



The ultimate guide to selling on Alibaba.com

 **Alibaba.com** × **WORLDFIRST**

An introduction to Alibaba.com

Founded by Jack Ma in 1999, Alibaba.com has since become the largest B2B eCommerce platform in the world, serving millions of buyers and suppliers globally. As part of Alibaba Group, Alibaba.com offers suppliers the tools necessary to reach a global audience. As a platform, they continue to develop services to help businesses do more and discover new opportunities.

A snapshot

With over 26 million buyers, Alibaba.com allows both buyers and sellers to be part of the biggest 24/7 non-stop B2B trade show. What makes it so powerful is its offering of features, tools and services that streamline the B2B sourcing experience – not just for buyers but for sellers too.



26M+

buyers



190+

countries and
regions



340k+

product enquiries
daily



40+

industries

Top five buying countries



USA



INDIA



CANADA



BRAZIL

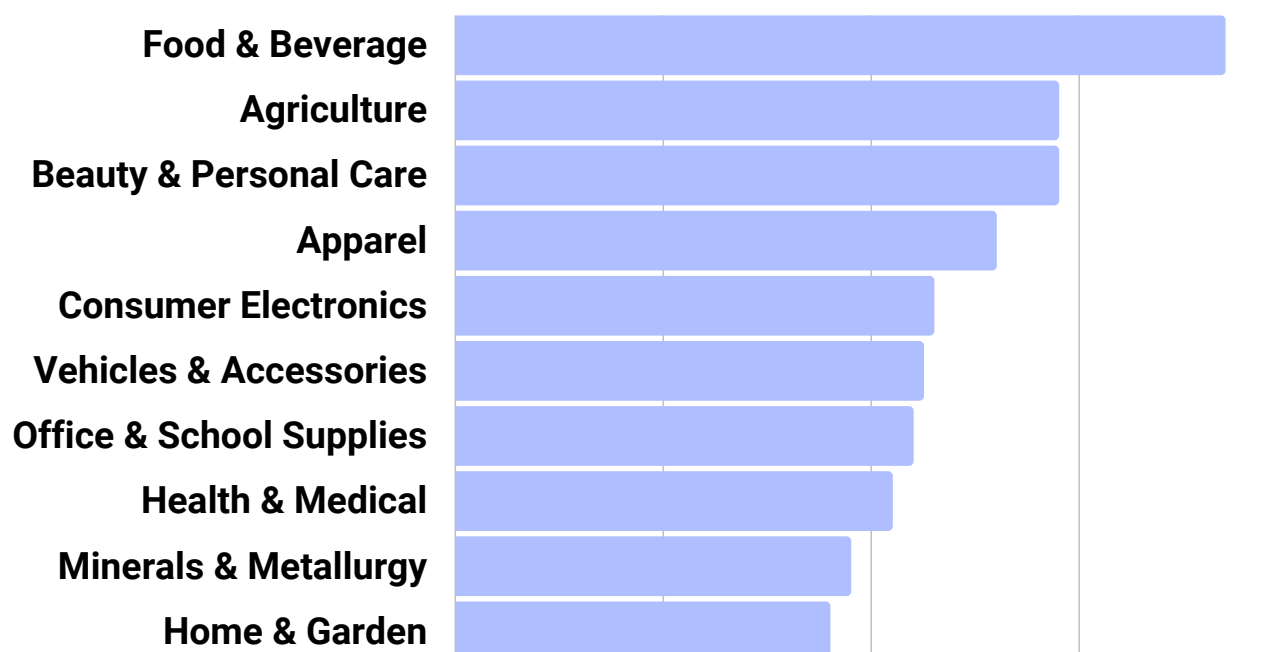


AUSTRALIA

An introduction to Alibaba.com

Top 10 categories by buyers' interest

Typical buyers are retailers, wholesalers, sourcing agents and manufacturers who source products for resell or private label for their own businesses. The 40+ industries represented on Alibaba.com span everything from food & beverage to agriculture, beauty and medical supplies.



Alibaba.com is a leading eCommerce platform that helps SMEs go global. Functioning as an always-open trade show, it allows sellers to connect with over 26 million active buyers from all around the world.

Why sell on Alibaba.com?

Alibaba.com is renowned as the leading B2B platform in the world. A player in the eCommerce marketplace for over 20 years, it has become the trusted, go-to destination when sourcing wholesale products.

As a seller, you can access advanced tools and services to support you every step of the way, from digital merchandising to keyword advertising and translations.

Alibaba.com supports sellers with everything from product listings to communication with buyers



Alibaba.com
Storefront



Alibaba.com
Store Product
Listing



Alibaba.com
Company
Profile



Alibaba.com
Product
Listing



**Keyword
Advertising**



**Communication
Tools**



**Real-time
Translation**



Alibaba.com
Search Result



**Request for
Quotation**

Trust is paramount to the platform's success; suppliers can be vetted through the following processes, allowing buyers to transact with peace of mind.

Gold Supplier



Gold suppliers are verified by Alibaba.com via a premium membership

Verified supplier



To become a verified supplier, a seller's company profile, production capabilities, products and process controls must be inspected and verified by independent third party institutions

Star ratings



This rating system allows buyers to evaluate suppliers' capability, quality and service

Case studies



Leveraging technology for digital transformation

Andrea Gradassi, CEO, Terre Francescane

Like many small business owners, Andrea Gradassi found that he had to pivot quickly due to COVID-19. He'd been in the olive oil business since 1998, predominantly targeting domestic consumers, but made the decision to collaborate with Alibaba.com in order to reach new markets.

Participating in national and international trade shows can be an expensive exercise; Alibaba.com, as an always-open online trade show, doesn't have the regular costs of traditional exhibitions.

Andrea has found the platform and built-in tools easy to use and intuitive, helping him tap into Scandinavian and North American markets, which now account for 25% of his market share.



[Find out more](#)

"Alibaba.com is a new and important opportunity for businesses to adapt to global scenarios... A fundamental and very useful tool is the platform's chat to talk with the customer, who can contact you at any time and it allows you to immediately start the negotiation. The chat also allows you to automatically translate the conversations in many languages."

Promoting Russian culture across the world

Maria Shishkina, Head of Export, SORDIS

SORDIS is one of the largest producers of alcohol in Russia, specialising in premium vodkas, bitters and sweet liquors, all made from locally sourced, natural ingredients. The company needed to reach more buyers and access untapped markets efficiently, in order to expand across the world and share the natural flavours of Russia.

Joining Alibaba.com allowed the brand to connect not only with large-scale distributors, but also with resellers and trading companies. 40% of their new customers now come from Alibaba.com, from China, Vietnam, Canada, Germany, Latvia, Georgia and Armenia among other countries.



[Find out more](#)



"As a marketplace, Alibaba.com attracts more buyers and inspires confidence in the connections made through the platform. If we contact buyers directly, outside of Alibaba.com, we are more likely to get turned down, but by using the platform we have a higher success rate in generating new business as it helps to establish trust."

Case studies



Sourcing, selling and everything in between

Rashee Gupta, Founder, MGS Accessories

Already using Alibaba.com to source materials for her high-quality makeup line, Rashee started selling on the platform to expand MGS Accessories' wholesale and private label business both internationally and domestically.

Because of her experience as a buyer, she knew how to win customers' trust and anticipate their questions. She has now expanded into India, a dream of hers since founding MGS Accessories. Alibaba.com now accounts for 50% of Rashee's sales and the majority of her supplies.

"MGS Accessories was in the red before we joined Alibaba.com. Sales were very slow. Now, we have the opposite problem. We're so busy we can't keep up."

A microbusiness with double-digit growth

Banhock Tan, Owner, Drillrig Equipment & Accessories

With an annual revenue of more than US\$1 million and a footprint that covers Southeast Asia and the Middle East, it's hard to believe that Drillrig Equipment & Accessories is a two-man microbusiness.

Drillrig sells machinery and spare parts to other resellers and end users. While owner Banhock's rich experience and knowledge of machinery sets him apart from other suppliers on Alibaba.com, it's the platform that has allowed him to put customers first and maintain trust by using the messaging in-built messaging tool and showcasing his Gold Supplier verification.

Pre-COVID-19, only 10-20% of revenue came from Alibaba.com; this has since doubled, allowing him to fully focus on running the business on Alibaba.com.

[Download case study.](#)



"Demand has shifted to eCommerce given the situation, and I believe this will be the inevitable trend for the future."

Is selling on Alibaba.com right for me?

Despite the benefits of selling on Alibaba.com, the platform may not be right for all suppliers. You'll need to assess whether you can maximise your returns and ask yourself the following questions:

- ✓ What is the competition and demand like within my industry? Am I able to offer value when it comes to price, service and logistics?
- ✓ Are the fees for paid membership worth the return I'll get?
- ✓ According to Alibaba.com, the most successful businesses sell 10+ products and have two or more employees, an annual revenue of US\$500,000 or more and some export experience. How many of these boxes do I tick?
- ✓ Am I confident that I'll be able to navigate the buying and selling process, which includes finalising payment details, understanding the rules and regulations governing overseas buyers and using the online platform?

That's not to say you won't succeed – Alibaba.com offers sellers access to training and ongoing support – but it is important to begin with realistic expectations.



How to get started

1. Visit the Alibaba.com seller homepage

2. Sign up for an account

a) Visit the Alibaba seller homepage and select the membership option that suits your needs

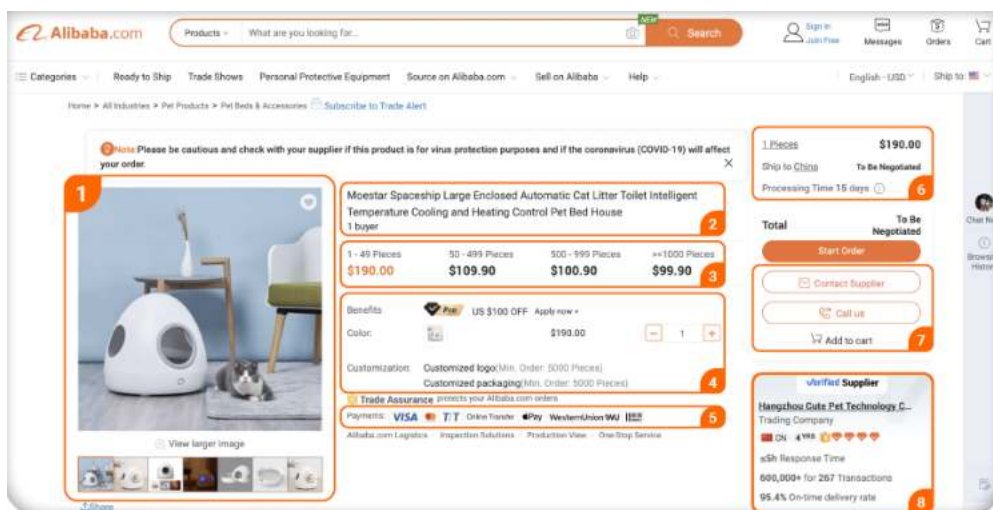
b) Set up your company profile. This is the information that potential buyers will use to assess your suitability, so include anything that you think will attract new opportunities. At a minimum, you'll need to include:

- Who you are
- What you do
- Your production capabilities
- Certifications the business holds

3. Create your online storefront

Upload your products, including videos, images, descriptions, sizes, materials, price range and minimum purchasing requirements

- State whether buyers can customise your goods
- Include payment terms and specific requirement



- 1 Images & Video Gallery
- 2 SEO Optimised Heading
- 3 Pricing Tiers
- 4 Variations & Customisation
- 5 Payment Options
- 6 Supply Information
- 7 Contact Information
- 8 Company Snapshot

4. Connect with potential buyers

It's easy to connect with buyers looking for your products. Inbound enquiries come from buyers who have found your store via a search or referral, while you can reach potential customers through Request For Quote (RFQ) and participating in online trade shows and site-wide promotions. Plus, your online store and all your product details are automatically translated into 17 languages, bypassing the language barrier and connecting you with buyers worldwide.



Inbound

Direct enquiries from interested buyers



Outbound

Online trade shows, site-wide Alibaba.com-sponsored campaigns, RFQs



How to reach your ideal buyer

Alibaba.com's range of tools helps you market your products and are built right into the platform



Communication

Translation tools: Talk to customers globally with real-time translations into 17 languages

Product enquiries: Customers can get in touch via the contact form on your storefront

Online trade shows: Get your products in front of customers in a live setting

AliSupplier app: Manage your business on the go, from anywhere



Ads and lead generation

Product showcases: Display your top products with smart recommendations based on site data

Keyword advertising: Keyword advertising (KWA) is a value-added service available to Gold Suppliers. You can maximise your business presence and receive better positioning while only paying for clicks

RFQ: Proactively find and connect with buyers

Sitewide promotions: Participate in Alibaba.com-sponsored campaigns



Analytics and support

Dashboards: Alibaba.com's interactive site tools help you visualise your store metrics and data so you can optimise your results

Industry analytics: Understand your category through demand analysis, price comparisons and more

One-on-one support: Basic and Standard Gold members can tap into local email support, while Premium Gold members have the addition of a dedicated account manager

Resources: As a seller on Alibaba.com, you'll have access to educational and training resources that cover everything from the basics of foreign trade to analysis of your industry. There are also regular workshops and events with experts that you are welcome to attend

Cost of launching on Alibaba.com

There are several tiers of Gold membership to suit your needs as a seller. Learn more about Alibaba Seller Pricing.

Package	Basic -	Basic	Standard Ultra	Standard Plus	Premium Ultra	Premium Plus
Pricing	US\$1,999/ year	US\$2,499/ year	US\$2,999/ year	US\$2,999/ year	US\$4,999/ year	US\$4,999/ year
Available platform features						
Mini-site	•	•	•	•	•	•
Product posts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Showcase	10	10	10	20	10	20
Receive & Respond to Enquiries	•	•	•	•	•	•
Respond to Requests for Quotation (RFQs)	20/month	20/month	20/month	60/month	20/month	60/month
Data reports	•	•	•	•	•	•
Sub-accounts	5	5	5	5	5	5
Paid traffic allowance						
Keyword advertising (KWA) spend	x	US\$500	US\$1,000	x	US\$3,000	US\$2,000

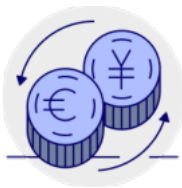
Accepting payments

Alibaba.com accepts a variety of payment methods, including credit card, debit card and telegraphic transfer. For payments in USD, buyers can also use online banking or pay via Boleto or Pay Later. Payments in Euros can also be done via online banking.

A note on international payments

With over 190 countries and regions on Alibaba.com, you can expect orders from overseas and payments in multiple currencies. Getting paid in a foreign currency involves exchange rate fluctuations and potential fees, ultimately eating into your margins. While your bank can take care of the currency conversion, you'll often pay high transaction fees and below-market exchange rates, which is why many businesses choose to open an online seller account. This allows them to receive fast payments in several currencies and repatriate funds with a bank-beating exchange rate to maximise what they receive. As international payments experts and a Global Service Partner of Alibaba.com, WorldFirst can support clients' global ambitions.

Why use WorldFirst for global transfers



Competitive FX rates

Enjoy a great exchange rate and low fees



Fast, secure transfers

MAS Authorised. We get your money there quickly and securely – often within 1-2 working days for major currencies



5 star customer service

Make your transfers online 24/7 or over the phone with our dedicated account managers



We're currency experts

\$160B transferred for our customers since we launched in 2004, more than 1M transfers per year

Collect

Over 30 approved marketplaces and payment gateways to collect from



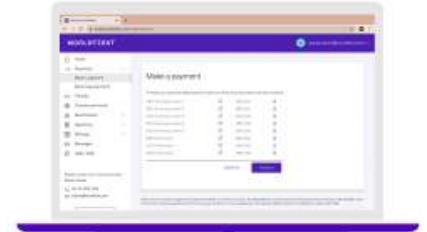
Manage

Receive up to 10 different currency accounts, without the need of a bank



Pay

Pay your overseas suppliers or withdraw funds back to your bank account



How to ship

One of the key aspects in a buyer's purchase decision is often the shipping cost and delivery timeframes. As orders are often made in bulk, it's advisable to consider a specialist international courier and compare quotes from several providers for the best option. Shipping by air will be quicker and more reliable, while shipping by sea is more cost-effective, especially for bulky and heavy shipments. WorldFirst has shipping partners that they can introduce to sellers.



How WorldFirst can help



WorldFirst is an international payments business helping move money around the world. As part of Ant Group since 2019, we share a purpose 'to make it easy to do business anywhere' by offering inclusive and affordable services to small- and medium-sized businesses and online merchants trading globally.

WorldFirst allows you to open a free account to collect and manage up to **10 receiving currency accounts**, all with competitive FX rates and no hidden fees.

Collect. Convert. Pay. Manage.



Collect payments from global marketplaces & payment gateways



Convert your money at bank-beating exchange rates




Make international payments in 68 currencies



Manage your money and FX transactions all in one place

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