



JD.COM

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Character

- Chinese electronic commerce company headquarter in Beijing
- Mission: To deliver reputable Chinese products to the global market place at affordable prices
- Vision: To become the most trust worthy company in the world
- JD's core values
 - Customer first: Consumers, Suppliers, Seller Customers, Achievement, Gratitude, Service
 - Integrity: Honesty, Accountability, Commitment
 - Teamwork: **People Oriented, Cooperation Oriented, Big Picture Oriented**
 - Passion: Be No.1, Enjoy Work, Never Give Up
 - Innovation: Be Better, Keep Learning, Accept Setbacks

Offer

- B2C online retailer
- National and International
- Chinese, Russian and English Website
- With established access to over 100,0000 products through JD.com and a database of over 1,000,000 active users, JD can deliver products to the world on a robust ecommerce platform.
- Service Area: Worldwide

Stakeholder

- Senders: Any suppliers that are qualified to register on Jd.com
- Recipients: Individual, Business and anyone who want to buy things online
- Courier: Professional couriers
 - JD has its own logistics company and also suppliers can choose other professional logistics company based on their preference.

Creation

- Interface: Web and App
- JD.com choose couriers based on senders request using algorithm
- Payment processing
 - Pay online using credit card or other payment portals
 - Cash or card on delivery
 - Transfer money in postal office or bank
 - Payment by instalments
- Live tracking through web or app
- JD self-run suppliers use JD logistics company and others use their selected professional carriers

Business Model

- JD.com is founded on the Amazon.com e-commerce model
- Sell merchandise direct to consumers from warehouses across China
- Operates its own national shipping network with a last-mile delivery component to ensure fast, reliable order fulfillment across the country
- JD.com also provides the means for third parties to sell products on its platform and utilize its delivery fulfillment infrastructure.
- Means of making money: Directly procuring, storing and delivering goods to earn a margin
- Relatively high as selling price has to at least cover the cost of sales
- Fix Price

App



This app has a nice outlook and includes all the function that are needed by customers. It sets categories for all the products that are available. When you open the app, the first page shows all the deals that JD.com is offering and will attract customers immediately. Customers can track their orders, return their orders and manage their electronic wallet in the app.



Web

cable 1m charging and data trasmission Micro USB Cable MEIYI M11 2 pcs of 1 meter cables in a pack


★★★★★ 14 reviews [Have a Question?](#)

Price: USD **\$2.39** ~~USD \$10.99~~ **12h : 46m : 35s**

Ship from: **China**






Shipping: **Free Shipping** to United States via China Post Air Mail -
Delivery : 20~60 days(ships out within 3 days)

Fulfilment by : EWOOD

Colour: 

Size: **1M**

Quantity: More than 10 available

Payments :  |    

Return Policy : If product not as described, you can return it and get full refund or keep the product and get a partial refund agreed with the seller. [View detail](#)

The website is very convenient and easy to use. We tried ordering a USB cable from JD.com. It is a deal and there is time showing how much time left for this deal. This kind of method will urge customers to buy the product right away. The delivery fee from China to USA is free through China Post Air Mail, but it takes 20-60 days to get the product. International Customer are able to pay by PayPal, visa, MasterCard and other methods. JD.com actually provides a pretty low price and it will be perfect if customers have no strict requirement on deliver time. For national delivery, Chinese logistics companies develop very well. Based on distance and other requirements, suppliers will give an estimated time of delivery and products will usually be delivered on time according to Luyi's personal shopping experience.

Business Performance

- In 2015, JD.com had accounted for **22.9** percent of the B2C e-commerce market GMV.
- Net revenues for the second quarter of 2016 were RMB65.2 billion (US\$19.8 billion), an increase of 42.0% from the second quarter of 2015.
- Revenues from services and others, mainly from the company's e-commerce platform business, for the second quarter of 2016 were RMB5.5 billion (US\$0.8 billion), an increase of 67% from the second quarter of 2015.
- Gross profit for the second quarter of 2016 was RMB9.8 billion (US\$1.5 billion).

Reference

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- <http://ir.jd.com/phoenix.zhtml?c=253315&p=irol-newsArticle&ID=2194506>
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