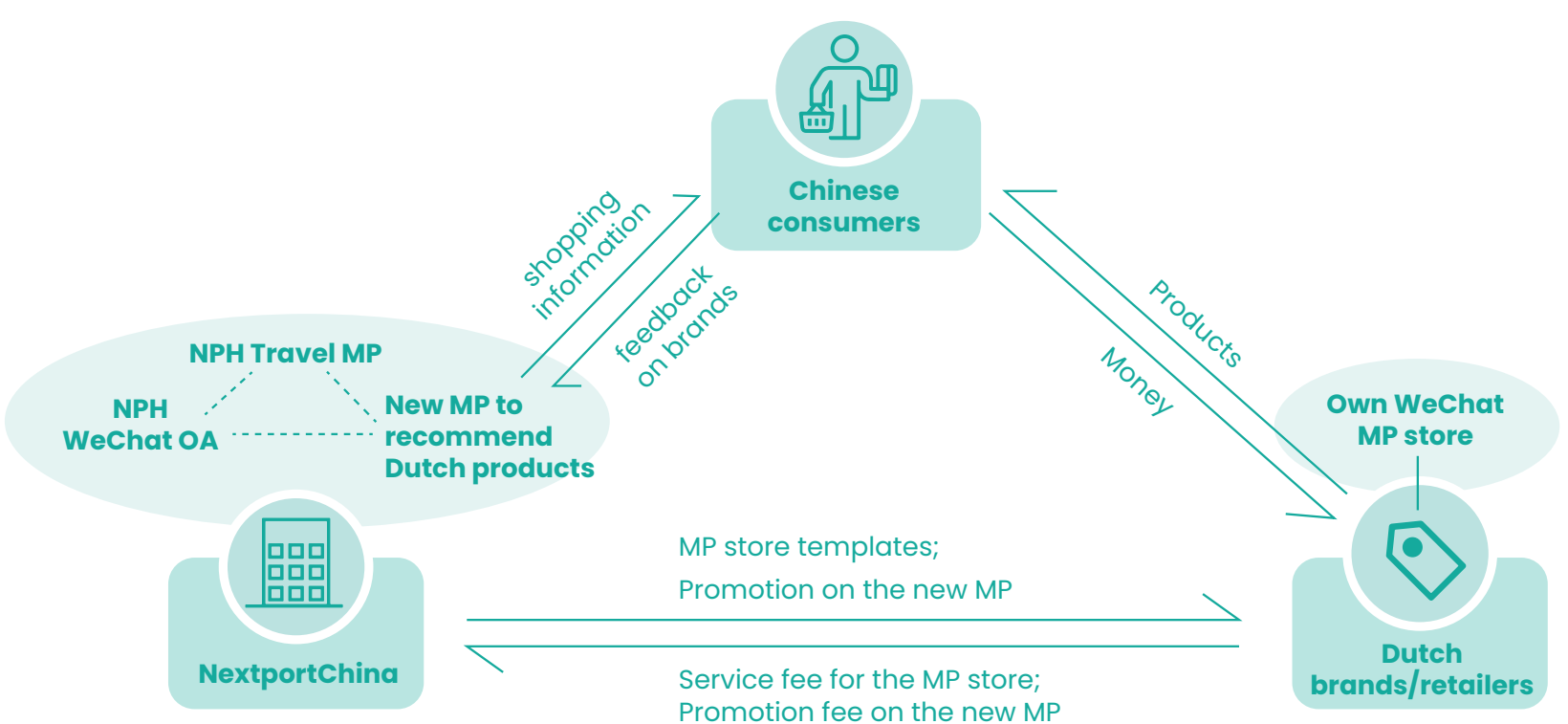


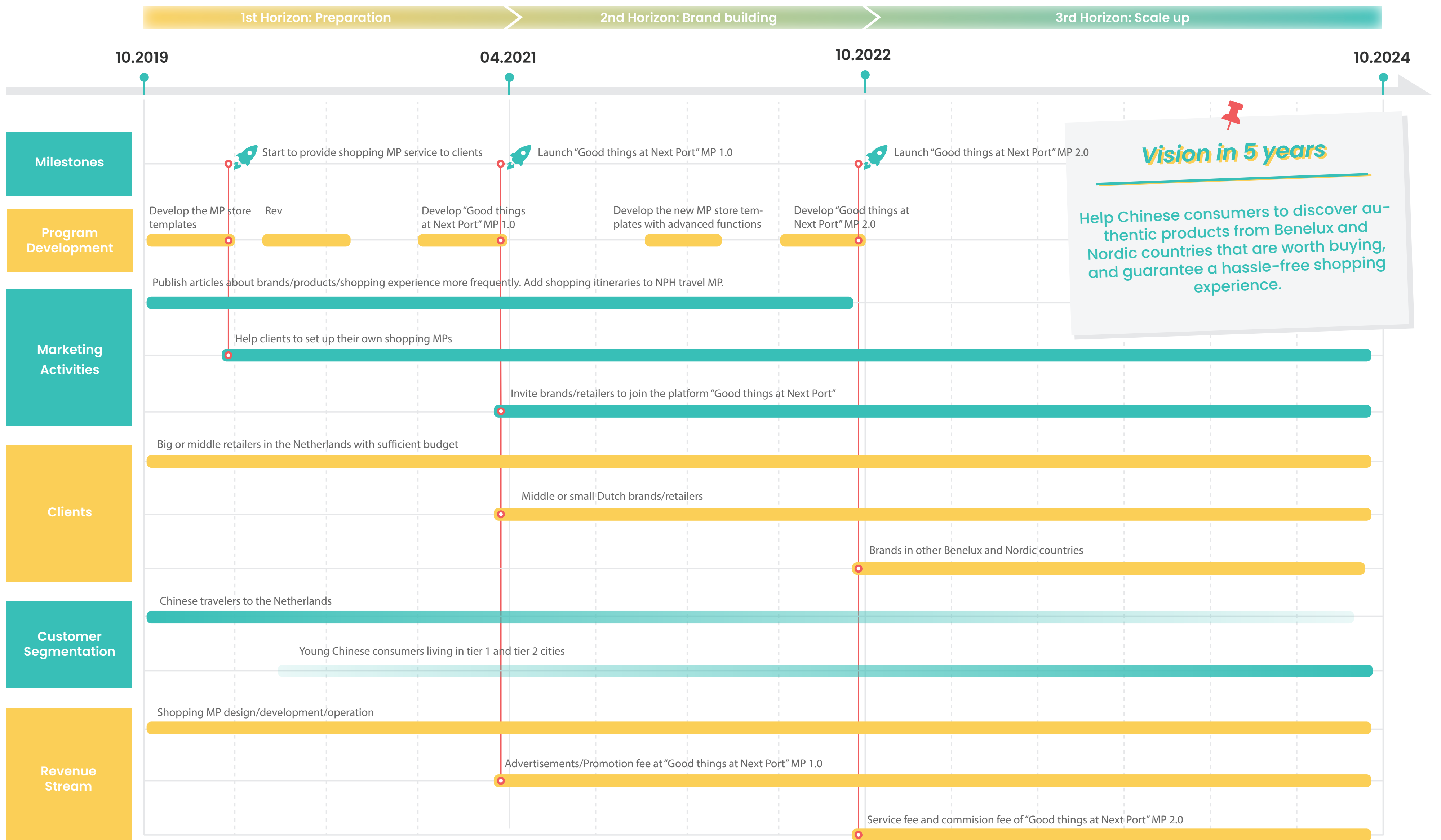
1. WeChat Mini-program: Good things at Next Port



2. A mini-program store template for clients



3. Implementation plan



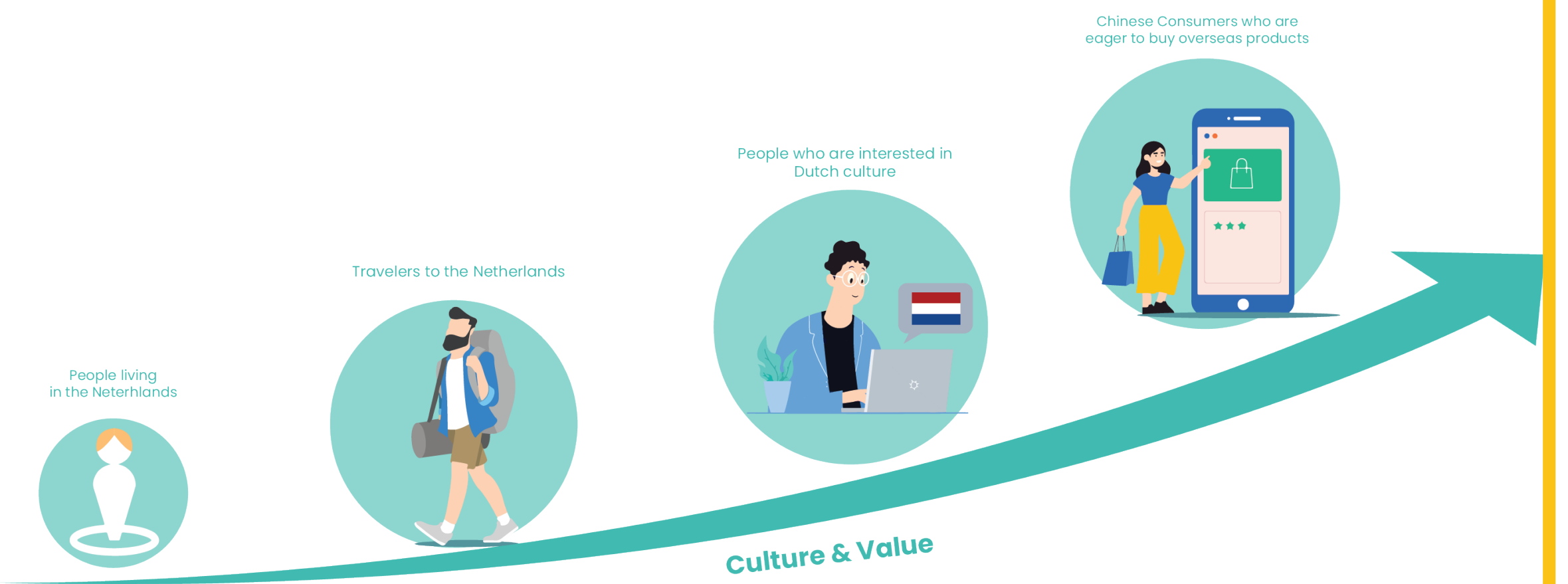
A WeChat-based e-commerce solution to sell Dutch brands in China

Background

Overseas shopping is becoming increasingly popular among Chinese consumers. NextportChina is a China-focused digital marketing agency in Amsterdam. It wants to seize the opportunity and introduce Dutch brands to the Chinese market via cross-border e-commerce. Currently, the company helps Dutch brands to set up their own WeChat Official Accounts and WeChat mini-program stores. But the current solution highly depends on mini-program templates provided by other companies. NextportChina wants to have an independent solution that helps Dutch brands market in China.

What is the solution?

For Chinese consumers, it is a mini-program called "Good things at Next Port". It provides them with authentic shopping information about Dutch products. For brands and retailers who want to enter the Chinese market, it is a low-cost WeChat marketing package that helps them to set up the sales channel in China, and also gain the first bunch of consumers.



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