

CHAPTER 3 THE CURRENT SITUATION AND PROBLEMS OF SMALL AND MICRO CROSS-BORDER E-COMMERCE ENTERPRISES IN CHINA

3.1 Sources and characteristics of small and micro cross-border e-commerce enterprises in China

the two main reasons of the multinational companies in china's electronic commerce, the electronic commerce enterprises, domestic enterprises, domestic trade, often the red sea of profit is very difficult to survive, so the method of using the electronic commerce multinational. and, the other is a small, it is the traditional foreign trade enterprises, foreign trade, international market demand atrophy, about the financial crisis, transnational retail enterprises in transnational electronic commerce platform to communicate.

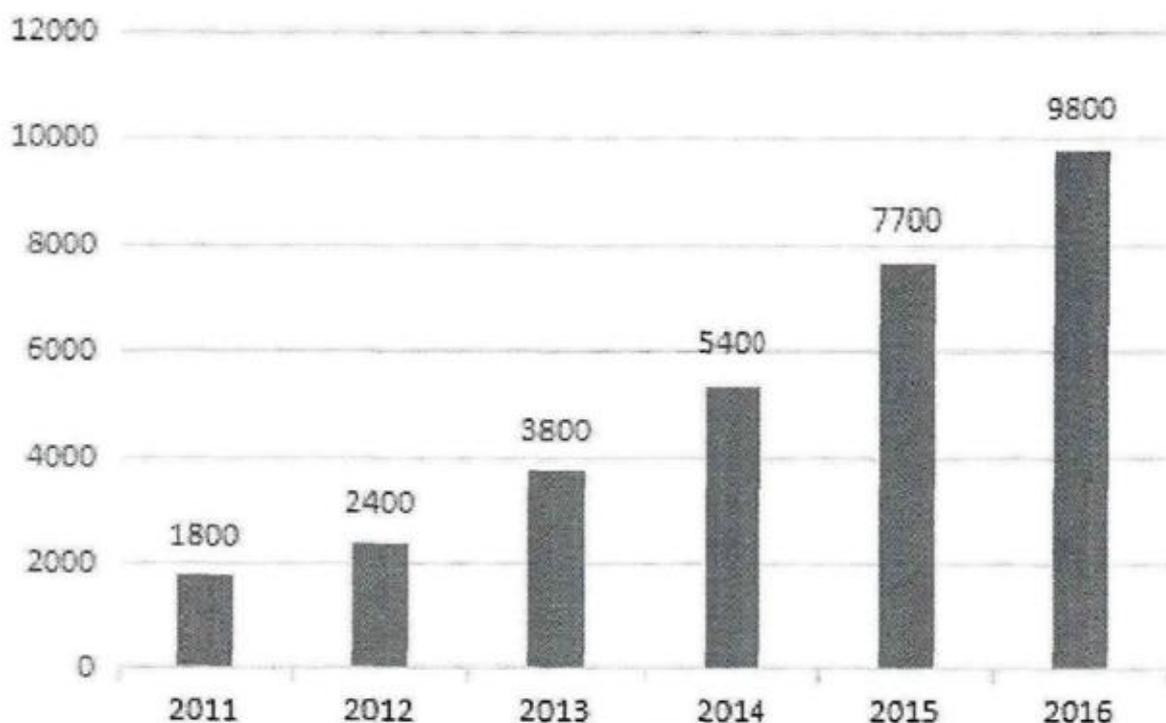
3.2 The development status and trend of small and micro cross border e-commerce enterprises in China

3.2.1 The third party cross-border e-commerce trading platform is the first choice

now the third party of their choice, this is a multinational electronic commerce enterprise funds, technology, human resources and other strength is relatively weak, at the same time, the third party development platform is a more complete list of a multinational enterprise electronic apart biased to select. 3.

3.2.2 The scale of cross-border retail trade is gradually expanding

Figure2: 2011- 2016, China's cross-border e-commerce retail export trade scale

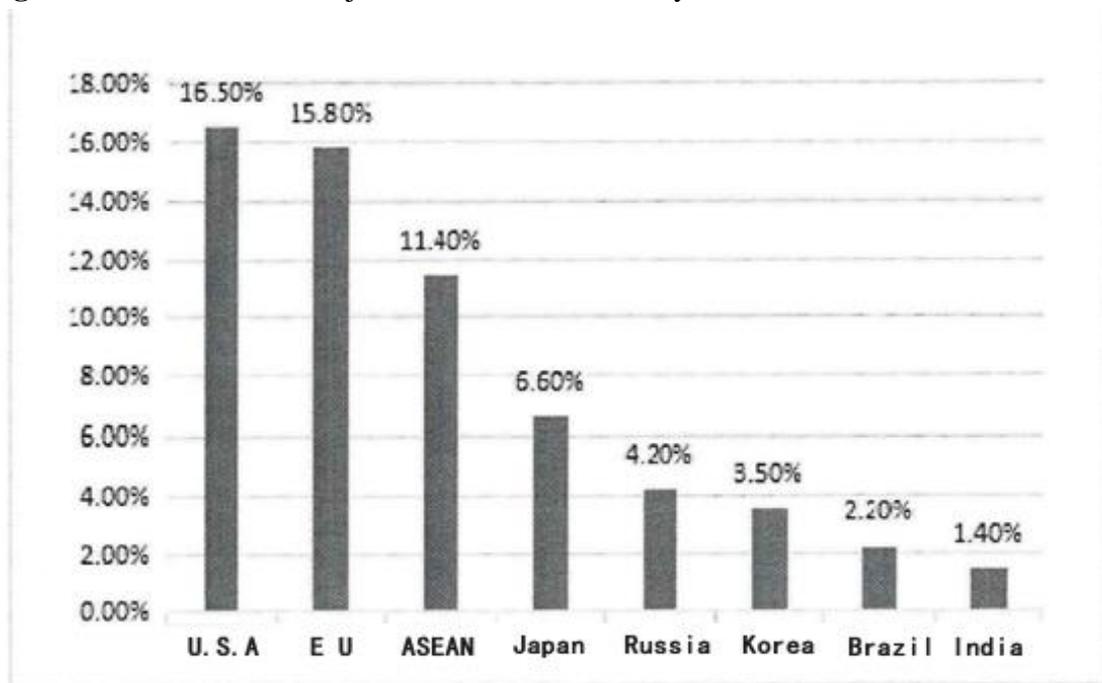


3.2.3 The scale of cross-border retail trade is gradually expanding

multinational retail sales as part of the domestic electric power supply, high quality and low price sales, to foreign consumers through amazon and other platform. in 2008, the financial crisis to the world economy, all countries are making foreign trade ways. the traditional characteristics of the opportunity to provide a the large volume and the development of global electronic commerce, a lot of amount and frequency.

3.2.4 Cross border e-commerce transactions are prominent in the region, and the potential for developing new markets is huge

Figure3: Distribution of major cross-border electricity retail outlets in China in 2015



the electronic commerce development, the level of other countries, china's online retail customers the same, take the customers. at present, a multinational electronic commerce enterprise in the low cost of the main developed countries such as europe and the united states, japan, asean . at the same time, the... it will be a new market of russia, india and other high-speed growth.