

D1M, A One-stop Brand Digital Technology and Solution Provider

BEFORE

Brand



Consulting
Company

PR Company

IT Company

CRM Company

Digital Company

Warehouse

CS Centre

Product Company



Consumer

Multiple service companies, bloated and inefficient

NOW

D1M, one – stop end to end online digital service

Brand



D1M Digital Retail Service

Consulting | PR | IT | CRM |
Digital MKT | Warehouse | CS |
Merchandise



Consumer

- Consistent brand strategy and implementation
- Several times of efficient promotion and sales higher than traditional retail services
- Complete data collection and application

DETAILED FUNCTIONAL COLLABORATION



- Overall Planning & Strategy
- Brand Communication
- P&L, Finance Management
- Marketplace Campaign
- Team Management
- Operation Report



- Merchandise Planning
- Selling Points
- Inventory Management
- Gross Profit Management
- Reports



- Brand Positioning
- Visual & Content
- Content Planning



- Brand Awareness
- Media Plan & Management
- Content Marketing
- Marketing Campaign Planning & Execution



- Traffic Strategy
- Traffic Management
- Reports
- Media Management



CRM



- EC CRM Modeling and Analysis
- EC CRM Operation



Integrated Digital Services

No.1 Operation Agency in Luxury & Prestige Category

Store Operation

- New store setup and construction
- Tmall / RED flagship store operation
- Brand Site and WeChat store operation
- Performance monitor and optimization
- Daily communication between platform and brand

Digital Marketing & Traffic management

- Brand Positioning
- Content
- Design
- Campaign idea, planning execution
- Performance marketing plan
- Media Plan & Management
- Tmall Content marketing
- Brand hub maintenance

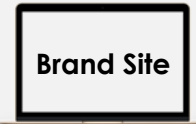
CRM

- Data analysis, tracking and optimization
- Tmall databank operation
- EC CRM Modeling and Analysis
- EC CRM Operation
- Big Data Modeling & Optimization

Logistics

- Masterfile maintenance
- Merchant Plan and OTB support
- Merchandise Planning
- Selling Points
- Inventory Management
- Gross Profit Management
- Reports

Sales Channel



New Retail

D1M SERVICE MATRIX FOR BRANDS AT DIFFERENT PHASES

Phases

“NEW” IN CHINA

**FAST-GROWING
“TEENAGER”**

**“EXPANSIONIST” ON
BUSINESS & MARKET SHARE**

REVENUE ESTIMATION

Up to € 2million

€ 2-5 million

Above € 5 million

**BRANDS
KEY CONCERNS**

- Quick understand market and consumers' preference;
- Accurate brand positioning and TA strategy
- Quick-win solution for fundamental setup;
- Accelerate return of investment

- Booming brand awareness and new interests/ consumer recruitment;
- Strengthen brand image and identity among TAs
- Commercial conversion driven

- Multi-channel with significant business expansion
- New consumer segment expansion;
- Build-up loyalty among consumers;
- Seek breakthrough with innovation

**SERVICE OFFERED
FROM D1M**

- “Go-to” market strategic consulting;
- Digital retail Channel setup
- Store operation;
- Digital marketing with design and content
- Performance marketing and KOL Collaboration
- Traffic by media buy
- Logistics

- Competitor research and intelligence;
- Store operation and technical development;
- Digital marketing and local creative design/ productions;
- Performance marketing and KOL media-buying;
- IP Collaborations
- Customer operations with Data analysis, tracking and optimization

- Omni-channel solution development
- Omni-channel brand integrated operation;
- Omni-channel eco-system setup and data consolidation;
- IP & Celebrities collaboration
- Logistics and other localization

Category specifics

Fashion

+ Merchandising

Lifestyle

F&B

+ Logistics set up and operation

COST ESTIMATION

- TP : 20 % of revenue
- Marketing : 30% of revenue
- Fixed cost : 5% of revenue

- TP : 20-15% of revenue
- Marketing : 20% of revenue
- Systems : 3- 5% of revenue

- TP : 10% of revenue
- Marketing : 15% of revenue
- Omni channel : 5% of revenue