

SELLING SWISS QUALITY PRODUCTS ON CHINESE MARKETPLACES – THE KUHN RIKON CASE STUDY



HERITATGE- FAMILY OWNED COMPANY



Rikon - der kleine Ort
im Tösstal nahe Zürich

**KUHN
RIKON**
SWITZERLAND



Schweizer Qualität,
Internationale Ausstrahlung



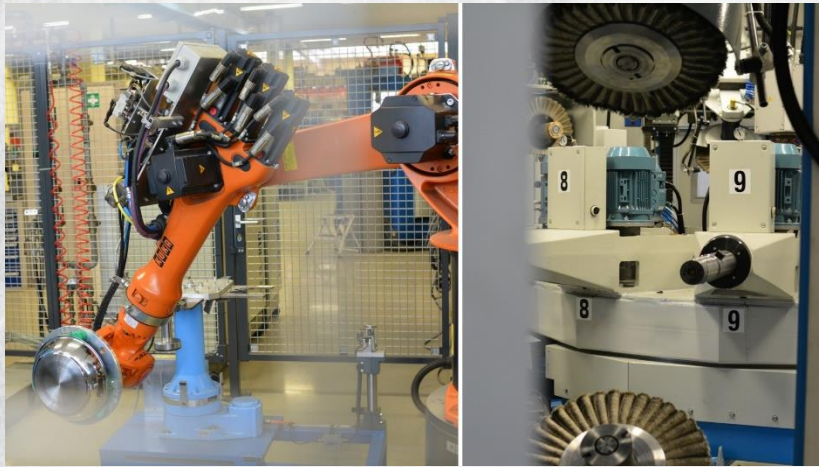
Die Familien Kuhn
und Auerthaler

HISTORY – WHO WE ARE

- » 1926: Founding of Kuhn Rikon AG in
- » 1949: Development of the Duromatic pressure cooker
- » 1988: Expansion to USA – starting point of gadgets
- » 2005: In-house design department
- » 2006: Hotpan development



WHO WE ARE – MAIN PILLARS



Swiss made



Swiss design

IN CHINA SINCE 2004 - ONLY OFFLINE RETAIL



KUHN RIKON STARTS E-COMMERCE IN CHINA IN 2015

kuhnrikon瑞士力康旗舰店

搜索

全部 > 在本店搜索

共 107 件相关商品

kuhnrikon瑞士力康旗舰店 品牌直营

主營品牌: KUHN RIKON/瑞士力康
所在地: 广东省 广州市

店铺动态评分

描述相符: 4.9
服务态度: 4.9
物流服务: 4.9

与同行相比

高于 47.69%
高于 51.34%
高于 50.30%

进入店铺 >>

分类

厨房/餐饮用具

天猫全球官方店

炖锅/电炖锅

高压锅/压力锅

默认排序

总销量

销量

价格

¥请输入

¥请输入

2/2 < >

小奶锅

煮奶/面条/糖水 建议1-2人分量
16cm 17cm
7.8cm
Ø16cm锅径 1.5L 容量
重量: 0.66千克 (约2两)

¥349.00

瑞士KuhnRikon力康 不粘奶锅汤锅厨具
kuhnrikon瑞士力康旗舰店

健康安心 防溢出

边缘外展弧形
防溢出

¥119.00

瑞士kuhnrikon力康 不锈钢大汤勺家用
kuhnrikon瑞士力康旗舰店

可与食物接触材质
安心健康 无异味

¥99.00

瑞士KuhnRikon力康硅胶打蛋器球状搅
kuhnrikon瑞士力康旗舰店

硅胶刮刀/锅铲/油刷

可用于不粘锅煎炒、搅拌奶油、抹平蛋糕糖、切割面团...用途广泛

¥89.00

瑞士制造KuhnRikon力康 烘焙工具 硅
kuhnrikon瑞士力康旗舰店

KuhnRikon瑞士力康削皮刀刨丝刀套装

¥199.00

kuhnrikon瑞士力康旗舰店

LARGE VARIETY OF E-COMMERCE PLATFORMS IN CHINA

Main questions when starting:

- Cross-border e-Commerce OR
- Sell on local e-Commerce platforms



Source: <https://www.rvo.nl/sites/default/files/2017/03/Cross-Border%20E-Commere%20Guidebook%20FINAL%20FINAL.PDF>

KUHN RIKON CHOSE A LOCAL PARTNER FOR E-COMMERCE IN CHINA

KR items mainly sold on Tmall and JD.com

KUHN RIKON
14种色彩随心所选
请在彩色选项图查看挑选



¥109.00

瑞士KuhnRikon力康 多功能厨房食物剪
kuhnricon瑞士力康旗舰店

月成交210笔 评价 455

KUHN RIKON
瑞士力康花板研磨器
方便易用 省力研磨
宽口径设计 无死角研磨 可调节研磨粗细



¥49.00

KuhnRikon瑞士力康胡椒研磨器黑胡椒
kuhnricon瑞士力康旗舰店

月成交444笔 评价 2256

KUHN RIKON
瑞士KuhnRikon力康导热盘导热板24c
kuhnricon瑞士力康旗舰店



¥318.00

瑞士KuhnRikon力康导热盘导热板24c
kuhnricon瑞士力康旗舰店

月成交152笔 评价 752

KUHN RIKON
瑞士KuhnRikon力康导热盘导热板28c
kuhnricon瑞士力康旗舰店



¥328.00

瑞士KuhnRikon力康导热盘导热板28c
kuhnricon瑞士力康旗舰店

月成交183笔 评价 676

KUHN RIKON
瑞士力康KuhnRikon土豆切丝器切片
kuhnricon瑞士力康旗舰店



¥139.00

瑞士力康KuhnRikon土豆切丝器切片
kuhnricon瑞士力康旗舰店

月成交172笔 评价 578

KUHN RIKON
瑞士力康花圈防溢盖
防止溢出
防止食物接触硅胶
耐热230°C
高温下无释出无异味



¥119.00

瑞士KuhnRikon力康防溢盖防溅硅胶
kuhnricon瑞士力康旗舰店

KUHN RIKON
瑞士力康kuhnricon 剥蒜器大蒜去皮
kuhnricon瑞士力康旗舰店



¥48.00

瑞士力康kuhnricon 剥蒜器大蒜去皮
kuhnricon瑞士力康旗舰店

KUHN RIKON
摇一摇 香味到!
·自磨玉钵轮, 坚固耐用
·杜绝不锈钢脆化, 不伤铁锅地漏等



¥249.00

kuhnricon 瑞士力康胡椒研磨器手动
kuhnricon瑞士力康旗舰店

KUHN RIKON
削皮想又快又耐用?
挑日本加厚刀片
双锯齿刀头
适用于:
苹果 桃子 猕猴桃
番茄等



¥55.00

kuhnricon瑞士力康削皮刀 软皮削皮器
kuhnricon瑞士力康旗舰店

SWISS MADE
瑞士原装进口 高速压力锅
瑞士原厂 现代Duromatic压力锅
5重安全系统
快速导热三文治锅底, 受热均匀
18/10不锈钢锅身



¥2499.00

KuhnRikon瑞士力康 压力锅高压锅家用
kuhnricon瑞士力康旗舰店

SALES APPROACH ON TMALL

- » Product reviews
- » How-to-use videos
- » Interactive
- » Coupons
- » Ratings
- » Events: e.g. double 11



The screenshot displays a product page for a KuhnRikon pressure cooker. At the top, a red banner for the '618' shopping festival is visible, along with a '公益宝贝' (Public Welfare Baby) badge. The product title is 'KuhnRikon瑞士力康 压力锅高压锅家用燃气电磁炉通用可用10年 瑞士原装进口 高效锁住营养'. The main image shows a hand pouring yellow liquid into the pressure cooker. Below the image, there are several smaller images showing the product in use and different models. The price section shows a '专柜价' (Retail Price) of ¥3080.00-6900.00 and a '狂欢价' (Crazy Price) of ¥1999.00-3599.00. The '本店活动' (Store Activity) is '满169元, 包邮' (Spend 169 yuan, free shipping). The '运费' (Shipping Fee) is '广东广州 至 杭州 快递: 0.00'. The '月销量' (Monthly Sales) is 11, '累计评价' (Cumulative Reviews) is 19, and '送天猫积分' (Send Tmall Points) is 999. The '颜色分类' (Color Classification) section shows five different color options. The '数量' (Quantity) is 1, and '库存' (Inventory) is 14 pieces. The '花呗分期' (Huabei Installment) section shows three options: '¥681.65起x3期 (含手续费)', '¥333.16起x6期 (0手续费)', and '¥179.07起x12期 (含手续费)'. The '立即购买' (Buy Now) and '加入购物车' (Add to Cart) buttons are at the bottom.

公益宝贝

KuhnRikon瑞士力康 压力锅高压锅家用燃气电磁炉通用可用10年
瑞士原装进口 高效锁住营养

天猫618 此商品热卖中, 请尽快购买!

618 购物津贴 | 可跨店 领津贴每满300减30 领取

专柜价 ¥3080.00-6900.00

狂欢价 ¥1999.00-3599.00 狂欢季

本店活动 满169元, 包邮 更多优惠

运费 广东广州 至 杭州 快递: 0.00

月销量 11 | 累计评价 19 | 送天猫积分 999起

颜色分类

数量 1 件 库存14件

花呗分期 该商品最高可享6期分期免息
登录后确认是否享有该服务 什么是花呗分期

¥681.65起x3期 (含手续费) ¥333.16起x6期 (0手续费) ¥179.07起x12期 (含手续费)

分享 ★ 收藏商品 (501人气) 举报

立即购买 加入购物车

TMALL FIGURES 2017

Some figures:

- » 163 items on Tmall flagship store
- » Parcels sent to 324 cities in 33 provinces
- » At peak times 3'221 visitors were visiting at the same time
- » KR received 24'910 positive reviews around consumer experience

CHINA'S RETAIL TRENDS

9 trends shaping retail and consumer products sector in China

New retail normal



O2O matures into
omni-channel



Return on
analytics

Content driven eCommerce



eCommerce
entertainment



Innovation at the
intersection



Moments
that matter



Key opinion
leaders as retailers

New growth avenues



Food



Luxury



Sports and
wellness

Source: PWC <https://www.pwccn.com/en/retail-and-consumer/publications/total-retail-2017-china>

FUTURE OUTLOOK FOR KUHN RIKON 2020

- » Digital experience: from e-Commerce to entertainment
- » Not only O2O, but focus on omni-channel strategy
 - Seamless experience across the channels
- » Content driven:
 - Social engagement
 - Story telling
 - KOLs
- > Chinese Consumers don't trust the brand they trust their fellow consumers and rely on product recommendations



THANK YOU. ANY QUESTIONS?

RESPONSIBLE

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