

October 2015

母婴产品零售 - China

“母婴产品零售市场增速惊人，尤其是线上渠道，但是与消费者积极互动构建信任仍是必须。消费者需要质量更好、性价比更高、咨询和培训更专业的产品和服务。这意味着，零售商不仅需要担负诚信服务保证人，而且还要肩负高质产品提供商的角色。这也是零售商扩大市场，包括深入低线城市的重要前提。”

September 2015

Mother and Baby Products Retailing - China

“The mother and baby products retail market has not only grown quickly, but it has also quickly moved online. However, it is a market where trust in quality and advice are crucial. Consumers need to be convinced of product quality in-store before they go on to buy online.”

August 2015

零售：从线上到线下 - China

“虽然在线零售增长迅速，但在线零售商仍然苦于利润微薄，该商业模式需要更多的附加价值。零售商可将线上零售优势和线下购物体验结合到多渠道模式中来实现这一目标。在瞬息万变的消费者需求面前，商家可以更好地迎合消费者对更优质产品和服务的需求，并以此使零售商和消费者同时受益。”

July 2015

Online to Offline Retailing - China

“The online retail market in China has grown very rapidly, and has caught many retailers off guard. Yet the online retail market still struggles to be profitable, and continues to be regarded as a means to get cheap products.”