

全國大專院校B2B跨境電商競賽

實踐車頭燈 X 展貿科技有限公司



連慧君、吳敏華、吳少鈞、熊珮萱

◀ 指導老師：馬文娜老師

競賽重點內容



競賽目標

行銷產品

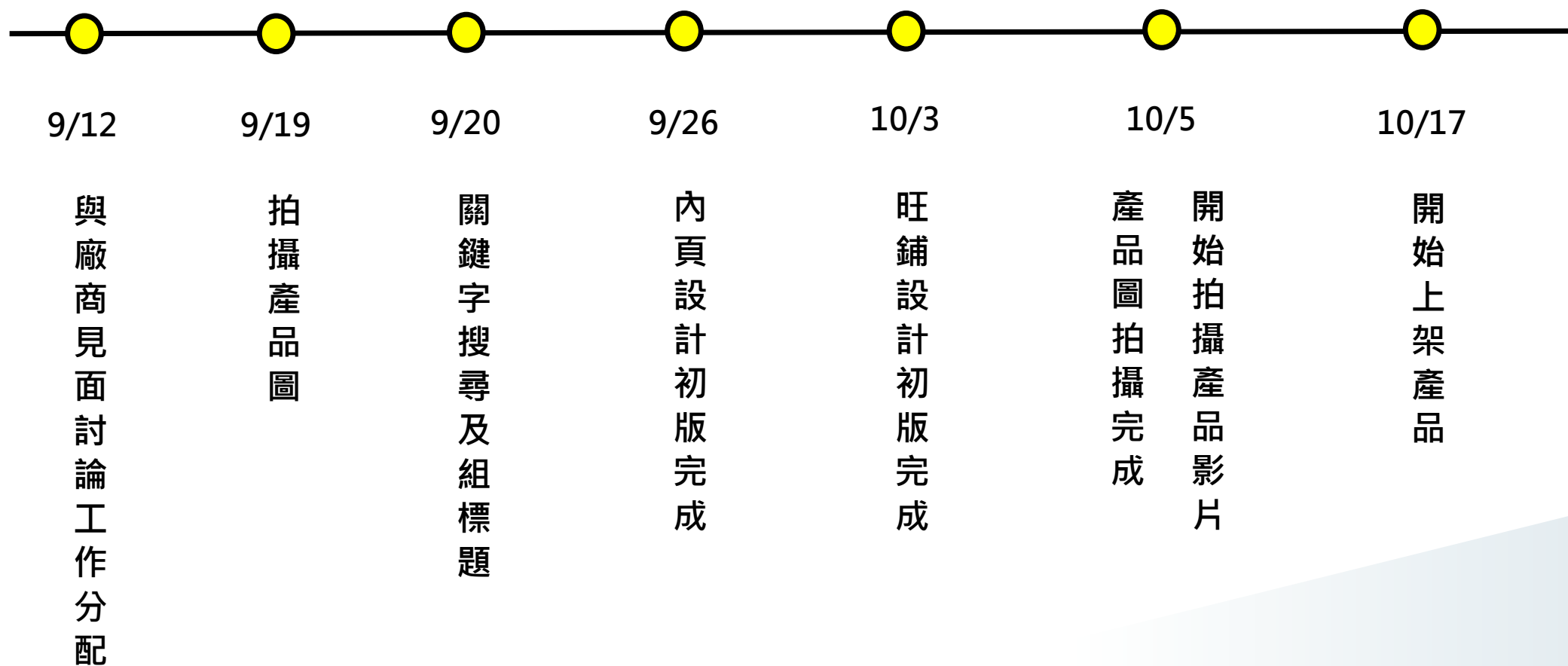
競賽平台

阿里巴巴國際站

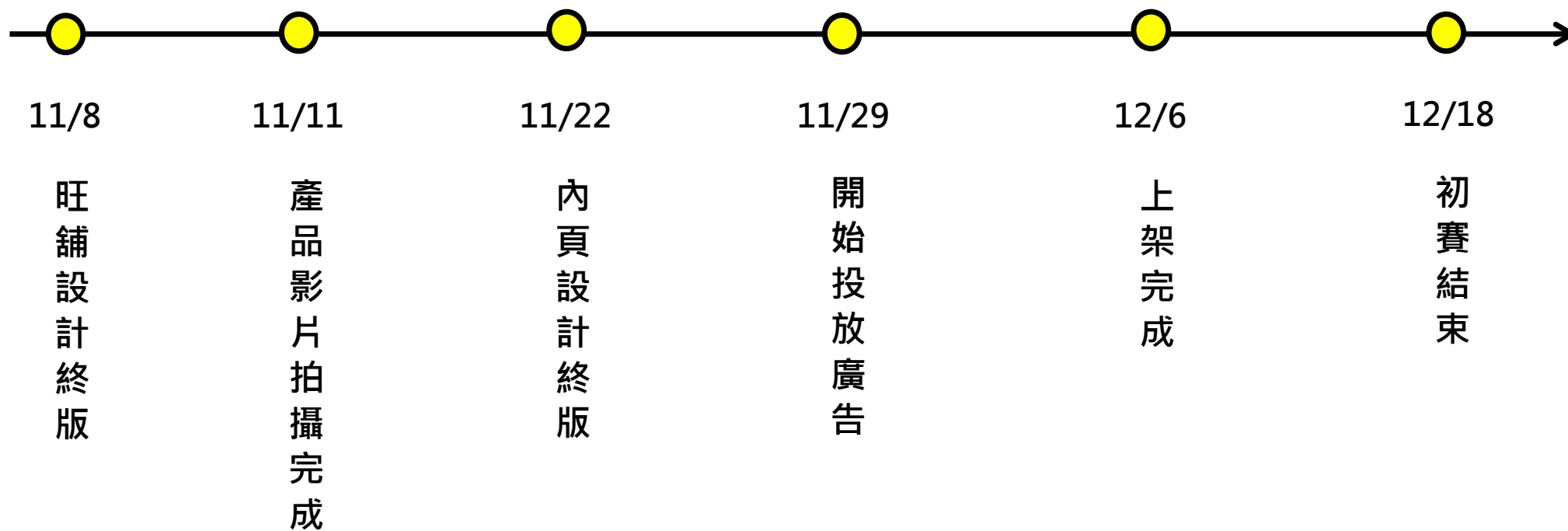
競賽內容

認識產品、拍攝產品圖及影片
設計產品內頁、旺鋪改版、數據分析

競賽時程規劃



競賽時程規劃

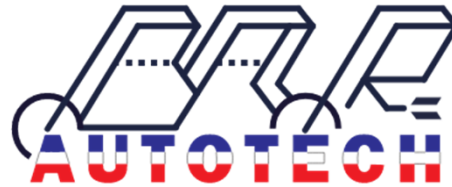


展貿科技有限公司

台灣重機零件/改裝



協助國外客戶建立品牌

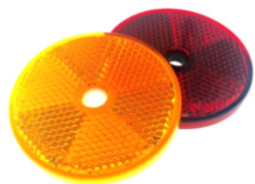


主要行銷日本、歐美等地

重機零件、台灣精品（包包飾品系列）

產品介紹

反光片



機車



汽車



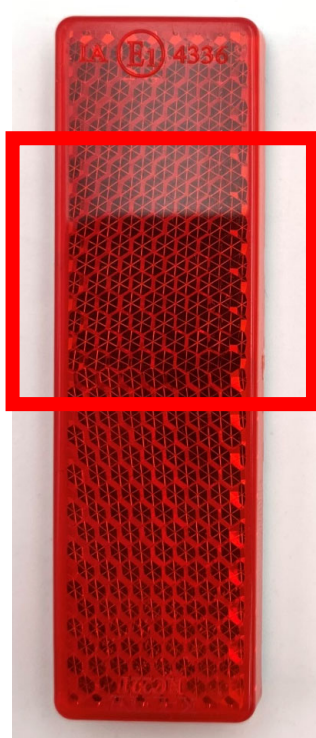
腳踏車

方向燈



產品圖拍攝

陰影



產品平放



光線、角度不佳

參考同行

以買家視角出發

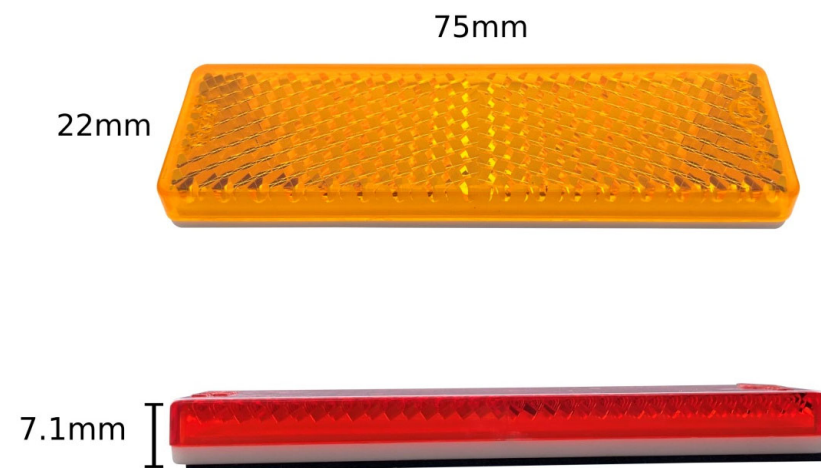
產品圖拍攝



以45度角拍攝



拍出認證



尺寸圖

產品特色優勢分析-反光片

鑽石級、工程級及高強度級別

亮度比標準亮度多出1.2倍



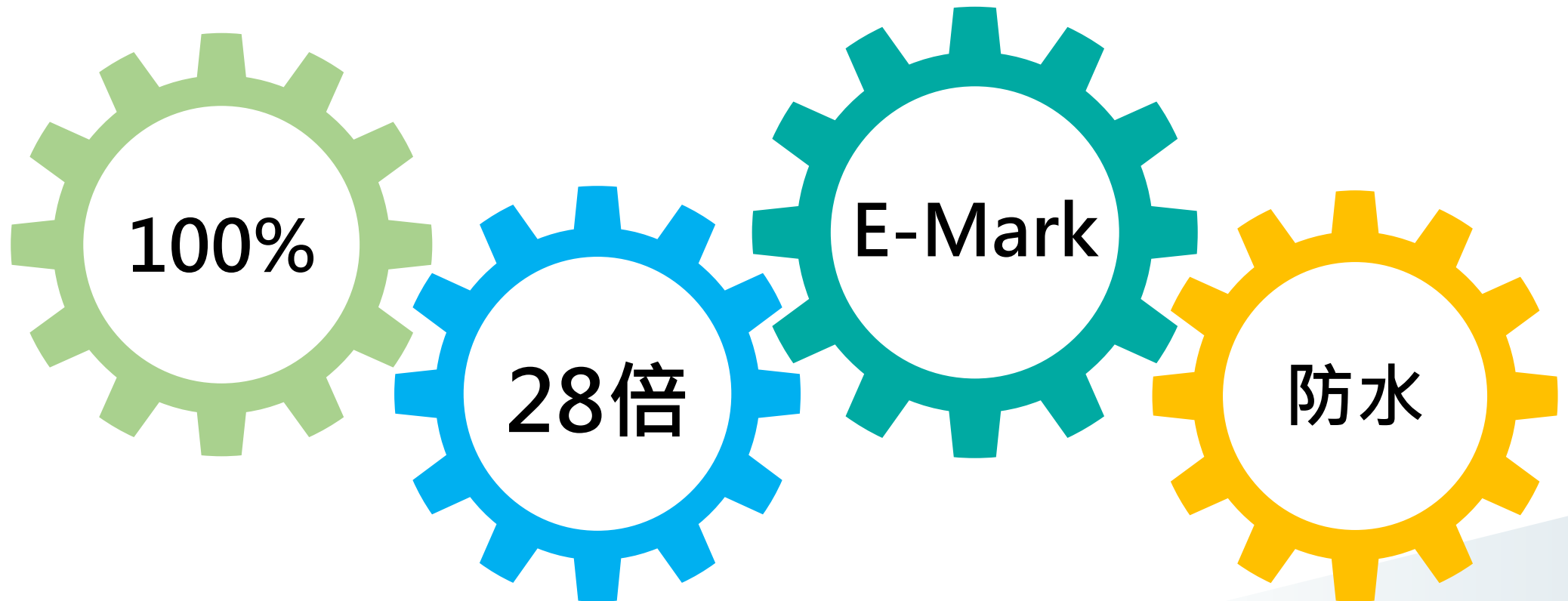
4項防護測試

6項國際認證

防火、防水、防鏽、防磨

E-Mark、DOT、SAE、CCC、CPSC、JIS

產品特色優勢分析-方向燈



產品內頁 (Before)

Product's Features

>>> Product Features

100% PMMA/ABS

Light Distribution Value at least
1.2 times better than the legal value.

Heat resistant, water seepage,

fuel and corrosion resistance

Sample charge is **Free**

>>> Multiple & Custom Product

CHAN MAO provide
multiple shape of reflector
ex: circle, mini shape,
long and thin, etc.

Contact With
Our Sales

>>> Color & Installment



Red Color With Tape

OR + OR =



Orange Color With Screw

Contact With
Our Sales

Try Order ?
Please Contact Us

Sample Is Available

Shipment & Payment

>>> Shipment & Payment



Standard / Customize Package



Company Profile

Chan Mao Technology Ltd.

Established in 2001

Chan Mao Technology Ltd. is a specialized developer and supplier.

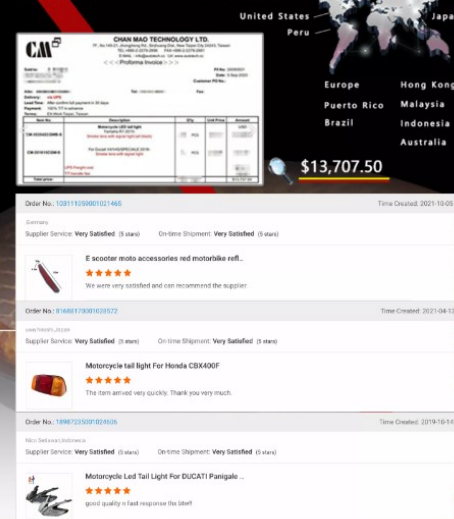
Our main products include

Motorcycle Led Tail Light; Turn Light; Reflector;
and motorcycle merchandise.

Design / Creation / Service are our mission.



Customer Feedback



Sample Is Available

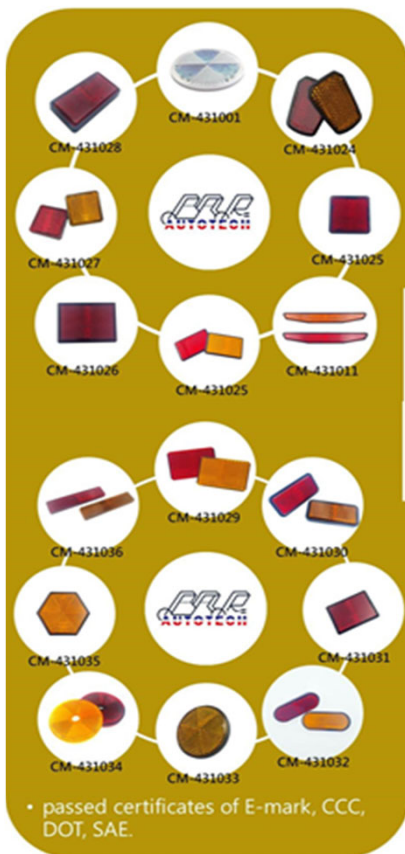
FAQ

>>> FAQ



產品內頁 (After) - 產品特色

Motorcycle Reflector



passed certificates of E-mark, CCC, DOT, SAE.

Contact Us

機車

Application



Motorcycle Reflector

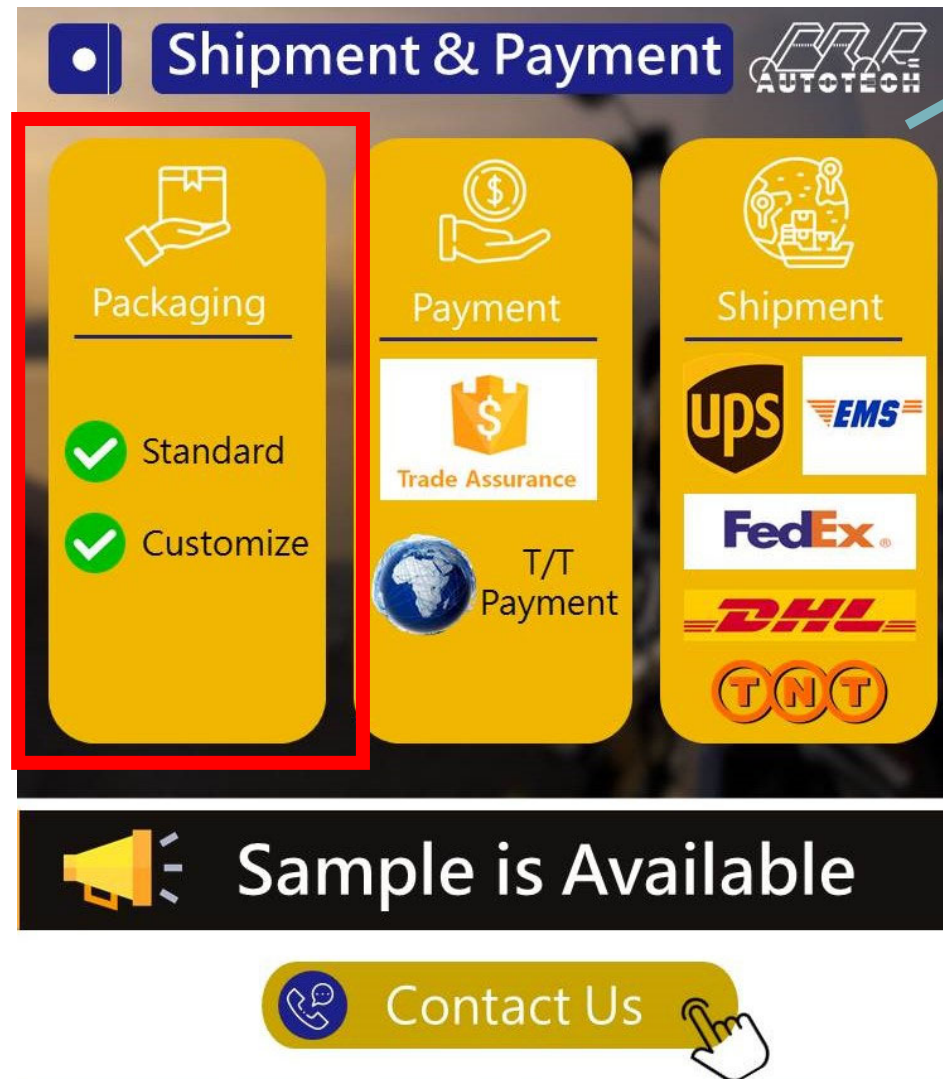
其他應用方式



腳踏車

產品內頁（After）-付款方式

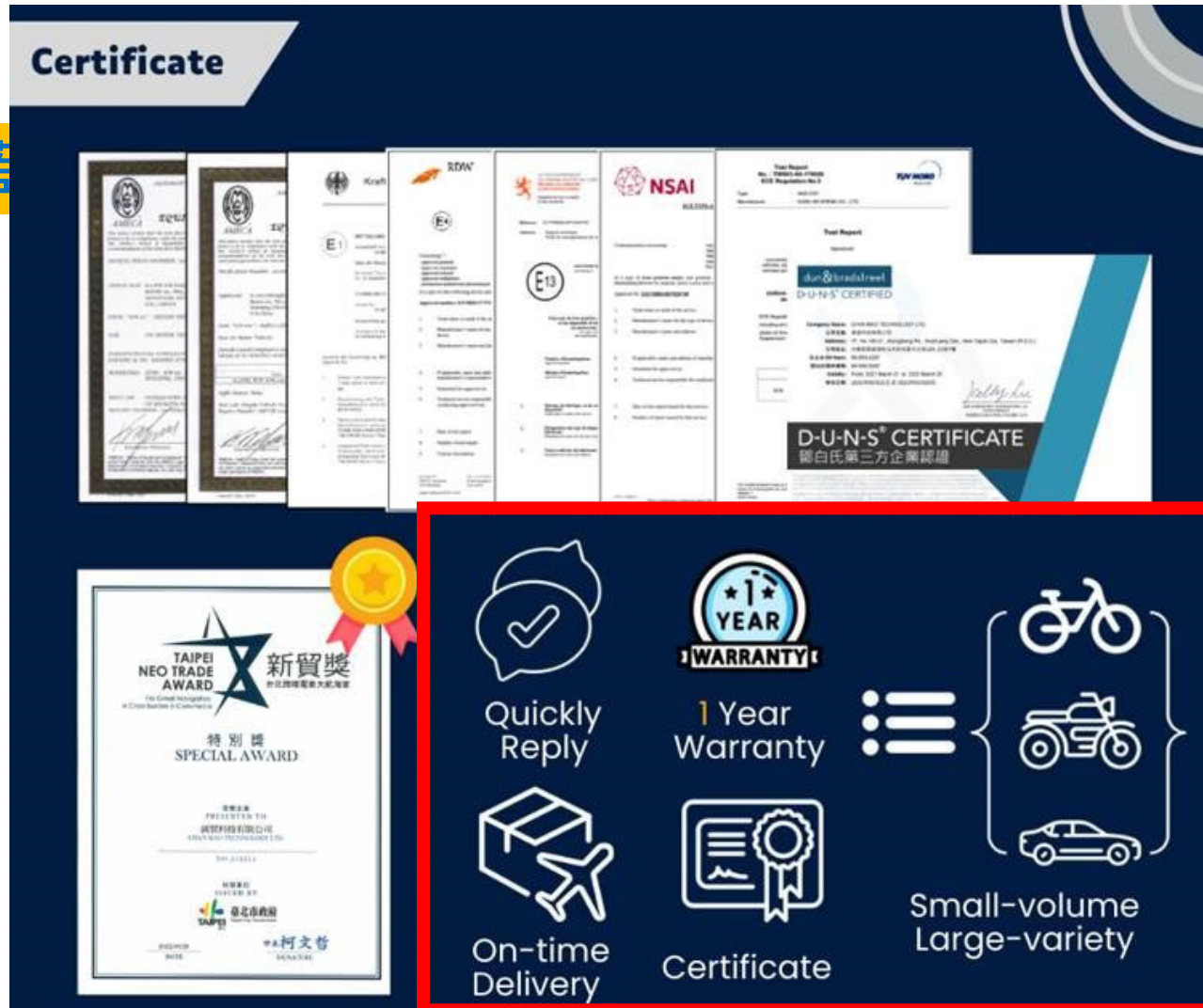
用色塊區隔



背景改成重機

產品內頁 (After) - 公司資訊

以藍



icon搭配文字介紹

產品內頁 (After) -FAQ

背景改成反光片照片

The image shows a mobile app FAQ page. The background is a dark, reflective surface with a grid pattern. At the top, the word 'FAQ' is written in large, bold, yellow letters. Below it, a line of text reads 'If you have other problem, please contact us.' in a small, white font. There are four FAQ items, each in a white box with a yellow header. The first item is 'Why are our products more expensive than other suppliers?' with a list of four points. The second is 'Can you provide sample?' with a paragraph. The third is 'Can I customize the product?' with a paragraph. The fourth is 'Does your item come with a warranty?' with a paragraph. At the bottom, there is a red-bordered box containing a yellow button with a phone icon and the text 'Contact Us'.

FAQ

If you have other problem, please contact us.

Why are our products more expensive than other suppliers?

- 1.We used 100% raw material not recycle material.
2. We use worldwide famous brands of electronic components instead of no-brand ones.
- 3.We use 100% pure copper wire. No cutting corners.
- 4.Our Products have been certificated by E-MARK, DOT, etc.

Can you provide sample?

We Can supply the sample if we have ready parts in stock. But, the customers have to pay the sample cost and the courier cost.

Can I customize the product?

Yes, of Course. Please contact us to discuss the details.

Does your item come with a warranty?

Electronics has 6 months warranty. Others have 1 year warranty.

 **Contact Us** 

重新整理問題，增加數據化說明

增加CTA

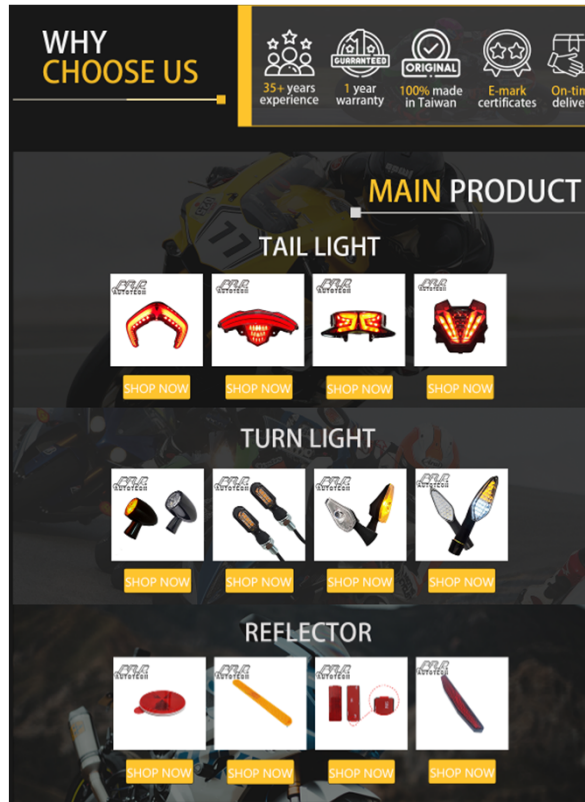
產品影片 反光片



Reflector



旺鋪 (Before)



旺鋪 (After) -主頁

更改背景圖

更改標語



旺鋪 (After) -Banner區



提供的服務

品牌宗旨

旺鋪 (After) - 公司優勢

清楚的描述

WHY CHOOSE US

AUTOTECH

-  **E-Mark ,DOT** certificate
-  **Rigorous** company procedure
-  **Experts in provding** optics solution
-  **Outstanding** team creativity

旺鋪 (After) - 公司資訊

更改背景圖

公司Logo



Company Profile

Chan Mao is professional supplier with more than **10 years** experience in automobiles and motorcycles industry. We have strong ability to develop auto and motor parts for customers and earn **high reputation** by our outstanding product quality and service. Chan Mao has already produced auto spare part since 2001.



☒ **Founded in 2001** ☒ **Quick reply** ☒ **Certificate**



更改背景圖

[illegible]

旺鋪（After）-聯絡資訊

更改背景圖

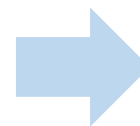


數據分析

數據概覽



戰報分析



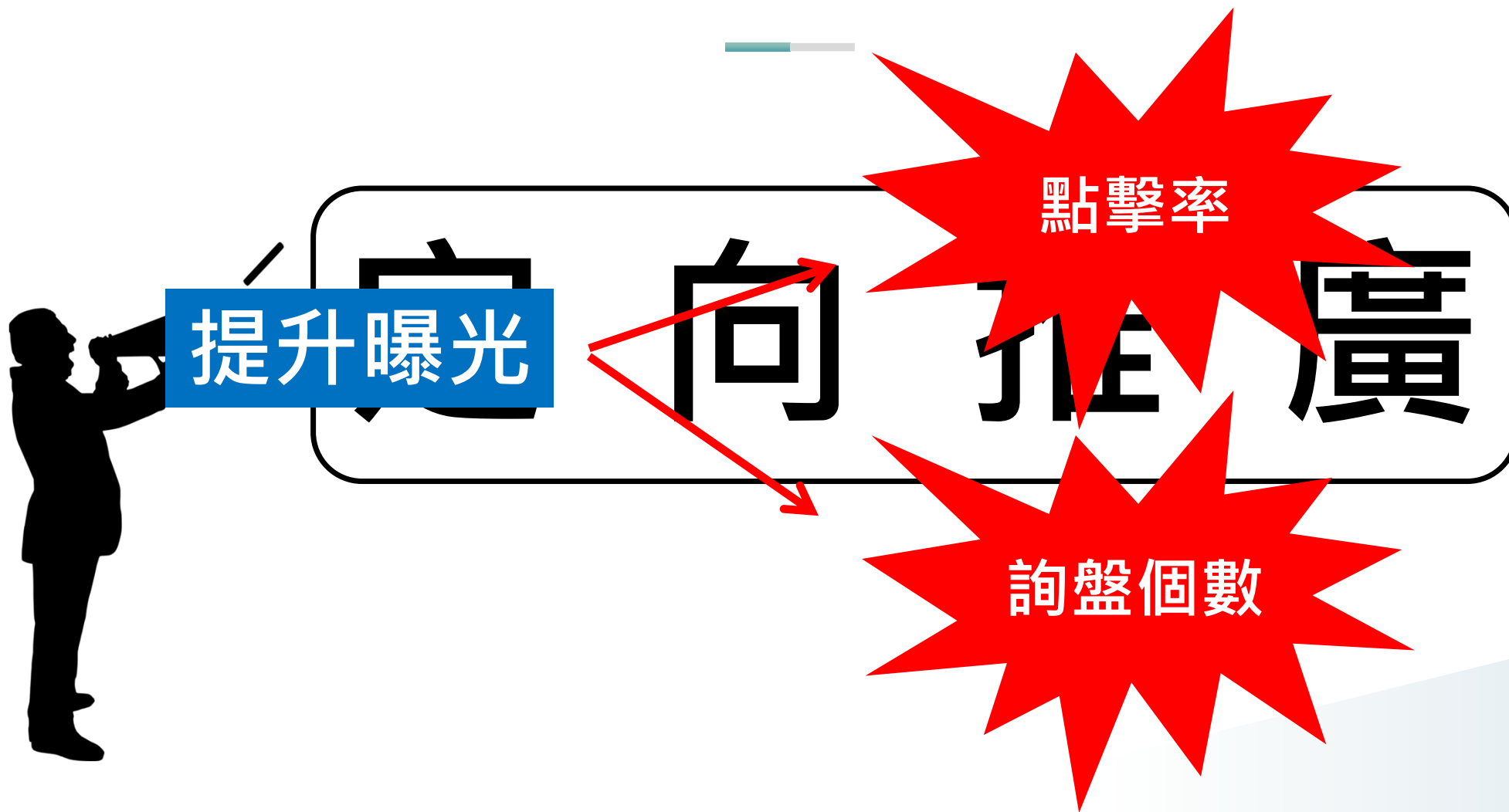
曝光及詢盤效果不佳

主圖不吸引買家

內頁不夠顯現產品特色

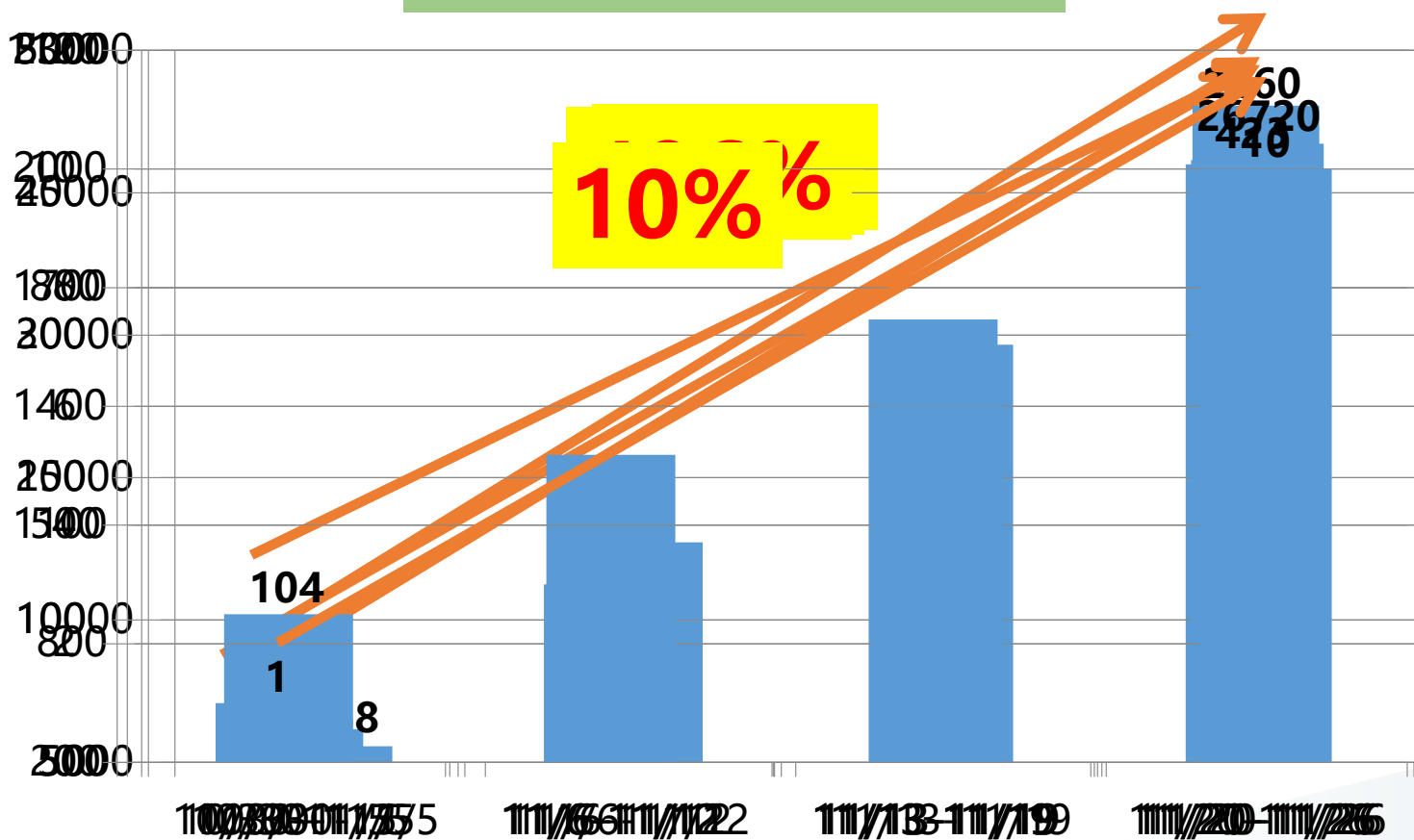
無法說服買家下詢盤

數據分析



數據分析

詢盤人數、個數累積次數表



收穫與成長



產品拍攝

要想買家會想看什麼而不是自己想拍什麼

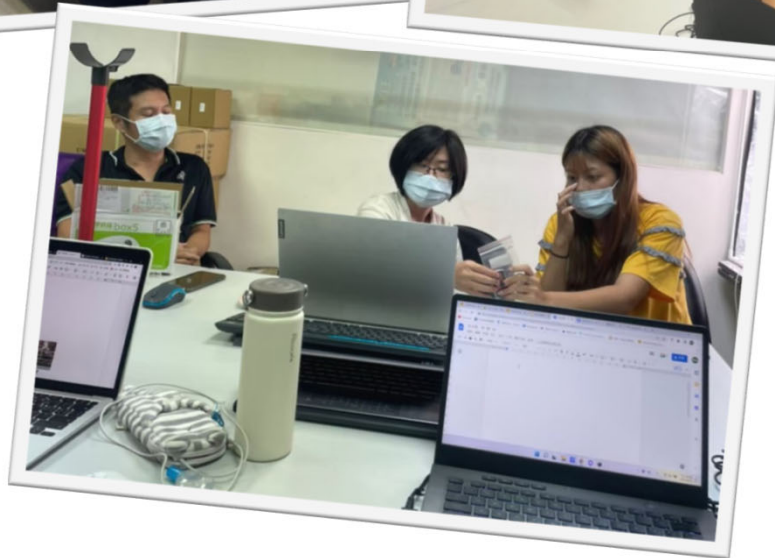
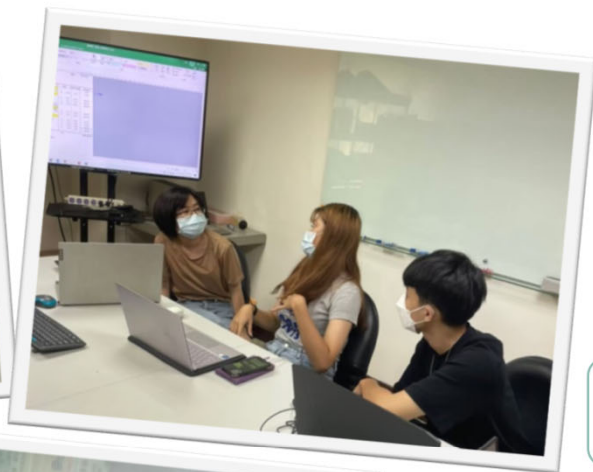
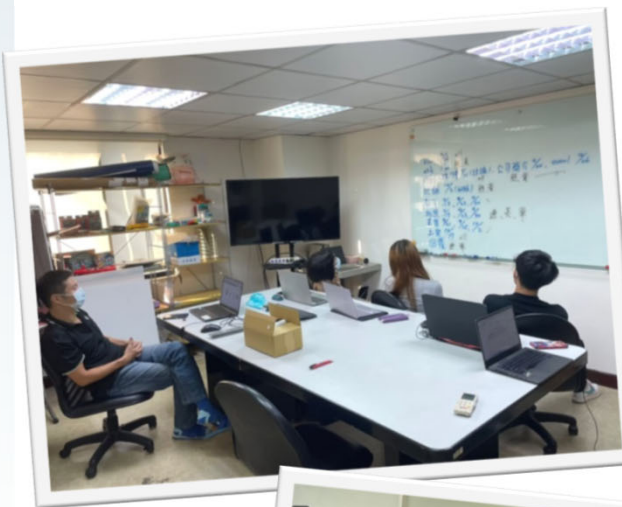
收穫與成長



內頁、旺鋪

多用比較表、圖表及數據化呈現

收穫與成長



數據分析

透過廣告投放，反推要調整的地方

感謝您的聆聽

實踐車頭燈 X 展貿科技有限公司

 連慧君、吳敏華、吳少鈞、熊珮萱

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