



# Overseas Assemble Project

By Anthony March. 17, 2016

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# 1. BACKGROUND & ADVANTAGES

- China industry develop experience and mature technology enough for developing countries industry need.
- Trade globalization, not only commodities but also technology and service.
- Trade barriers, CBU high import tax, the local industry development requirement.
- Create more job and employment.
- Deep, closed, long-term cooperation.
- Product profits margin transfer to customers, more added value on technology and service. OEM/ODM available.
- Lower purchasing and operation cost, more power on competition.
- Local manufacturing, radiation surrounding countries.



## 2. FOUR STAGES

### 1. First stage

welded, painted, CKD shipment

### 2. Second stage

welded, NOT painted, CKD shipment

### 3. Third stage

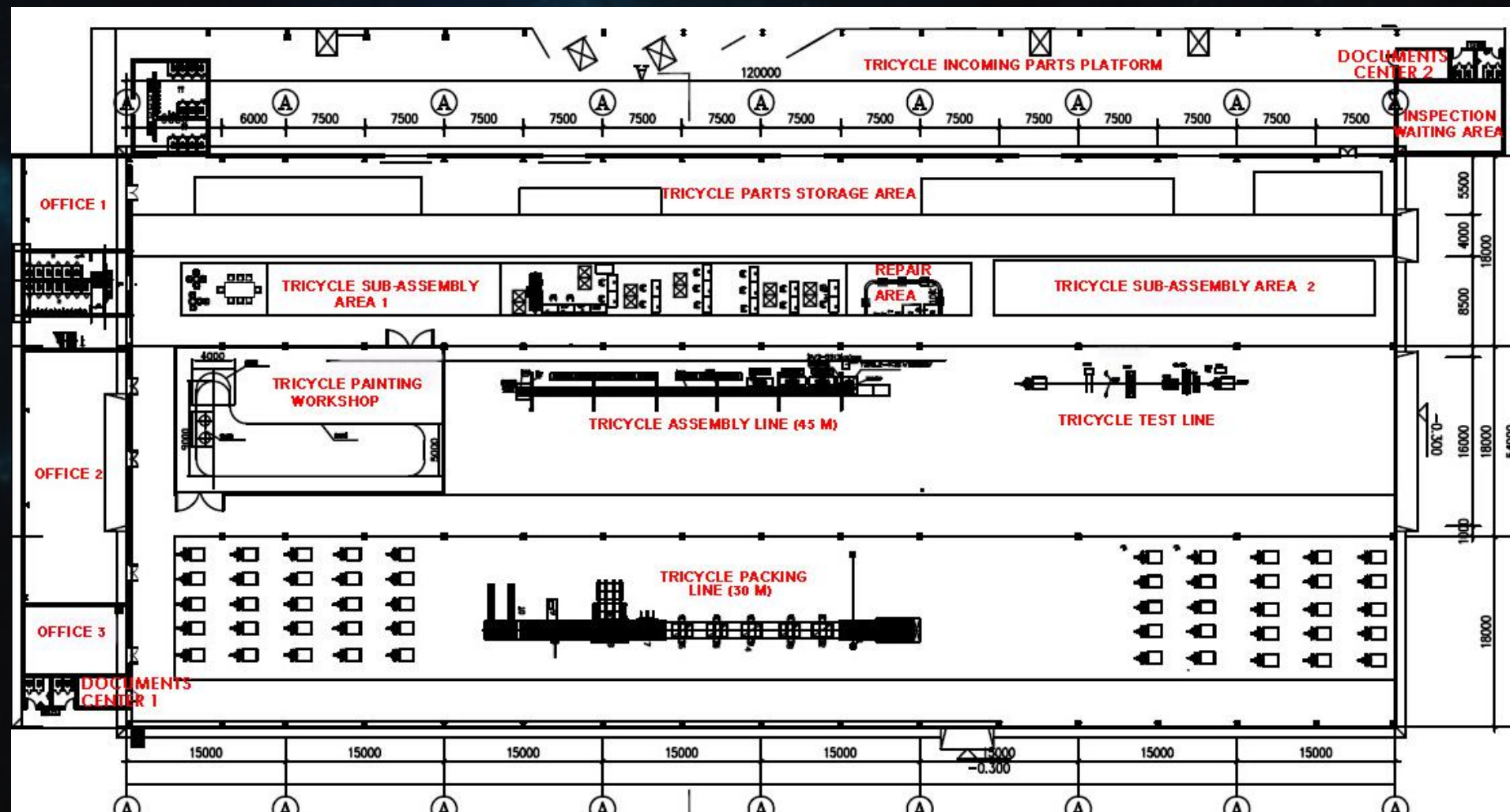
NOT welded, NOT painted, CKD shipment

### 4. Forth stage

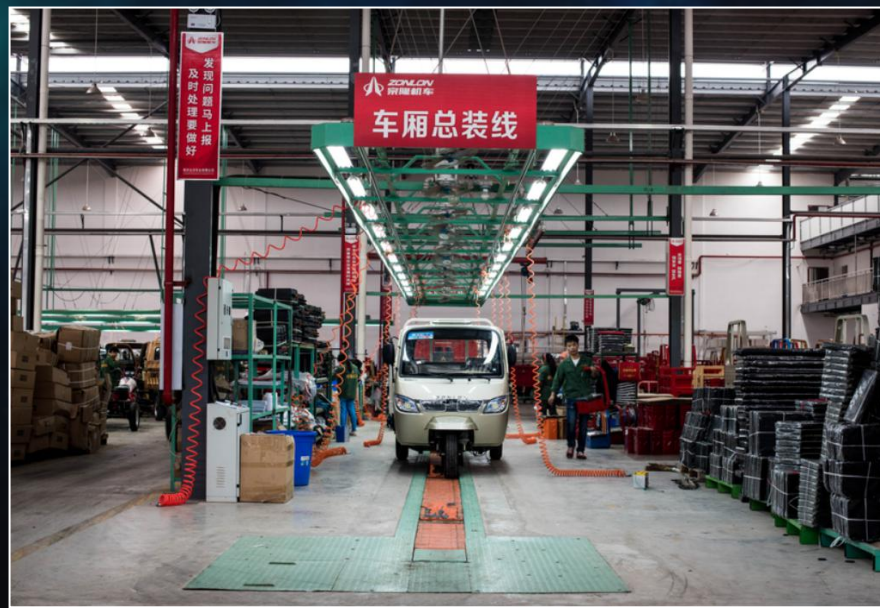
NOT welded, NOT painted, IKD shipment

# FIRST STAGE

- Factory and workshop set-up.
- Shipped in **CKD** parts **WELDED** and **PAINTED**, assembled in local factory and workshop.
- Parts catalogues, BOM illustration.
- Assemble guide.
- QC-Quality Control.
- Free training.









Artide numer/件号	Photo/照片	Chines description/中文名称	English description/英文名称	数量/QTY	单位/Unit	Supplier/供应商
81216-01-02-00-139(大) 81216-01-00-00-039 (小)		大架卡条(7个/台)	CHASSIS RUBBER	7	PCS	Purchased
83214-01-00-00-287		横担	TOP COVER, FRONT SUPPORTER	1	PC	Purchased
83212-01-00-80-287		7字杆	TOP COVER, SIDE SUPPORTER	2	PCS	Purchased
52600-04-00-00-000		喊话器	ALARM SPEAKER	1	SET	Purchased
92531-01-00-00-000		篷布拉绳	ROPE FOR COVER	2	PCS	Purchased
41511-01-00-00-023		小油杯	SMALL FUEL CUP	1	PC	Purchased
24113-02-00-00-112		T型胶套-28	T-RUBBER 28 ON SPRING PLATE	16	PCS	Purchased
12124-01-00-00-023		小平垫胶	RUBBER FOR SIDE COVER	18	PCS	Purchased
41611-01-00-00-023		手把黑扎带	RIBBON FOR HANDEL BAR	2	PCS	Purchased
71110-07-70-82-019		拉杆 (9*770前刹单叉)	FRONT BRAKE LEVER	2	SET	Purchased
71310-08-00-82-019		拉杆 (7*800后刹)	REAR BRAKE LEVER	1	SET	Purchased

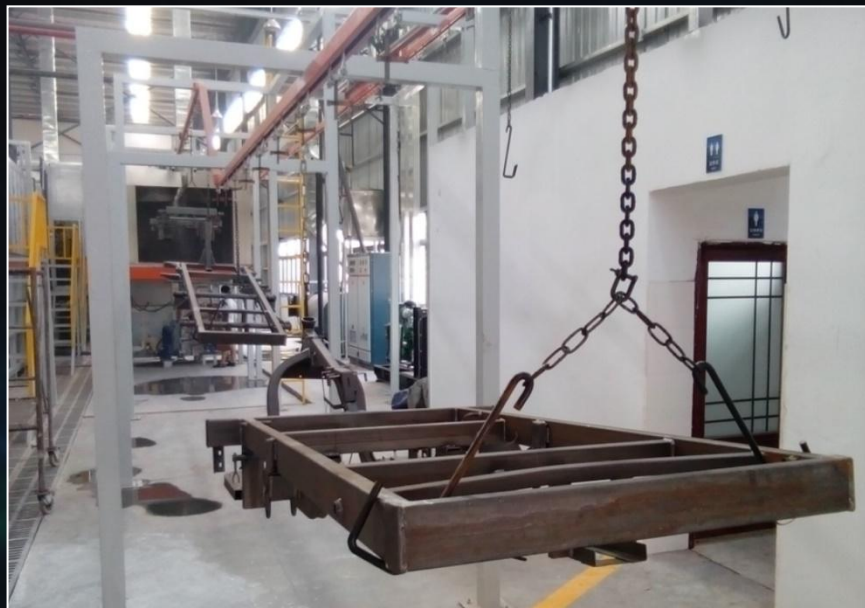




## SECOND STAGE

- Based on first stage, assemble quality satisfactory, skillful workers, market share increase.
- Painting workshop set-up: sulfuric acid refining, electro-painting.
- Shipped in **CKD**, steel sheet and mould parts **WELDED** but **NOT PAINTED**.









# THIRD STAGE

- Based on second stage.
- Welding workshop set-up.
- Metal parts shipped in **CKD**, steel sheet and mould parts **NOT WELDED** and **NOT PAINTED**.
- Welded with **JIGS & FIXTURES**
- More container loading, lower shipping cost.







# JIGS AND FIXTURES



- Moulds for metal parts, Heavy press machines.
- Metal parts shipped in **IKD**, some parts local manufactured.
- More job offer, develop local industry, more local governments support.







### 3. TECHNOLOGY TRANSFORMATION AND LOCAL MANUFACTURING

- Assemble line, production facility, mould, jigs and fixture, welding equipment, painting workshop purchase and set-up.
- Assemble guide, Q.C. documents.
- Parts drawing and chart.
- Parts breakdown catalogue, BOM illustration.
- User' s manual, maintenance guide.
- Promotion and advertising strategy.

## 4. AFTER-SALES SERVICE

- 4S service shops like car set-up together with sales network.
- More income and margin for service and parts.
- Customer foremost, quality first.
- Training for staff, for dealer, for end user.
- Parts abundant, outlet distribution, in-time delivery.
- Easy read manual in hard copy, video or other format.

## 5. MARKET STRATEGY AND SALES NETWORK

- Market investigation, market strategy: product, price, place, promotion.
- Brand image and reputation.
- Competitor analysis.
- China embassy and local transportation department support.
- Find the dealer, enhance cooperation, establish sales network.





**THANKS! IF YOU HOPE TO BE OUR PARTNER  
AND START THIS PROJECT, PLEASE DO NOT  
HESITATE TO CONTACT US NOW AS BELOW.**

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