WIN-CHAIN
CONNECT GLOBAL RESOURCES
SERVE CHINA CHANNELS
Win-Chain Introduction

Focusing on perishable food industry, Win-Chain is a data-driven platform of supply-chain management to facilitate Alibaba’s new retailing & catering operation and enable omni-channels in China, providing five services: Product Processing, Aggregated Sourcing, Storage & Transportation, Financial Support and Consumer Branding.
Win-Chain Total Solution for Fresh Food
Covering Whole Industry Chain

International Suppliers → Global Sourcing → Alibaba Global Sourcing Center for Fresh → Warehouse & Fulfilment → National Stock and Distribution Management → Operating System → Repacking, Ripening, Cutting, Processing

Standard

Market Intelligence

Customs Clearance

Data Processing

Channels

HEMA fresh
RT-Mart
Auchan Supermarket Chain
Lianhua Supermarket Chain
Tmall Fresh

Channels Outside of Alibaba

Outside Retail
Outside Food Service

Consumers
Win-Chain Connecting the Whole Industry Chain to Tackle Industry Pains

- Consumers know little about the origin and traceability of their daily food so that there is a lack of trust and sense of safety

- Suppliers know little about consumer preference and feedbacks, and are often not informed enough in product planning, sales planning, and marketing directions

- Cold chain logistics coverage limited and quality unassured

- Players within the industry chain get limited data on what happens before and after, and are hard to proactively collaborate to reduce inefficiency
Global Sourcing

Strategic Partnership
Global Top Fresh Food Suppliers in Each Category

Volume
1500 tons/day

Ranges
6 | 39 | 147

SKU
4000 All categories of fresh food
Omni Sales Channels

Channels in Alibaba Ecosystem

Online
- Taobao
- Tmall Flagship Store
- Tmall.com
- Mr. Fresh
- Tmall Supermarket
- Suning Fresh

O2O
- Online to Offline
  - Hema
  - Good Neighbor
  - Suning Store
  - Lianhua Supermarket
  - Unmanned Store
  - Unmanned Shelf
  - LifeFresh

Offline
- 6000+ Stores
  - RT-Mart
  - Linghoutong
  - Xinhuadu
  - Yintai Business
  - Yintai Department Store
  - AuChan
  - Sanjiang
  - Suning

Channels Outside of Alibaba Ecosystem

- Retail
- Food Service
- Wholesale
Marketing & Branding Solutions

Win-Chain provides comprehensive marketing and branding solutions for suppliers.

- Online Promotions
- In-store Promotions
- Offline PR Events
- Consumer Experience Events
- Live-Broadcasting Linking Online and Offline
Big Data & Consumer Insights

Win-Chain provides big data analysis and useful insights.

Consumers Helps Consumers To Understand
- Product Quality
- Product Safety
- Traceability & Product Origin
- Product Stories

Consumer Data
- Demographics
- Consumption Behavior
- Product Feedbacks

Supply Chain Data
- Manufacturing
- Processing
- Packaging
- Warehousing
- Distribution
- Standards

Suppliers Helps Suppliers To Do
- Product Planning
- Sales Planning
- Marketing Strategies
• The proportion of imported fresh food consumers from 3rd -4th tier cities gradually increased, and the growth rate was significant. The pace of popularization of imported fresh foods is accelerating.
The southern coastal provinces such as Jiangsu, Zhejiang, Shanghai and Guangdong are the major importers of fresh food, while the growth of consumption in northern provinces like Liaoning and Shandong is strong.
More categories: besides major imported categories, more new categories are growing rapidly.

- The major imported fresh products are still hot for purchase. The proportion of orders of top 10 categories has remained over 50% in recent years.
- In addition to these major imports, there are more emerging categories, and there is a significant trend of diversification of imported fresh produce.
The rise of a new consumer class

Online fresh food consumers are mostly consumers under the age of 35 from 1st - 2nd tier cities. They grew up in the Internet era and are willing to try new things and buy food on-line. The growth of consumers aged from 19 to 22 years is the fastest, and a new consumer class is rising.
Preferences of consumers in different regions
Vegetables and fruits for Beijing & Shanghai, nourishing seafood for Northeast, and seafood & dry food for inland

Beijing
- Clean vegetables
- Goose egg
- Purple mussel

Tianjin
- Flounder
- Clean vegetables
- Giant Ezo Scallop

Hebei
- Freshwater fishes
- Starfruit
- Chicken meat
- Ball/meat ball

Inner Mongolia
- Freshwater fishes
- King crab
- Tuna

Shanxi
- Starfruit
- Mango

Jilin
- King crab
- Giant Ezo Scallop
- Yellow croaker

Jilin
- King crab
- Giant Ezo Scallop
- Yellow croaker

Shandong
- Dried shrimp
- Crab stick
- Trepang

Zhejiang
- Tiger crab
- Geoduck
- Goose egg

Hubei
- Razor clam
- Dried octopus
- Dried scallop

Jiangsu
- Oxtail
- Fish product
- Beef roll

Shanghai
- Watermelon
- Leaf vegetable
- Pork

Henan
- Fresh Chinese yam
- Goose egg
- Mango

Hunan
- Dried octopus
- Dried squid
- Garlic

Tibet
- Tiger crab
- Dried squids
- Dried shrimp

Sichuan
- Fresh mushroom
- Dried cuttlefish
- Hairy crab

Chongqing
- Okra
- Beef shank
- Hairy crab

Guangxi
- Dried octopus
- Lotus root
- Kelp

Guangdong
- Dried octopus
- Fish gelatin
- Mackerel

Gansu
- Goose egg
- Okra
- Kelp

Shaanxi
- Carambola
- Goose egg
- Dried small shrimp

Hainan
- Mackerel
- Lamb

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- King crab
- Giant Ezo Scallop
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