

Ecommerce Changes

Since Pandemic (now AI)

Mike Michelini



MEDIA

Free Podcast, Videos, Vlog,
Blog, Newsletter



GFAVIP

Expert courses, workshops,
round tables



ECOMMERCE GLADIATOR

Program taking members and
converting them to gladiators



BLOG JV

Investment program for growing
external traffic websites



CROSS BORDER MATCHMAKER

Online & Offline Speed business dating,
round tables, and expert sharing sessions



CROSS BORDER SUMMIT

Annual conference to put it all
together

About Michael Micheleni

Michael Micheleni , Senior Consultant, an American social media & E-Commerce & SEO specialist being in China since late 2007 from Wall Street. He is a "Business Connector"

He is passionate to help companies do business in China, and help Chinese companies to do the oversea market., He carved out GlobalFromAsia.com in 2013.



Grew up in NorthEast USA
(CT, NJ, NYC)



3rd generation American
born



Grandparents from Italy,
Russia, France, Canada



Global From Asia is Our
Authority Blog



Bridge between
International & China
e-commerce companies



First website in 1999

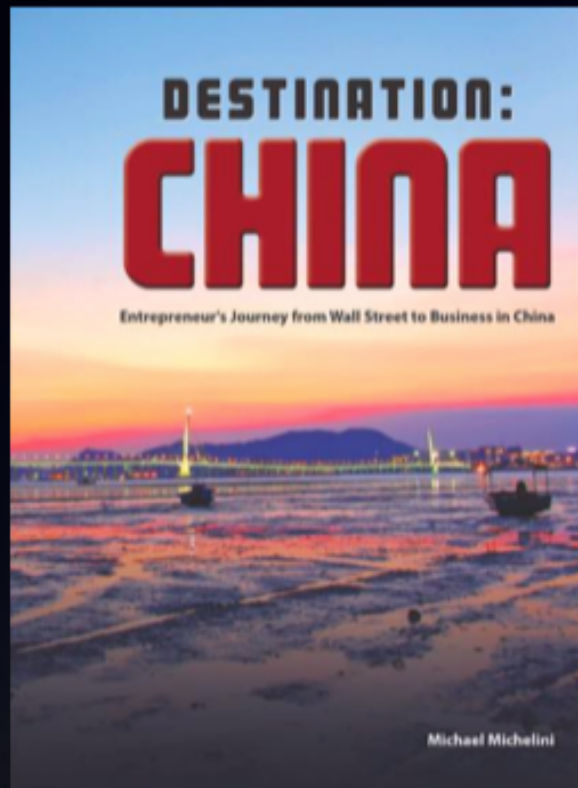


Selling online since 2003

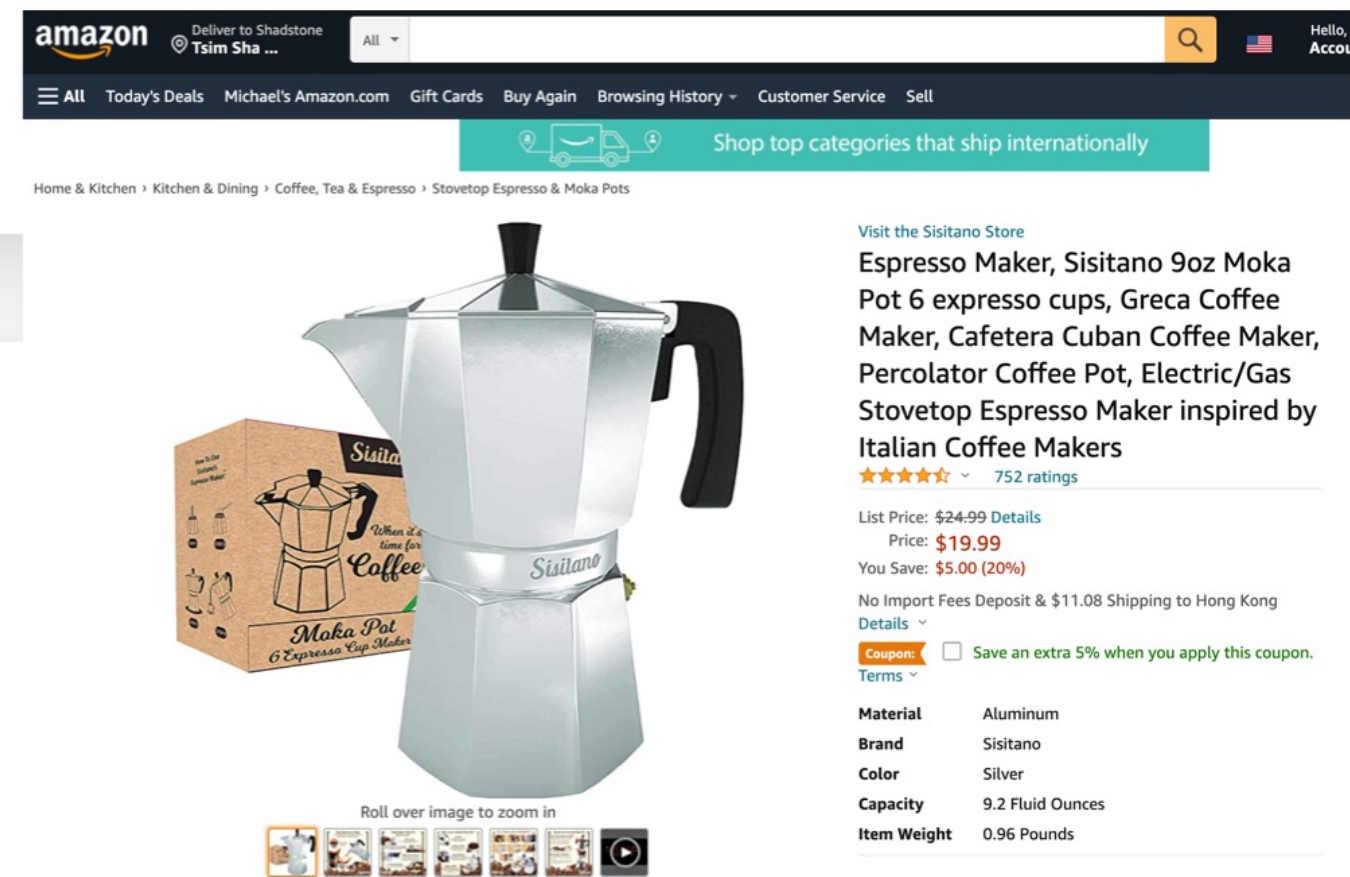


Moved to China end of 2007

Written Some Books



MikesBlog.com/books



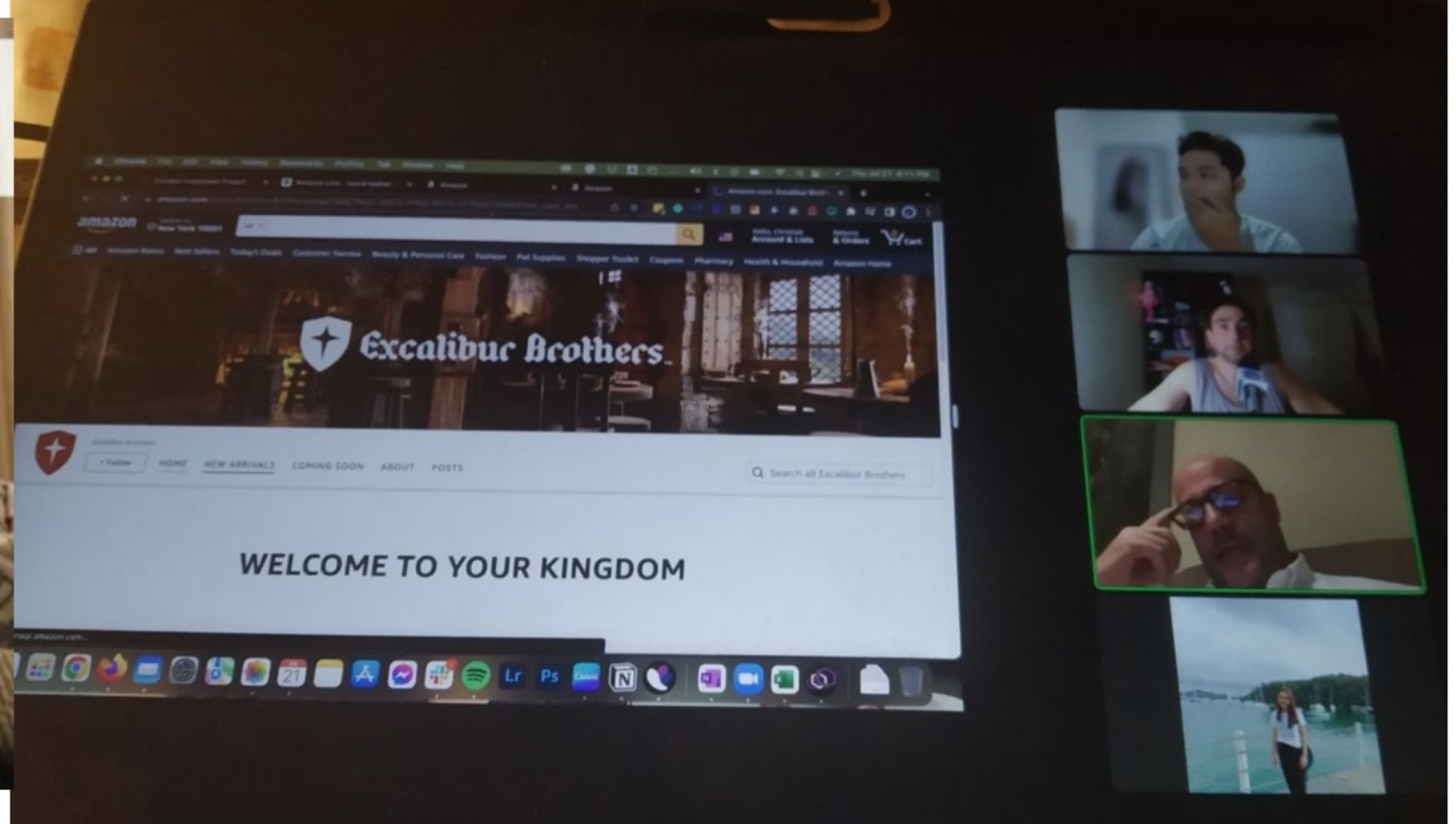
I want to give a big thanks to Mike for having me here and also for doing the e-commerce project together. It was an awesome, really great experience, I of course I learned a lot about doing e-commerce business. This is my first e-commerce or FBA business in fact and also doing business in China in general.

I learned a lot on how to being organized or working with people 24/7 all through the internet. We had Freelancers and VA's and yeah, it requires a totally new set of skills. So it was, sometimes, it's overwhelming to be honest, but we got through a lot of the obstacles and I was very happy when we had our first product on Amazon selling and yeah, I just think it was amazing.

Cadrian Chan
★★★★★

HUSTLING AND LAUNCHING

NEW PRODUCTS COMING TO AMAZON (A STORY)



**Mens Leather Flask (Brown)
with 2 Cups and Funnel**



Shot Glass Sets (Set of 6)

amazon Deliver to Shadstone Tsim Sha ... All

Home & Kitchen › Kitchen & Dining › Dining & Entertaining › Glassware & Drinkware › Wine & Champagne Glasses › Wine Glasses

Glass Polishing Cloth 23.5" x 20" (2 Pack) - Streak and Lint Free Wine Cloths , Large Polishing Cloth for Glassware , Wineglass Cleaner Best Gifts for Men by Excalibur Brothers (Mixed)

Visit the Excalibur Brothers Store
★★★★★ 1 rating

Currently unavailable.
We don't know when or if this item will be back in stock.

Item Dimensions LxWxH	20 x 0.2 x 23.5 inches
Size	Large
Color	Multicolor
Material	Polyester
Brand	Excalibur Brothers



Michelle 🇦🇺 米莎

Super helpful session today - I took pages of notes! Thanks @steve_ z 🇦🇺 and Michael

13:19



Adrian SH OZ

I've got a team already, know a lot of what he is sharing and what he was sharing was like awesome, more developed, better done. Really got a lot out of the session cause the sharing was real and not fluffed up. Best morning.

Make The Most Of Today!

- Take your notebook out!
- Engage – Don't be shy!
- Take action afterwards!
- Share Your Insights



What We'll Cover

- Ecom early 2020
- Warehouse & Logistics crisis
- Fundamental shift to ecomm
- Inflow of Investor \$\$
- Aggregator shakeup, economy
- 2023, year of AI?
- Predictions & Q&A





MANILA, PHILIPPINES



DOW	NASDAQ	S&P 500
↓ -775.43 (-2.88%)	↓ -271.85 (-3.03%)	↓ -87.04 (-2.79%)





Selling PPE & Masks

**RELATED KEYWORDS ARE BEING
SEARCHED ON THE SEARCH ENGINE
LIKE MASK, HAND CREAM KILLING
GERMS AS REFLECTED
ON OUR REPORT.**

Sandra
Natbay



How the E-commerce Industry is affected by the Coronavirus.

GlobalFromAsia.com/Coronavirus/

17. SANDRA from Natbay

How is it affecting you/your business?

Regarding the spread of Coronavirus, it is popular to find that related keywords are being searched on the search engine, like Mask, Hand cream killing germs as reflected on our report.

At the same time, the new social media posts on brand masks with design were popular the last few weeks. Fashion lovers showed their interest in carrying the mask with the unique design of some brands.



Video Podcast | Mask Trading: Unmasking Business Opportunities in a Pandemic with Ivan Tan



Watch later



Share



MASK TRADING: UNMASKING BUSINESS OPPORTUNITIES IN A PANDEMIC

WITH **IVAN TAN**

Watch on  YouTube

EP 298 GlobalFromAsia.com/Masks/

GlobalFromAsia.com/masks/

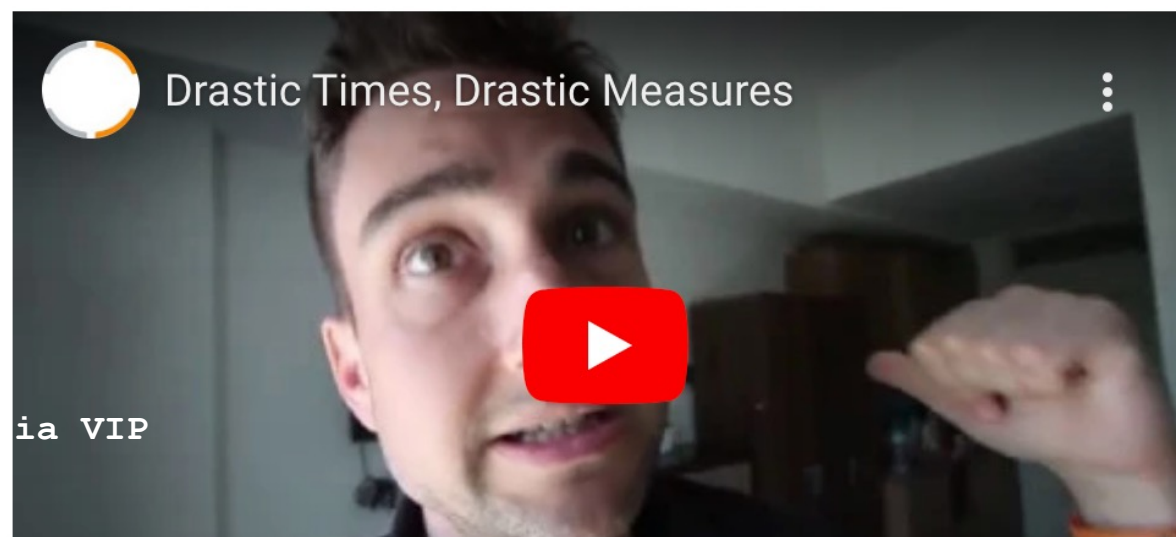


Amazon Inventory Storage Limits



3: Drastic Times, Drastic Measures: Re-Entering Sourcing

✓ [Drastic Times, Drastic Measures – Back into Sourcing](#)



4: Kicked out during coronavirus

✓ [Blog on Kicked out of Cebu Apartment](#)



28. CHRIS POLLARD

How is it affecting you/your business?

We manufacture and ship product direct from China so as soon as this came about we knew we were going to have issues.

Last year Chinese New Year was a hardship for us because we over-invested in a hot product that we ended up not being able to sell. This year we were a lot more careful about new products but invested heavily in our long-term stables. It's very fortunate we were bold in our forecasting here because that overage kept us going during this Coronavirus outbreak whilst maintaining pretty serious sales volumes across our product ranges.

Some of our upsell and cross-sell heavy products ended up selling out but for the most part we kept everything steady and have not had to wind much down, though launching new product lines was put on hold.

**IN THE PERFORMANCE MARKETING INDUSTRY
WE SEE A LOT OF PURE CHINA DROPSHIPPERS
WHO SUFFERED A LOT FROM THE CORONAVIRUS
SHUTDOWNS BECAUSE THEY AREN'T MAINTAINING
STOCK AND LIKELY DON'T HAVE VERY ROBUST
LOGISTICS OPTIONS.**

Chris Pollard



How the E-commerce Industry is affected by the Coronavirus.

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Ocean Shipping Went Sky High

IT EXPOSES THE FAILURES OF "JUST IN TIME"
INVENTORY - WITH ENTIRE PRODUCTION
LINES IN FOREIGN COUNTRIES SHUDDERED
BECAUSE THEY CAN'T GET
THE PARTS THEY NEED.



Zack Franklin
AMZKungfu Inc



the E-commerce Industry is affected by the Coronavirus.
GlobalFromAsia.com/Coronavirus/

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21. ZACK FRANKLIN

How is it affecting you/your business?

Most of my business relies on the health of the overall ecommerce industry, and Chinese amazon sellers in particular. Chinese sellers have mostly only had their customer support teams working, while the rest of the team is on a forced holiday. Business will be down more than 40% this month and sellers won't be fully back up and running for quite a while.

Mostly every non chinese national I know in Shenzhen has left. Most are more worried about the containment measures and

8. GAUTHIER TROXQUET

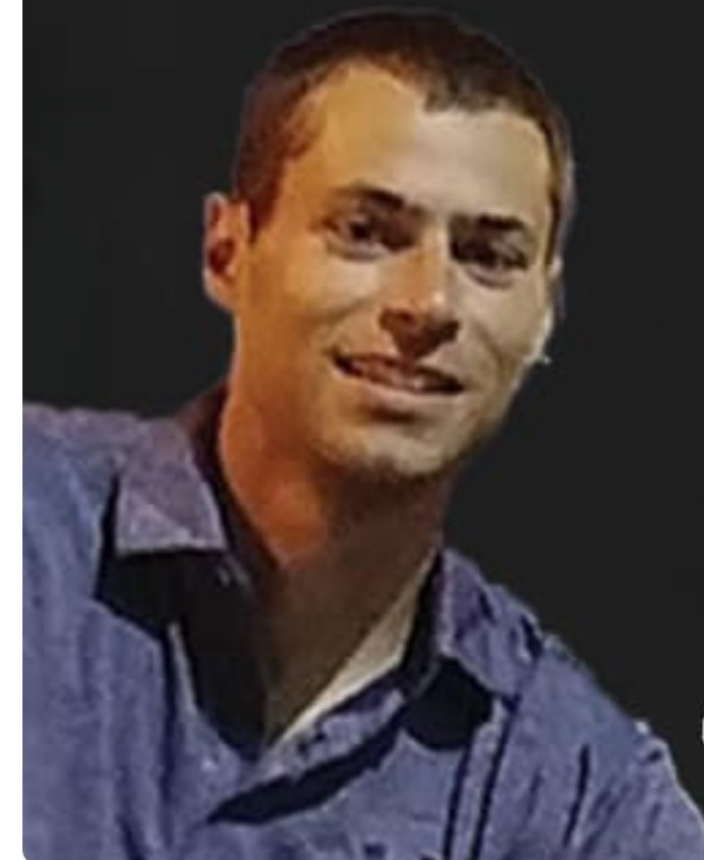
How is it affecting you/your business?

I couldn't manage to ship one order before CNY. We missed the boat for a few hours or a day at max.

The situation was a bit frustrating but I just told myself that it would just be a matter of a 2-3 extra weeks of patience.

Then the Coronavirus situation started and up to today, the shipment has still not left the warehouse in Guangzhou.

**THE CORONAVIRUS SITUATION STARTED
AND UP TO TODAY, THE SHIPMENT HAS
STILL NOT LEFT THE WAREHOUSE IN
GUANGZHOU.**



Gauthier Troxquet



How the E-commerce Industry is affected by the Coronavirus.

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**WE FEAR THE WORST IN THOSE CASES --
THE FACTORIES MIGHT HAVE
CLOSED FOREVER, THE TOOLING
MIGHT BE LOST, AND FINDING AN
ALTERNATIVE SOURCE MIGHT
TAKE A LONG TIME.**

Renaud Anjoran
Sofeast Ltd



How the E-commerce Industry is affected by the Coronavirus.
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7. **RENAUD ANJORAN**

How is it affecting you/your business?

Our service business, on the ground in China, is at a standstill. It is resuming very slowly, as our inspectors are allowed to get into some factories.

How is it affecting the industry?

Several of our clients (importers selling 'FBA') have been unable to get responses from some of their Chinese suppliers. We fear the worst in those cases — the



Many Sellers Frozen / Scared

**MY WHOLE LIFE IS UPSIDE DOWN.
MY WIFE AND KIDS ARE IN CHINA
AND I'M IN MANILA.
BORDERS LOCKED
DOWN**

Mike Michelini
Global From Asia



How the E-commerce Industry is affected by the Coronavirus.

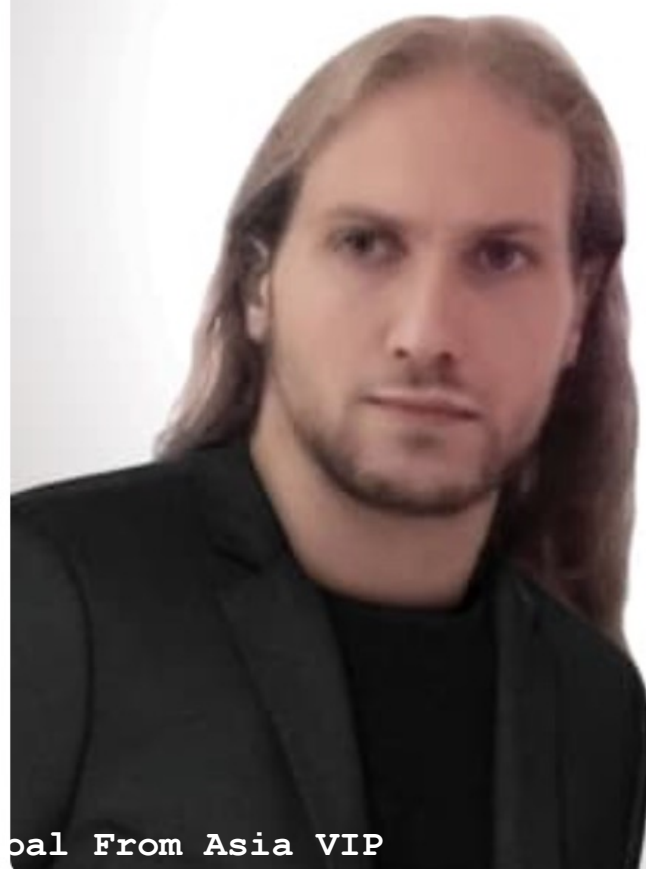
GlobalFromAsia.com/Coronavirus/

11. MIKE MICHELINI

How is it affecting you/your business?

My whole life is upside down. My wife and kids are in China and I'm in Manila. Borders locked down. Factories are still not open even weeks after the Chinese New Year. Our investment company of Amazon Businesses (Alpha Rock Capital) has enough stock – but still we are not sure how long these factories will be closed. Looking for US wholesalers of the products just to hedge in case factories don't re-open for the next month or two.

**MANUFACTURING HAS BEEN AFFECTED
FOR ME, MY SUPPLIERS ARE BACK TO
WORK JUST NOW, WHICH DELAYED
PRODUCTION BY 3 WEEKS OR SO.**



Ralph Schechterle
Ventury



How the E-commerce Industry is affected by the Coronavirus.

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Global From Asia VIP

13. RALPH SCHECHTERLE

How is it affecting you/your business?

So far, manufacturing has been affected for me, my suppliers are back to work just now, which delayed production by 3 weeks or so.

As far as logistics go I am lucky with my warehouse as their warehouse team was only off for 3 days during Chinese New Year, but express services were shut down for about 2 weeks and I had trouble sending to some countries.

I didn't have any issues so far with customers being scared to get the virus from packages, so orders are still fine.

18. NATE GINSBURG

How is it affecting you/your business?

The issues associated with the virus in China causing significant delays in production times

We see that most Chinese factories are not back from the extended CNY break yet.

Mentioned delays have the most drastic effect on the new business projects:

Example 1. A new seller that is lacking inventory back up and has been waiting for her new products to be produced, takes a hit in terms of lost sales and delayed product launch.

A NEW SELLER THAT IS LACKING INVENTORY BACK UP AND HAS BEEN WAITING FOR HER NEW PRODUCTS TO BE PRODUCED, TAKES A HIT IN TERMS OF LOST SALES AND DELAYED PRODUCT LAUNCH.



Nate Ginsburg
Sellerplex



How the E-commerce Industry is affected by the Coronavirus.

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Surge to Ecommerce from Brick and Mortar

I THINK I'M IN A PRETTY GOOD STOCK SITUATION, HOPEFULLY BETTER THAN MY COMPETITORS, BUT I STILL THINK THAT WE WILL BE OUT OF STOCK IN APRIL/MAY.

Chris Davey
FBA4U



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GlobalFromAsia.com/Coronavirus/

19. CHRIS DAVEY

How is it affecting you/your business?

So from our four main suppliers, we have only one supplier that has returned to work, most suppliers are telling us that they will return to work after the 1st of March.

We are starting to run short of various products and can see that this will affect our sales in the coming months.

I think I'm in a pretty good stock situation, hopefully better than my competitors, but I still think that we will be out of stock in April/May.

Mike on the Quarantine Bus from Airport.





Investor Funds to Rollups

AMAZON FBA VALUATION

Find out how much your Amazon Business is worth

AUGUST 27, 2021 | 2-5 PM

Ping An Center, Futian



Huge Multiples (Buyouts + PPC)

The background of the slide is a photograph of the Great Wall of China. The wall is constructed from grey stone blocks and features several watchtowers. It winds across a hillside, with a prominent tower visible in the center. The sky is a deep orange and red, indicating a sunset or sunrise. The sun is a bright, glowing orb positioned directly behind the central watchtower, creating a silhouette effect and a lens flare. The overall mood is dramatic and historical.

Collapse of Many Amazon Aggregators





Economic Depression

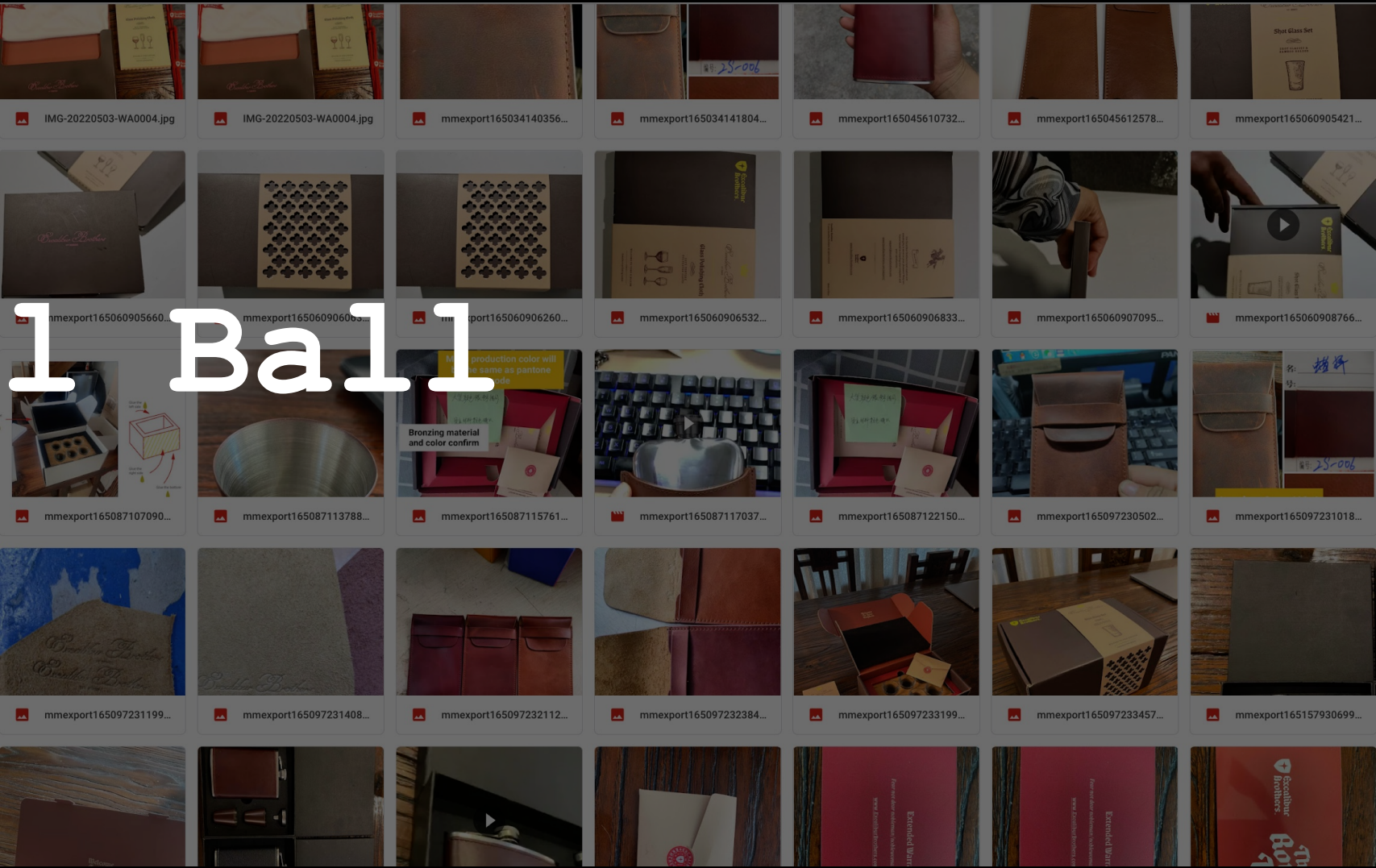


2023 The Year of the AI





Crystal Ball



Work With Us!



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Webinars
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Thanks!

