

跨境电商物流&数字化物流管理

Cross-border E-commerce Logistics & Digital Logistics Management

大件海外仓，就用无忧达 | FBA头程物流口碑品牌

w w w . 5 1 - d e l i v e r y . c o m

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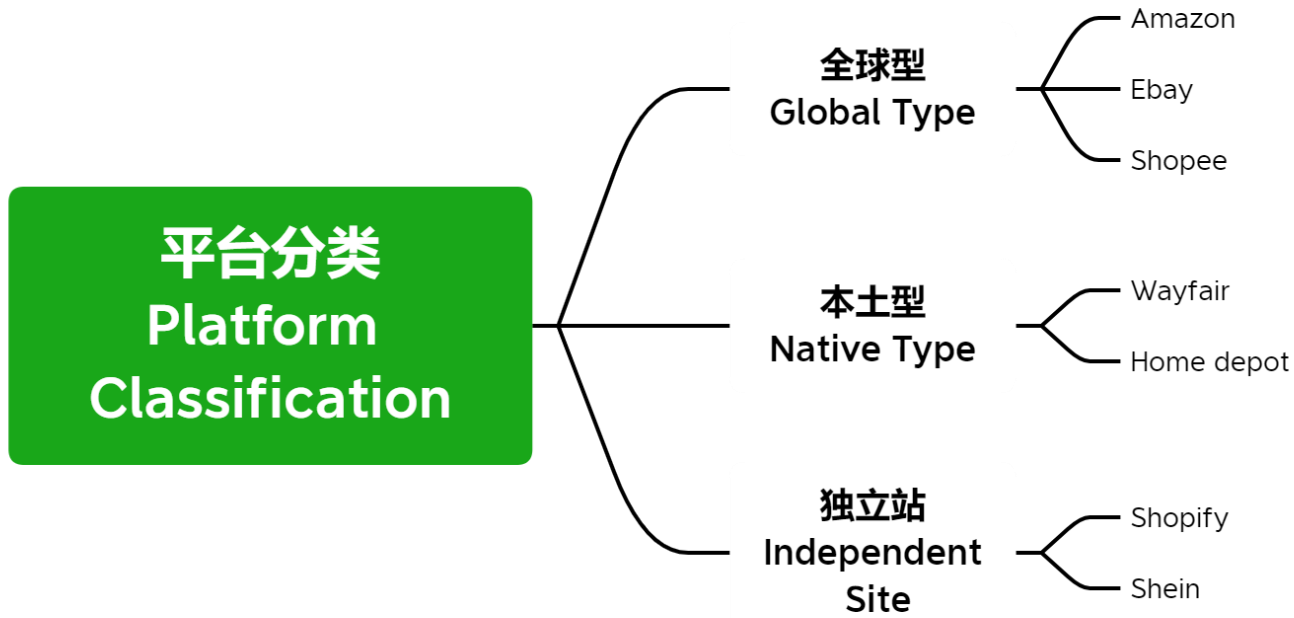
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- 03 跨境案例分享 Cross-border Cases Sharing

跨境电商物流

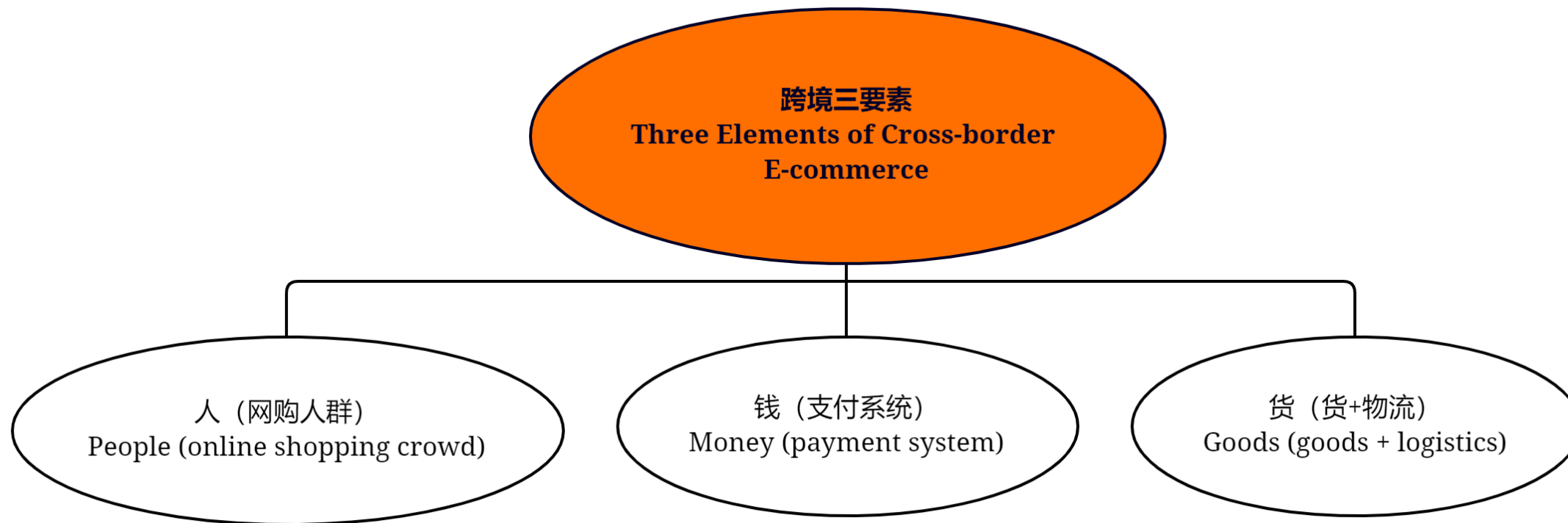
Cross-boder
E-commerce Logistics

电商平台介绍 Introduction to E-commerce Platforms



什么是跨境电商?

What is Cross-border E-commerce?



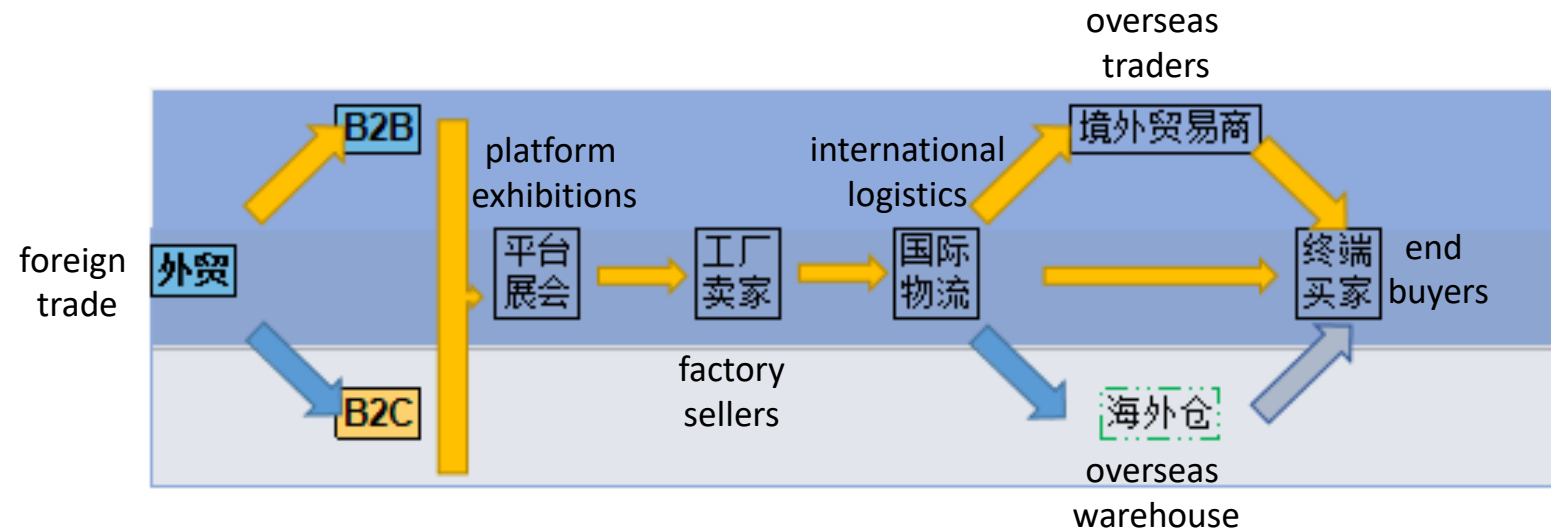


什么是跨境电商物流?

What is cross-border e-commerce logistics?



业务模式 Business Models



商户类型 Merchant Types

一类，贸易型，快速增长，供应链短板明显

I. Trade based, rapid growth with significant supply chain shortcomings

二类，工贸型，专注产品，厚积薄发，供应链优势明显

II. Industry and trade type, product focused, with a strong supply chain advantage

三类，产品型，细分类目独角兽，不断优化供应链优势

III. Product-based, sub-category unicorns, constantly optimising supply chain advantages

跨境电商物流链条

Cross-border E-commerce Logistics Chain



1

什么是FBA头程物流? What is FBA Headway Logistics?
FBA=FULLFILLMENT BY AMAZON

2

覆盖哪些国家?
Which countries does it cover?

3

为何在跨境电商物流中有代表性?
Why is it representative in cross-border e-commerce logistics?

2021年，亚马逊先后推出了波兰站（3月2日）、埃及站（9月1日），至此，亚马逊的站点数量达到了20个。包括美国、日本、德国、英国、印度、意大利、法国、加拿大、西班牙、巴西、墨西哥、澳大利亚、土耳其、荷兰、阿联酋、沙特阿拉伯、瑞典、波兰、埃及、新加坡。

In 2021, Amazon has launched the Poland station (March 2) and Egypt station (September 1). So far, the number of Amazon sites has reached 20. Including USA, Japan, Germany, UK, India, Italy, France, Canada, Spain, Brazil, Mexico, Australia, Turkey, Netherlands, UAE, Saudi Arabia, Sweden, Poland, Egypt, Singapore.

其中有17个站点对中国卖家开放注册。Among them, 17 sites are open to registration for Chinese sellers.

亚马逊全球市场的总销售额连续5年保持增长，2021年总销售额达到1277.9亿美元，增长超600亿美元，相比2020年增长了22%。表明亚马逊市场规模仍在不断扩大。The total sales of Amazon's global marketplace have maintained growth for five consecutive years. In 2021, total sales reached 127.79 billion US dollars, an increase of more than 60 billion US dollars, an increase of 22% compared with 2020. It shows that the size of the Amazon market is still expanding.

亚马逊各季度全球净收入，来源于在线商店、线下商店、第三方卖家服务、订阅服务、AWS及其他（广告等）收入。

Amazon's quarterly global net revenue comes from online stores, offline stores, third-party seller services, subscription services, AWS, and other (advertising, etc.) revenue.

亚马逊2021年全球净收入: Global net revenue of Amazon.com

(百万美元)	Net revenue	Online stores	Physical stores	Retail third-party seller services	Subscription services	AWS	Other
2019-Q4	87,437	45,657	4,363	17,446	5,235	9,954	4,782
2020-Q1	75,452	36,652	4,640	14,479	5,556	10,219	3,906
2020-Q2	88,912	45,896	3,774	18,195	6,018	10,808	4,221
2020-Q3	96,145	48,350	3,788	20,436	6,572	11,601	5,398
2020-Q4	125,555	66,451	4,022	27,327	7,061	12,742	7,952
2021-Q1	108,518	52,901	3,920	23,709	7,580	13,503	6,905
2021-Q2	113,080	53,157	4,198	25,085	7,917	14,809	7,914
2021-Q3	110,812	49,942	4,269	24,252	8,148	16,110	8,091
2020全年	3861亿美元	1973亿美元	162亿美元	804亿美元	252亿美元	454亿美元	215亿美元
2021年Q1-Q3	3324亿美元	1560亿美元	124亿美元	730亿美元	236亿美元	444亿美元	229亿美元

来源：亚马逊季度财报 市场：Amazon全球

1

海外仓的建设可以让出口企业将货物批量发送至国外仓库，实现该国本地销售，本地配送。

The construction of overseas warehouses allows export companies to send goods in batches to foreign warehouses to achieve local sales and local distribution in the country.

2

为何不使用本土仓库？

Why not use local warehouses?

3

海外仓的未来发展趋势。

The future development trend of overseas warehouses.



一件代发兼容打托中转，并支持多平台amazon、wayfair、walmart、overstock、lowes、homedepot

Direct from manufacturer shipping is compatible with transit, and supports multiple platforms



强大的IT处理能力，辅助运营数据提取 Powerful IT processing capabilities to aid operational data extraction



自有稳定的快递账号

Have stable courier account



布局、库容

Layout, storage capacity



超大件等多样化服务（超快递要求尺寸）

Diversified services such as oversized items (over the size required by the courier)

数字化物流管理

Digital Logistics

Management

第 2 章 国际物流数字化现状和热点

2.1 数字科技赋能国际物流

近年来,数字科技的发展带动了国际物流产业数字化水平不断提升。船公司、港口企业、货运代理企业等纷纷探索数字化转型,国际物流业务全程可视、在线交易、智慧经营等渐成趋势。在这样的背景下,国际物流产业催生出便捷高效、绿色环保、智能柔性 and 安全可靠等需求。当前,整个国际物流产业外部环境、市场需求、业务模式等发生了重大的变化,但若不能及时跟上这些变化,就会转变为发展瓶颈,例如,服务单一、运输成本高、信息交换效率低、运输过程不透明、供应链上各角色的协同效率低等。而电子商务、物联网、云计算、大数据、区块链、5G、人工智能等数字技术则为突破这些瓶颈提供了可能性,从而利用数字科技对国际物流业进行优化赋能。例如,运去哪运用电子商务、大数据、人工智能、区块链等技术,实现在线订舱、无纸化单证、自动化订单操作、收发货人共享协作等功能,并通过API接口连接港口、船公司、仓储、拖车行、报关行、货代、货主等行业上下游资源,打通数据孤岛,构建端到端的全智能化跨境物流平台。所以,借助数字技术推动国际物流产业发展是当前的大势所趋。

Chapter 2 Current Situation and Hot Spots of International Logistics Digitalization

2.1 Digital technology empowers international logistics

In recent years, the development of digital technology has led to the continuous improvement of the digital level of the international logistics industry. Shipping companies, port companies, and freight forwarders have been exploring digital transformation. The use of international logistics business visibility, online transactions, and smart management has gradually become a trend. In this context, the international logistics industry has given birth to the needs of convenience and efficiency, green environmental protection, intelligent flexibility, safety and reliability. At present, major changes have taken place in the external environment, market demand, and business model of the entire international logistics industry. However, if these changes cannot be kept up with, it will become a development bottleneck, such as single service, high transportation costs, and low information exchange efficiency. , The transportation process is not transparent, and the coordination efficiency of various roles in the supply chain is low. And e-commerce, Internet of Things, cloud computing, big data, blockchain, 5G, artificial intelligence

Digital technologies such as energy provide the possibility to break through these bottlenecks, so as to use digital technology to optimize and empower the international logistics industry. For example, Yun Quna uses e-commerce, big data, artificial intelligence, blockchain and other technologies to realize functions such as online booking, paperless documents, automated order operations, consignee and consignee sharing and collaboration, and connect through API interfaces The upstream and downstream resources of ports, shipping companies, warehousing, trailer dealers, customs brokers, freight forwarders, cargo owners and other industries have opened up data silos and built an end-to-end fully intelligent cross-border logistics platform. Therefore, the use of digital technology to promote the development of the international logistics industry is the current general trend.

使决策灵活、高效、精细 Make decision-making flexible, efficient and refined

大数据收集和整理、预测，帮助国际物流企业做决策。Big data collecting, sorting and forecasting help international logistics companies make decisions.
风险防范和风险评估。Risk prevention and risk assessment.

1

有效降低人力成本 Effectively reduce labor costs

智能化订单处理系统
Intelligent order processing system
RPA机器人
RPA Robot

2

优化方案、柔性服务 Optimized plan, flexible service

物联网结合云技术，实时追踪，全程物流透明化。
The Internet of Things combines cloud technology and real-time tracking to make the entire logistics process transparent.

3

强化信息链，提升上下游协同能力 Strengthen the information chain and improve the upstream and downstream synergy capabilities

解决企业合作中信息不透明、互信程度低、自动化服务程度低等问题，推进全球化链接。
Solve the problems of opaque information, low level of mutual trust, and low level of automated services in enterprise cooperation, and promote global links.

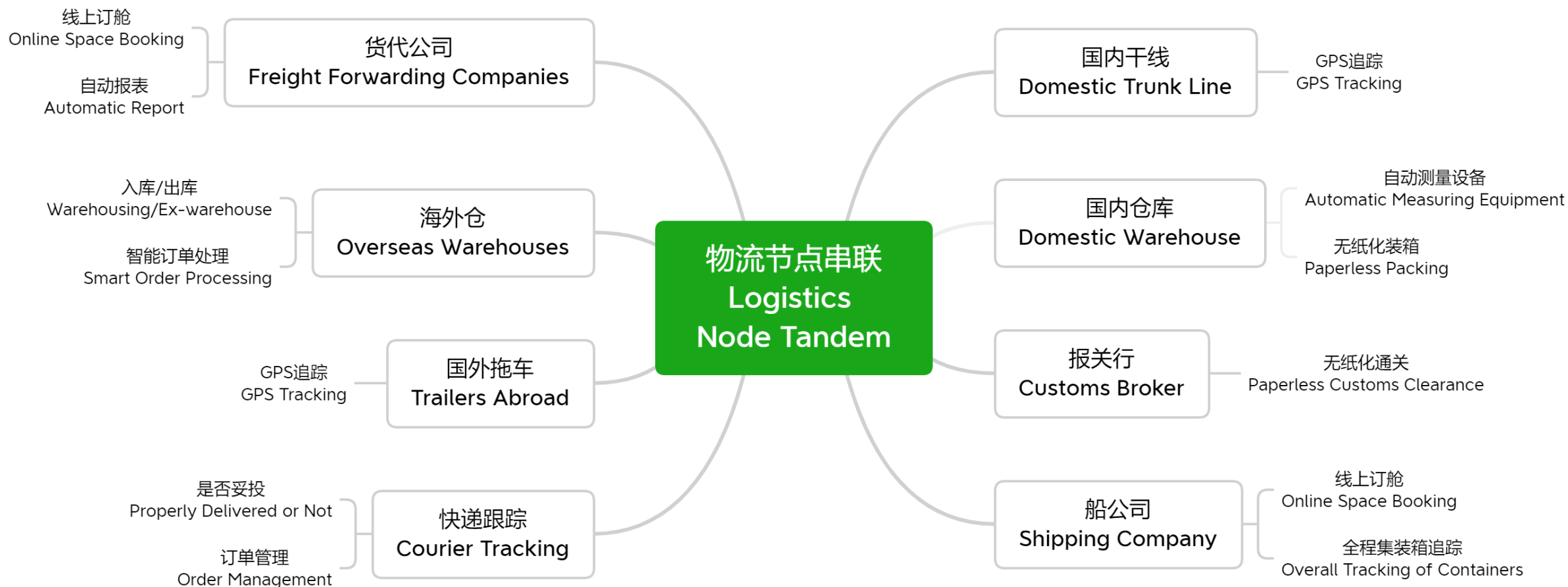
4

跨境电商物流链条

Cross-border E-commerce Logistics Chain



物流数字化的实际场景应用 Practical Scenarios for the Digitalisation of Logistics



🏠 主页 Home Page

🌐 FBA海运订单 FBA shipping orders

✈️ FBA空运订单 FBA air freight orders

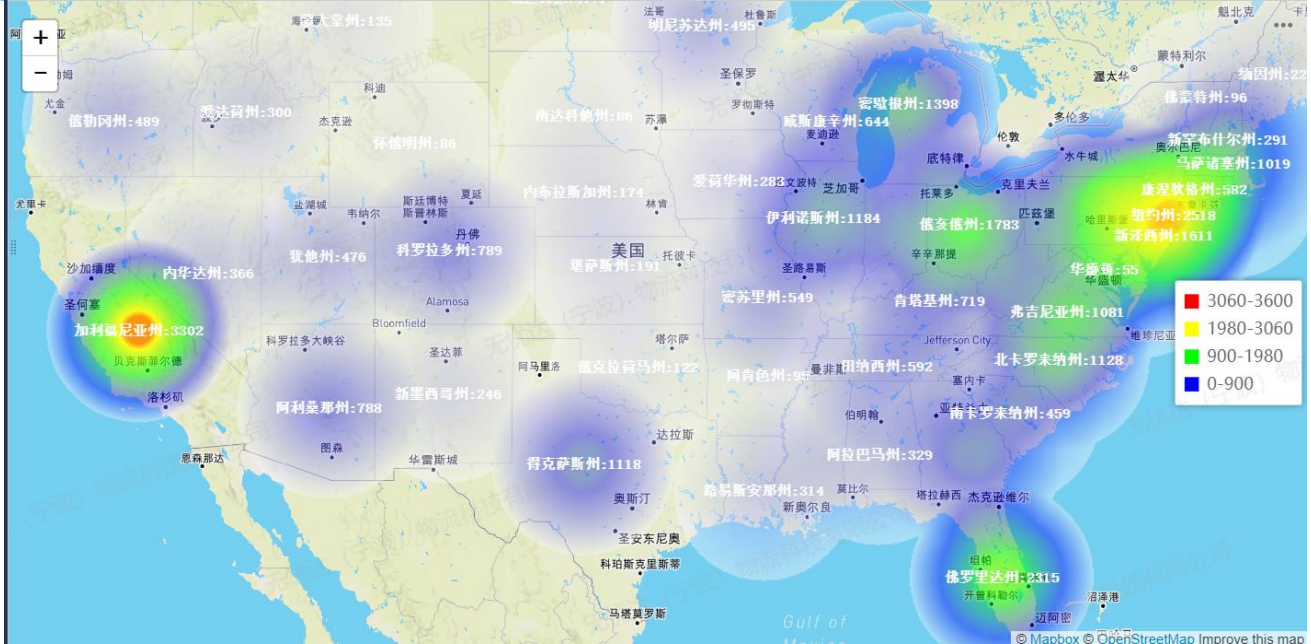
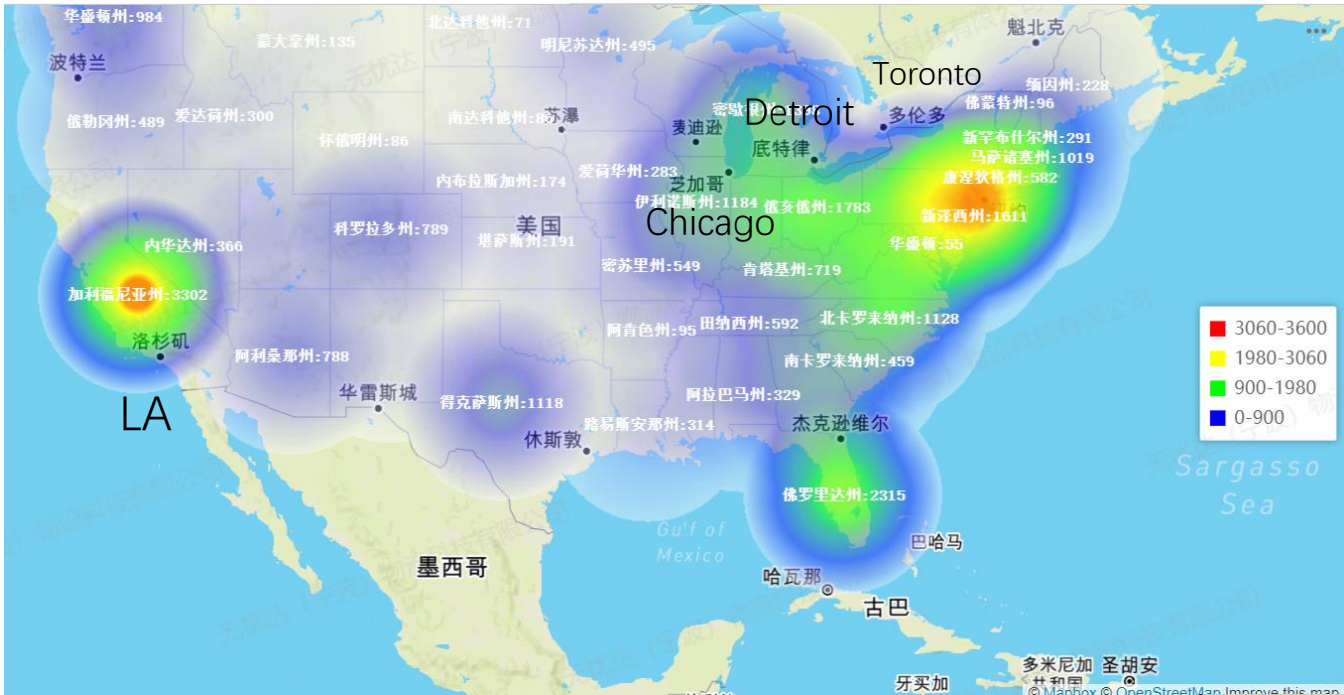
📄 对账管理 reconciliation management

📊 报表管理 report management

⚙️ 基础数据管理 basic data management



	Operate	Business Type	FBA Warehouse	B/L NO.	Box No.	Mode of transportation	Number of items	Weight	Volume	ETD	ETA
Status	状态	操作	业务类型	FBA仓库	提单号	箱号	运输方式	件数	重量	体积	
Accepted	受理	📄	FCL	NJ 08810	149201789965	EITU1641928/ 整箱直送 Full box direct delivery	914	15133.5	67.24	2022-04-20	2022-06-08
Accepted	受理	📄	LCL	C-Port International	NBYE087809C	FFAU4401299/ 海卡 shipping+trucking	392	8333	4.3	2022-04-23	2022-06-08
Accepted	受理	📄	LCL	C-Port International	NBKN127032	TEMU6960909/ 海卡	393	8333	4.3	2022-04-23	2022-06-08
Accepted	受理	📄	LCL	C-Port International	NBKN127034	MAGU5347065/ 海卡	392	8333	4.3	2022-04-23	2022-06-08



海外仓热力图
Heat map of overseas warehouse



待审核入库单数 numbers of warehousing orders	0	待审核退件数 numbers of returns	0	待审核FBA退件数 numbers of FBA returns	0	待审核出库单数 numbers of outbound orders	0
待审核FBA单数 numbers of FBA orders	0	待审核FBA转运单数 numbers of FBA transfer orders	0	未读通知消息 Unread messages	320		

快捷菜单 shortcut menu

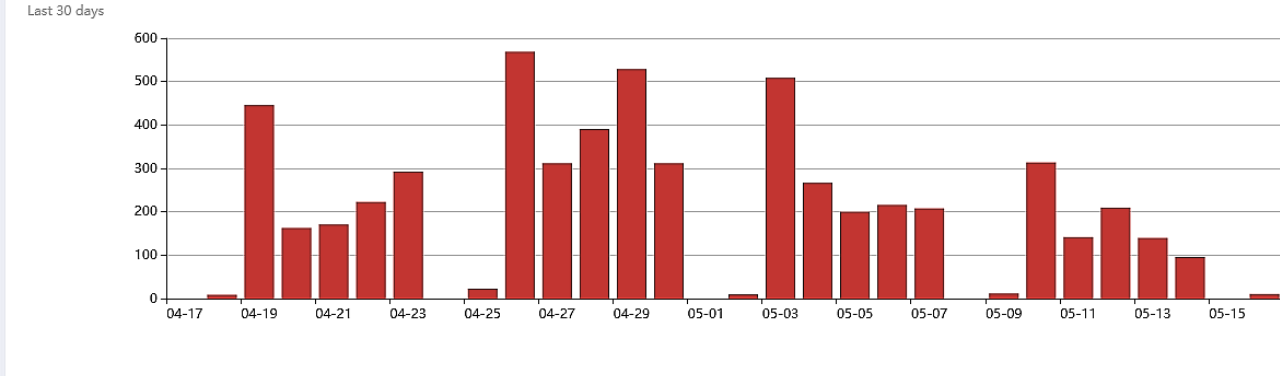
- 创建一件代发
- 创建买家退件
- 创建退仓订单
- 创建转仓订单
- 创建FBA退件
- 创建FBA转运订单
- 创建FBA标准订单

单量统计

2022-05-11 2022-05-18 查询

入库单数 numbers of warehousing orders	0	一件代发数 numbers of direct sending orders from manufacturer	1062	FBA转运单数 numbers of FBA transfer orders	0	FBA退件数 numbers of FBA returns	0
待收货数 numbers of waiting for receiving	0	待签出数 pending check out numbers	240	FBA待签出数 FBA pending check out numbers	0	待上架数 numbers of listing	0
fba订单数 numbers of FBA orders	3	退件数 numbers of returns	73				

订单统计报表 Order Statistics Report



客户端看板 Client-side

我的面板 隐藏统计面板 客户代码: 全部 仓库: NJJW3 [无忧达新泽西] 刷新

ex-warehouse warehousing problem shipment list has been removed

出货看板 入库看板 问题件列表 out of stock To be removed packed bagged ex-warehouse voided 导出

更新时间 update time	orders 订单总数	缺货中	待下架	已下架	已打包	已装袋	已出库	已作废
2022-05-30 13:05:01	1360	1	1355	0	0	0	0	4
2022-05-29 23:05:02	752	0	745	0	0	0	0	7
2022-05-28 23:05:01	993	0	987	0	0	0	0	6
2022-05-27 23:05:01	1631	4	27	440	0	1138	0	22
2022-05-26 23:05:02	1677	2	4	387	0	1254	0	30
2022-05-25 23:05:01	1805	2	34	783	0	957	0	29
2022-05-24 23:05:01	1762	2	13	1221	0	503	0	23

出库总览 入库总览 Total out-of-stock orders Operating volume per person number of packing

日期	星期	今日下单总数	缺货总单量	操作人数	人均操作量	下架数/人	打包数/人	签出数/人	今日完成率
2022-05-30	一	1358	10	1	2	0(0)	2(0)	2(0)	100.00
2022-05-29	日	738	10	0	0	0(0)	0(0)	0(0)	0
2022-05-28	六	997	10	146	764	1588(0)	1582(0)	1582(0)	99.88
2022-05-27	五	1644	10	182	644	1679(0)	1679(0)	1679(0)	100.00
2022-05-26	四	1651	10	180	693	1773(0)	1779(0)	1779(0)	100.00
2022-05-25	三	1778	10	206	970	1826(0)	2615(0)	2679(0)	99.98

Total orders placed today Number of operators

跨境案例分享

Cross-border

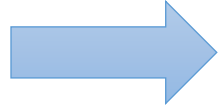
Cases

Sharing

海运产品安稳型、服务性、物流成本可控性，首选服务
Seaborne products are stable, serviceable, and logistics cost controllable, it is the preferred service

靠泊智能化码头，提柜时效减少，简短物流时效链路
By berthing at an intelligent terminal, the time limit for picking up containers is reduced, and the logistics time limit is shortened.

发往海外仓库，降本完成作业
Send to overseas warehouses to reduce costs to complete the job



Factory Production

Production price USD200

Sea transportation

Logistics fee USD125 to warehouse

Long beach

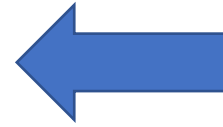
Warehouse

海外仓定制化服务，针对客户提供不一方案
Customized services for overseas warehouses, providing different solutions for customers

consumers



消费者



LTL

Truck fee USD200

卡车运输至国外消费者，针对产品选择不一的派送模式，保障货物安全抵达手中。
Trucks transport goods to foreign consumers, and choose different delivery modes for products to ensure the safe arrival of goods.



Aront Massagesessel 【2022】-3D-Robotische Hände mit SL-Spur Massage der Wirbelsäule Shiatsu, Bluetooth-Lautsprecher, 3D...

★★★★★ 1

2.000⁹⁹ €

Zuletzt niedrigster Preis: 1.880,99 €
Wenden Sie Prime-Mitglied um weitere 130,00 € beim Kauf dieses Produkts zu sparen

- 【Ganzkörpermassage】-Halbgeschlossener Raum schafft eine ruhige, umfassende Mikroumgebung. Unterscheidet sich von herkömmlichen Massagesesseln, hat dieser minimalistische Massagesessel mit gekrümmter Oberfläche ein strahllinienförmiges Ausse

▼ Mehr anzeigen

Alle Details ansehen In den Warenkorb

Verkauf und Versand durch ROTAI-DE.

全链路成本，200+125+200=525，售价2000，其中的差价便是客户所产生的利润，提供价值+创造价值，是客户需要的，恰恰也是我们能提供的

The cost of the whole link, 200+125+200=525, the price is 2000, the difference is the profit generated by the customer, providing value + creating value is what the customer needs, and it is exactly what we can provide

公众号
Public Account
扫一扫关注我们



微信
Wechat
扫一扫添加好友



An aerial photograph of a large red offshore supply vessel, likely a jack-up rig, sailing on the ocean. A smaller tugboat is positioned to the right of the larger vessel. The water is a deep blue color. The text "谢谢" and "Thanks" is overlaid in the center of the image.

谢谢
Thanks