

**The absolute advantage of settling in IWM  
International Mall to operate cross-border  
e-commerce**

**2024**



**IWM International Mall**



After years of development and accumulation, IWM International Mall has gradually formed a very clear absolute advantage. Its strong warehousing supply chain, efficient logistics and distribution ecology, rich product types, high-quality after-sales service and good merchant cooperation mechanism have provided It provides consumers and merchants with great convenience and value. This is its core competitiveness in market competition and the key to becoming an industry leader.

The specific performance is as follows:



### **1. Advantages of language communication:**

- For individual merchants, language barriers are one of the biggest pain points in cross-border e-commerce operations. Due to the numerous voices in the world and the lack of professional language skills of individual merchants, merchants may have difficulty understanding product descriptions, customer feedback, and relevant regulations, which will directly affect the merchant's transaction efficiency and customer satisfaction.
- In order to solve this problem, IWM International Mall implements a unified reception method by official customer service and hires professionals who are familiar with multiple languages to receive consumers' shopping and handle after-sales issues to improve the efficiency of language communication. Merchants can operate cross-border e-commerce very well even if they do not understand global languages.





## 2. Supply chain advantages:

- The stability of the supply chain is one of the difficulties individual merchants face when operating cross-border e-commerce. Due to the complexity of the supply chain, merchants need to spend a lot of time and energy managing the supply chain to ensure timely delivery of products and smooth logistics. In addition, problems such as supply chain disruptions, logistics delays and supplier instability will also have a negative impact on online stores' business.
- In order to solve this problem, IWM International Mall has built Direct Warehouses, local Supply Chain Cooperation Warehouses, and Premium agent cooperative warehouses around the world to provide a stable supply chain system.
- The "centralized distribution mechanism" of IWM International Mall is a major innovation in the traditional e-commerce logistics distribution model. The system can centrally collect data from online stores and sales orders, and through technical processing, allocate sales orders to the nearest Premium agent cooperative warehouse for shipment and distribution. This mechanism not only improves shipping speed, but also minimizes transportation costs.



### 3. Product advantages:

- In cross-border e-commerce operations, product selection is an important issue that merchants need to face. Individual merchants usually do not have enough professional knowledge to accurately judge whether a product meets market demand, and they also face problems such as market price fluctuations and quality control. This problem is very simple for IWM International Mall.
- IWM International Mall was an enterprise engaged in wholesale business before 2015. IWM International Mall has a large number of cost-effective product supplier resources and has established a professional product selection team to provide the greatest advantage and guarantee for product market trends and customer needs.





#### **4. Export taxes and advantages of import and export of goods:**

- In cross-border e-commerce operations, export tax is an important issue that needs to be considered. Merchants need to understand the tax policies of different countries to ensure that products can be exported to the target market legally. Failure to understand relevant regulations or fail to pay taxes on time may result in merchants' business being restricted or fined.
- In order to solve this problem, IWM International Mall has established a professional taxation and goods import and export department to ensure the normal tax payment of goods and ensure the centralized and smooth transportation of goods to all parts of the world.



## 5. Financial advantages:

- Funding is an important pain point in cross-border e-commerce operations. Individual merchants usually do not have enough funds to support large-scale cross-border transactions, which may result in merchants being unable to obtain enough orders or having difficulty expanding their business scale.
- In order to solve this problem, IWM International Mall implements a drop-shipping wholesale procurement method. All inventory goods are purchased by IWM International Mall. Merchants only need to purchase the goods at wholesale prices in IWM International Mall after the buyer places an order. The transaction of goods can be completed without a large amount of funds to store the goods.
- In addition, IWM International Mall has also established its own financing channels to ensure sufficient funds.



## 6. Investment threshold advantage:

- For individual merchants, the threshold for cross-border e-commerce operations is relatively high and requires certain professional knowledge, skills and experience. In addition, cross-border e-commerce platforms usually require certain thresholds and fees to enter. For example: operating cross-border e-commerce on Amazon and Alibaba has very high investment costs.
- In order to solve this problem, IWM International Mall has implemented a minimum threshold of US\$61 globally. This operating capital is affordable to more than 95% of people in the world. IWM International Mall has always maintained the concept of making it easy for everyone around the world to operate cross-border e-commerce. Therefore, the threshold is the lowest among all current e-commerce platforms.

**In summary, all the obstacles and problems faced by individual merchants when operating cross-border e-commerce. IWM International Mall has successfully overcome these obstacles and problems and created the simplest cross-border e-commerce platform for operating cross-border e-commerce.**