

ZongTeng Group: An Award-Winning Selected China Business Case in Cross-Border Ecommerce



Shenzhen, Dec 23, 2020 ([IssueWire.com](https://www.issuewire.com)) - *ZongTeng Group: Progressing with Time - Strategic Choices in the Variable Cross-Border Ecommerce Industry*, the business case of ZongTeng Group, has won the 3rd prize in the second "Excellent Developer of Business Cases" competition (2020). Additionally, it has been archived by Tsinghua University School of Economics and Management (SEM), the case editorial, in the China Business Case Center, whose mission is to aggregate business wisdom and promote the innovation in teaching. The prize and the archiving reflect that ZongTeng Group is highly recognized in cross-border e-commerce in both the business and educational fields in China.

More About the Award-Winning Business Case in Cross-Border Ecommerce

The development period of each business case kept on file by Tsinghua SEM lasts about 6 months, and long-term tracking and field surveys of the target enterprises are required in addition to compliance with strict R&D standards.

The case, co-authored by three educators at Minjiang University, will be used for case studies in the applied discipline of electronic commerce, while the corresponding industries are the cross-border e-commerce, logistics, and supply chain. It details the company history, focuses on critical transitional periods, innovations of the business model, and the core competitiveness.

Notably, ZongTeng's development is throughout the entire development of cross-border e-commerce, from the exploration period (before 2014), initial start-up period (2014-2017), fast-growing period (from

2018), winning increasingly higher market recognition.

During the start-up period, different from many competitors mainly offering direct shipping, the group provided direct shipping or delivery from overseas warehouses. The latter helped localize warehousing and sales, which has been considered as the cornerstone in brand differentiation and competitiveness. During 2014 and 2017, the cross-border e-commerce was fully transformed with comprehensive service upgrades, legalization of the industry, enactment of related laws, and regulations. Amid the boom of import e-commerce, ZongTeng set about exploring import e-commerce in 2014. However, through sales data analysis, ZongTeng Group found the intensification of the competition as well as higher risks in comparison with export e-commerce. That's why it chose to focus on the export later and rely on overseas warehouses to provide value-added services and build the brand in overseas markets.

[ZongTeng Group Overview](#) & Major Events in 2020

ZongTeng Group, as one of the pioneers in cross-border e-commerce in China, was founded in 2007 in Fuzhou, Fujian Province. Currently, its headquarters is in Shenzhen. It has established as one of the best eBay sellers, achieving the best GMV of 2013. Later, it has been transformed into a leading cross-border e-commerce logistics provider with the largest overseas warehousing area in the world. Now, it aims to establish itself as a top cross-border e-commerce infrastructure service provider.

Presently, the group has overseas warehouses taking up 700,000 square meters, 30 order fulfillment centers in the world, processing 300 million orders annually. In its portfolio are GoodCang overseas warehouses, YunExpress special line logistics, GoTen Dropshipping Platform, KUA BEI supply chain financial services, WorldTech, etc. The service network covers most developed countries, including the United States, most European countries, Japan, and Australia. In the past 20 months, it has completed two funding rounds, raising a total of over 1 billion CNY (about 152.98 USD).

ZongTeng Group is highly recognized in cross-border e-commerce in China. Even though there is a global economic recession this year, good news on ZongTeng Group came in succession. It not just secured over \$70M in the latest financing round because it is considered powerful and promising, but also honored as one of the top 500 Chinese enterprises in the service sector. Additionally, its subsidiary, GoodCang won the 5A rating, which means the highest level for logistics companies in China.

[GoTen Dropshipping Platform](#) Under ZongTeng for Business Growth

ZongTeng Group's competitive advantages include GoodCang overseas warehouses and YunExpress special line logistics. As the popularity of dropshipping increases, ZongTeng Group, which is always trying to explore and innovate, has set up the GoTen Dropshipping Platform to seamlessly connect manufacturers, wholesalers, suppliers with retailers for more sales opportunities. Different from most dropshipping suppliers with warehouses located in China, depending on other logistics providers but only providing products with slim profit margins, GoTen Dropshipping Platform offers another way out to avoid intense competition. More specifically, with GoTen.com, online retailers can [dropship more profitable products](#), including large furniture, kitchen supplies, gardening supplies, office supplies, fitness equipment, car parts, kids' toys, and so on while benefiting from free product recommendations based on big data research.

With ZongTeng Group's advantageous business resources, GoTen offers free and fast delivery from local US/UK/DE/FR warehouses, allowing online retailers to better satisfy customers. In addition to free sign-up, free membership, bigger discounts are offered. For these reasons, GoTen.com is considered one of the best free dropshipping suppliers.

About GoTen

GoTen.com is a leading dropshipping and wholesale supplier under ZongTeng Group since 2007. It benefits from all ZongTeng's supply chain resources, including GoodCang, YunExpress, and WorldTech.

GoTen Dropshipping Platform offers online retailers on Amazon, eBay, Wish, Walmart, and other online marketplaces with profitable dropshipping products of 20,000+ SKUs, fast and free delivery from local US, UK, DE, FR warehouses.

No membership fees, only minutes to get started. GoTen makes it easier for everyone to launch and boost their online business.

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