplaces particularly in China, Japan, US & UK. It is also expected to have an explosive growth in China until 2025.

From the disastrous COVID-19 crisis, it further reflects and strengthens the importance and reliance of Cross-Border e-Commerce / e-Tailing. In fact, many traditional retailers and trading companies has already treated e-commerce as an alternate revenue generation channel.

Cross-border E-Commerce is prompting business transformation of traditional business, the development of information technology act a critical role in this process. In this article, we are going to share some key issues when you are going to transform to the cross border retailing by information technology.

### Manage Omni-Channel with ERP backbone

Many concurrent E-tailers place their focus on front-end e-Commerce platform but often overlook the importance of a back-end management system. And since cross-border retail can be implemented by enterprise's website and different e-market platforms (e.g. Amazon, e-Bay, Taobao...etc), e-Tailers find it is hard to consolidate the orders and information across multi-platform and manage internal operations at the same time. An ERP (Enterprise Resources Planning) system with API integration to multiple E-commerce platform will be your strong backbone. All products, customer and order information can be centralized and inventory level can be monitored at once. The ERP system can also provide sales and customer analysis from omni-channel that support your strategic decision making.

### Mobile shopping Apps

Nowadays, there is an increasing trend for e-shoppers to purchase using mobile apps. Apart from providing the convenient e-shop function, the mobile shopping app is an effective channel to implement your target marketing strategy through membership offer, in-apps promotion or push notifications. Mobile apps can help to retain customer loyalty and boost sales by encourage re-purchase action.

根據預測數據# 顯示，隨著在線市場上揚，尤其是中國、日本、美國及英國，預計 2021 年，跨境 B2C 的銷售額將達到 4,240 億美元，另外預期到 2025 年，在中國會有爆炸性增長。

從最近的新型冠狀肺炎危機中，進一步反映了跨境電子商貿的重要性及對其的依賴性。事實上，許多傳統零售商和貿易公司都已經將電子商貿視為替代實體店的銷售渠道。跨境電子商務正推動著傳統業務的轉型，資訊科技的發展在此過程中起著關鍵作用。在本文中，我們將分享一些借助資訊科技轉型為跨境零售的要點。

### 以 ERP 系統集中管理全渠道

許多電子商家都會將資訊科技的開發重點放於前端電子商貿平台，卻常常忽略後台管理系統的重要性。由於跨境零售可以通過企業網站，以及不同的電商平台（例如，亞馬遜，e-Bay，淘寶網等）進行，愈多網上銷售渠道，電商就愈發覺要同時管理各平台上的訂單和資訊既混亂又困難。故此，建議企業採用已透過 API 整合多個電子商貿平台的企業資源規劃 (ERP) 系統，集中管理產品、客戶及訂單信息，並可監視庫存情況。另外，ERP 系統可提供全渠道銷售及客戶分析，助你作出更準確的商業決策。

### 流動購物應用程式

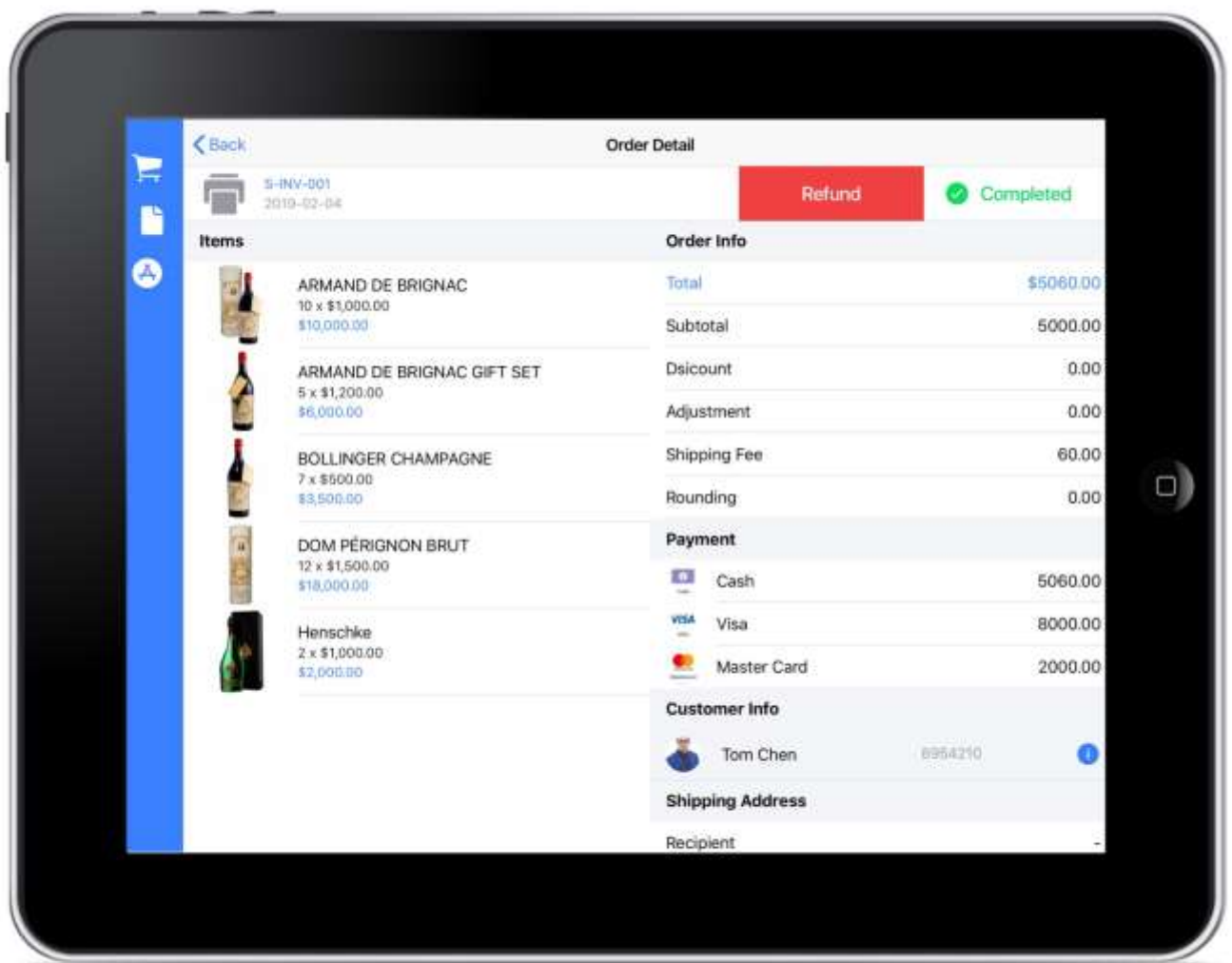
現在，越來越多電子購物者使用流動應用程式購物。流動應用程式除了提供便捷的電子商店功能外，電商更可於流動應用程式內推出會員制度、促銷或推送通知等有效的目標營銷策略，亦鼓勵客戶再次購買行為，提高客戶忠誠度。

## E-Payment Integration

In the internet world, customers can be everywhere coming from worldwide, it is essential for business to support multiple e-payment method such as Visa/Master, PayPal, WeChat, Alipay. Apart from the integration with each payment gateway, business merchants may also assign appropriate payment gateway provider that comes with an integrated payment transaction-processing service of multi-channel and currency.

## 電子支付的整合

在互聯網世界，你的客戶遍布世界各地，所以跨境零售必須能夠支持各種電子支付方式，例如 Visa / Master，PayPal，微信，支付寶等。除了與電子支付網關進行個別的整合外，市場上亦有一些已連結各種支付網關的電子支付方案供商家選擇，其好處是只須一個平台就能集中處理各種貨幣及電子支付方式的交易。



## Order Fulfilment & Logistics

Efficient and accurate delivery is one of the keys to drive the e-shoppers, especially for cross-border retail. With the geographic limitation, enterprises have to develop a more integrated cross-border delivery network. With the help of ERP system and e-commerce, many logistics and shipping company are willing to open API of their specialized system to facilitate information flow for real time order and status checking. Both customers & logistic operators shall enjoy a more efficient experience with peace of mind.

## 訂單出貨及物流

能夠迅速及準確送貨是促進電子購物的關鍵。尤其跨境零售受到地域限制，商家必須採用更完善的跨境物流網絡。現在，許多物流和運輸公司都開放其 API 接口與 ERP 或電子商貿系統進行整合，實時檢查及更新訂單的交付狀態，促進商家、客戶、物流運營商之間的資訊交流。

## Social Commerce and Marketing

In recent years, the social commerce sector has become one of the most emerging sectors. E-tailer categories are getting more & more diverse and at the same time more specialized. As a subset of gigantic E-Commerce framework, Social Commerce are more likely to be presented through product reviews at digital channels. One good example will be Key Opinion Leaders (“KOL”) on the digital spaces, which able to drive purchase or transactions through live streaming, referral selling or social sharing of their specialized industry knowledge or expertise. According to MDS Journal 2019\*, 44% of their respondents devote their time through social networks, which has become a social norm and the next disruptive portion under the E-commerce umbrella.

All in all, the biggest competition retailers encountering is no longer from their industry competitors, but the **INTERNET and Emerging Technology**. Traditional retailers have to act & change promptly soon or later to gain a better market position to avoid being left behind.

## 社群商貿及市場行銷

近年來，社群商貿迅速興起及發展，隨著網上產品的多樣化和專門化，社交網絡大大幫助了產品評論於電子渠道中呈現。其中一個很好的例子是關鍵意見領袖 (KOL)，他們可以通過社交平台或實時串流媒體，利用他們的專長介紹產品，分享對產品的評價及意見，從而推動購買及交易。根據 MDS Journal 2019\*，有 44% 的受訪者會投入時間於社交網絡，社交網絡已成為一種社會規範，亦將會成為電子商貿框架下一個極重要的部分。

總括而言，零售商遇到的最大競爭不再是行業競爭對手，而是互聯網和新興的資訊科技。傳統零售商必須及早採取行動並做出改變，以確保市場地位免被淘汰。

### Reference 參考

#Forrester's Global Online Cross-Border Retail Forecast, 2016 To 2021 (from Forrester's Consumer Technographics)

Statista 2020 (Cross Border E-Commerce Retail Sales in China 2017-2022)

\*<https://www.themds.com/back-stage/social-commerce-small-cities-and-kol-the-online-trends-that-come-from-china.html>

### TECHLAND

TECHLAND is one of the market leaders of ERP (Enterprise Resource Planning) solutions serving the enterprises of Hong Kong and Greater China region. Since 1991, Techland strives to partner with over 3,000 companies to achieve their business goals and success. Apart from helping to streamline the operation and maximize the return on investment (ROI) by TecE ERP system, Techland also extends the power of TecE with new and differentiating solutions, including E-commerce, POS (Point of Sales), CRM (Customer Relationship Management) and Mobile Apps which provide a one-stop & all-round platform to support the development of O2O and Omni-channel sales for retailer and distribution industry.

科域是香港及大中華地區一間具領導地位的企業資源規劃(ERP)系統供應商。自 1991 年至今，客戶已超過 3,000 間企業，遍佈各行各業。科域一直本著以客為先的服務精神，以先進的技術、專業熱誠的實施團隊，致力協助企業持續發展業務。除了 ERP 方案提升營運效率及投資回報 (ROI) 外，科域亦提供為零售及分銷商提供與 ERP 系統兼容的電子商貿、POS 零售管理、CRM 客戶關係管理系統以及流動應用程式等，有效支援全渠道 (Omni-channel) 以及線上線下 (O2O) 的嶄新營銷模式。

Website 網址: [www.techland.com.hk](http://www.techland.com.hk)  
Email 電郵: [sales@techland.com.hk](mailto:sales@techland.com.hk)  
Tel 電話: (852) 2416 6711

**Information is provided by Techland Computer Systems Ltd.**

資料由科域電腦系統有限公司提供