

跨境电商速卖通平台店铺运营管理分析与实践——以阿里巴巴为研究对象

## 摘 要

这两年发展最好的行业是什么呢？房地产？汽车制造业？不，王健林都快要从首富变成负资产的人了。那个在奔驰发动机盖上哭的女人也证明了，汽车行业在拼命提价的同时，如果不注重质量的话在中国是会被全国人民骂的。那究竟哪个行业是目前发展最好的呢？要我说的话那肯定是电子商务啊！拼多多三年就做到了 2000 万市值，马云凭借阿里巴巴稳坐中国首富的位置！随着电子信息技术的进步和经济全球化的发展，电子商务的兴起和不断完善，跨境电子商务作为一种新型的跨境贸易，打破了传统国际贸易 B2B 的局限，使得企业免费地，自由地和直接地面向国外消费者，可以在中间节省大量的交易环节，从而提高企业的利润空间<sup>[2]</sup>。 AliExpress 是阿里巴巴的跨境外贸在线交易平台。本文就是通过针对在阿里巴巴旗下的跨境电商平台 AliExpress，中文名速卖通下的跨境电子商务公司（以广州米资商贸有限公司为例）面临的问题及对策，为使用速卖通平台的海外贸易公司提供参考。

## Abstract

What is the best industry in the past two years, do you know? real estate? Automotive Manufacturing? No, Wang Jianlin is about to turn from the richest man into a negative asset. The woman who cried on the Mercedes hood also proved that the auto industry is desperately raising prices, and if it does not pay attention to quality, it will be embarrassed by the people of the country in China. So which industry is currently the best development? If you want me to say it, it must be e-commerce! Fighting for more than three years has achieved a market value of 20 million, Ma Yun with Alibaba to sit firmly in China's richest position! With the advancement of electronic information technology and the development of economic globalization, the rise and continuous improvement of e-commerce, cross-border e-commerce as a new type of cross-border trade, breaking the limitations of traditional international trade B2B, making enterprises free, free Directly and directly to foreign consumers, you can save a lot of trading links in the middle, thus increasing the profit margin of the enterprise. AliExpress is Alibaba's cross-border foreign trade online trading platform. This article is to use AliExpress, a cross-border e-commerce company under the Chinese name AliExpress, a cross-border e-commerce company under the Chinese name AliExpress (for example, Guangzhou Mi Zi Trading Co., Ltd.) The platform's overseas trading company provides a reference.

**关键词：**跨境电商，速卖通，速卖通平台优劣势，店铺运营管理；

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/015234031142012001>