ChinaLite FAQ

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1. What's ChinaLite?

ChinaLite — is an instrument for business with China. It is a ready online store on your domain with goods from Chinese marketplaces (Таобао/Tmall) at your price, in necessary currency and your customers' language.

Shiptor will buy goods and deliver them to your customers. You only need to promote your website and support your clients.

2. What's site testing?

You will be able to see and test ChinaLite website functionality during testing. You will get access to demo site which is almost like a real online store. You can check catalog, search goods, make test order and see how it will be shown in website back end (admin mode).

We will create a personal Skype-chat with our specialists for testing. You can always ask clarifying questions and get all the necessary advice on online store functionality.

Testing is free and unlimited in time. It will allow you to evaluate our system capabilities, weigh all the pros and cons, and calculate benefits.

3. Why do I need Skype-Chat?

We create Skype-chat for testing. We use text communication and camera and microphone are unnecessary. We prefer to use Skype as most convenient and easiest way of discussing issues. This is to ensure that you get qualified answers from OT managers in different directions directly. And that all information in one place.

You will have a personal manager. In addition, we will add other managers in different directions and technical specialists - they will answer if your personal manager is not online. Therefore, you will get a full consultation on all questions of online store and logistics.

4. How website with Shiptor connection works?

1. Your customers visit your website, choose goods and pay.
2. Money for goods goes to your account in payment system (registered and connected during site setup).
3. You see new order in website admin mode, check it and pass it to logistician (by one button).
4. Check funds in your personal account on https://litemf.com/en/ and add funds if necessary.
5. Order is automatically sent to logistic system.
6. Logistician buys goods in China using funds on your account.
7. Logistician checks goods defects, packs a parcel and sends it to your customer.

Goods and order statuses will change in your website admin mode on the whole route of the order. Thus, you and your customer will always track where the order is and what is happening with it.

5. Why do I need a logistician?

Taobao — is a popular marketplace but mainly cater to consumers in Chinese-speaking regions. You should have your own account on Taobao and Alipay (Chinese payment system) to buy goods on Taobao and know Chinese to get into website nuts and bolts. And even if you have this you need a warehouse because Taobao sellers send parcels only within China. Plus customers need guarantees on the correspondence of size, color, quality, efficiency of goods, etc. The logistian will make this work for you:

- he makes order on Taobao;
- he pays for goods to Taobao sellers via Alipay;
- he gets goods on his warehouse;
- he makes exchange / refund and quality control (no defects, checks color and size matching); packs and sends parcels to your customer.

6. What's necessary for site installation?

You need to buy domain name before website installation. Note that Sites cannot contain words 'taobao', 'tmall', 'yahoo', 'alibaba', 'hitao', 'koubei', 'etao', 'alipay', 'tao' in domain and fixed area of address bar according to Taobao policy.

Besides, you need to choose hosting where your website will be installed. You can choose OT Commerce Hosting (13$ per month) or find a third party one. It should correspond to the following parameters:

- Processor: 2GHz Intel Xeon E5 Family (Sandy Bridge)
- Disk: 10GB SSD
- Memory: 1280 MB (up to 6GB during short high loads)
- Access to website via ISP manager
- PHPMyAdmin
- Web mail (only to receive mail, not for mailings)
- Traffic volume (bandwidth) 200 GB

7. How fast will the site be installed?

Installation depends on hosting. Installation is done within 1 business day not counting installation request ticket if you use OT Commerce Hosting. Website is installed within 1-3 business day to third party hosting.

8. What are next steps after site installation?

Only a few steps are necessary to make to run website after its installation:

- set goods prices: set mark-up (margin), currency and discounts;
- set delivery options and rates;
- add website content: set home page, add contact information, logo, make collections of goods to attract customer's attention;
- enable payment system to accept payments for goods on website.

Our specialists are always ready to help and consult you if you have any questions with settings.

9. Why do I need to pay service payments?

Box-based websites are maintained by service payments. They provide the following:

- automatic streaming of Taobao goods, their descriptions and sellers' info to website, automatic translation of Taobao content from Chinese to other languages;
- new functionality development (add-ins, free updates);
- support of server operability;
- errors correction and failure recovery;
- system functionality consultations and support.

10. How goods are added into website?

We use official Taobao API and own search methods. Therefore we show Taobao goods in real time.

11. If price changes on Taobao or goods are removed, will it be reflected on my site?

All information about goods is cached, therefore there may be a mismatch, but, as a rule, this happens rarely. Product card has a link to Taobao and it is possible to check goods relevance.

On first entry into product card information is taken directly from Taobao. We do not store all Taobao goods but have cache to the most frequent requests. Caching is in our database.

Product information (product itself, price, discounts, etc.) is updated every 24 hours, search - 48 hours.

12. What's the process of goods purchase and delivery from Taobao?

You register on https://litemf.com/en/ website after website purchase to create account for goods purchase. Shiptor will use this account for goods purchase. You pay 5% from Taobao price of goods for their purchase. Shiptor automatically receives order when your customers made order on your website, you checked it and sent to Shiptor for purchase by one button. After that Shiptor buys it using money on your account. Goods are sent to Shiptor warehouse. Once goods arrive there, Shiptor registers them. You can also get the following services for an additional fee:

- verification of goods for compliance with their description;
- additional photos (you get 2 photos for free);
- goods protection service.

You can track parcel statuses in your website admin mode starting from the moment they arrive to logistic warehouse and until delivery to customer's address.

13. What's cash flow on website from buyer's purchase to Taobao purchase?

A personal account with cooperation with logistian will be created after registration on https://litemf.com/en/. Money is sent to your account in payment system when customer buys goods on your website. You use this money to add funds on your personal account on https://litemf.com/en/. Process of buying goods on Taobao starts after the receipt of funds.

You will be billed for delivery when goods arrive to logistic warehouse and parcel is ready for sending to customer. It will be automatically paid from your account in case it has enough funds.

14. How question with goods defects is solved?

Goods are checked for defects immediately after arrival to logistic warehouse. Goods are canceled in the system and returned to seller in case defect is detected. Goods cost is returned to your account. And you can re-order goods, order similar one from another seller or refuse from this product.

Goods for replacement are ordered in a standard way through your website and combined with goods already received into one parcel.

15. What payment system should be installed on website?

Several important points should be considered to choose a suitable payment system:

- if payment system works with legal entities and/or individuals;
- if it is possible to conclude an agreement for the country in which you or your business is registered;
- payment system commission (to deposit and withdraw funds);
- availability for customers (customer won't be able to use payment system which is not used on hi territory);
- if it is possible to withdraw funds with it.

You can choose payment system from the list which is connected for free. Payment system out of this list is connected at extra charge. You can check price from OT managers.

Please also check our rating of payment systems to choose the most suitable ones.

16. Where can I get help with questions on logistics and online store operation?

Clients' support is provided in Skype chats. Personal Skype chat with OT Commerce specialists and Shiptor is created before purchase. We are always ready to answer your questions and help in site settings. OT Commerce technical specialists are also ready to help if you have a technical question.

Goods tracking is performed in your online shop admin mode.

17. Where is logistic service warehouse in China situated?

Full address of warehouse:

Country: China
Province: Hebei
City: Langfang
District: Guanguang
Street: Langfang economic and
technological development zone
Address: No.38 Huaxiang Road,
China postal express & logistics,
2d floor, TaoWa Shangmao
Zip Code: 065001

Or in Chinese:

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