

**INVITE  
LOCAL REGIONAL  
BUSINESS PARTNERS  
TO JOIN US**



**ZHENJIANG PURE OPTIK CO.,LTD**

## **Planning Process for Global Partner Business Unit**

### **全球合伙人事业部策划方案**

We believe that under the tide of globalization, international trade is no longer a simple sale of products, And the era of global partners has come. Fight alone, must be replaced by strategic alliance.

**Marketing  
Department**

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## ONE

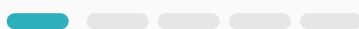
# Requirement Analysis

## 方案背景分析

In current international trade, 99% of partnerships are limited to simple buying and selling relationships. Suppliers are concerned about importers' pressure on prices, quality complaints, and changing suppliers. Importers are worried about being deceived by suppliers, and quality and after-sales issues cannot be resolved. This has formed a distorted cooperation situation where cooperation and prevention coexist, leading to each other fighting independently and unable to form a joint force between them.

Establishing overseas business units for regional markets to provide timely, efficient, and standardized communication and services for local importers is one of the effective ways to accelerate the rapid development of international trade, with a huge market space and application prospects.

It will promote the entire sales chain to revolve around user experience, effectively solidifying manufacturers, importers, wholesalers, and retail stores into a community of shared destiny, greatly improving the information and service efficiency of the entire sales chain, and accelerating commercial development in various links.







## Scenario background

### 方案背景

## Market Demand Section

The emergence of any business model must be  
based on two prerequisites :

1

“

*There is actual market demand*

”

2

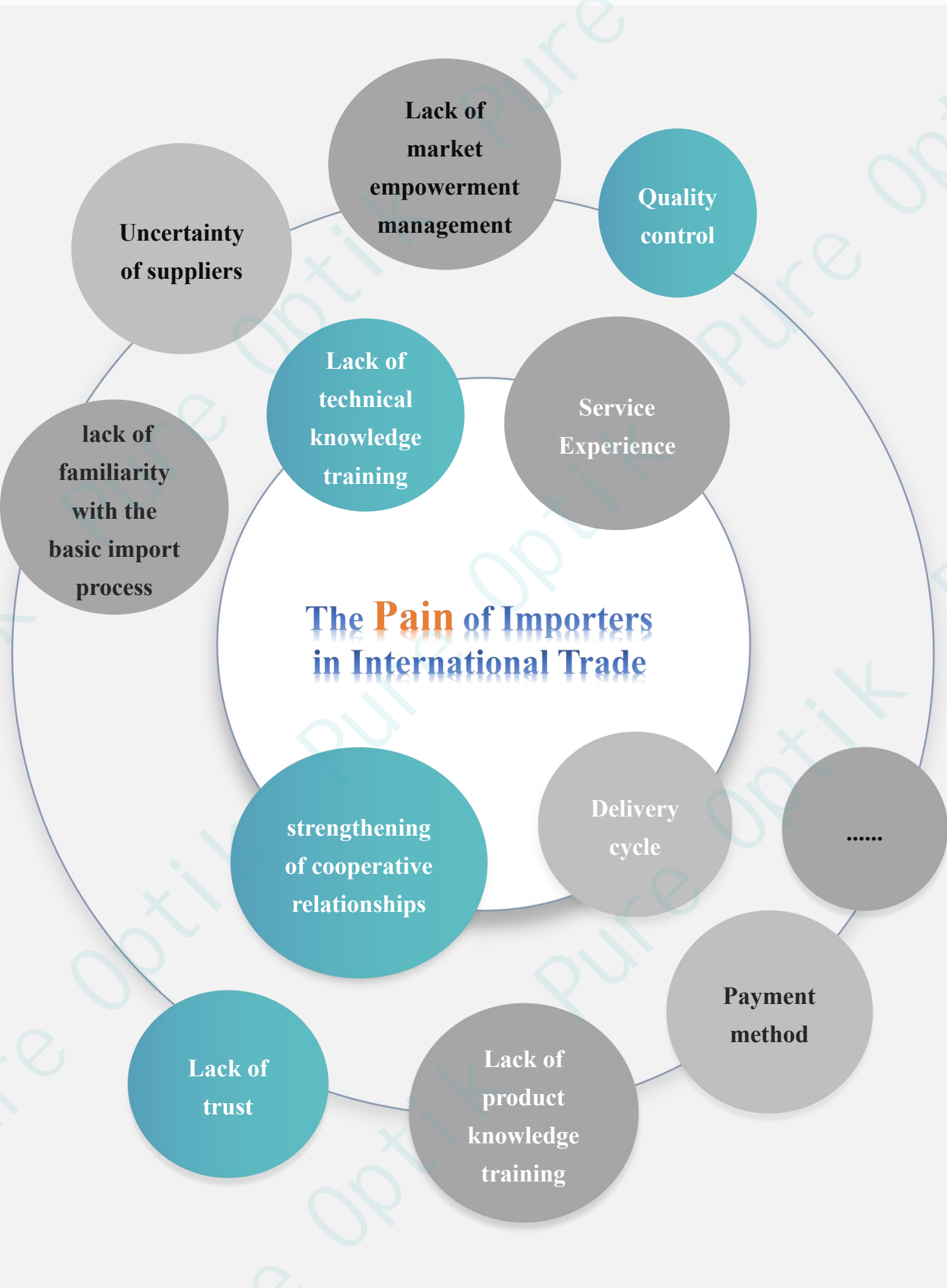
“

*Promoting the efficiency  
optimization of business behavior*

”

# Scenario background

## 方案背景



# Scenario background

## 方案背景

A huge amount of funds? Inventory? Warehousing? Sales? Personnel? Management? After sales complaints, etc?

**Overseas Business  
Unit Partner Chapter**

Extremely limited target customers (regional exclusivity, provincial agency, municipal agency, county-level agency)

**What is the current path for expanding regional markets?**

Self reliance on product , supply chain knowledge, marketing materials, import and export laws and regulations, etc?

A product price list?  
A sustained price war?

Far from the supply chain base, fighting alone? Is the role of the supply chain only to maintain a pure buying and selling relationship?

In order to meet the needs of international trade development and accelerate the rapid development of enterprises, Pure Optik provides business opportunities for entrepreneurs around the world through platform transformation, provides timely and high-quality services for regional partners, and enjoys the strongest support of the Pure Optik. We have launched the overseas business unit partner system for common development.



TWO

## Introduction to the "Overseas Business Unit Partner" Project

The overseas business unit partners are a new business model formed by integrating the core ideas of member economy, partnership system, etc, on the basis of traditional distribution channels.

In response to the pain points and concerns of the two core groups in international trade, supply chain and importers, by introducing local third-party service teams, combining the corporate model of the headquarters with the local "resource" team to divide and collaborate locally, learning from each other's strengths and complementing each other's weaknesses, forming a community of interests. Both parties should brainstorm, jointly start a business, seek development, share risks, share profits, and ultimately achieve maximum benefits.







# Outline of the plan

## 方案概述

### Lowest hidden cost

1. Quality standard docking
2. Secondary Supplier Management
3. Order funding optimization
4. Expedited product transportation
5. Multi supplier coordination
- 6.Reduce supplier change costs

### Comprehensive cost quantification

1. Target price expectation
2. Chain cost optimization
3. Optimization of transaction costs
4. Inventory cost optimization
- 5.Reduce travel costs
- 6.Reduce docking positions in China

Our  
Value

### Consulting information efficiency

1. Importer's basic information
2. Importer demand information
3. Market Development Trends
4. Quickly match solutions
5. Efficient transmission of enterprise information

### Optimization of collaboration fluency

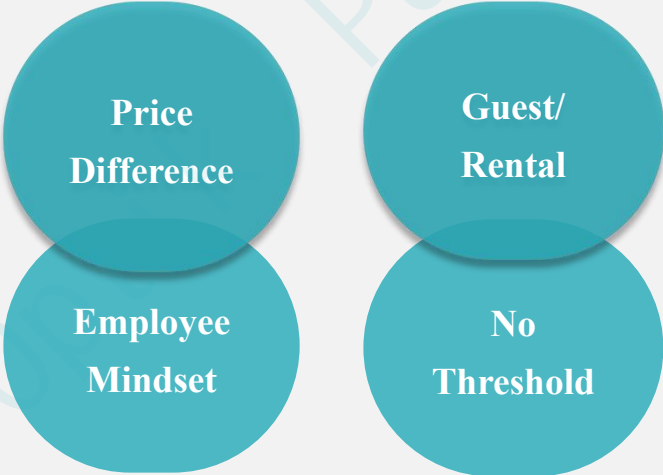
1. Product complexity handling
2. Process complexity handling
3. Reduce organizational complexity



# Outline of the plan

## 方案概述

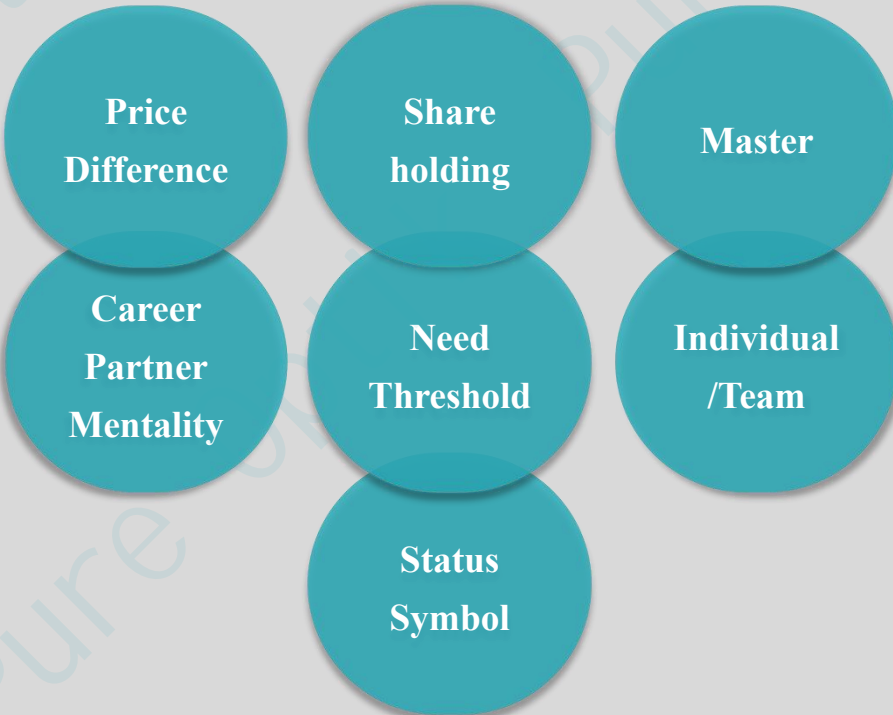
### Traditional Resource Cooperation



### Pattern Core

Difference between the partnership system and traditional resource cooperation

### Partnership System



# YOU WILL WIN

## 1.Improvement of thinking pattern

1. Altruistic thinking
2. Win-win thinking
3. Strategic thinking
4. Platform thinking

## 2.Rapid and efficient market entry opportunities

1. Opportunities for cooperation with major clients
2. Light capitalization, zero investment, zero inventory, zero risk
3. products,, management, training, business models, etc.
4. easier to form a specialized industry
5. Unreserved support and focused market development
6. Huge Growth Space
7. Deep bundling to build a foundation for development

## 3.Huge return prospects

1. Integrated high-quality supply chain system
2. Marketing expense support
3. Key customer negotiation support
4. Extremely significant profit margin
5. Improvement of personal knowledge and ability
6. Sharing and obtaining classic business models
7. Enterprise equity dividends
8. The opportunity of capital wealth freedom



THREE

## Marketing Objectives

what we need is to provide real and valuable services for different types of customers, which can help them gain greater competitiveness and develop better, not just the sale and purchase of products.



# Marketing Objectives

## 营销目标

Solve cooperation trust issues

01

Close to regional markets and grasp market trends

02

Timely grasp of customer needs

03



04

Respond in a timely manner to address future concerns

05

Deep bundling and mutual constraints, focusing on market development

Basic objectives:



A

Business negotiation

B

Order Execution

C

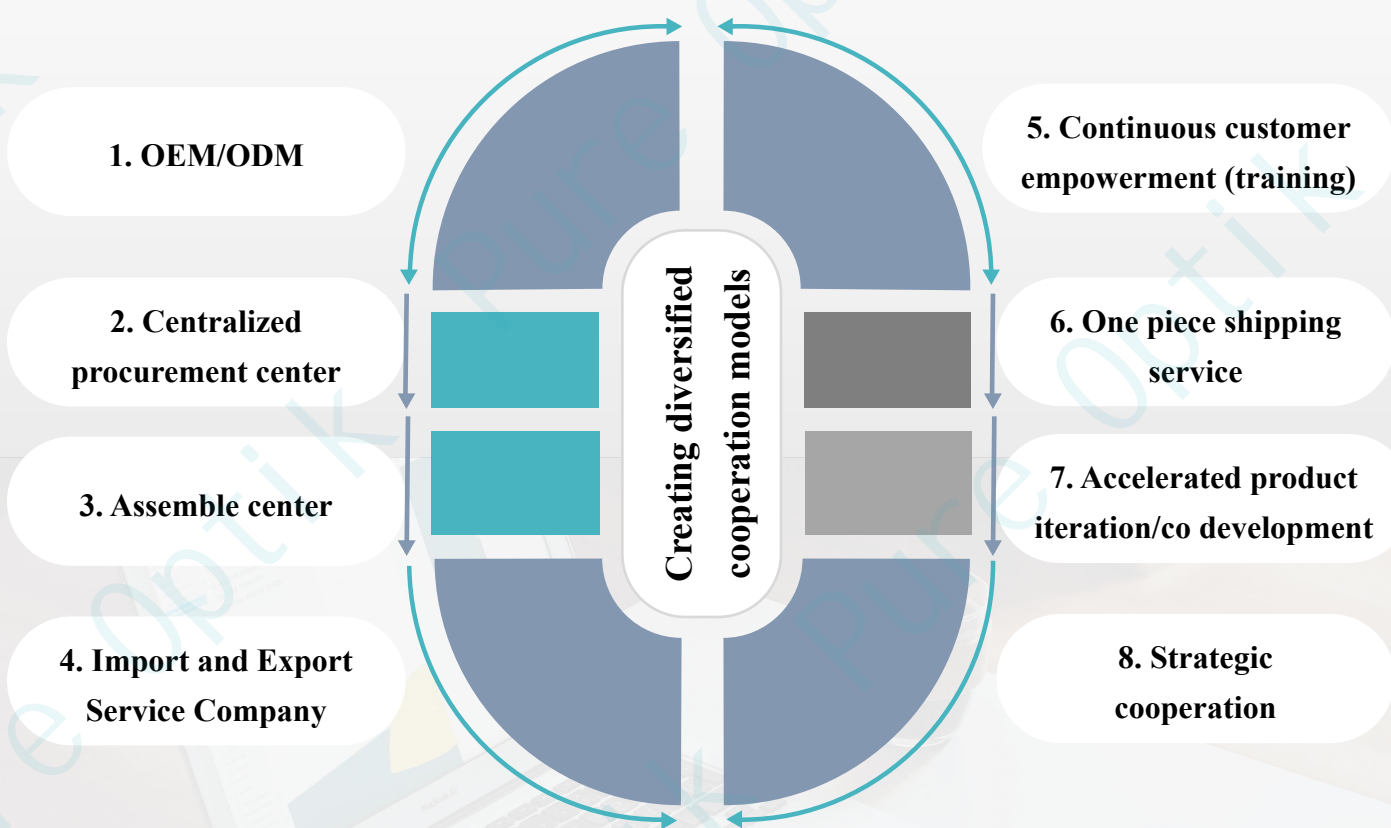
Problem solving





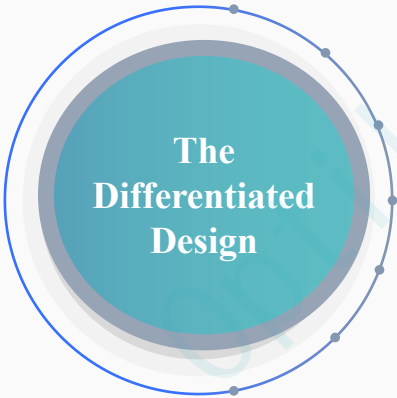
# Marketing Objectives

## 营销目标



# Marketing strategy

## 营销策略



- → **Product appearance**
- → **Functional efficacy**
- → **Service Experience**
- → **Price positioning**
- → **Channel Selection**
- → **Target customers**
- → **Promotion strategy**
- → **Business direction**



- → **Multi brand supply chain design**
- → **Brand VI upgrade**



- → **Serialization is the functional layout**
- → **Grading is the price layout**

### SERIALIZATION+GRADING



- → **Target group segmentation**
- → **Product type segmentation**
- → **Channel type segmentation**

### COMBINING



## FOUR

# Programme Execution

The execution of the plan is divided into two main parts:

1. Business process;
2. After sales process.

# Programme execution

## 方案执行

### Global Business Unit Order Workflow-1



Party A : Zhenjiang Pure Optik Co.,Ltd

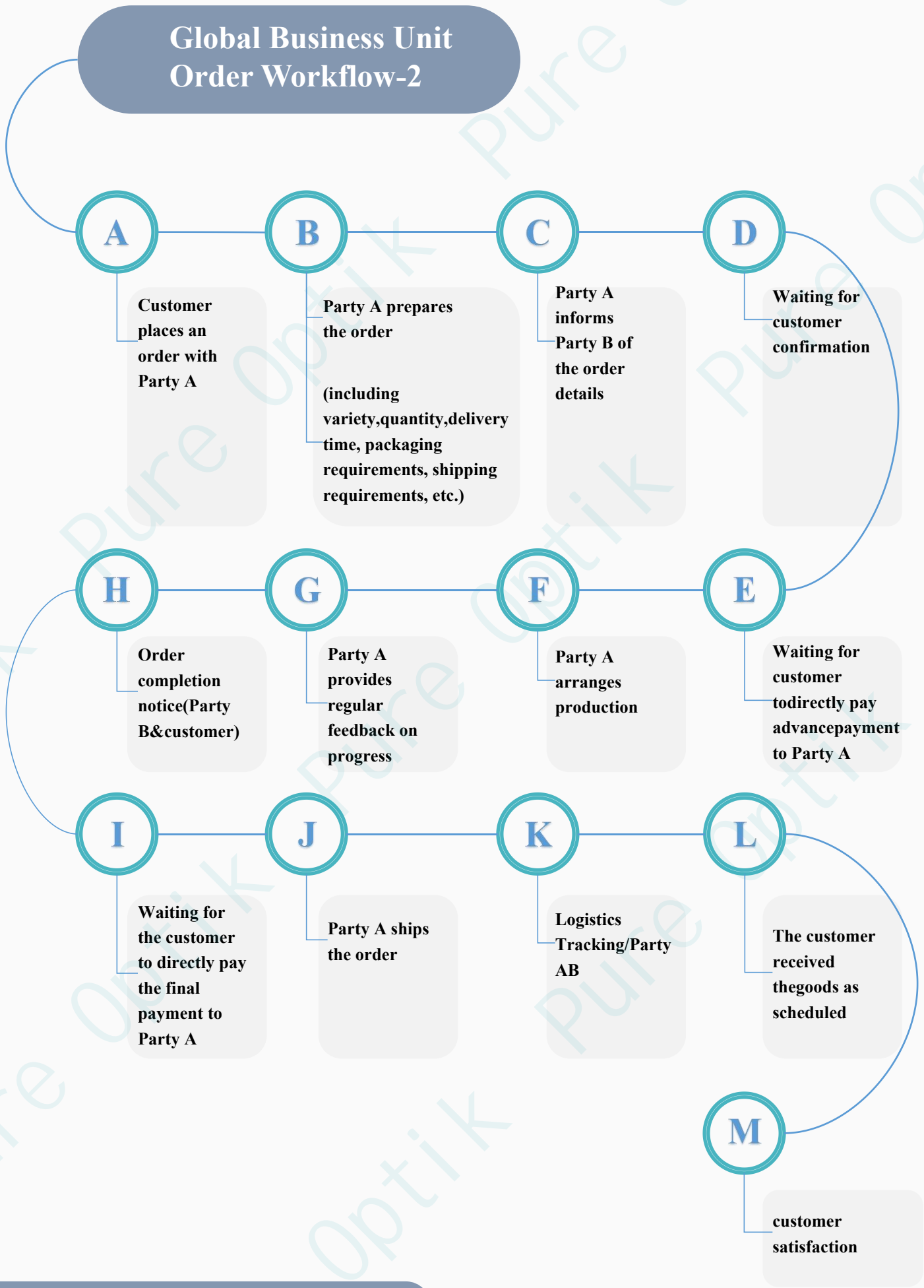
Party B : Global Business Unit Partner



# Programme execution

## 方案执行

### Global Business Unit Order Workflow-2



Party A : Zhenjiang Pure Optik Co.,Ltd

Party B : Global Business Unit Partner

# Programme execution

## 方案执行

### Global Business Unit After-Sales Workflow



Party A : Zhenjiang Pure Optik Co.,Ltd

Party B : Global Business Unit Partner



## FIVE

## Why Pure

Zhenjiang Pure Optik Co.,Ltd is a provider of one-stop optical lens supply chain design solutions deeply rooted in the field of optical lenses.

The founding team of the enterprise has more than 10 years of experience in optical lens production and sales, always adhering to the mindset of customer discovery and exhibition, openness, inclusiveness, sincerity, and creating value for users.

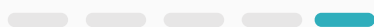
In order to meet the needs of international trade development and accelerate the rapid development of enterprises, Pure Optik provides business opportunities to start their own businesses and create wealth for entrepreneurs around the world through platform transformation. To provide timely and high-quality services to regional partners and enjoy the strongest support of the enterprise, we have launched the overseas business unit partner system for common development.



Mission: Lowest Total Cost Of Supply Chain

Vision: Linking the World

Values: Altruism, Plans Together, Share Together, Responsibility Together



# Pure Support

## 企业支持

1. Official  
Authorization

2. Standard  
sample

3. Catalog

4. Quality  
control  
standards

5. Visual  
service  
standards

6. Product  
props

7. Standard  
text

8. Unified  
quotation

9. Social media  
account

10. Business  
card format

11. Official  
website

12. Investment  
proposal

13. Graphic  
materials

14. Certificatio  
n materials

15. Necessary  
support

16. Others





# Thank You

**Looking Forward To  
Your Consultation**