



Alibaba Merchant Checklist

Vendor Qualification Documents (Provide 2 of the following 3):

- ☐ Certificate of Incorporation
- ☐ Tax ID Registration (Letter from IRS issuing EIN)
- ☐ Current Business License (if applicable – state or local)
- ☐ Filed patents and or trademarks in China

****Please ensure the entity name matches across all documents**

Brand Qualification Documents:

- ☐ U.S. trademark in the category the products sold are in (e.g. Elta MD sells skin care products, so need to provide trademark in Class 3 for cosmetics and cleaning products)
- ☐ Trademark owner is listed on the document needs to match the entity name in the vendor qualification documents, if different, need to provide documentation to prove authorization or relationship

Other Requirements:

- ☐ Ecomm ready (i.e. individual UPC/barcode on product, polybagged or in protective packaging)
- ☐ For products with shelf-life, inventory need to be within 6 months of manufacturing date and to have at least 2/3 of shelf life left prior to delivery
- ☐ Have product images (at least 5 per sku is recommended)
- ☐ Have personnel to correspond with Tmall team in U.S. for onboarding, product selection and upload, logistics and inventory management



Participant FAQs

Alibaba Midnight Pitch – City of Austin Vendor Qualification Documents:

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 - o Current Business License (state or local)
- Please ensure the entity name matches across all qualification documents

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- Have product images (at least 5 per sku is recommended), if no product images, we do offer 3rd party service to shoot product images for a fee
- Have personnel to correspond with Tmall team in U.S. for onboarding, product selection and upload, logistics and inventory management

Key Components of TOF Program + Costs:

- Work on wholesale cost i.e. Tmall will pay vendor for what was sold on an agreed wholesale price, typically no more than 50% of U.S. retail
- Vendor send agreed amount of inventory in Tmall's Los Angeles warehouse prior to products going live online on a consignment basis, similar to Amazon FBA
- Vendor is paid either weekly or monthly (based on their preference) for actual customer sales in USD
- Vendor is responsible for shipping inventory to/from Tmall's Los Angeles warehouse (Tmall is responsible for shipping the goods from LA to end consumer including customs clearance)
- No security deposit or commission of sales needed
- First 90 Days storage is free of charge, after 90 days, the storage cost is 0.81 USD per cubic meter per day from Jan 1-Sept 30 and 2.83 USD per cubic meter per day from Oct 1-Dec 31
- Product detail page design including translation of product descriptions and other marketing content into Chinese: \$15-20 per sku one time cost; Vendor can also provide page designs based on Tmall specifications



- Vendor can contribute co-op marketing funding for additional brand promotions and/or content marketing

Video Requirements:

- Within 1 minute (ideally 9-30 seconds)
- 720 pixels or above
- Format: mp4, mov, flv, f4v
- Content: Highlights, effectiveness of your product, how to use your products etc.
- Your brand name can be shown for less than 2 seconds at the end of the video, otherwise No Logo/watermark can be shown in the video
- The first 5 seconds are very important, content needs to attract consumers