

Coupang's Cross-border Pivot: Navigating Strategies in Taiwan Following Its Exit from Japan

<https://marketpublishers.com/r/C191C3234377EN.html>

Date: January 2024

Pages: 6

Price: US\$ 600.00 (Single User License)

ID: C191C3234377EN

Abstracts

After withdrawing from the Japanese market, Coupang has actively expanded its presence in warehousing and logistics in Taiwan. The company also plans to replicate the membership experience from Korea to Taiwan, indicating clear and strong intentions for the Taiwanese market. This report aims to explore Coupang's considerations in adjusting its cross-border e-commerce layout, the strategic significance for the Korean e-commerce industry, and examines the potential strategies that can be adopted by Coupang in Taiwan.

Contents

1.COUPANG SEEKING A CROSS-BORDER BREAKTHROUGH

- 1.1 Coupang Gains Favor in Taiwan's E-commerce Market Over Japan
- 1.2 Despite Smaller Than Japan, Coupang Makes Significant Sales in Taiwan's e-Commerce Market
- 1.3 Japan's Cross-Border E-Commerce Focuses on Exports, While Taiwan Leans Towards Trade Surplus with South Korea

2. COUPANG AIMS TO CREATE SYNERGISTIC EFFECT

- 2.1 Analysis of Coupang's Recent Operations and Its Significance in Entering Taiwan
- 2.2 Coupang Pouring Massive Investment to Secure Its Leading Position in South Korea

3. COUPANG COUNTS ON THE THIRD-ROUTE STRATEGY

- 3.1 Strategy 1: Strengthening Efficiency in Bilateral Cross-Border Sales
- 3.2 Strategy 2: Replicating Korean Additional Services Gradually
- 3.3 Strategy 3: Accumulating Taiwanese Suppliers and Potentially Co-Creating Private Labels (PB)

4. CONCLUSION

Appendix
List of Companies

I would like to order

Product name: Coupang's Cross-border Pivot: Navigating Strategies in Taiwan Following Its Exit from Japan

Product link: <https://marketpublishers.com/r/C191C3234377EN.html>

Price: US\$ 600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C191C3234377EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

