



天天果园

# FRUITDAY

The rising China and China Fruit E-commerce

**China fruit e-commerce and Fruitday**

**The rising 2<sup>nd</sup> tier city in China**

**Key factors to be successful online fruit**

**Fruitday promotion case**

# Fruitday is the pioneer of China fresh produce e-commerce business



- Fruitday was established in April 2009 in Shanghai and is the largest fresh fruit online retailer and most well-known fresh produce e-commerce brand in China
- Focus on high quality fruits, 90%+ are imported fruits and 50%+ are imported by Fruitday
- Originated from Shanghai and is expanding to other markets and have 5 DC in China core cities
- Operating multiple sales channels, including Frutiday.com, China top 5 B2C platform, 14 off-line retail stores and TV shopping channel
- Owning one of the largest fresh fruit storage and delivery force, 10,000 SQM (Shanghai) of modern cold-chain warehouse and more than 100 delivery vehicles

# Multiple Channels



Fruitday.com



B2C Platform (Tmall, JD, Yihaodian)



TV Shopping

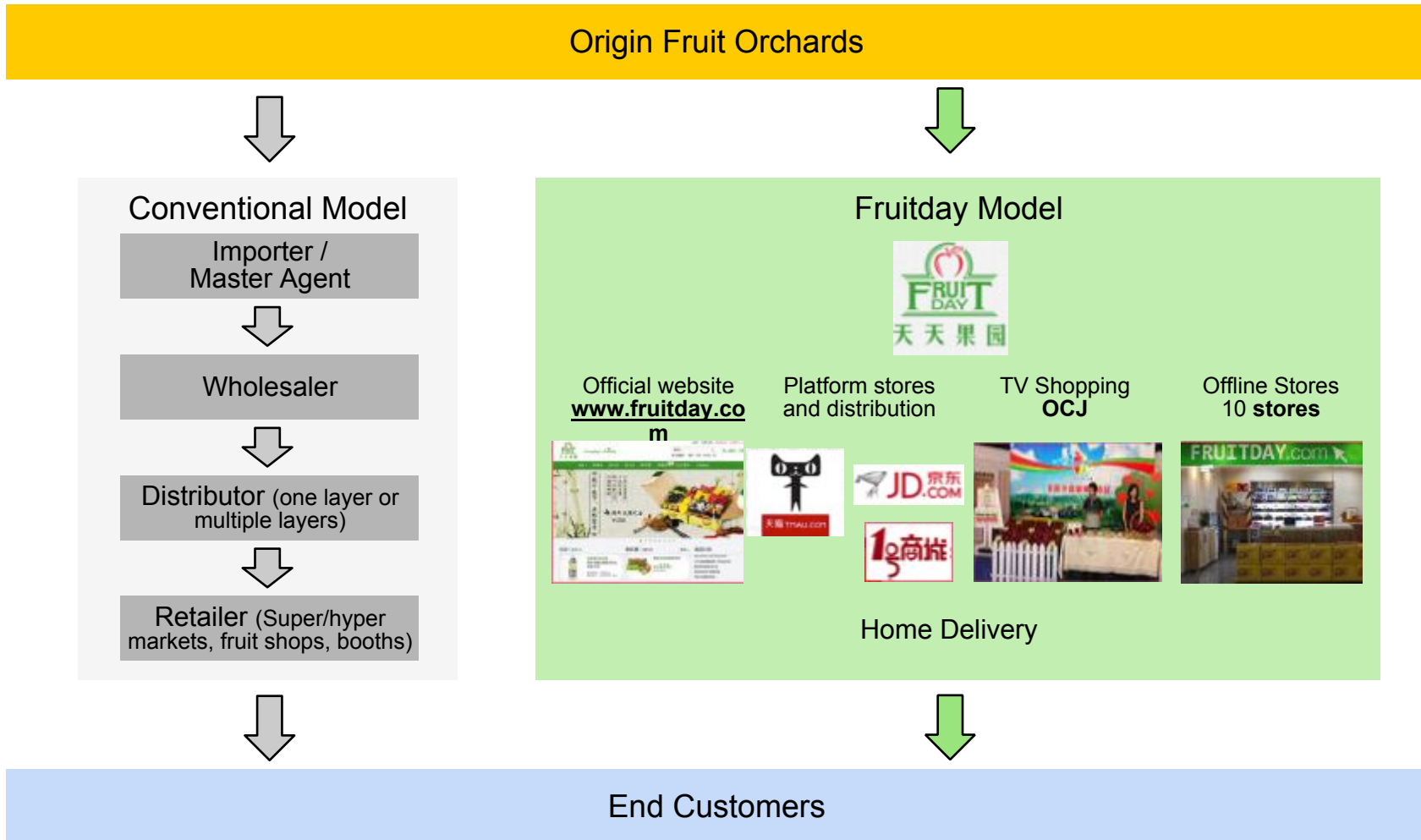


Experience Store

# Offering unique value to consumers



Fruitday is a fresh fruit retailer with premium positioning and multiple sales channel, bringing better products and experience to customers



# From the orchard to the customer

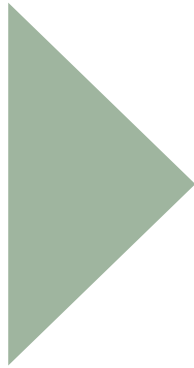


To ensure the consistency of quality and service, we build in-house key operation functions



1. Directly purchase from the origin of the fruits and ensured the lowest cost
2. Extensive knowledge on fruits QC
3. Modern cold-chain warehouse
4. Flexible fruits offerings with standard and customized products and service
5. More than 100 cold chain delivery cargo, providing the same-day or the next-day delivery
6. 48 hours return policy

# Strong storage and delivery capability



1. More than 10,000 SQM modern cold chain warehouse with maximum storage capability of 80 containers
2. More than 100 delivery cargos, maximum 10,000 orders per day
3. Average 20-day inventory turn-over
4. Provide same-day delivery in Shanghai

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# What internet brings us



- Transparency information
- Optimized supply chain
- Less storage, quicker delivery, lower damage rate
- Competitive price (Lower price not from lower profit, but from the innovation and reconfiguration of supply chain)
- And cover more cities

# Fruitday covered 80+ cities in China



# In the past fresh produce focus on tier-1 cities



- More customers
- More third party service providers
- More facility with storage, processing, logistics
- Lower cost per customer

# Tier-2 cities share the advantage of internet



- Distribution and center to cover city clusters
- Strong 3rd party logistic provide home delivery service
- Same price and same quality with big cities
- More comparison and choices by internet

# Lower trial cost and better effect



- True customer contact information
- Sample the real customers
- Easily cover more cities
- Instant reaction and follow up

# Tier-2 cities have more wiliness to spend



- Lower living cost, house&logisitc
- More disposable income
- Higher consumer confidence
- Lower living pressure
- More family centered
- Quicker purchase decision maker
- More trust on China government and economic future

# To understand the regional differences



- The consumer behavior varied from different region, different climate and different culture.
- Avoid simply copy the big city strategy.
- Use data mining to allocate resources.
- Customize cost-efficient marketing approaches

# Different preference in different region



- Different size
- Different taste
- Different fruit culture
- Even different name



# Lost in translation

Che Li Zi

车厘子

or

Ying Tao

櫻桃

Cherries

Qi Yi Guo

奇异果

or

Mi Hou Tao

猕猴桃

Kiwi Fruit

# The key forecasts about China tier-2 cities



- 80% of middle-income and affluent consumer in 343 cities in 2010. But the number will expand to 546 cities in 2020.
- The middle-income and affluent consumers population will increase from 150 million to more than 400 million in the next 10 years. And 60% will reside in small cities.
- By 2020, there will be 800 cities with real disposable income per capita greater than Shanghai in 2014.



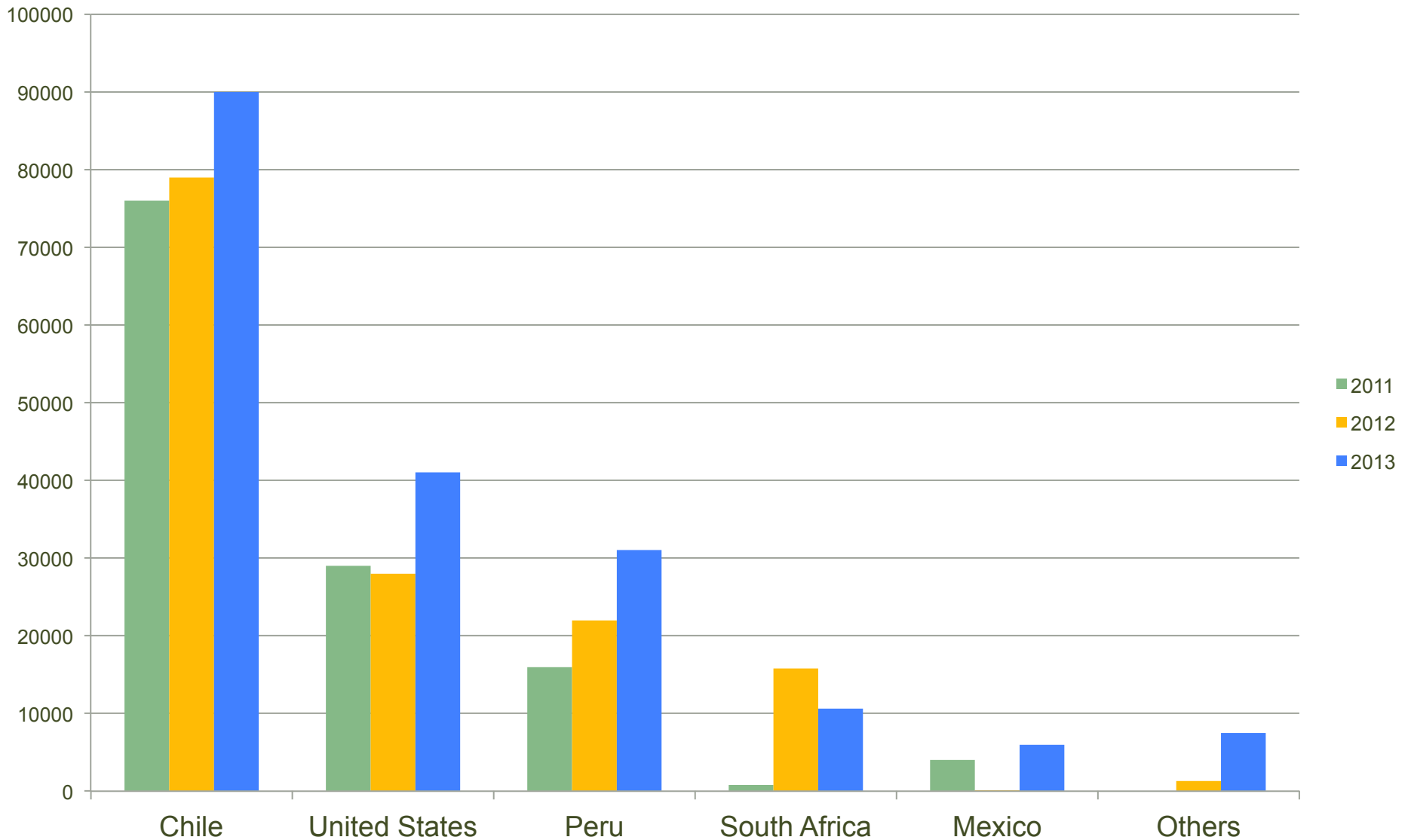
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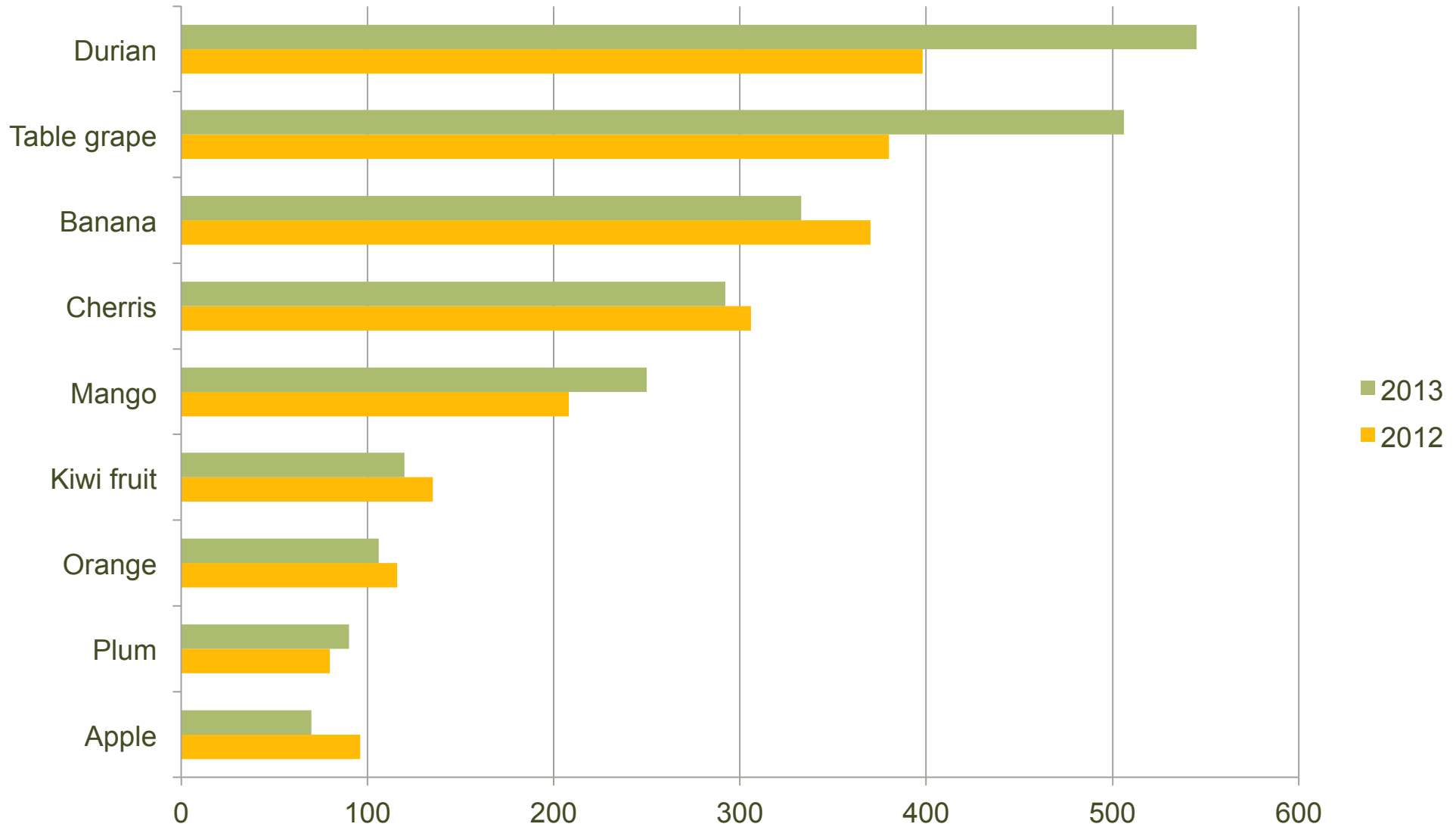
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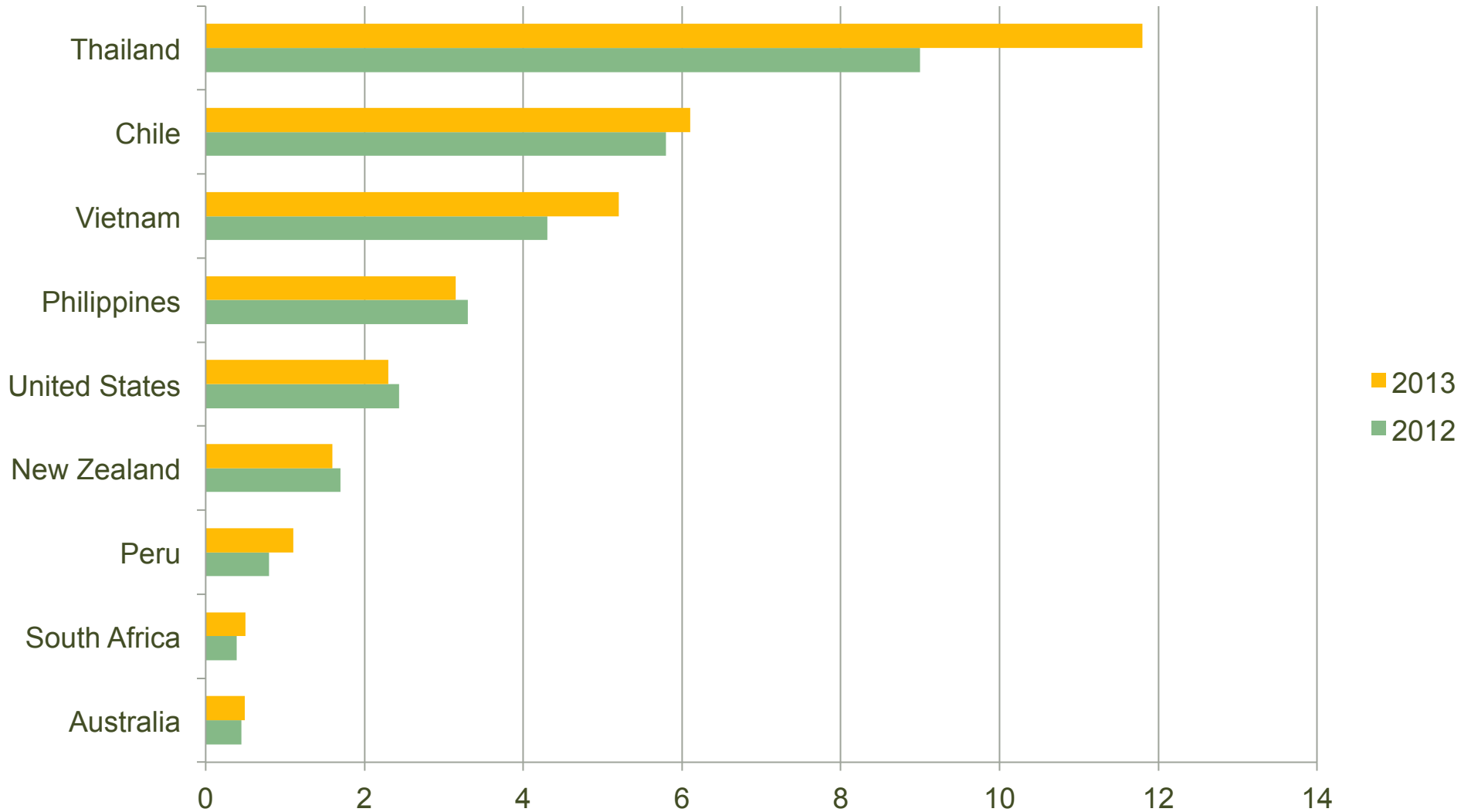
# Country rank of table grapes export to China



# Top Imported Fruits to China



# Top Fruit Import Country to China



# The Key factors for online fruit



**Delivery**

**Taste & Quality**

**Standardization**

**Customer Brand**

**Price**

**Package**

**Differential**

# Zespri Kiwi Fruit



- Easy delivering
- High recognized brand
- Standard size and taste



# Chilean Cherries



- Crisp and sweet taste suit for China customer
- High value and competitive price
- Consistent size
- Particular supply for Chinese New Year

# Sunkist Oranges



- Easy storage and delivery
- Famous brand
- Standard size
- Differential varieties  
Cara cara and Moro

# The weakness of table grapes to be pop online



- Known by color and seed, not by variety
- Hard to delivery
- Different packages(Carton/ Bag/Clamshell)
- Wholesale market brand, no customer brand
- Few new variety

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# Cooperate with brands and associations



Australian Government  
Australian Trade Commissi



# 2013 NW Cherries Pre-Sale open the new wave of China online fresh produce



驻华大使  
亲荐的美国车厘子

史上单次销量最高  
狂卖热销 **108吨**  
5.5万人的选择!  
真正的美国车厘子

骆家辉  
美国驻华大使亲笔祝福  
尽情享用这份从我的家乡  
美国华盛顿州运道而来的樱桃!

*Enjoy the  
green & juicy  
from my home state  
of Washington, only  
from  
Washington  
State*

美国驻沪总领事馆农贸处  
强力推荐!  
天天果园是 美国西北车厘子协会 合作伙伴

**55,000** orders  
in 10days

**80+** cities

**72** hours  
from orchard to customer

**108** tones

# Chilean Cherries TV Promotion



# Always try the first



## ■ The first

- Sunkist Cara cara & Moro USA
- Zespri SunGold, Charm and Sweet Green NZ
- Tasmanian Cherries AU
- Tasmanian Apple AU
- Honey Belle Pear NZ
- Diva apple NZ
- Washington Apple USA
- Spanish Navel





# Cotton Candy New variety trial



# Table Grapes TV Promotion



东方卫视

送5周年礼 5.25-5+26.25

Welch's

美国Welch's 红地球有籽红提特选装3.4kg 175元

412281

400-099-0000

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东方卫视

送5周年礼 5.25-5+26.25

Schmidt Monter 是智利驻华大使

智利进口 智利地产无籽葡萄特选装 (2kg) 225元

442330

400-099-0000

# California Table Grapes Promotion



Arnold Schwarzenegger promote California table grapes as California Governor in Shanghai.



Gracias!

