SVKK Club: Wildberries-verkkokauppa – väylä Venäjän markkinoille

7.2.2020

SUOMALAIS / VENÄLÄINEN
KAUPPAKAMARI

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Welcome!
WILDBERRIES

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WILDBERRIES

ONLINE RETAILER №1 IN RUSSIA

15 YEARS OF BEST CUSTOMER EXPERIENCE

Wildberries — is №1 online retailer in Russia

Was founded from scratch at 2004.
The company's headquarter is located in Moscow.
The current staffing capacity, covering 6 countries, consists of:

> 36 000
employees

> 6 000 000
visitors per day

> 31 000
of brands

> 80 000 000
items in the company warehouses

> 750 000
orders per day

223,5 bln ₽
(3,1 bln €)
Turnover in 2019 (+94,3%)

Product categories

- Clothing and footwear
- Beauty
- Toys
- Accessories
- Stationery and books
- Home furnishings
- Groceries
- Electronics

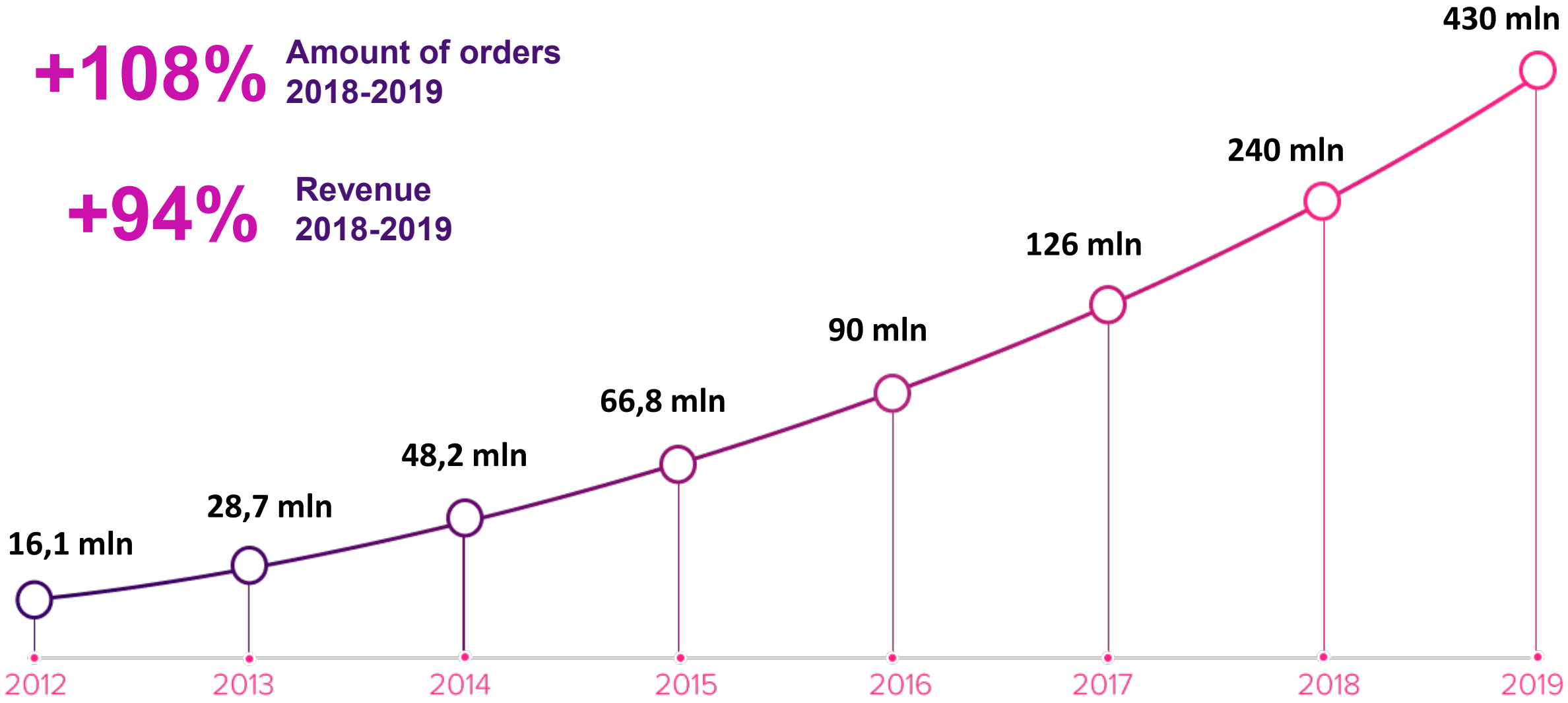
Current presence:

- Russia
- Belarus
- Kazakhstan
- Kyrgyzstan
- Armenia
- Poland

The amount of products ordered 2012–2019

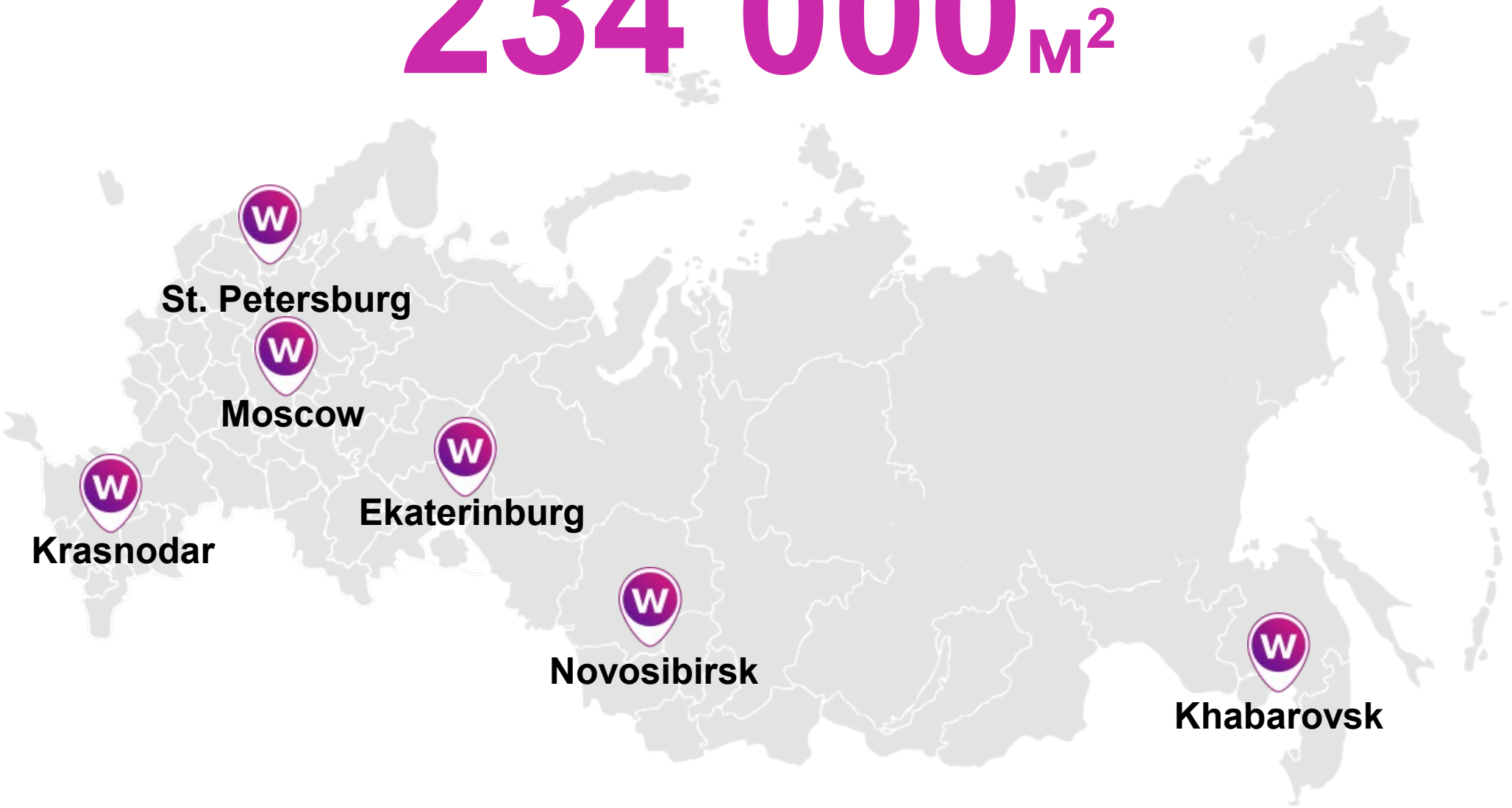
+108% Amount of orders 2018-2019

+94% Revenue 2018-2019



Total warehouse capacity

234 000 м²



Planned warehouse capacity

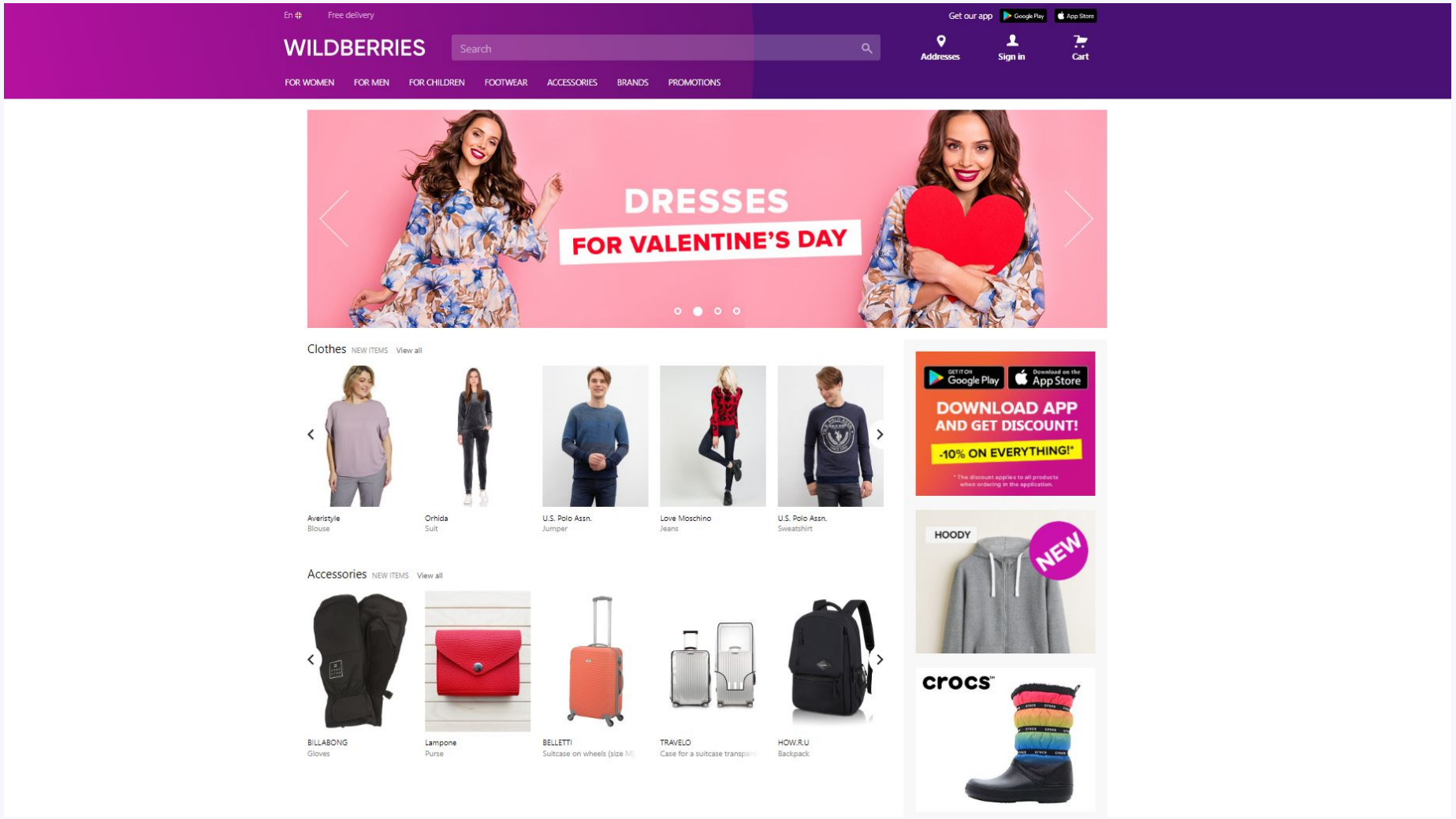
3 000 000 м2*

*in 7 years

Our mission statement consist of
«three principles of happiness»:

Happy customers
Happy suppliers
Happy employees

Wildberries launched website for Europe



Our goal is to make the online shopping easy and enjoyable for everyone

- Due to personal fulfilment tools and strict requirements throughout the supply chain, we guarantee NEXT-DAY DELIVERY for 80% of orders
- Possibility to buy on credit and FLEXIBLE SYSTEM OF DISCOUNTS
- Our customers DON’T PAY FOR RETURN OF GOODS
- We are working for maintaining the HIGH STANDARD OF CLIENT SERVICE

Our customers save their time and money, because everything they need they can find at us

99%

of free delivery

More than 90% of our customers prefer pick-up points vs delivery by a courier

Why customers love this type of delivery? Let’s talk with them:

Reason 1

«Fashionable spaces are placed next door to your home! Or your office! Whatever 💻 Just choose your favorite point!»

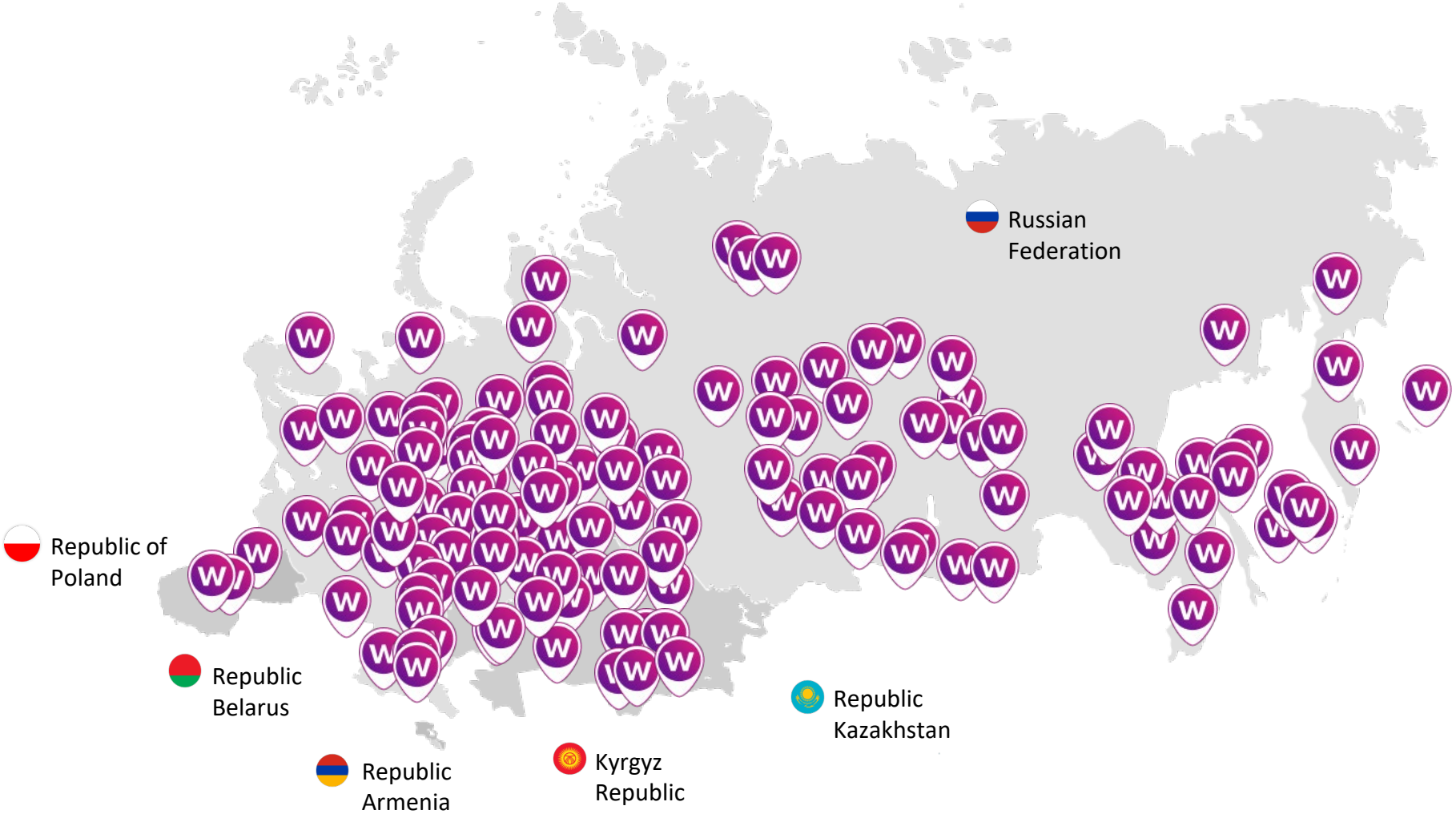
Reason 2

Comfortable dressing rooms. No more annoying shop-consultants, no boring malls! Just take your time and enjoy!

Reason3

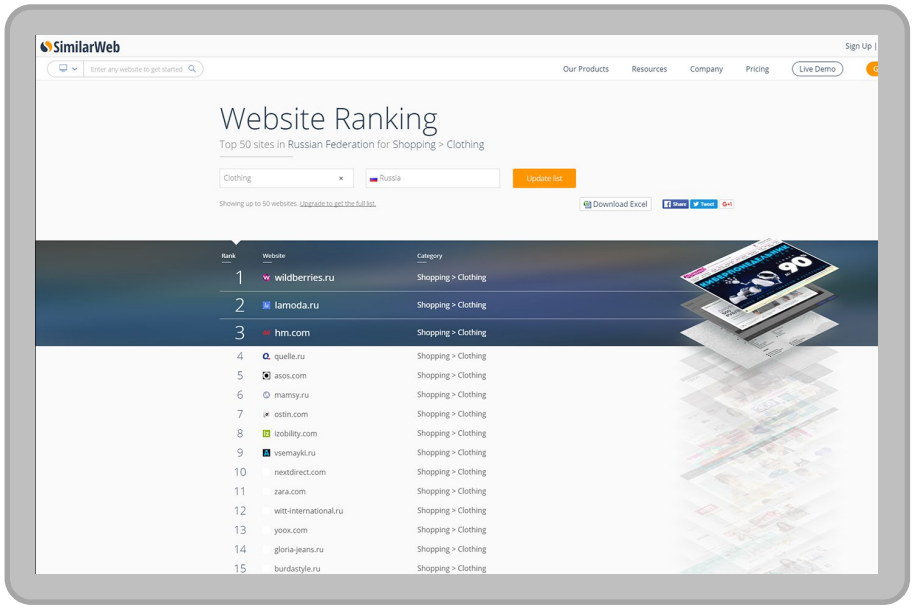
You can try and NOT buy!
Your order will stored in your favorite pick-up for 5 days. See ya!

More than 6 500 of sales points in 6 countries



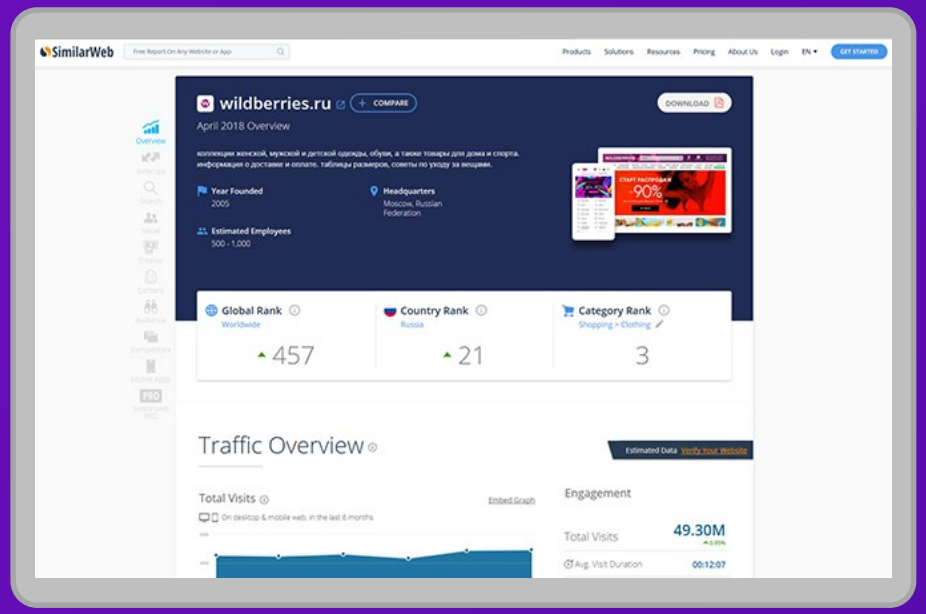
Typical Sales Point

The most visited online store in Russia



SimilarWeb | Website Traffic Statistics & Market Intelligence

The one of the most visited online store in the world *

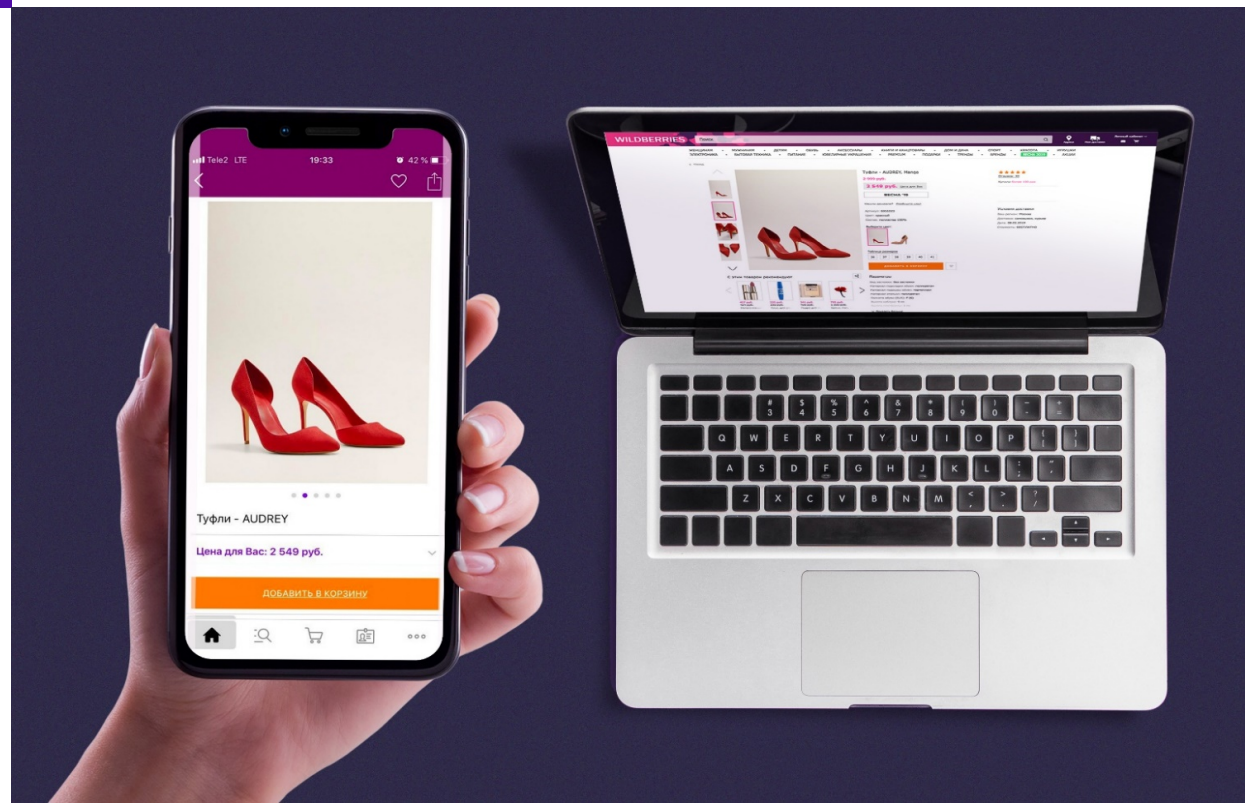


SimilarWeb | Website Traffic Statistics & Market Intelligence

E-commerce leader of digital transformation in Russia market

We are first on Russian market who use Artificial Intelligence and Machine Learning for user experience improvement

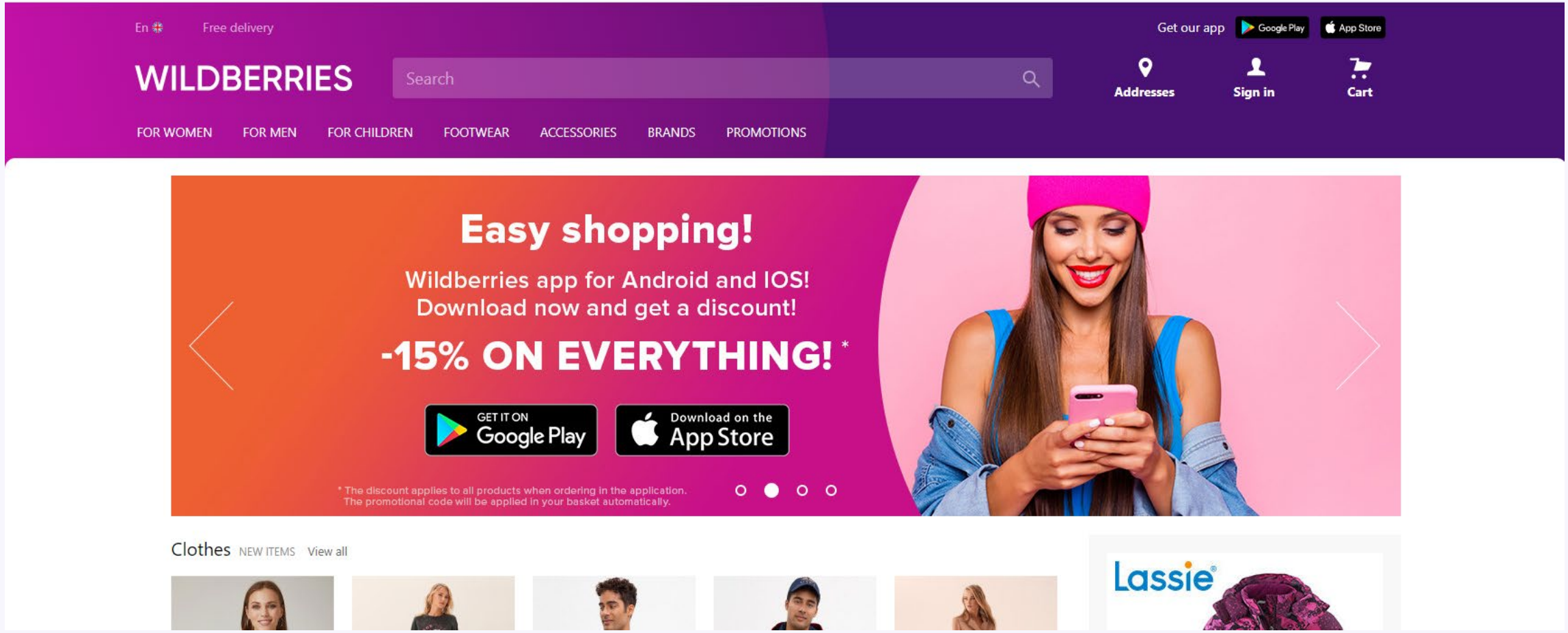
- Unique search and self-learning system
- Anticipating the customers preferable goods
- Complexion proposals in accordance with customers requests
- In previous year we started testing 3D fitting room for shoes



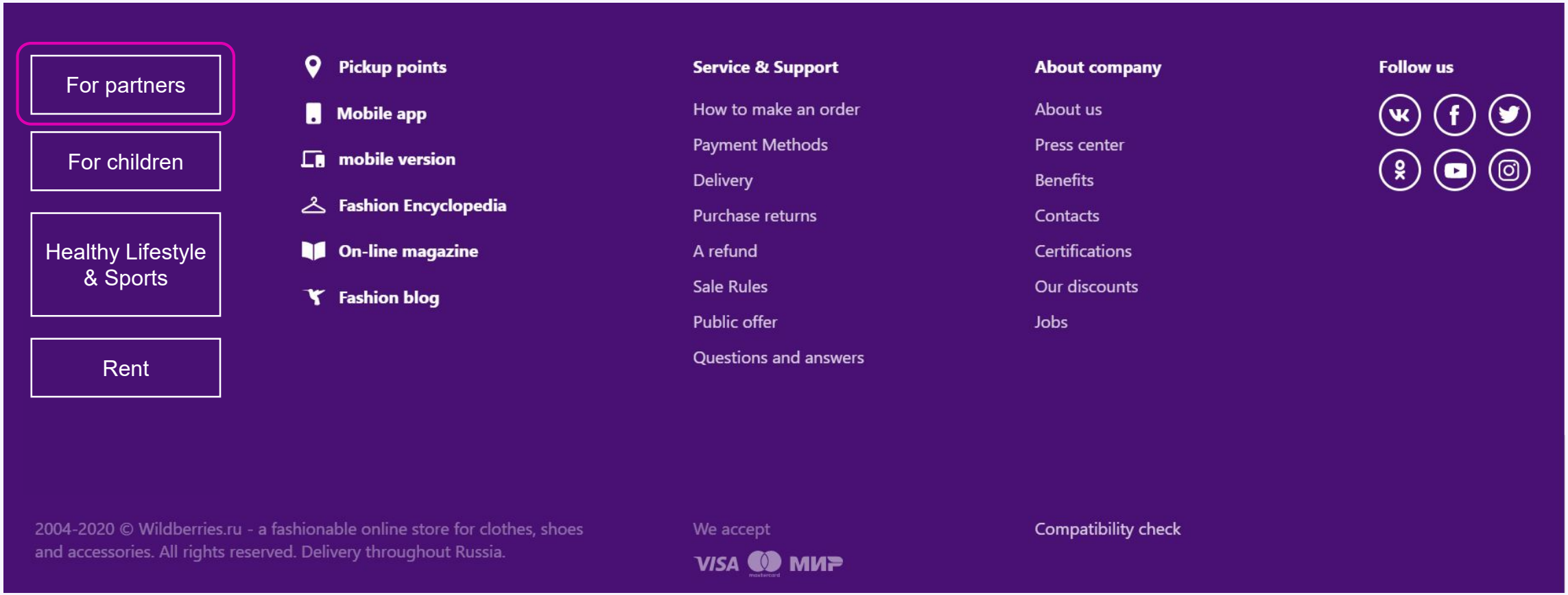
How to become a WB partner

Several steps to start collaboration

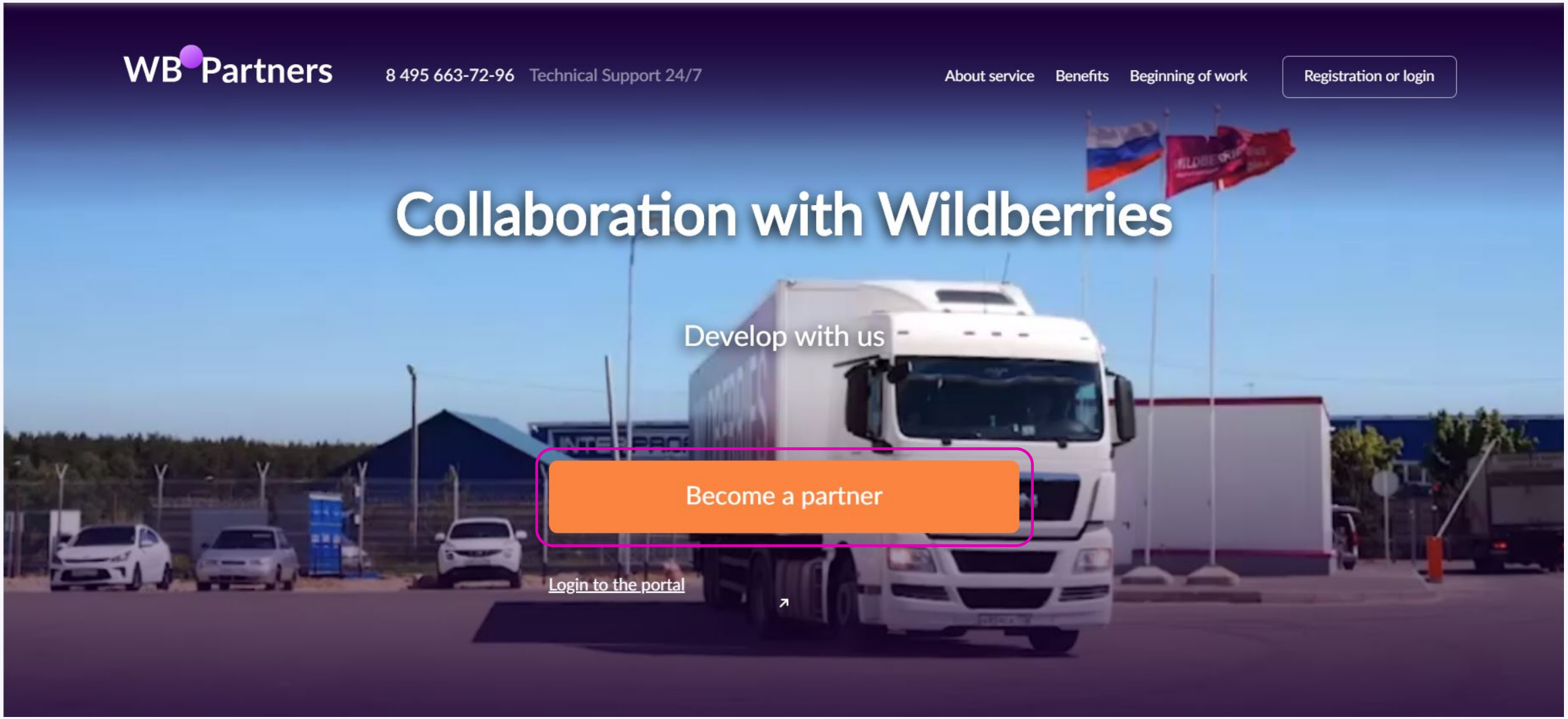
1. Open the website wildberries.eu



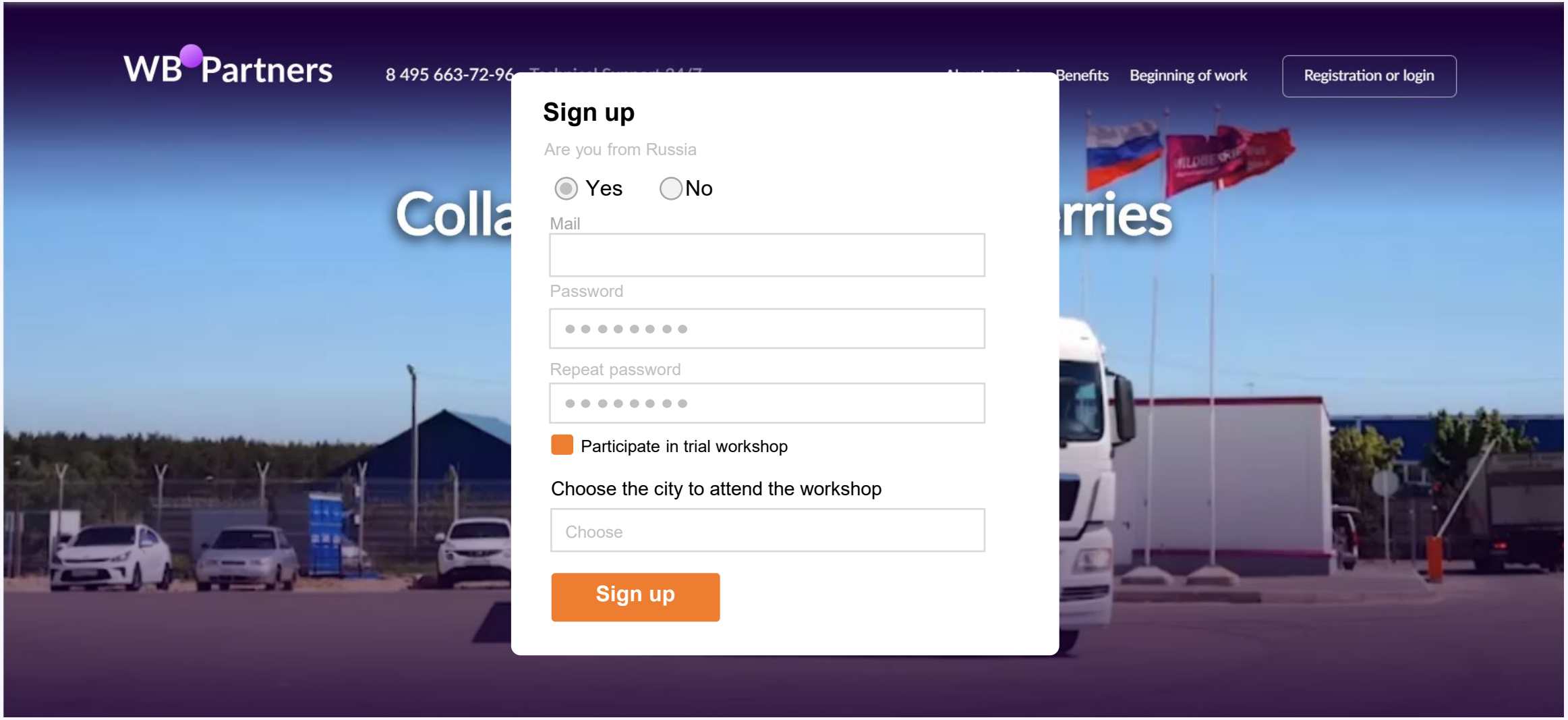
2. At the bottom of the page click «Partners»



3. On the landing page click «Become a partner»



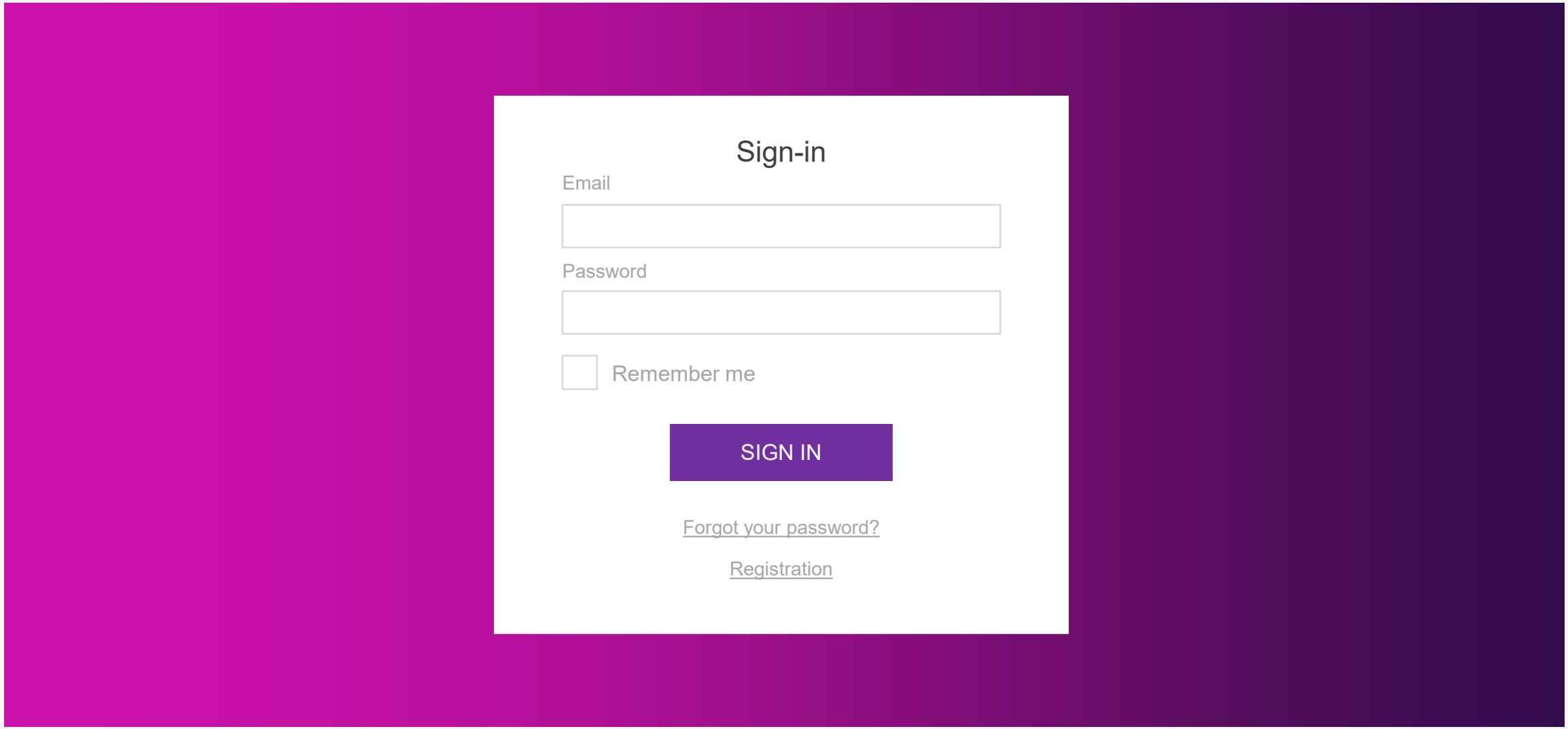
4. Fill in the fields and click "Register"



Main registration page contains following steps to be taken by the potential Partner:

1. Commercial offer
2. Terms of cooperation
3. Counterparty Questionnaire
4. Details and contacts
5. Select EDI provider
6. Upload other necessary documents

You will receive a password from bepartner.wildberries.ru

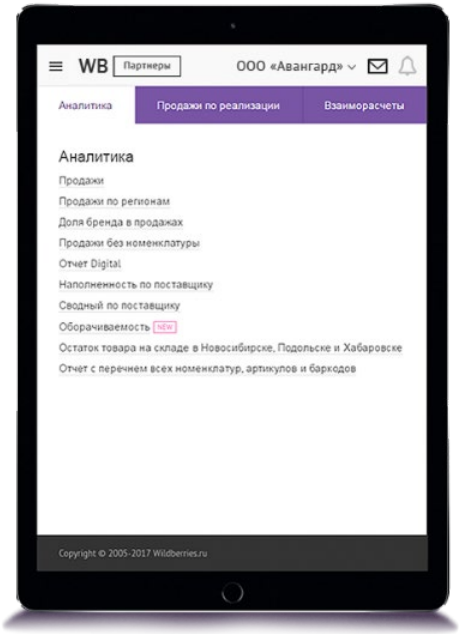


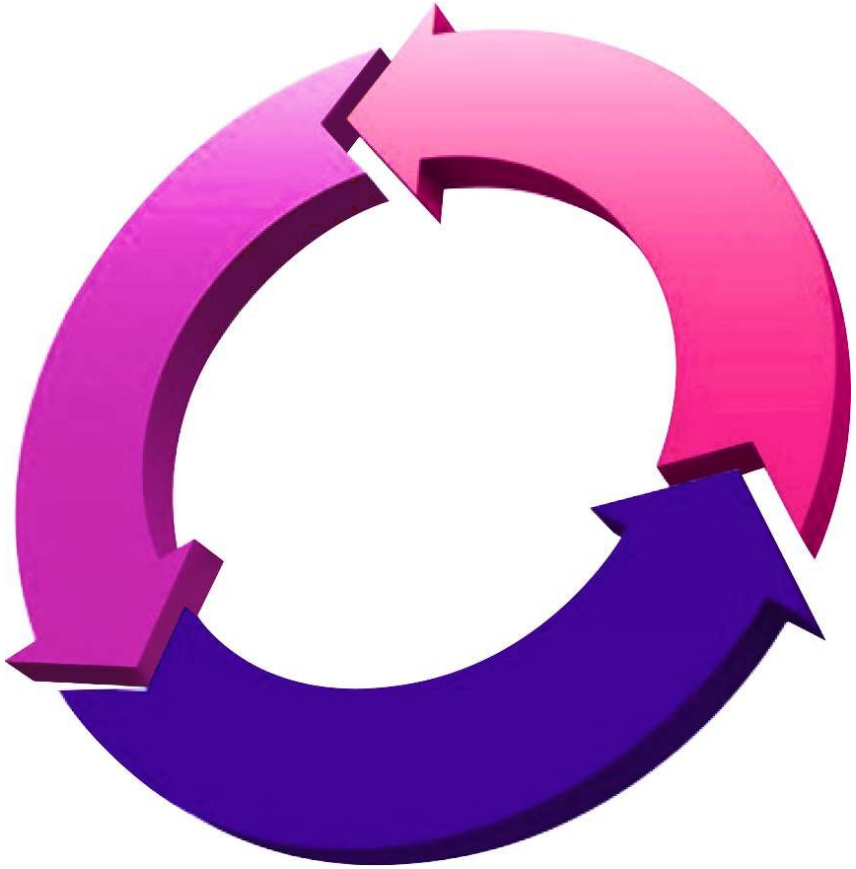
Supplier Portal

Always in touch

Website
suppliers.wildberries.eu

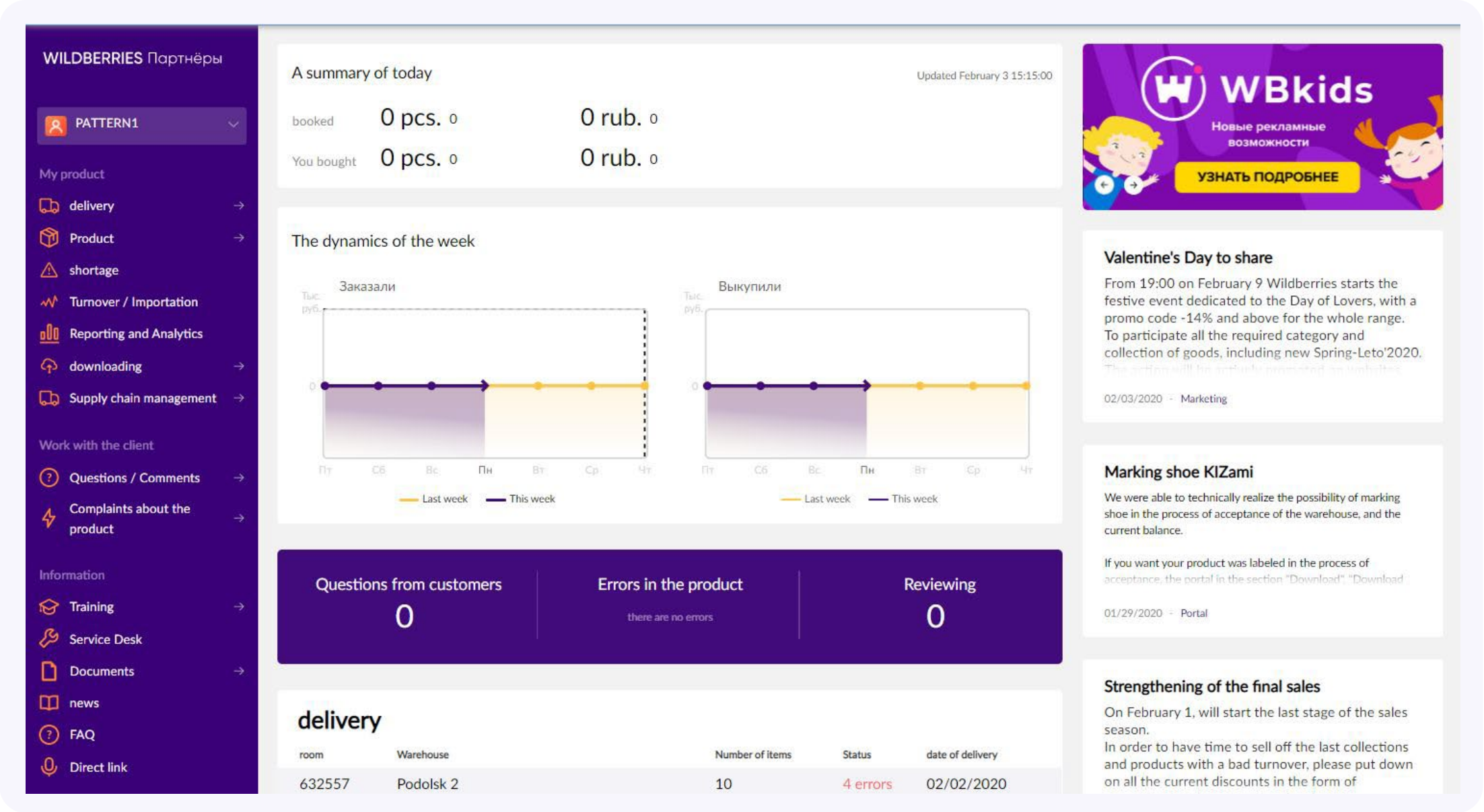
Mobile app
WB Partners





Full cycle

«Single touch point»



Facilities

- Deliveries
- Document management
- Content
- Promotion
- Analytics
- Prices
- Clients
- Recommendations

Supplier Support

- FAQ
- Instructions
- Service Desk
- Support
- Forum
- Chat
- News
- Webinar

Wildberries supports development

Ecommerce center of expertise

Operations and warehouse complex

- **Transport and logistics services** (goods acceptance and delivery to the Wildberries distribution center)
- **Creating multimedia content** about the product for placement on the site
- **Provision of packaging and labeling services**

Training and supporting center

- **Training workshop** on the collaboration with Wildberries platform
- **Consulting support** in accounting and tax accounting, financial instruments
- **Trainings and master classes** from industry experts and opinion leaders
- **Legal services**

Partnership base of Wildberries – 12 000 SME and 20 000 suppliers. Wildberries is already conducting training for suppliers.

Why do they select Wildberries

Significant audience reach - up to 6 million visitors per day!

Wildberries fulfillment: reception and storage of goods in warehouses, its distribution and sale

Transit to our warehouses from Sorting Center at our expense

You fully manage Assortment and supply chain

You manage the price and all the discounts, promos and activations

Saving your advertising budget with our marketing tools

All document exchange through EDI

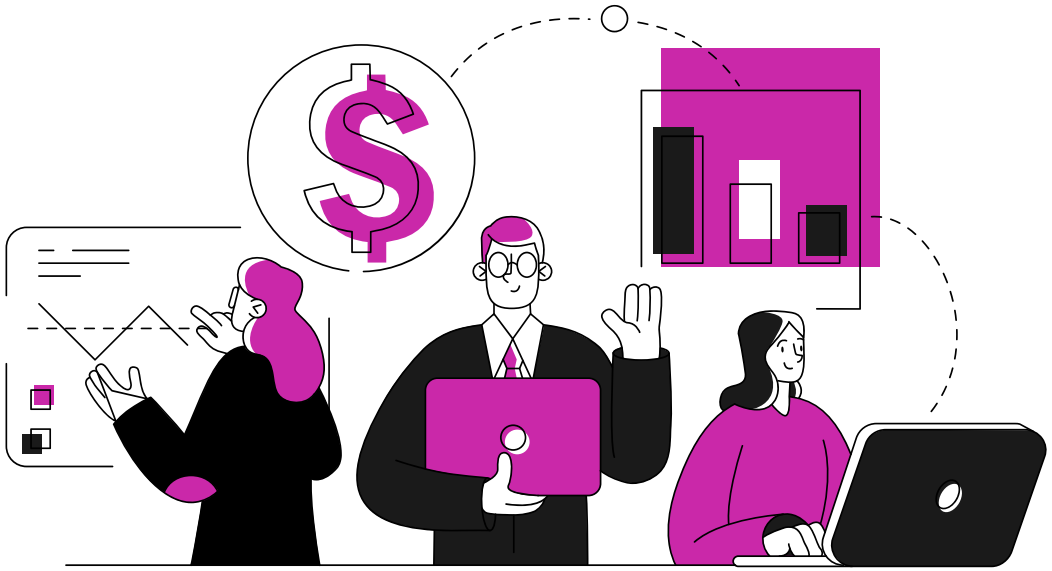
Real-time access to statistics and analytics

The ability to engage in dialogue with your customers

Partners support service 24/7

Wildberries suppliers Digital Hub

Multifunctional tools for making business with Wildberries for global and local companies



We are making dreams come true for beginner entrepreneurs

- Fully automated process of entering to marketplace for new suppliers
- Digitalization of hard-stuff occasions
- Supporting the development of entrepreneurship

Successful Sales Tools at WB

Opportunities for successful sales

- Content
- Online advertising
- Feedback
- Advertising department
- Recommendations
- Brand zones
- Promotion
- Analytics
- Competitive prices

Content - the level of communication with the customer

BACK

David Jones / Bags

Item number: 9793287 ☆☆☆☆☆ 0 reviews bought less than 5 times

Composition

eco-leather 100%

Body features

Number of branches	1 PC.
Type of fastener	lightning
Purpose belt bag	without belt
Pockets	Indoor open; Internal zippered; Outdoor rear
Bag model	on the shoulder
Item height	27.5 cm
Item Depth	11.5 cm
Subject width	23.5 cm
Bag Features	with legs on the bottom
Delivery set	a bag
Gender	Female

Reviews and questions - customer feedback

Olga 18 January, 0:29

★★★★★ Color: Purple Size: 98 / Bolshemerit

Excellent kombez. Color as the photo. I took over (3100 rubles) on the trail. winter for three and a half years.

Report this review Review helpful? 6 0

Valentine January 11, 10:20

★★★★★ Color: Purple Size: 140 / Bolshemerit

Kombez super cool. Very high quality. On the growth of 138 cm ordered 140 should be enough for a couple of years))) Color juicy, my daughter liked, once taken away!

Report this review Review helpful? 29 4

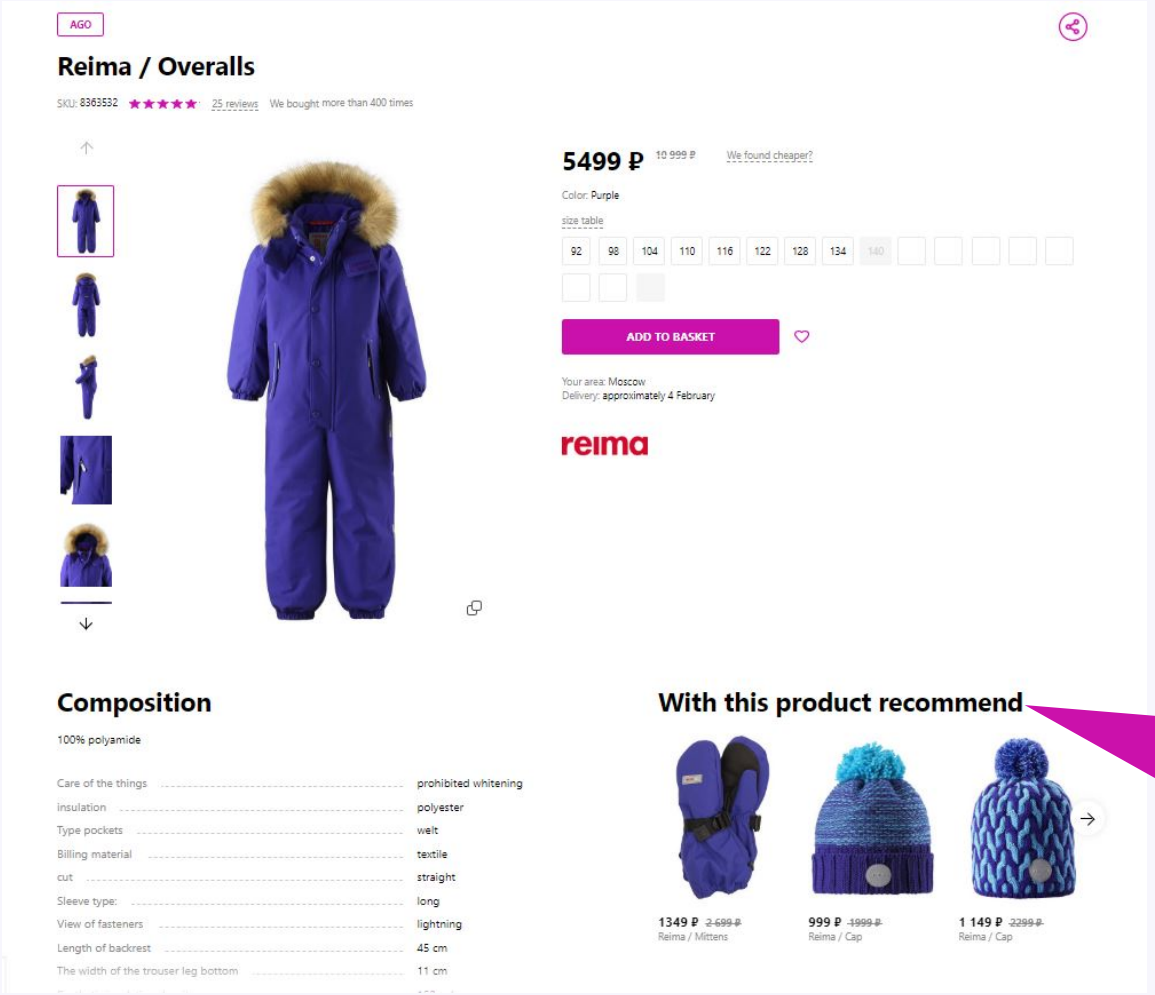
Lydia 7 January, 15:34

★★★★★ Color: Purple Size: 104 / Bolshemerit

Very good and qualitative kombez. I took a different brand is cheaper, has been a constant problem with lightning, then a very high quality all done. I decided not to save. A little too big to be. But it's a good thing. I took.

Report this review Review helpful? 7 0

Downloading recommendations boosts conversion



1.3 million

referrals per day

15 million

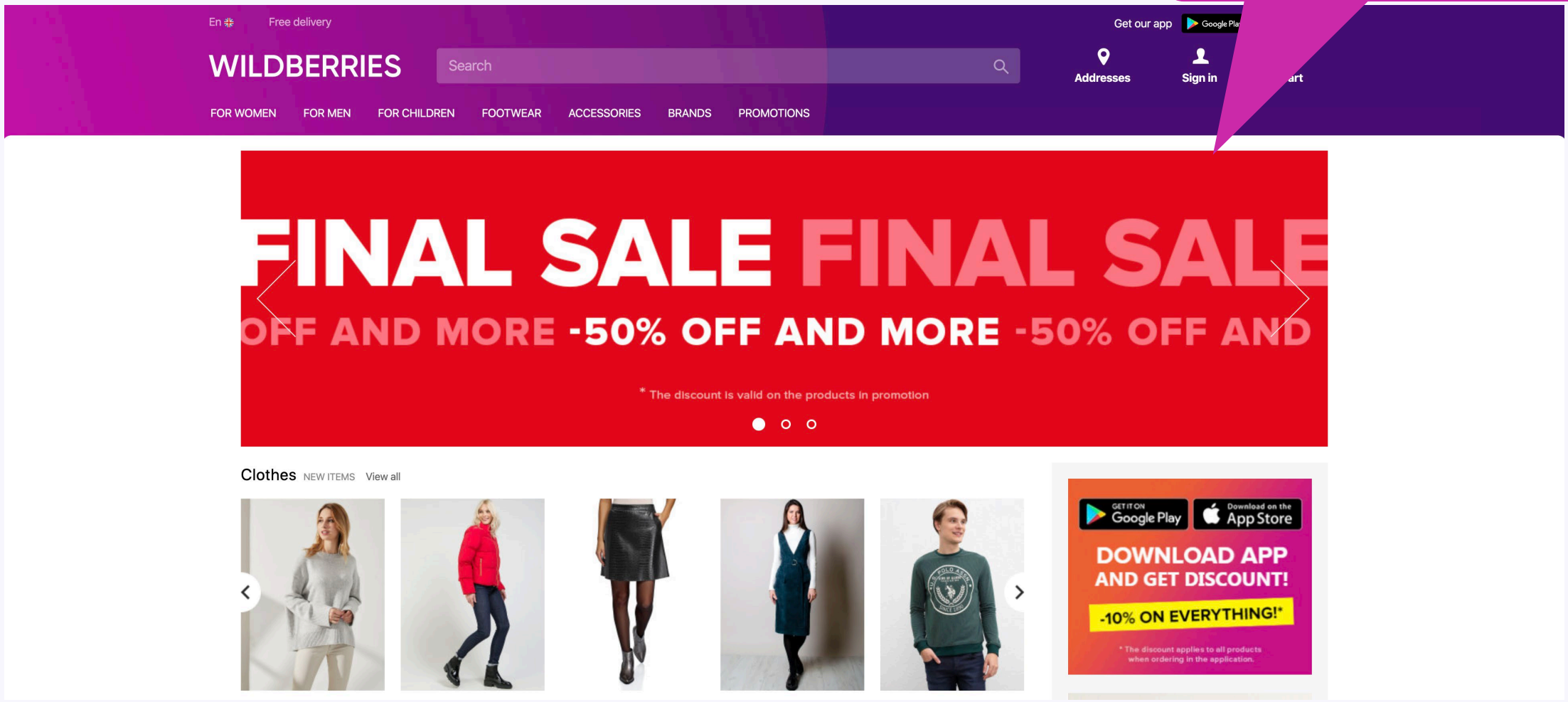
rubles daily recommended orders

By downloading product recommendations, you can increase sales of related products.

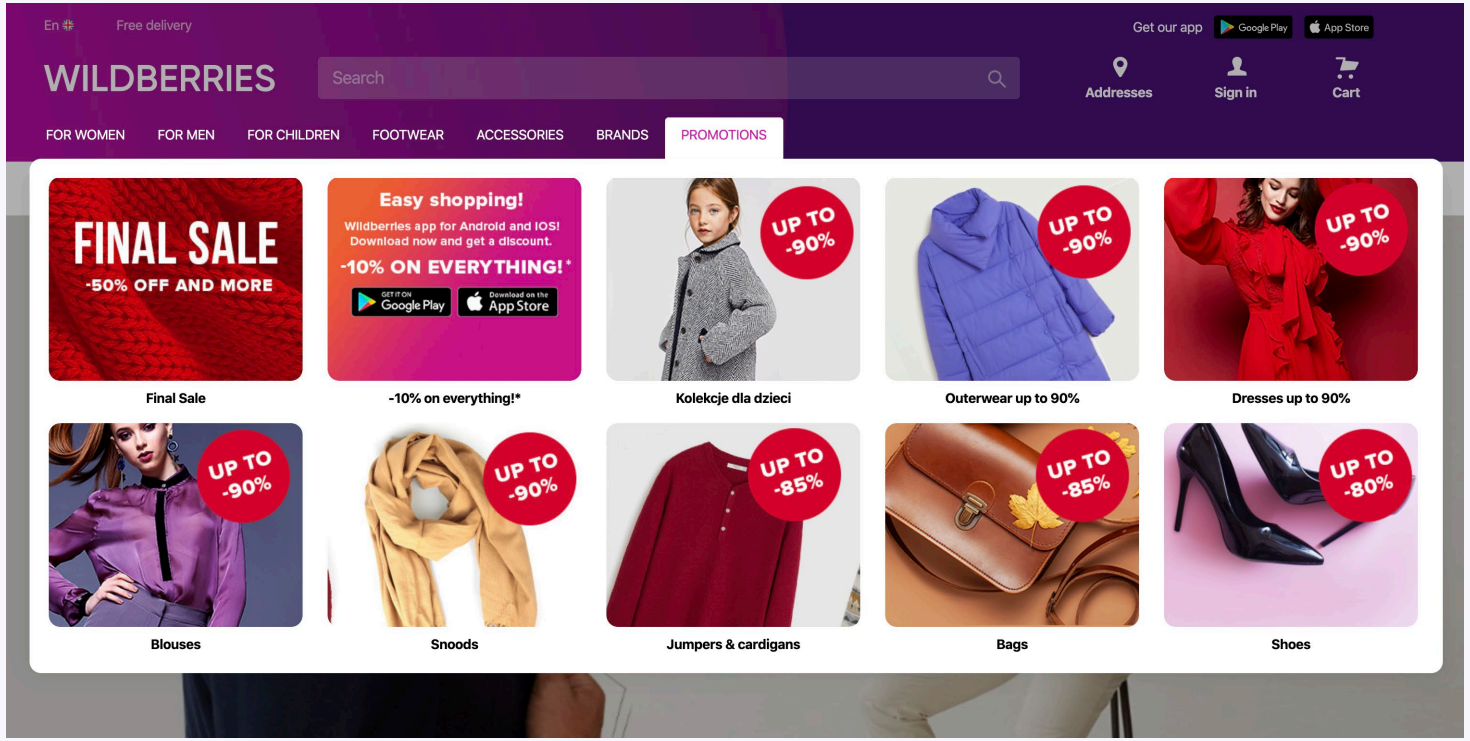
You set the recommendations yourself on the portal of suppliers and, if necessary, you can change them by analyzing and testing various algorithms.

Promo at website

Your product will be presented on the main page of the site under banners and in e-mails

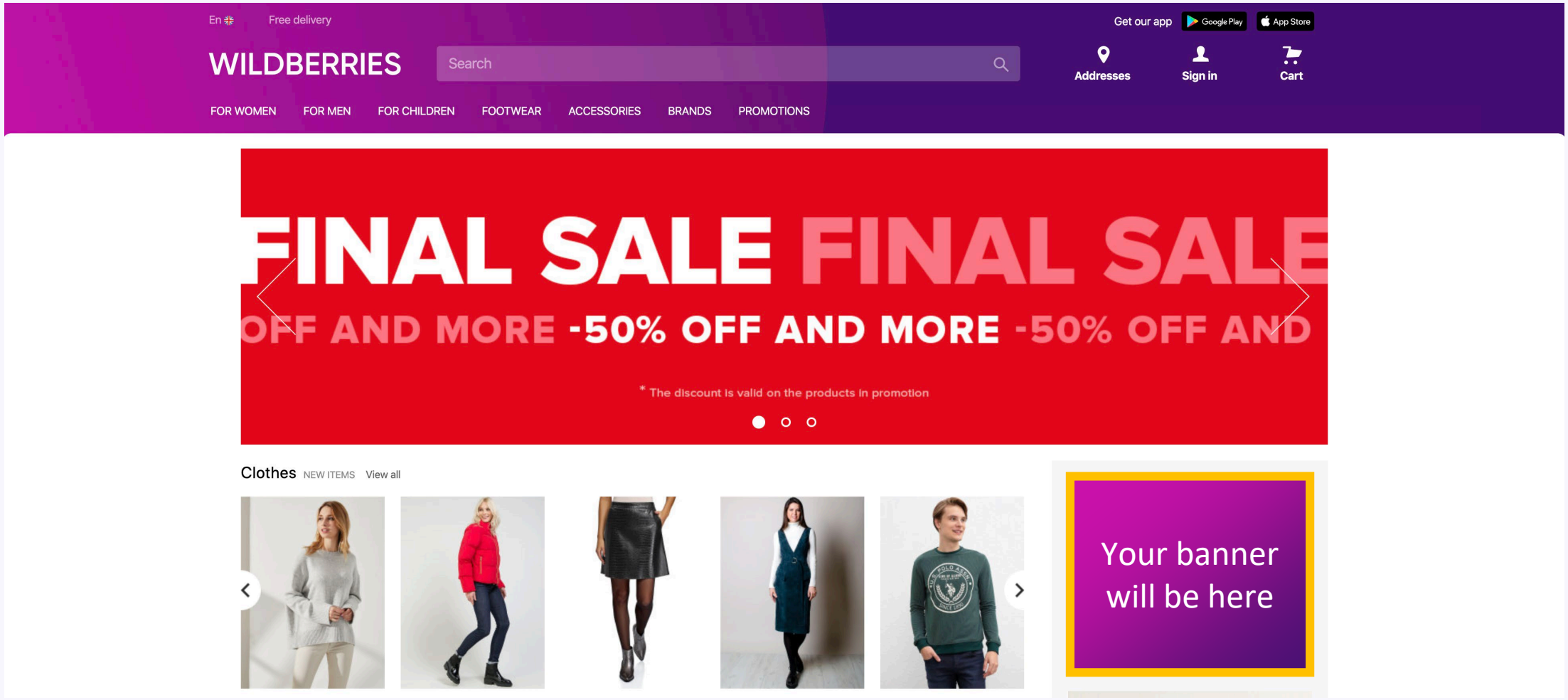


Online advertising

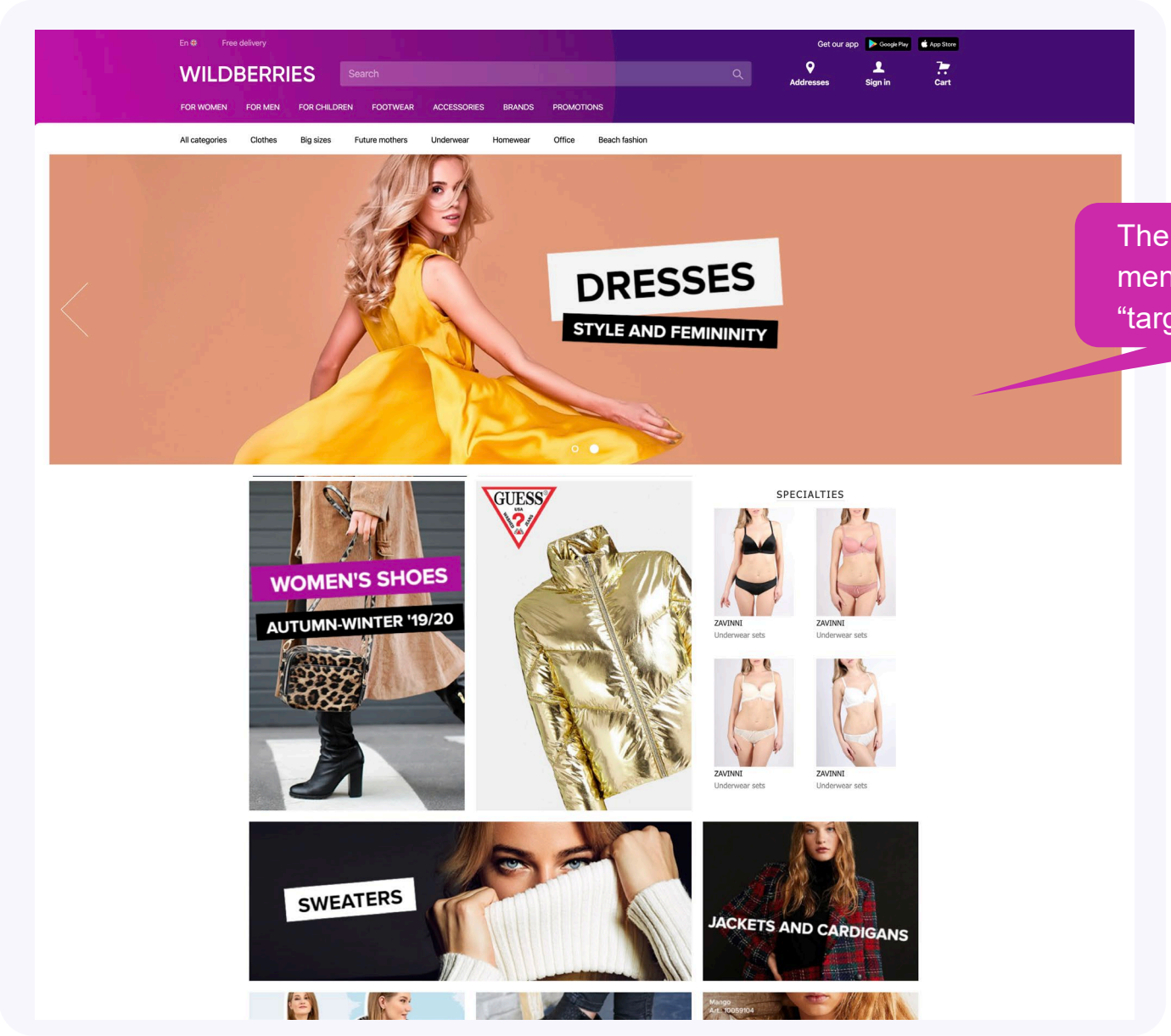


- Home page
- Section «Promotions»
- Menu Sections
- Product Cards

Image banner on the main page

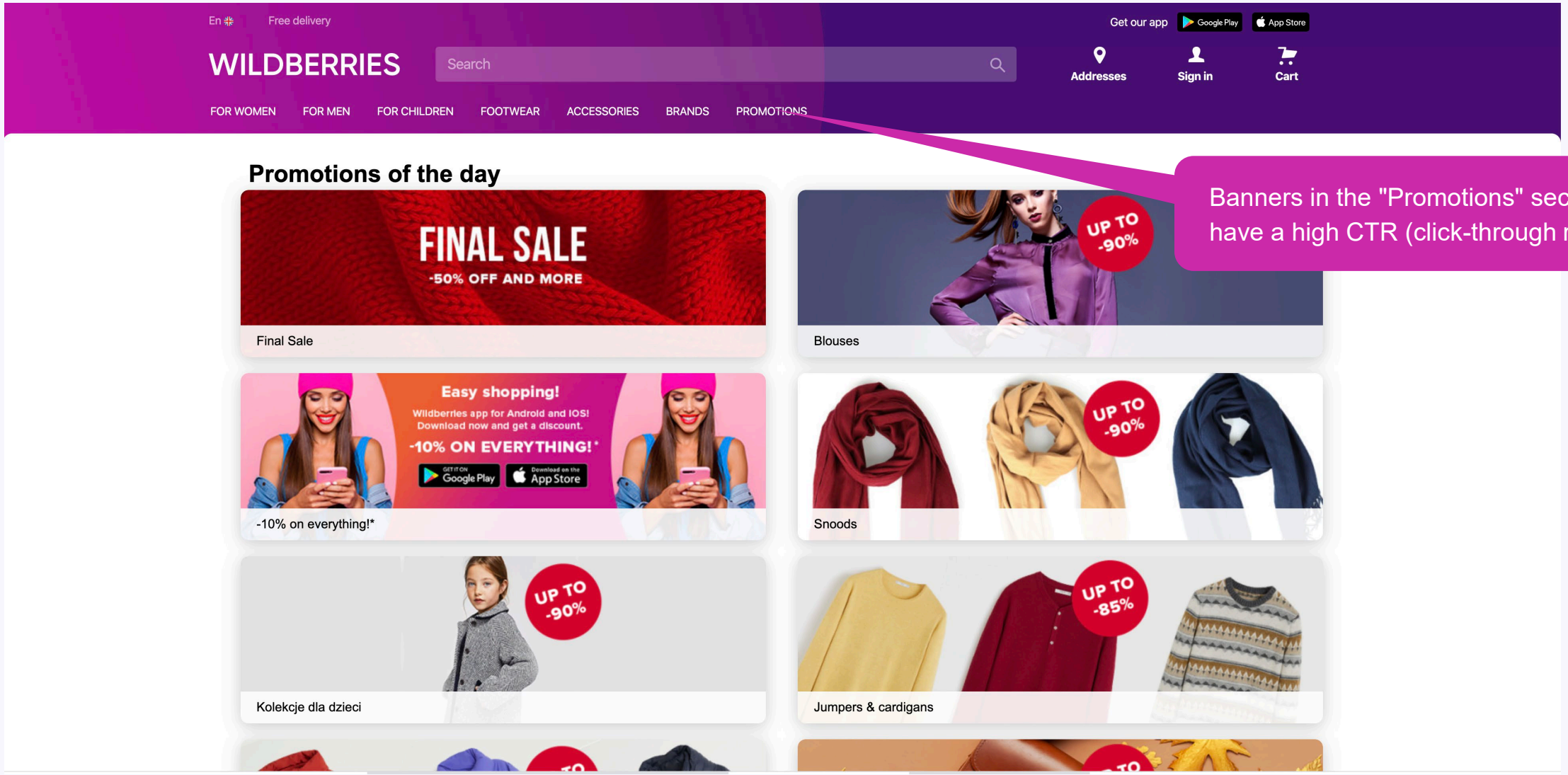


Placement of banners in the menu sections



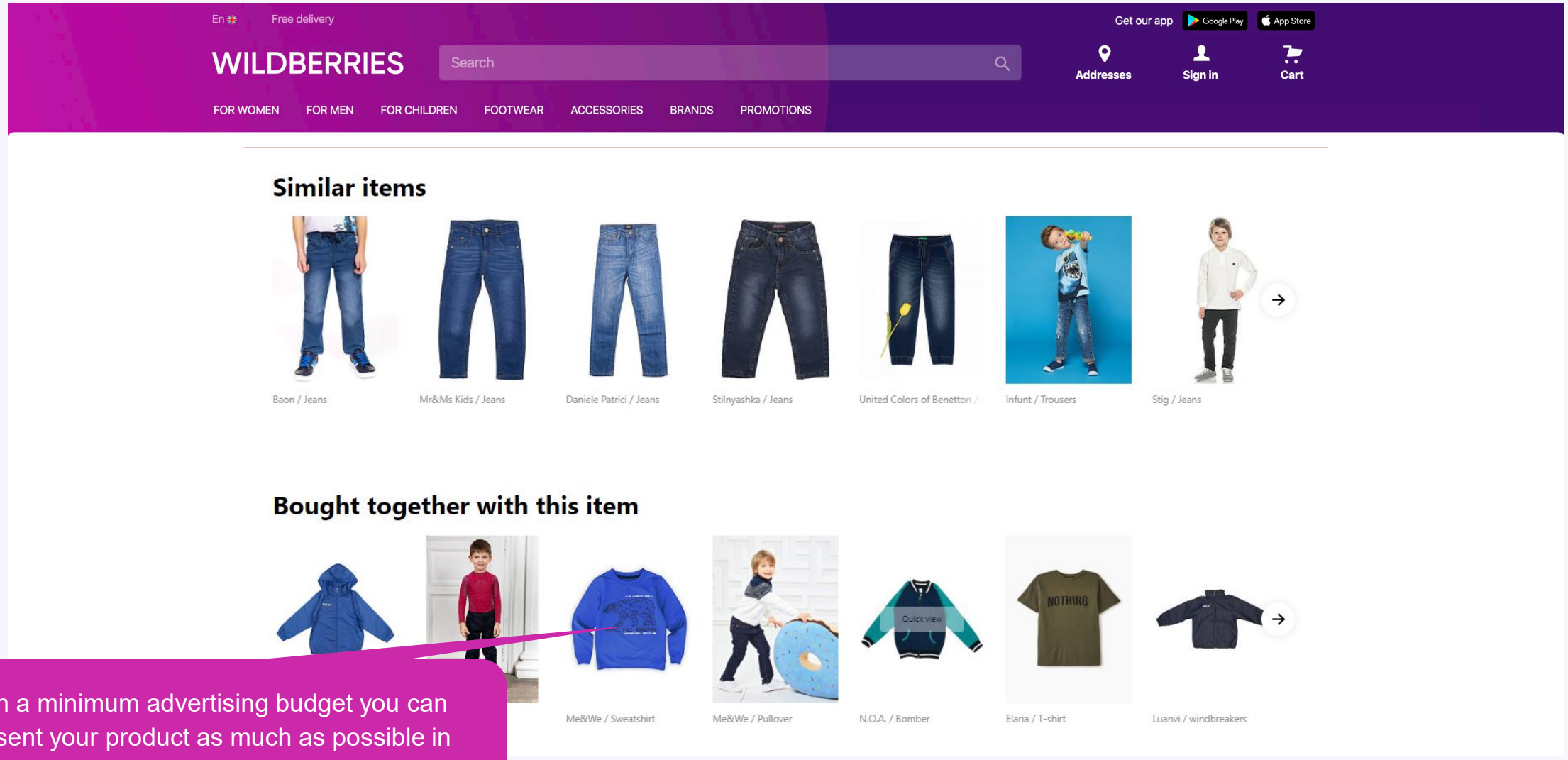
The sections of the main menu are often visited by “target” customers

Banner in the «Promotions» section



Banners in the "Promotions" section have a high CTR (click-through rate)

Ad unit in product card



With a minimum advertising budget you can present your product as much as possible in relevant product cards

Other tools to support your sales at Wildberries

Custom Advertising

- Special project
- Shop-in-shop
- Online advertising and promotions

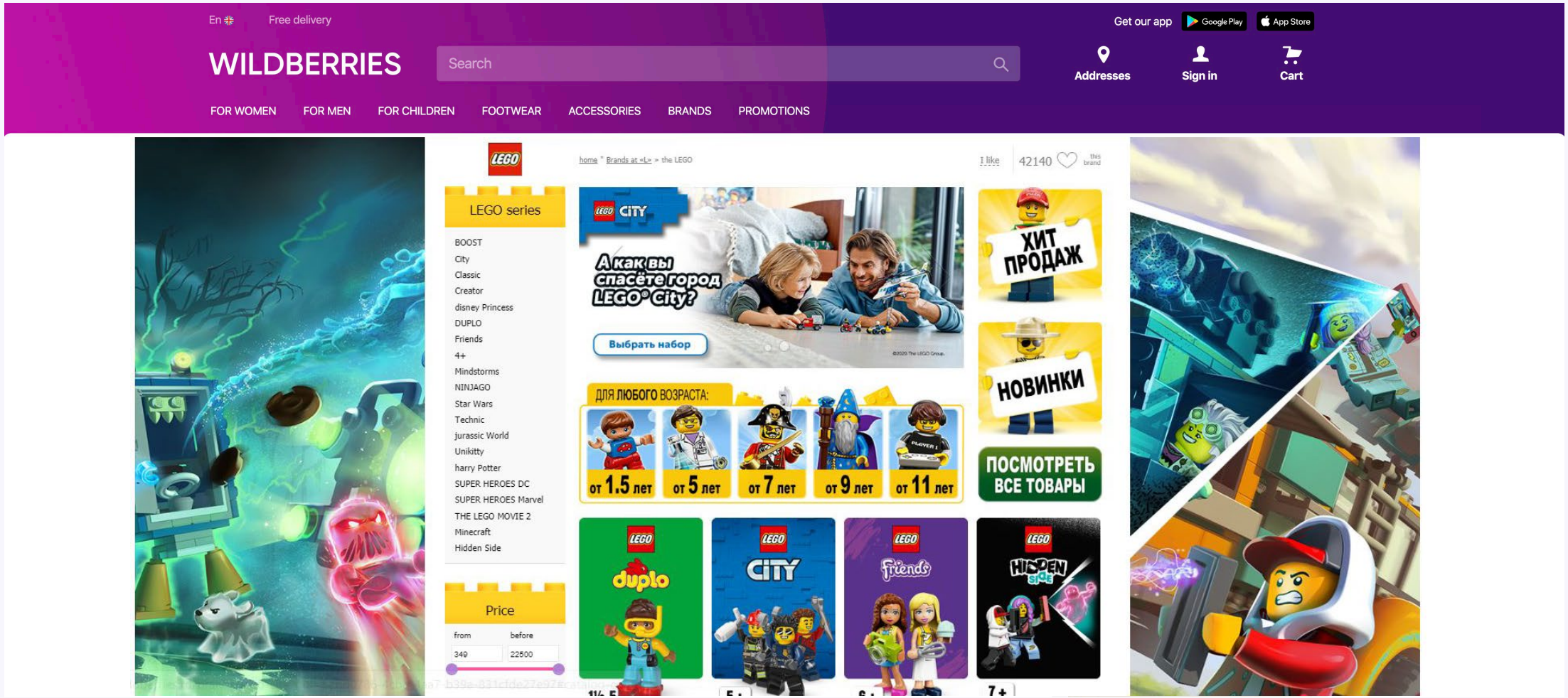
Brand Zones

presents and promotes the brand of the partner

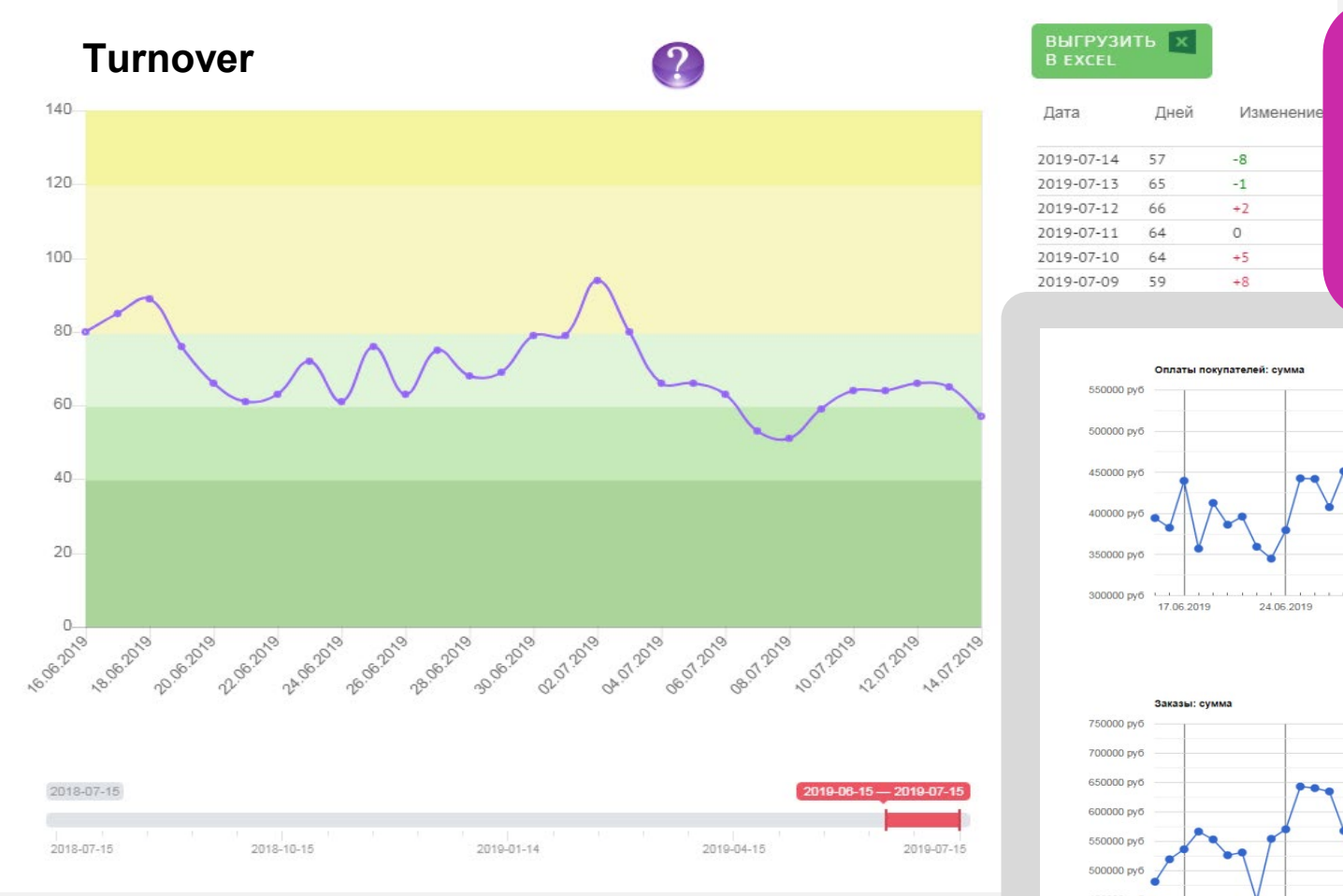
You form the content at your discretion:

- Download banners
- Choose pages for transitions
- Create new sections
- Define the assortment of goods in sections

Brand zone on the site



Analytics



ВЫГРУЗИТЬ В EXCEL

Дата	Дней	Изменение
2019-07-14	57	-8
2019-07-13	65	-1
2019-07-12	66	+2
2019-07-11	64	0
2019-07-10	64	+5
2019-07-09	59	+8

Thanks to reports on the portal, you can monitor your sales in real time, analyze and quickly change pricing and marketing policies

WILDBERRIES

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Thank you!

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SVKK Club kokoontuu

- **5.3.** Venäjän-kauppa goes ART
- **30.3.** Logistiikkaklubi
- **15.4.** Elintarvikevienti ja kuluttajatrendit Venäjällä

Seuraa tapahtumakalenteriamme

www.svkk.fi/tapahtumat

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Ilmoittaudu koulutuksiin

- **11.2.** Siirtohinnoittelu tytäryhtiössä
- **25.2.** Ajankohtaiset muutokset tullauksessa
- **27.2.** Venäjän liiketoiminnan riskit ja suojautuminen
- **3.3.** Venäjän-kaupan sertifiointi
- **10.3.** Management control of multilocation operations

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Vienninedistämismatkat

- **18.2.** Business forum of Finnish companies in Kaluga
- **2.-4.3.** Syktyvkar, Komi
- **22.-26.3.** Jekaterinburg ja Tjumen

Seuraa kalenteriamme
www.svkk.fi/tapahtumat

Finnish Business

St. Petersburg / 23.4.2020

“Suomalaisyritysten menestyksen julkiset salat Pietarissa ja Venäjän-kaupan uusi suunta 2020”

Yli 400 liike-elämän päättäjää Suomesta ja Venäjältä

Rakentaminen - Palvelut - Metsä - Matkailu - Teollisuus - Terveysteknologia – Kiertotalous

Ilmoittaudu pian! www.fbrussia.fi

Saatavana vielä myös kumppanuuspaketteja!

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