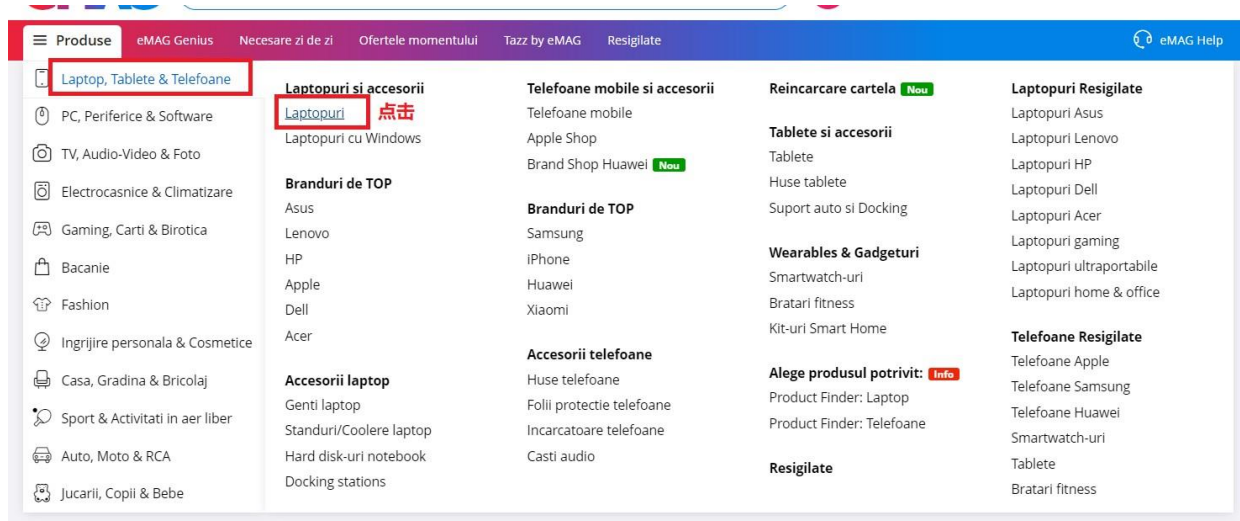
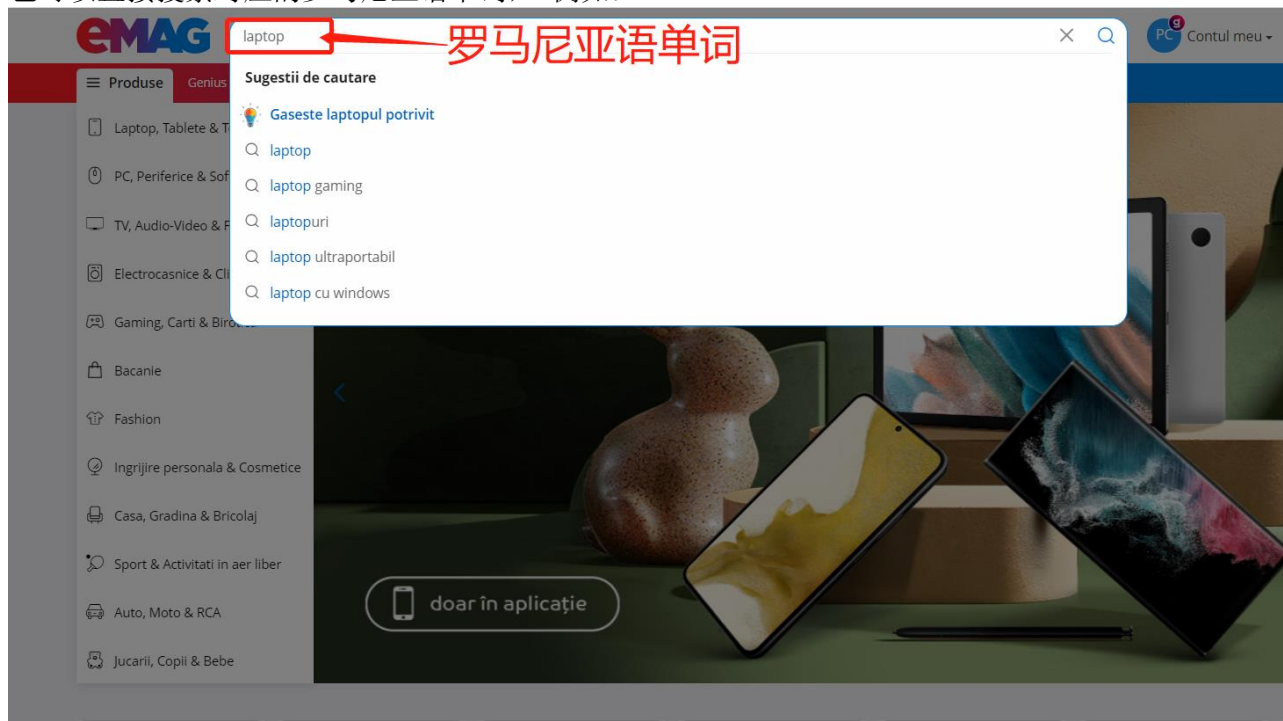


如何通过 eMAG 官网做定价搜索

1. 根据自己的产品种类，在主页选中对应的产品种类，这里我以 Laptop（电脑）为例，点击“Laptopuri”进入产品页面



也可以直接搜索对应的罗马尼亚语单词，例如：



2. 首先你看下改类产品一共有多少个产品在售，如果产品数量有几千个，一般市场比较饱和，价格比较透明，利润空间有限，但是佣金会比较低；相反，如果产品数量比较少，对应的利润空间大，佣金也比较高

Laptop, Tablete & Telefoane / Laptopuri si accesorii / Laptopuri

Laptopuri si accesorii

Laptopuri (2195)

- Genti laptop (3528)
- Docking stations (250)
- Standuri/Coolere notebook (824)
- Hard disk-uri notebook (27)
- Memorii Notebook (420)
- Incarcatoare laptop (10511)
- Baterii laptop (18206)
- Alte accesorii (4241)
- Display laptop (5705)
- + mai mult

Alege rate fixe avantajoase prin eCREDIT, cu flux 100% online

Laptopuri 2193 de produse 如果产品数量有几千个，一般市场比较饱和，价格比较透，利润空间有限，但是佣金会比较低

Tip laptop: Selecteaza... Brand: Selecteaza... Tip procesor: Selecteaza... Capacitate memorie: Selecteaza...

Ordoneaza dupa: Cele mai populare Produse: 60 pe pagina

Cu Product Finder gasesti usor ce iti doresti

3. 首先预期你想定的价位，比如“2000-3000”档，**然后选中“eMAG Delivery”后**，留下的产品是你的竞争产品；卖家需要明白 eMAG 有自己高质量的会员消费群体，一般在平台购买产品的买家都倾向于“eMAG Delivery”产品

☐ Precomanda (1)

eMAG Genius **genius**

☐ Toate produsele (196)

☐ Livrate de eMAG (114)

Pret

☐ 1.000 - 1.500 (27)

☐ 1.500 - 2.000 (139)

☒ **2.000 - 3.000 (375)**

☐ 3.000 - 4.000 (384)

☐ 4.000 - 5.000 (293)

☐ Peste 5.000 (975)

☐ Interval pret

0 - 99999999

Rating minim

Super Pret

Laptop HP 250 G8 cu procesor Intel Core i3-1005G1, 15.6", Full HD, 8GB, 256GB SSD, Intel UH...

disponibil in showroom

2.199⁹⁹ Lei

Rezerva in Showroom

Laptop Gaming MSI GF63 Thin 10SC-209XRO cu procesor Intel® Core™ i5-10300H, 15.6...

★★★★★ (1)

disponibil in showroom

2.999⁹⁹ Lei

Rezerva in Showroom

Laptop ultraportabil Lenovo IdeaPad 3 14IIL05 cu procesor Intel Core i5-1035G1, 14", Full...

★★★★★ (2)

in stoc

PRP: 2.999⁹⁹ Lei

2.499⁹⁹ Lei

Adauga in Cos

Laptop HP 15s-fq2015nq cu procesor Intel® Core™ i5-1135G7 pana la 4.20 GHz,...

★★★★★ (11)

in stoc

PRP: 3.790⁹⁹ Lei

2.799⁹⁹ Lei

Adauga in Cos

Laptopuri - eMAG Genius: Livrate de eMAG 112 produse

Tip laptop: Selectează... Brand: Selectează... Tip procesor: Selectează... Capacitate memorie: Selectează...

eMAG Genius: Livrate de eMAG Pret: 2.000 - 3.000 (112)

Ordonează după: Cele mai populare Produse: 60 pe pagina Tip afişare:

Cu Product Finder găseşti uşor ce îţi doreşti Alege produsul potrivit

genius	genius	genius	genius
Super Pret			
Laptop HP 250 G8 cu procesor Intel Core i3-1005G1, 15.6", Full HD, 8GB, 256GB SSD, Intel UH...	Laptop Gaming MSI GF63 Thin 10SC-209XRO cu procesor Intel® Core™ i5-10300H, 15.6...	Laptop ultraportabil Lenovo IdeaPad 3 14IIL05 cu procesor Intel Core i5-1035G1, 14", Full...	Laptop HP 15s-fq2015nq cu procesor Intel® Core™ i5-1135G7 pana la 4.20 GHz,...
disponibil in showroom	disponibil in showroom	În stoc	În stoc
2.199⁹⁹ Lei	2.999⁹⁹ Lei	PRP: 2.999 ⁹⁹ Lei 2.499⁹⁹ Lei	PRP: 3.790 ⁹⁹ Lei 2.799⁹⁹ Lei

4. 初步筛选后，可以进一步按产品配置再淘汰一些产品，剩下的将是你产品未来真正的“竞争者”，你可以参考对方的价格，给自己产品定价；或者你也可以先按自己的配置去搜索对应产品，再选择 eMAG Delivery。

Produsor procesor

☐ Intel® (78)
☐ AMD (34)

Tip procesor

☐ Intel® Celeron® (6)
☐ Intel® Pentium® (7)
☐ Intel® Core™ i3 (38)
☐ Intel® Core™ i5 (26)
☐ AMD Ryzen™ 3 (11)
☐ AMD Ryzen™ 5 (19)
☐ AMD Ryzen™ 7 (4)
☐ M3 (1)

Capacitate memorie

☐ 4 GB (17)
☐ 6 - 8 GB (91)
☐ 12 - 16 GB (4)

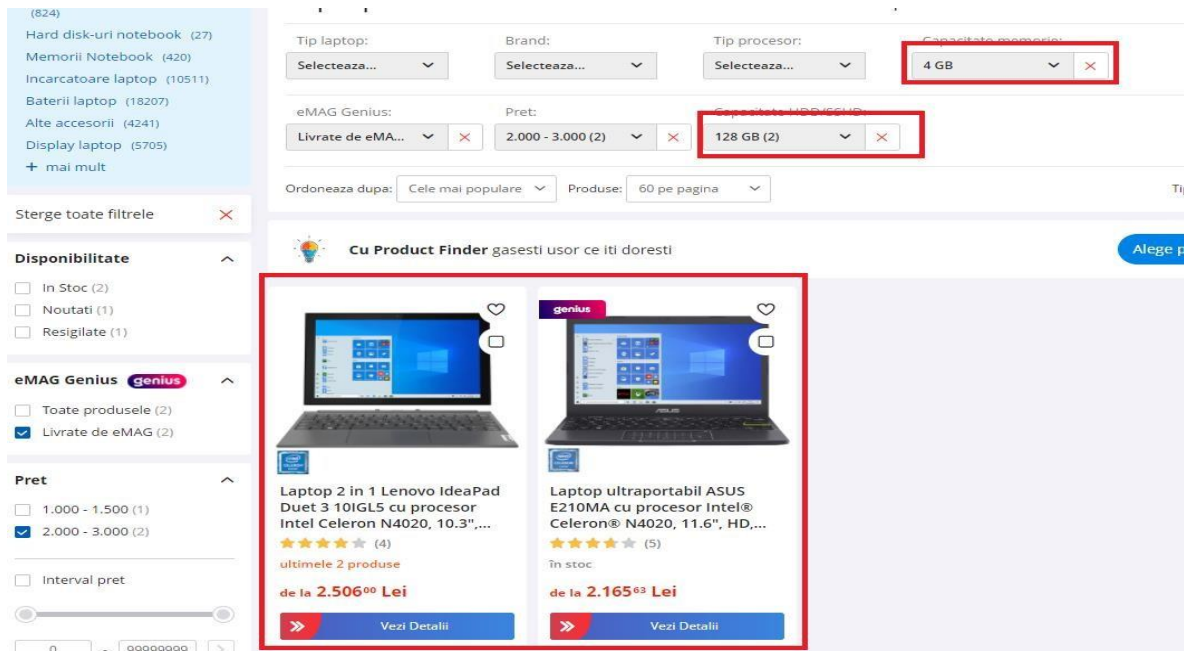
Tip stocare

☐ HDD (8)
☐ HDD + SSD (3)
☐ SSD (95)
☐ eMMC (6)

Capacitate SSD

☐ 256 GB (61)

Laptop Acer Aspire 5 A515-56 cu procesor Intel® Core™ i5-1135G7, 15.6", Full HD, 8GB,...	Laptop ASUS VivoBook K513EA cu procesor Intel® Core™ i5-1135G7, 15.6", Full HD, 8GB,...	Laptop 2 in 1 Microsoft Surface Go 3 cu procesor Intel Pentium Gold 6500Y, 10.5", Full HD,...	Laptop ASUS X515EA cu procesor Intel® Core™ i3-1115G4, 15.6", Full HD, 8GB,...
disponibil in showroom	disponibil in showroom	În stoc	disponibil in showroom
PRP: 3.089 ⁹⁹ Lei 2.499⁹⁹ Lei	PRP: 3.309 ⁹⁹ Lei 2.999⁹⁹ Lei	2.299⁹⁹ Lei	PRP: 2.749 ⁹⁹ Lei 2.349⁹⁹ Lei



5. 需要掌握罗马尼亚消费者的选品习惯：**比如，一个买家需要买个电脑，消费者一般心都有个心里价位，先选中自己的心里价格区间，然后筛选自己想要的配置，最后选中 eMAG Delivery。**如果想你的产品在竞争中脱颖而出👂，做为卖家你需要参考其它卖家的价格和配置给自己产品定价， 因为你的产品会和类似产品一起👂现在买家的选择中。