



we-schoen

— 2020 —

SUSTAINABILITY & SHARING





# we-schoen

Your german based  
expert for brand  
management in China





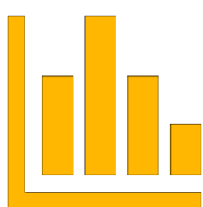
# CATALOG



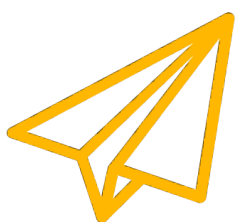
## ABOUT US



## OUR SERVICE



## SWOT ANALYSIS



## SOLUTION



---

# OUR COMPANY



# CEO

## Ping Wang

Mrs. Ping Wang, founder of we-schoen GmbH, her very personal intention founding the company was the desire to provide quality of life and good health concepts for all families in China.



### **Experienced**

Owner conducted successful consultancy for JV projects in China



### **Professional**

Professional expertise with all legal regulations regarding importing goods to China



### **Integrity & Transparency**

Commitment to integrity and transparency is the basis of we-schoen's mission statement



# OUR COMPANY

---

we-schoen does business as an exporter of consumer products to China from Germany.

- all transportation and customs formalities.
- facilitate temporary storage in Germany.
- provide storage capacities in China.

Additionally, for selected products and product ranges, we-schoen integrates a marketing strategy which is designed to inform and educate retailers and consumers in China.





# CORPORATE CULTURE

---

# we-schoen

Your german based expert for brand management in China

LIABILITY

SHARING

TRANSPARENT

SUSTAINABILITY



# TEAM DE



**Ping Wang**  
CEO



**Thomas Olböter**  
SENIOR BD  
30 Years Sales and  
Marketing Experience  
in Asia-Pacific



**Yorck You**  
European Affairs Adviser



**Gang Wang**  
EX-IN  
China's Import and  
Export Business for 30  
Years



# TEAM



CN



**Dening Wang**  
**SENIOR CONSULTANT**

Senior Expert in Market Access for 40 Years



**Ammon LU**  
**E-commerce**



**Nick Li**  
**IT**



**Jim Huang**  
**OPERATION**



**Yuki Wu**  
**OPERATION**

# OUR STRENGTHS



## NETWORK

Resellers throughout China

Storage facilities in China and Hongkong

Legal support

Experienced in import-shipping-handling

## COMPETENCE

Persistent vision of belief in your products

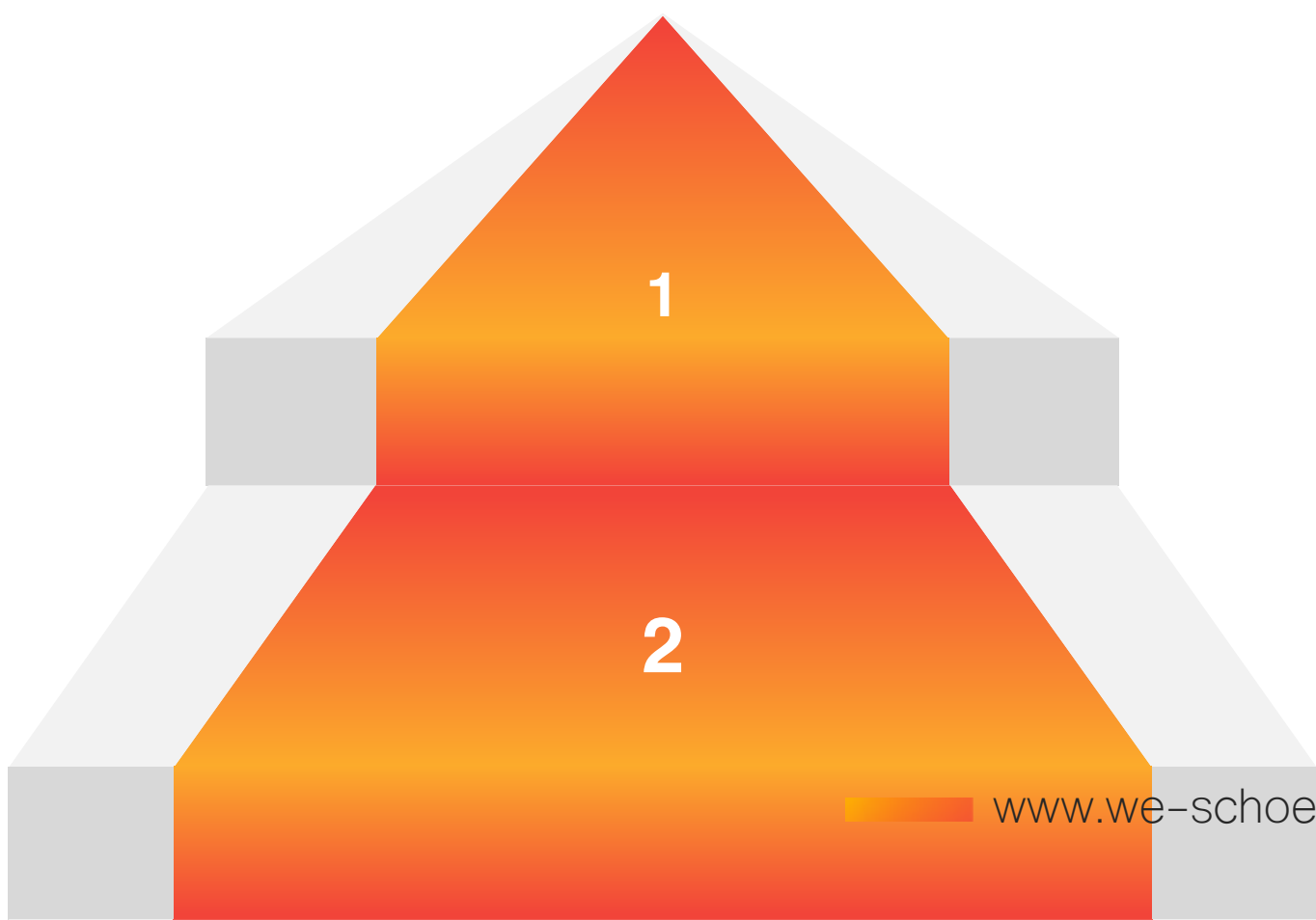
Expert consultant for Chinese importers

Reputation for authentic products and service

Structured source-destination control

Leading a group of dedicated resellers

Ongoing consumer education & information







3

4

# COMMUNICATION

Excellent social media competence

Instant response time to consumers/producers

Feedback delivered constantly

High competence for intercultural communication

# TEAMWORK

Leadership and personal  
management

Skilled use of communication tools

Broad information sharing

management-partners

Highly developed skills



---

# OUR SERVICES



# SERVICES CONCEPT

**100%**

we-schoen contributes to the mutually beneficial relationship between German and European OEM manufacturer and Chinese wholesaler, who wants to market his own brand, by providing high quality products for the Chinese market and increasing revenue for OEM manufacturers.



# Consulting Service



we-schoen acts as a bridge for the German companies and Chinese wholesalers, we-schoen's advisory services will specially be valuable to the German companies that are planning entry into the Chinese market.



## Carry on market survey in China

Under request by our clients we will build up a market survey team to do the market research for them, and supply them a professional China Market Analysis Report.



## Market Access

Providing Professional Market Access Strategies



## Business Negotiation

Ability to negotiate in German, English and Chinese  
Providing business negotiation service, and supply translation services between German, English and Chinese



# Consulting Service



we-schoen contributes to the mutually beneficial relationship between German and European OEM manufacturer and Chinese wholesaler, who wants to market his own brand, by providing high quality products for the Chinese market and increasing revenue for OEM manufacturers.



## OEM market research

For our chinese partner we find high quality products from german and european OEM manufacturer.



## Quotation

We lead the complete process from RFQ, evaluation of quotation and negotiation of final supply agreement.



## Order handling

We take care of all the logistics from OEM facilities to the place of delivery.

# Distribution Agent



The Beijing – Guangzhou – Hangzhou three points centre offices covers China North-South sales channels. The e-commerce platform is ready for all kinds of setup, online or offline distribution channels and market expanding. We have a complete product supply chain. Self-built warehouse logistics to serve the whole country.



# Big data services



By providing market research, industry big data analysis, access plans, market supervision, and information feedback mechanisms, it is ensured that products can enter new markets steadily and ultimately achieve sustainable development.



## Industry data Analysis

Provide accurate and comprehensive online and offline market big data analysis



## User data Analysis

Localized user's image, targeted user behavior data analysis



## Trend Analysis

Comprehensive analysis of market situation, user behavior, State policies, and marketing strategies



## Market Monitoring

Monitor data, collect user feedback, and provide market development recommendations

# BRANDS

---



NUK



BILLY BOY



TIGEX



LAKEN



APTICA



DEVA



KINDEE



BRAND ITALIA



FEUCHTMANN



AEDES ARS



BRAUNWARTH



KERESO



FASHY

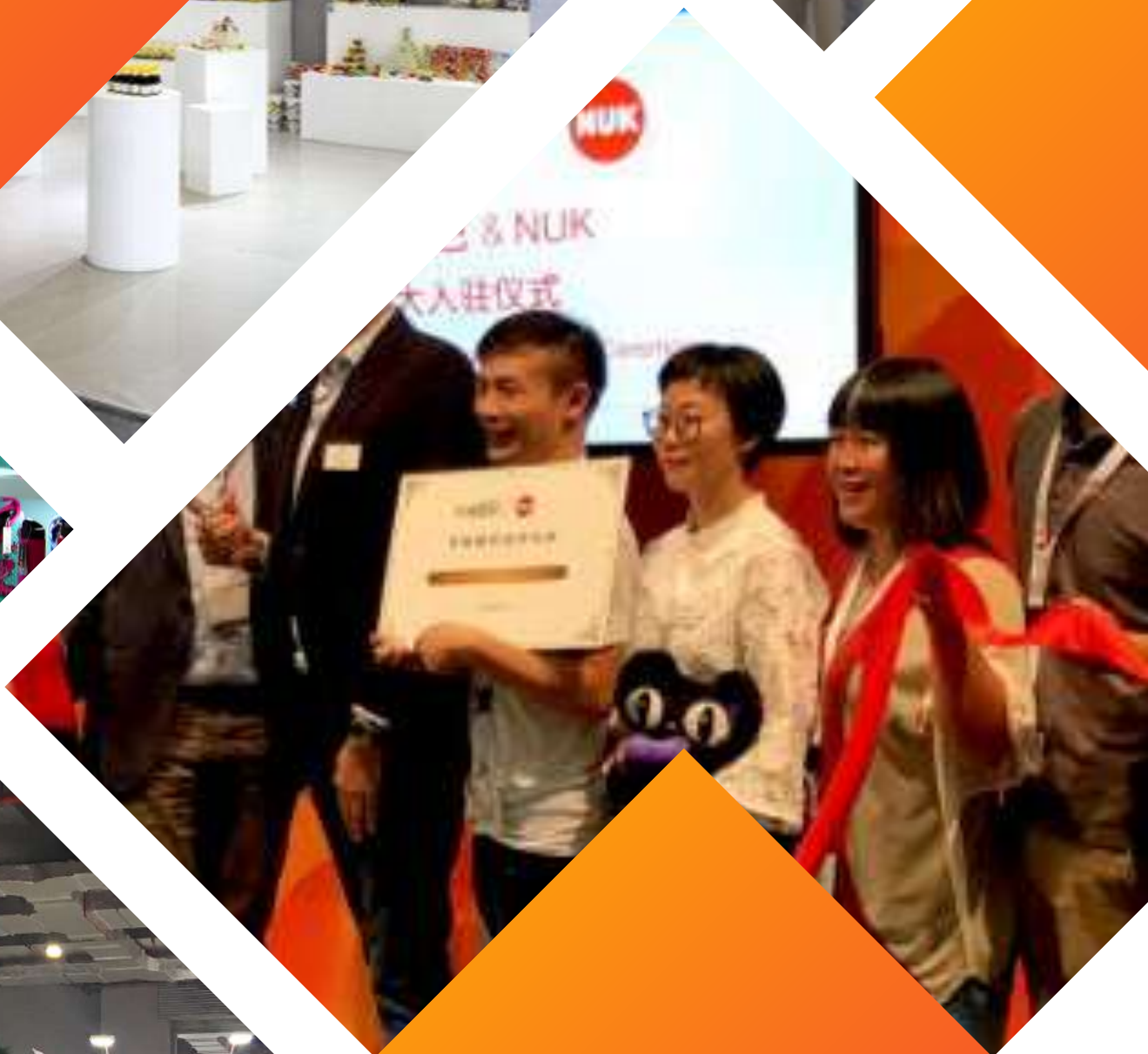


PUMPKIN



MOGLI









(example for NUK China)

# SWOT ANALYSIS



# STRENGTHS



- Global market leader; long history in Germany
- High product quality
- Innovative
- German production facilities
- Highest business conduct



# WEAKNESSES



- Local design requirements not available
- Problem in pricing strategies and product authenticity
- Not optimal CN-DE feedback-system



W





# O

# OPPORTUNITIES

---

- One-child policy has been stopped
- Small product choice for nursery products
- More buying competence by consumers
- Emotional inclination toward German products
- Online resellers favor NUK quality
- Growing desire of lifestyle and health concepts



# T

## THREATS

---

- Different design and hygienic concept
- Trust issue
- Erosion of price and profit levels
- No appreciation of NUKs high tech knowledge
- design very adapted to Chinese market





---

# SOLUTION



# STRATEGIES FOR SUCCESS

---



## NETWORK

- Gradually expanding sustainability
- Possibility of using storage space
- Potential sharing of local store network
- Well connected for promotion campaigns
- Experienced legal support available





# COMMUNICATION

- Deliver market trends instantly
- Help partners to reduce intercultural conflicts
- Optimizing marketing by sharing cultural expertise
- Establish fast communication system CN-DE/EU



# MONITORING

- Observe and analyze market and trends
- Market policies and regulations
- Economic development and changes
- Competitors' market performance



# INNOVATION

- Reinforce price strategy
- Introduce new distribution channels
- Marketing emphasis on image and price-worthiness
- Setting up fair incentive system for re-sellers
- Deploy product tracking system
- Establish knowledge transfer channel



# SUPPORT

---

- *OFFICIAL DISTRIBUTION RIGHTS*
- *SHARING OF MEDIA DATABASE*
- *DOCUMENTARY SUPPORT UPON REQUEST*

# CONTACT US



*Goethestrasse 12*

*69509 Moerlenbach*

*Hesse*

*Germany*

*T: (+49) 6209 7981960*

*E: [info@we-schoen.de](mailto:info@we-schoen.de)*



**we-schoen**



# **we-schoen**

Your german based  
expert for brand  
management in China

THANK YOU!