

Chapter 5242

Horiyah took advantage of this advantage, and unexpectedly lowered the return rate to less than 5%!

This time, her ability to sell goods was recognized by those brands.

Although the number of fans of Horiyah is not as high as those of top streamers,

Horiyah's fan conversion rate is high and the order transaction rate is also high,

Which makes the brand also increase her commission ratio.

Now live streaming is very detrimental. Take the five towels that Horiyah brought yesterday as an example.

The production cost in the southern factory is about 15 yuan.

Due to the huge order volume, they sent the cost of logistics is about two or three yuan,

And the cost of storage and packing is added up, and the total cost is only twenty yuan,

But the live broadcast sells five items for ninety-nine yuan, and the gross profit rate is extremely high.

However, brands also have their own weaknesses. What they are most afraid of is the high return rate.

In order to protect the interests of consumers, the platform gives consumers the right to return the product within seven days without any reason.

Every time an order is sent out, the labor and logistics cost will cost five yuan.

If the product is returned by the customer in the end, the order is worth one cent. If they didn't make a profit,

They lost five yuan. Moreover, generally speaking, when these kinds of goods are returned,

They have been opened by consumers, and the packaging is damaged.

If they want to sell it again, they have to manually unpack and repack it. The cost of going back and forth is quite a lot.

Therefore, once the return rate remains high, even if it seems that the gross profit margin is high,

The real profit margin of the brand side is not much higher.

However, Horiyah's case is different.

In her live broadcast room, the return rate is surprisingly low.

Even the broken garbage bags that leak when half filled, almost no one will return them.

And Horiyah herself is also very shrewd.

She knows very well that if she sells skin care products that cost thousands of yuan per customer,

Although the commission is higher and she can earn more,

If the consumer finds that something is not good, There is absolutely no such mentality of “just showing love”,

And they will definitely choose to return the product at the first chance.

Therefore, she has her own business book, the first one is:

The maximum unit price per customer for live broadcast delivery is only ninety-nine,

And must not exceed one hundred yuan. Only in this way can the return rate be minimized.

Because she knows that the love of consumers has an upper limit!

Nineteen-nine to buy a bunch of garbage bags, twenty-nine to buy a bunch of plastic wraps made of disposable shower caps,

Ninety-nine to buy five towels that she doesn't know if they are pure cotton,

Even if the quality is not good, at least they can use it.

Although the garbage bags are of poor quality, they can be decorated less;

Although she doesn't know if the plastic wrap will dry or not, it can also play a little role in covering leftovers;

even if the towel can't be used to wash the face, it can always be used as a rag.

Anyway, the price of these things is not high, and consumers just think of it as a way to show their love when they buy something from her.

After all, seeing someone sending out water drops and being really touched,

They have to donate a hundred and eighty yuan, not to mention that they can get goods, killing two birds with one stone.

Moreover, it is very troublesome to return this kind of thing.

You have to submit a return application for review, place an order to pick it up,

Pack it up and wait for it to come to your door, and finally pay for the courier fee.

The courier fee itself is not transparent. Large customers only need a little more than two yuan,

And they can send it anywhere in the country. Individual express delivery costs at least ten yuan.

Therefore, for consumers, rather than spending a lot of trouble, it may be more cost-effective to keep things.

Because Horiyah has maintained a very low return rate, she also uses this to ask the brand to increase her commission.

For example, yesterday's towels were delivered by someone else, and the commission for a transaction was 20 yuan,

But because Horiyah sold goods and people will rarely return them,

Her commission was as high as 30%, which was 30 yuan per order.

The brand side is also willing to give her a higher commission.

After all, the profit margin brought by Horiyah is much higher than that of ordinary streamers.

And Horiyah sold 1.1 million yuan yesterday.

According to the return rate of 5%, her commission before tax was as high as 310,000 yuan.

But yesterday was not the peak of Horiyah's live broadcast.

The time for Charlie and the others to return was Saturday noon in New York time, that is, Sunday morning in China time.

After more than ten hours of flying, when Charlie and the others landed, it was Sunday night in China time.

The peak of live streaming is on Friday night, all day on Saturday,

And during the day on Sunday. On Sunday night, the traffic drops a lot.

Just two days ago, on Friday night, Horiyah's live studio sold more than two million yuan.

On Saturday, she broadcast two shows in the afternoon and evening,

And sold a total of three million yuan. One and a half million more, on Sunday night, that is, last night, it was sold for 1.1 million.

In other words, Horiyah's live broadcast sales reached 8 million in one weekend,

And the pre-tax commission was basically equal to this Mercedes-Benz Big G.

Horiyah dared to order a Rolls-Royce Cullinan just because she was making money so fast.