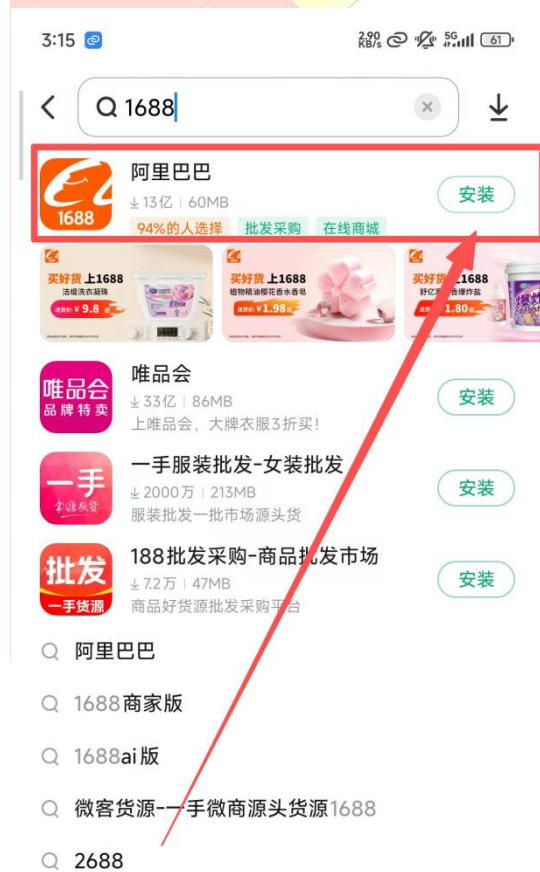


1688 User Guide

Core positioning: China's largest wholesale procurement platform, connecting factories and buyers, with low product prices and support for bulk purchases. It is suitable for foreigners doing business in China, company procurement, and bulk stockpiling. The operation is similar to Taobao, focusing on 'wholesale' and 'negotiation', and the purchasing logic of Alibaba International Station can also be used as a reference.

1. Download Steps (Supported on Android/iOS)

Open the 'App Store', search for '1688', and click 'Download' to install;



go.app

2. Registration and Login Steps (Same as Taobao, no need to register again)

After installation, open the app, click 'My', and enter the login/registration page. If you already have a Taobao account, you can directly log in to 1688 using your Taobao account (click 'Taobao Login', enter your Taobao account password, and authorize to log in);



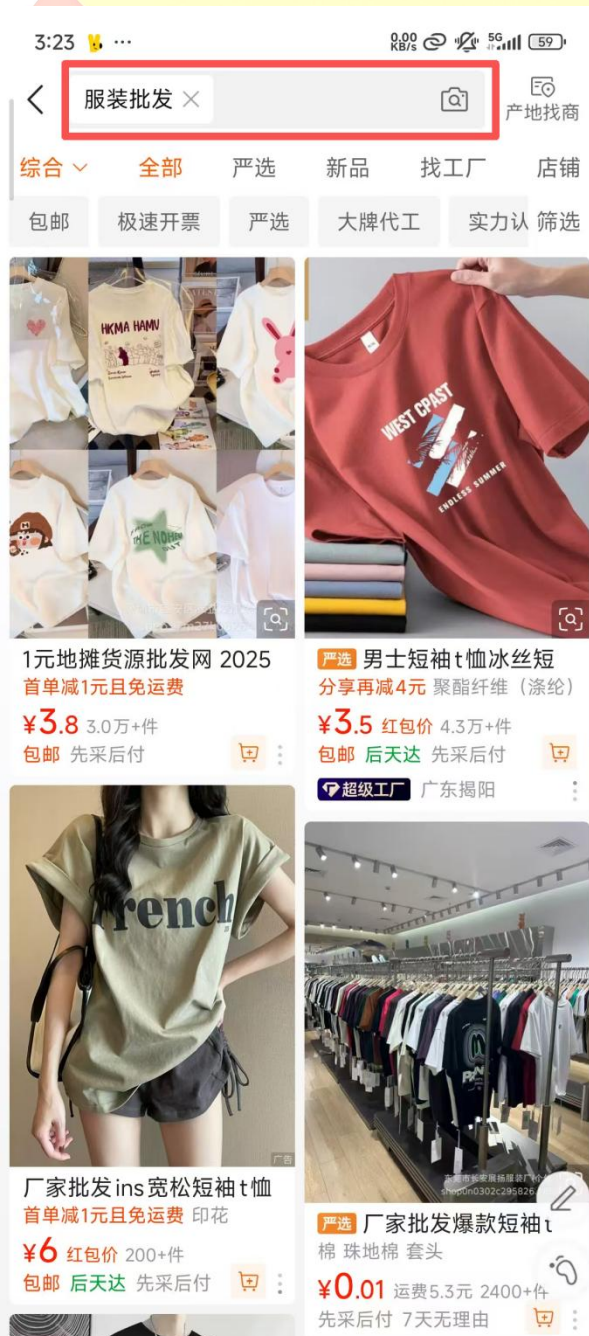
If you are not registered, click 'Register Now'; the process is the same as registering on Taobao (register with an overseas phone number, link an international credit card, and complete the shipping address).



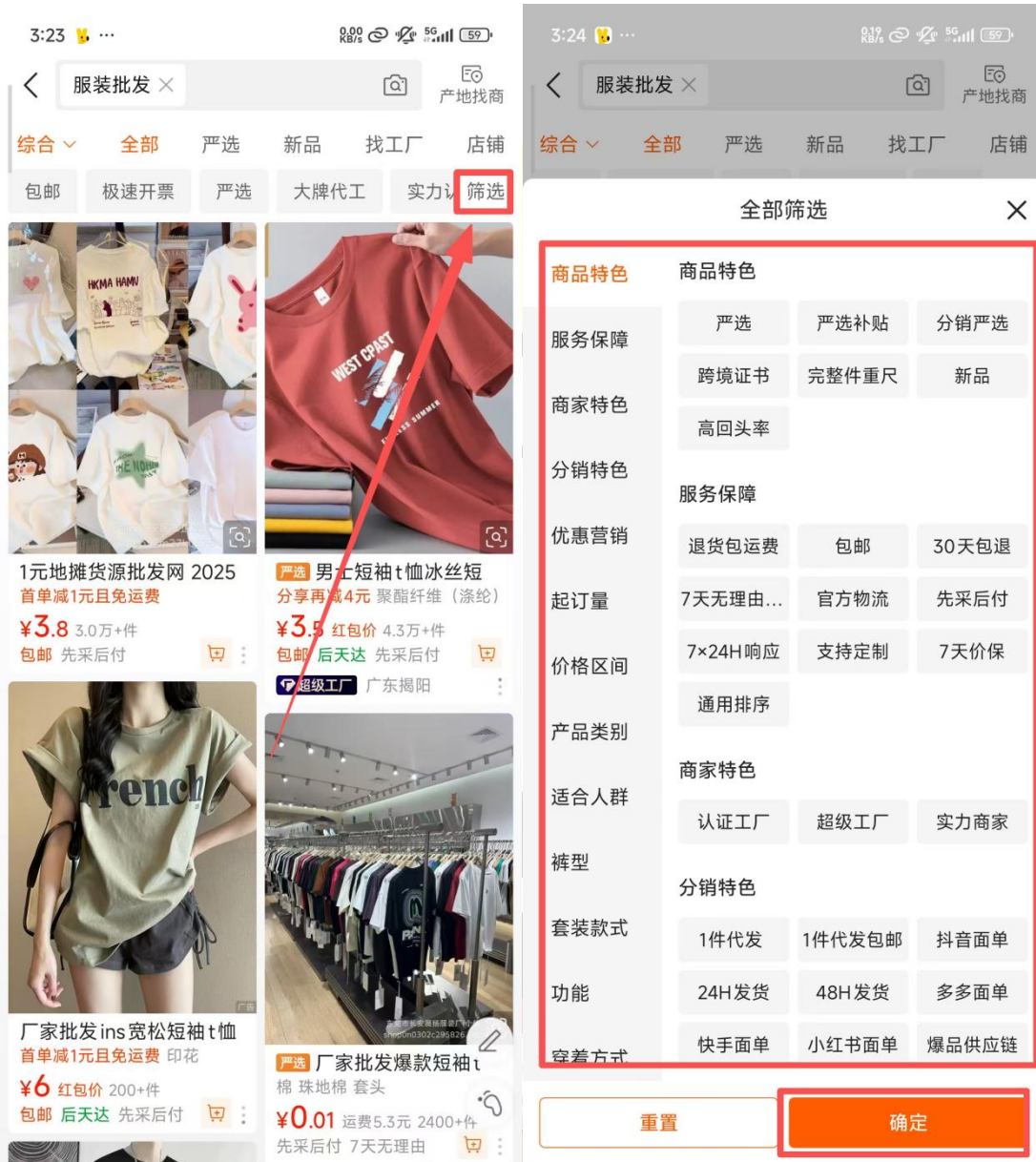
3. Detailed Operational Steps for Core Functions (Focus on Wholesale Purchasing and Bargaining Process)

(1) Search for Wholesale Products (Supports English/Chinese, Filter Wholesale Merchants)

After logging in, enter the product name (such as "clothing wholesale" or "electronic product wholesale") in the search box at the top of the homepage;

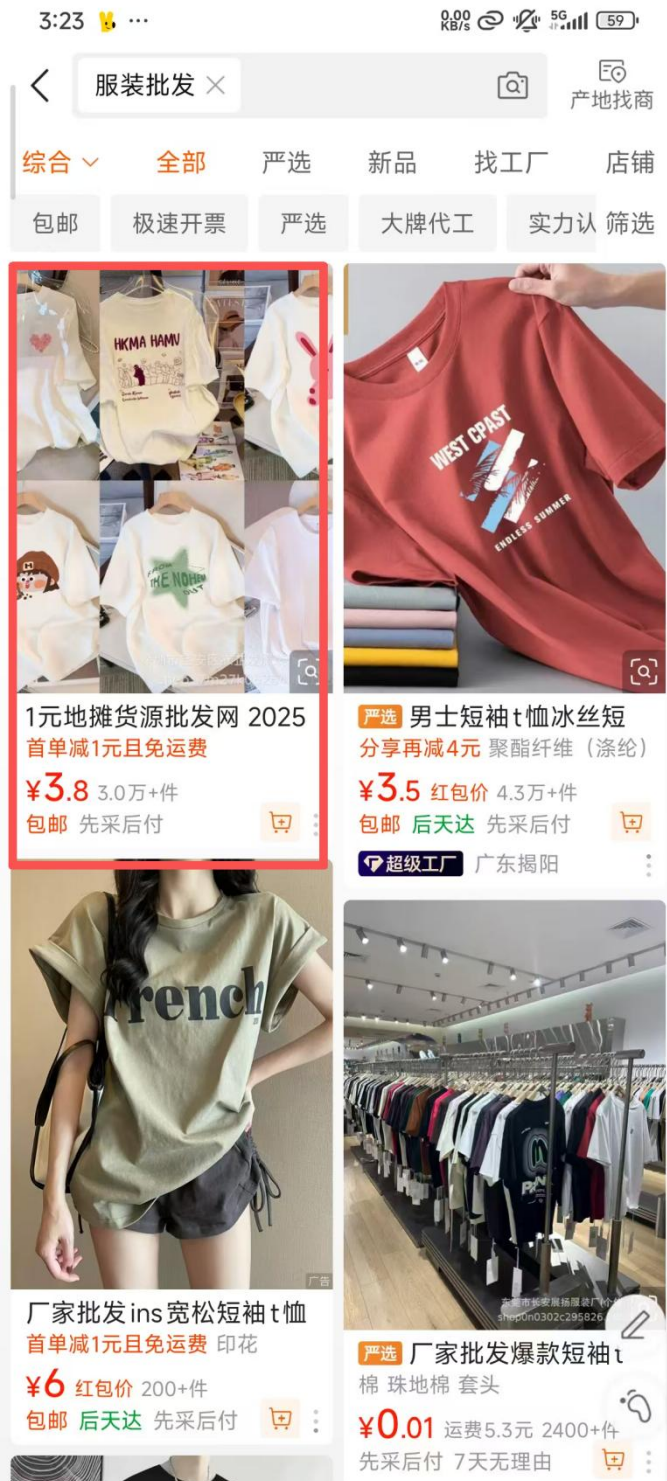


Click 'Search' to enter the product list page, click 'Filter' at the top of the page, and you can also filter by minimum order quantity (MOQ), price range, place of origin, and seller qualifications (such as 'TrustPass Seller' or 'Verified Factory') to accurately find wholesale products that meet your needs.

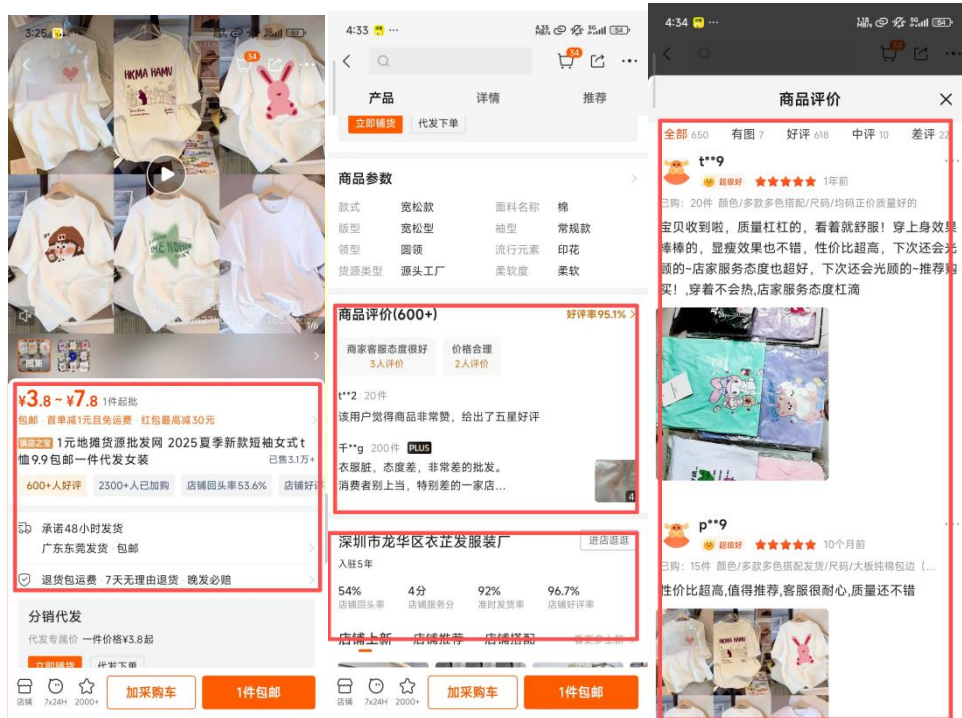


(2) Bulk purchasing and price negotiation (core process, different from retail on Taobao)

Find the desired product, click on the product image, and enter the product details page;



View product details: browse product images, specifications, minimum order quantity (such as minimum batch of 10 pieces, 50 pieces), wholesale prices, seller qualifications (whether it is a factory), user reviews;



Contact the seller to negotiate the price (key steps): Click 'Contact Supplier' on the product detail page, choose a communication method ('Wangwang Chat' or 'Phone Contact', Wangwang supports communication in English);



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Send negotiation information (in English or Chinese is fine), such as 'I want to purchase 100 pieces, can I get a discount?' 'What's the price if I buy 100 pieces?'; communicate with the seller to confirm: price, minimum order quantity, delivery time, payment method, logistics method (such as sea or air shipping), and product quality requirements;



If you need customized products (such as printing a logo or changing the size), you can send your customization requirements and confirm the customization details and additional costs with the seller, similar to the inquiry process on 1688 International.

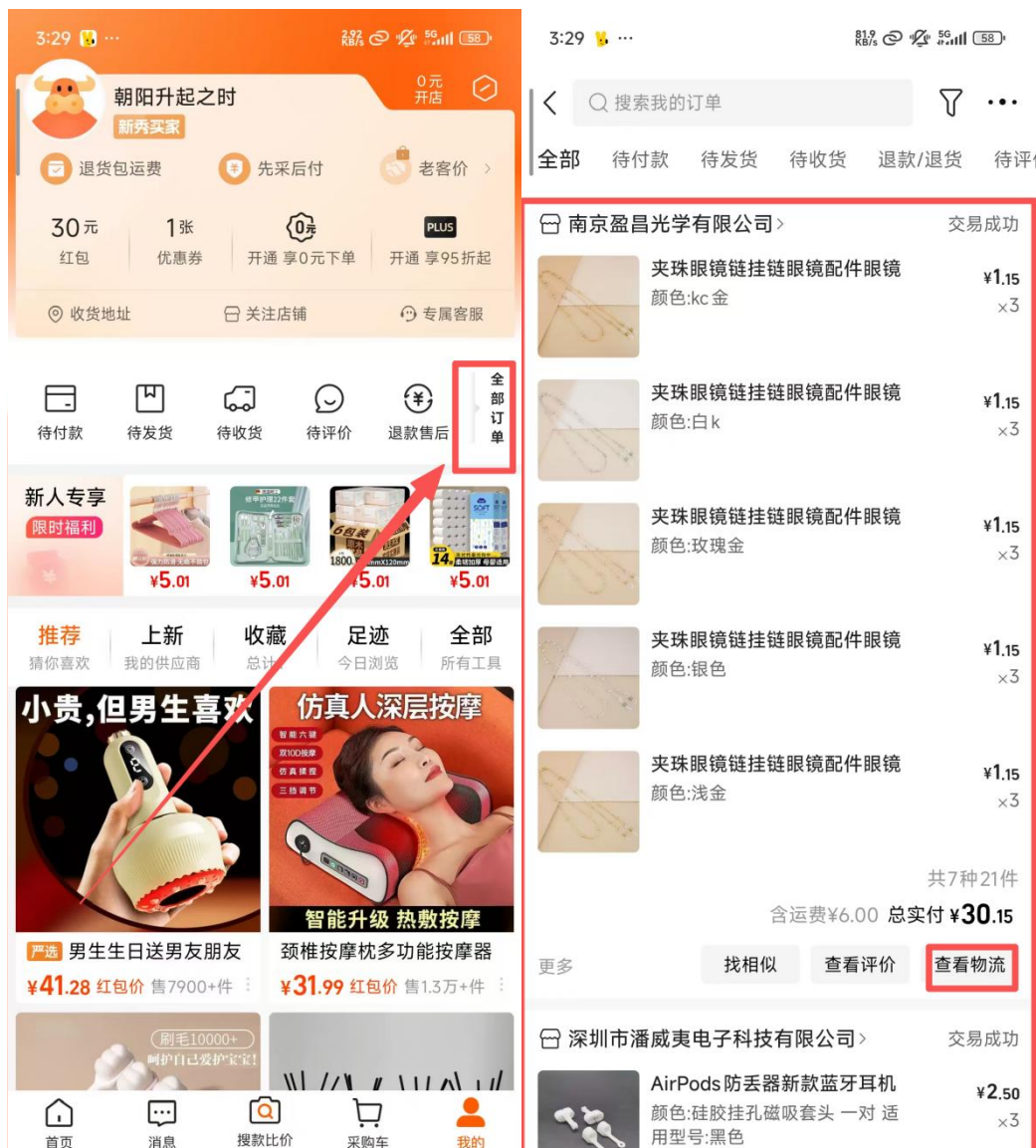
Place an order for procurement: After the negotiation is completed, click 'Order Now,' select the purchase quantity (must meet the minimum order quantity) and specifications, and confirm the delivery address (for bulk purchases, you can provide the company address or logistics warehouse address);



Click 'Submit Order', choose a payment method (international credit card, Alipay, corporate transfer), and complete the payment;



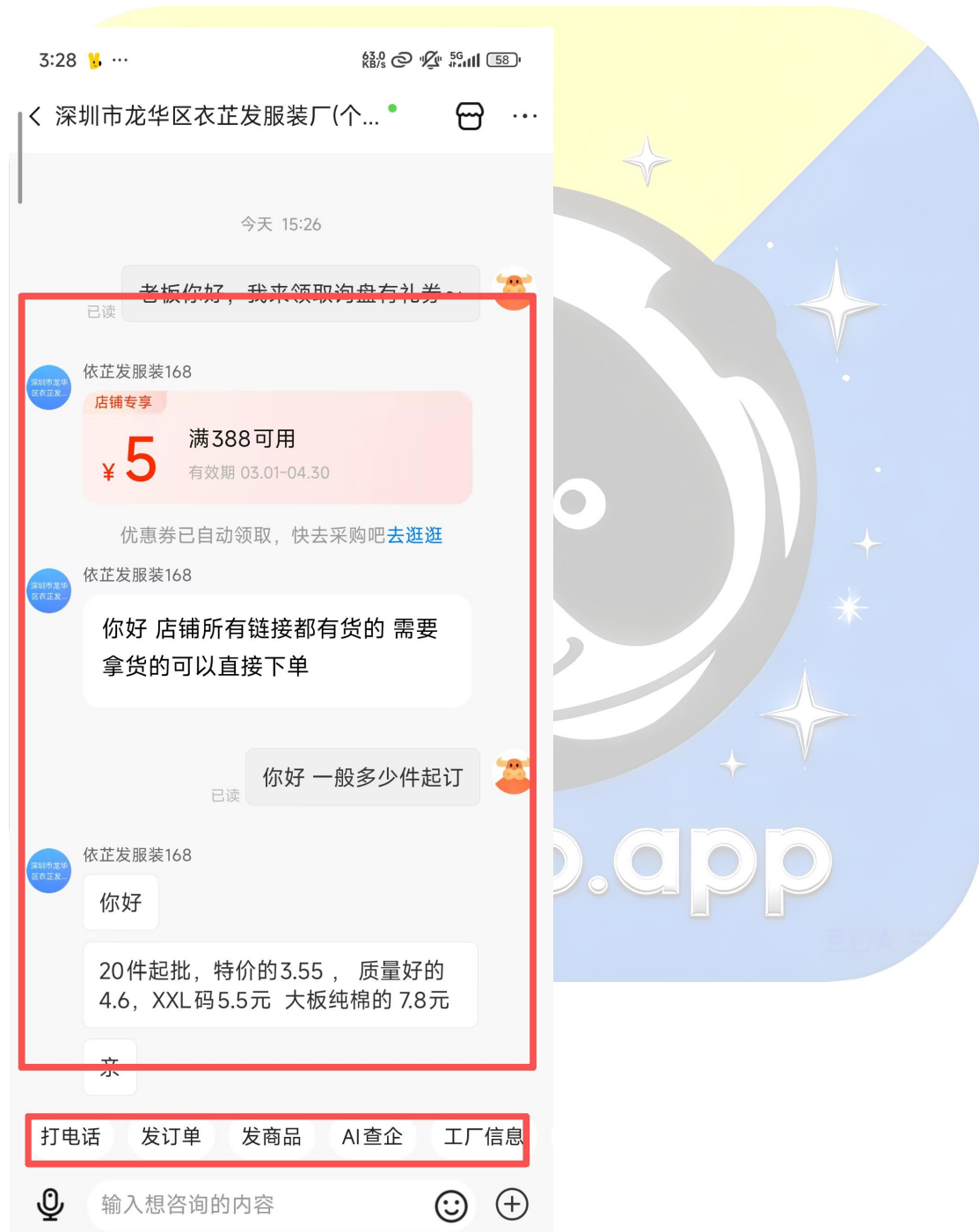
After the payment is successful, the merchant will arrange production/shipment. You can check the order progress and logistics information in 'My Orders'.



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(3) Sample Ordering (Confirm Product Quality to Avoid Mass Purchase Issues)

Before making a bulk purchase, if you want to confirm the product quality, you can contact the seller to ask if they support sample ordering; if they do, confirm the sample price and shipping fee with the seller and place an order for the sample. After receiving the sample, check the product quality and specifications, and if it meets your needs, proceed with bulk purchasing; if it does not meet the requirements, you can communicate with the seller for adjustments or change the seller.



(4) Bulk Returns (Used When Product Quality Does Not Match)

If the received bulk products have quality issues or do not meet specifications, click 'My Orders', find the corresponding order, and click 'Request Refund/Return';



Select the reason for the return, upload photos of the product issue and comparison photos of the sample, fill in the return explanation, and click 'Submit Application';



Communicate with the seller about the return details (return address, shipping cost responsibility, refund amount), and send the product back as required; after the seller receives the product and confirms it is correct, the payment will be refunded (for bulk returns and refunds, negotiation may be needed and it may take a longer time).

4. Common Problems and Solutions

Negotiation fails: You can switch to other merchants, compare prices, and choose the one with the best cost performance;

Product quality does not match: Confirm the product quality standards with the merchant in advance, order samples to avoid bulk purchase issues; if quality problems arise, keep evidence (photos, chat records) and negotiate for return and refund;

Delivery delays: Confirm the delivery time with the merchant when placing an order, sign a purchase agreement (can be generated through the app); if the delivery is delayed, you can require the merchant to compensate for breach of contract;

High logistics costs: For bulk purchases, consider sea freight (low cost, long time); if urgent, air freight can be used (high cost, short time), and negotiate the logistics method with the merchant.



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