

How we use Alibaba to get orders

Member: Mr. Paul Daly

Company: PATAZA Pty Limited

Location: Australia

Industry: Food & Beverage

Gold Supplier member since: 2015

Website: <https://aussiefoodexport.trustpass.alibaba.com/>



I am very pleased to tell our company story and our involvement with Alibaba, considering how positive the impact has been on our business.

We are an Australian Food Exporter company called, PATAZA Pty Ltd., and we sell a range of Australian food, beverages, and wine. The most popular items that we sell are Australian grown nuts and dried fruits, healthy snacks, confectionery items, oats, and cereal. Our main markets are in Asia, including China, Hong Kong, Singapore, Malaysia and Taiwan as well as European countries. Finding new customers in these markets is crucial to our business.

As a business in the global market, it is important for our company to be visible and this can be very difficult to do on the internet. There are many ways to promote your business online and many of these cost a considerable amount of time, money, and effort with no guarantee of positive results.

We have tried many methods, and so far, the platform that has given us most success is Alibaba. Here are some of the reasons why we believe Alibaba has brought success to our business.

Our company have spent a considerable amount of money promoting this website through various means of paid advertisement. We are not the only company doing this, in fact, I am told some companies spend thousands of dollars each day on internet advertising. We don't have the same financial resources as large companies so, we can't compete with them in this field.

Another reason is that people searching on Alibaba are generally real customers looking for products to buy, instead of people visiting our website who aren't interested in becoming our customers.

To date, the majority of our customers have come from our association with Alibaba. In fact, this platform is responsible for over 50% of the customers that we currently serve.

We have spent quite a bit of time working with our Alibaba representative (Mr Pot), he has been a real asset to our company as he is constantly working with us to improve our mini site and its ranking. This has really been a surprise, this high level of service and co-operation was not something that we expected. This is one of the benefits of being a Gold Supplier Member, the other benefit, besides the trust that it gives our customers, is the training and online seminars that are available to Gold Supplier Members. I would really encourage the Alibaba free members to invest in a Gold Supplier Membership. It is a really good value for money, and considering the business that it has bought our company, it is the best return on investment that we have made.

We have become more experienced with using the Alibaba platform, thanks to the instructions and encouragement that we have gotten from our account manager. It takes time to learn the Alibaba system, and like anything, you have to invest time to get the best outcome. I have noticed that we are getting more responses when we update and improve our information to customers and I know how important this aspect is.

Overall, I am a big fan of the Alibaba platform and I encourage other members to invest a small amount of time and money to see whether the benefits of the Gold Supplier Membership will have the same positive impact on their business. From our perspective, Alibaba is great for our business and we will remain a Gold Supplier Member.