

# 摩天时代公司速卖通店铺产品策略研究

## 摘 要

随着跨境电商的快速发展，在经济全球化的今天，我国跨境电商业务也在飞速发展中，各个行业企业都在积极的转型当中，特别是一些出口制造型的企业，想从生产型企业转型到销售型企业，跨境电商便成为了他们的首选。

遂宁摩天时代公司便选择了速卖通平台作为自己转型和成长的基石。本文主要对摩天时代公司速卖通店铺进行了以下问题的研究：摩天时代速卖通店铺现状分析；产品上架分析；基于产品管理的需要对产品的视觉设计设计、品牌建设等进行优化分析；完善产品管理，提升摩天时代公司速卖通店铺运营的能力。

**关键词：**摩天时代公司；速卖通店铺；产品策略



## Abstract

With the rapid development of cross-border e-commerce, in today's economic globalization, China's cross-border e-commerce business is also developing rapidly. Enterprises in various industries are actively transforming, especially some export-oriented enterprises. When a production-oriented enterprise is transformed into a sales-oriented enterprise, cross-border e-commerce has become their first choice.

Suining Kyscraper Technology Co.Ltd. chose the AliExpress platform as the cornerstone of its transformation and growth. This article mainly studies the following issues on the AliExpress store of the Suining Kyscraper Technology Co.Ltd.: the analysis of the status of the AliExpress store in the Suining Kyscraper Technology Co.Ltd.; the analysis of product shelves; the optimization analysis of the visual design and brand building of the product based on the needs of product management; Product management enhances the ability of the company to operate the AliExpress store.

**Key words:** Suining Kyscraper Technology Co.Ltd; AliExpress Store; Product Strategy





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