

Online sales operation process













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Context and Stakeholders

Main Stakeholders for Solvay 1688 flagship store operations

Service Providers	Solvay
<p>Store Operations Management – SinoPrinciple</p> <ul style="list-style-type: none"> •Create and maintain the online store •Customer service – Pre-sales and after-sales •Order handling (partial): Receives orders, verifies payment & customer confirmation,... (except invoicing) •Digital branding / marketing •Monthly Reporting & Statistic 	<p>GBU</p> <ul style="list-style-type: none"> •Define value proposition, pricing, product portfolio, forecasting, lead management... •Provide content for marketing campaigns •For order handling, take care of: <ul style="list-style-type: none"> •Submitting VAT invoices •Logistics for vanillin products (in own or 3rd party warehouse) •Monthly billing in SAP for online sales •Take care of complaints investigation
<p>Logistics Provider – Milkyway</p> <p>For catechol only:</p> <ul style="list-style-type: none"> •Provides warehousing •Ensures delivery from warehouse to the customer 	<p>SBS</p> <ul style="list-style-type: none"> •For order handling, issue VAT invoices •Transfer online sales money monthly to Zhenjiang Bank Account (Bank of China) •Controls SAP billing with payments
<p>Third party warehouse</p> <p>For Rhovanil 25kg and Rhodiarome only:</p> <ul style="list-style-type: none"> •Provides warehousing •Picks and packs the goods for customer delivery 	<p>Excellence Center</p> <ul style="list-style-type: none"> •Main contact point with service providers and GBUs •Manage promotion and marketing campaigns •Monthly reporting and reconciliations •Monitor vendor performance and project KPIs

High level roles

Role	Service Provider SinoPrinciple	Service Provider Milkyway	SOLVAY
Customer Service (pre sales)			
Order Handling & Delivering		 Logistics – catechol only	 Invoicing Logistics – vanillin products only
Complaints management	 Customer interface and collect evidence		 Investigation & Solution
Monthly billing	 Sales reporting	 Inventory reporting - catechol only	 Reconciliation and billing Inventory reporting – vanillin products only
Service providers' payment	 Send invoice	 Send invoice	 Makes payment

