



Tai Liren Store Package

泰利仁





INTRODUCTION



泰利仁



“Officially Authorized Seller of Products from Thailand”

Official Partner of Real Thai Brands

We're not a third-party seller. We work directly with brand owners to represent their products — **officially, transparently, and responsibly**

Thailand's Brands. China's Trust

We don't just localize — we translate brand value into relevance, reach, and real sales. With every campaign, we turn Thai products into Chinese favorites



Tai Liren (泰利仁)

We are not just a reseller — we are your partner in building trust, visibility, and long-term success on China's most dynamic eCommerce platforms

Why Brands Trust Us

Authorized & Verified

Every product sold is officially authorized. No grey market. 100% genuine

Built for Thai Brands

We work exclusively with Thai products, adapting their story for Chinese audiences

Cross-Border Experts

Our bilingual team understands Thai branding and Chinese consumer behavior

Content-Led Approach

Livestreams, short videos, and platform-native storytelling drive performance



Follower: 1,063

Active Since: 2025

View: 98,986

CTR: 20.9%



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Why Partner with Us

Consumer-First Localization

We adapt your brand to Chinese tastes, values, and buying behavior — not just translate your message

Algorithm-Smart Content

We design content that fits the logic of China's platforms — timing, tone, format — to trigger reach and results

Real Cultural Intelligence

We understand what earns trust, and what drives emotional engagement in China

Built for Cross-Border Success

From compliance to logistics to payment flows, we know how to launch foreign brands inside the Great Firewall

Data-Guided Optimization

We track what performs, iterate fast, and give you clear reporting that links back to ROI

Native Execution Team

In-house Chinese creatives, marketers, and livestream hosts — not outsourced or copy-paste solutions





COLLABORATION MODELS





Services Models



CONSIGNMENT



Performance-Based Partnership

Low upfront costs. Revenue is shared based on actual monthly sales



Full E-Commerce Support

Product listing, warehousing, shipping, and campaign support handled by Tai Liren



Data-Driven Growth

Access to insights, analytics, and strategy optimization tailored to the China market





Consignment Model



Sell on Tai Liren's store — share revenue, share growth

How it works

- Products are listed on Tai Liren store under consignment
- Revenue is shared monthly based on actual sales
- Brand pays a package fee based on desired service level

Brand's Role

- Handles own marketing budget beyond included services
- Provides product content and coordinates logistics to warehouse

Best For

- Brands with limited upfront budgets
- New-to-China products looking to test and grow gradually





CASE STUDY



SHOWCASE



X POYSIAN



Campaign Poster

Shop Coupon

Main Products

Content

Live Streaming

User Review



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SHOWCASE



X POYSIAN



Content Examples



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SERVICE PACKAGES





Consignment Packages

(Opening Promotion - Y2025)



*This package is offered as part of our Opening Shop Promotion and is subject to change once the promotion period ends

	STANDARD 25,000 THB	ADVANCE 50,000 THB	PREMIUM 80,000 THB
SKU Limit	1 SKU	3 SKU	5 SKU
Short Video Content	1 Video / Month*	3 Video / Month*	5 Videos / Month*
Ads	-	1,500 THB Free	2,500 THB Free
Live Streaming	-	✓	✓
Monthly Report	✓	✓	✓
Shelf Rental	Free for 3 months*	Free for 3 months*	Free for 3 months*

- Prices exclude commission fees
- A 15% commission will be charged on monthly sales revenue (20% for Personal Care category)
- Brands are responsible for shipping goods to the warehouse in China, as well as local registration (if required)
- Product creatives, copywriting, and participation in campaigns must be supported by the brand unless included in the package
- Advertising budget beyond free credit must be covered by the brand
- Fulfillment is handled via partner logistics providers. Brands are responsible for preparing shipment and sending to the warehouse. Logistic costs are charged directly by the provider





Additional Services



Shelf Rental Shop Slot

Booking the Shop slot
SKU per month for
maintain the product in
the shop.

**฿ 5,000 / SKU
per Month**



Short Video Content Production

Custom product video
(15–30 sec), includes
scripting, filming,
editing, subtitle
overlay, and platform-
optimized format

฿ 10,000/video



Live Streaming Slot

Live streaming with
host on Tai Liren
channel (up to 30
minutes). Includes
scheduling, scripting,
and call-to-action setup

฿ 20,000/slot



Ads Management

Includes campaign
setup, optimization,
and reporting via our
shop's ad account

**Minimum
฿ 50,000 /
campaign**

Excluded Fee 15%



Translation & Localization

Includes product title,
description, packaging,
and campaign content
tailored for Chinese
audience

฿ 5,000 – 10,000
depending on scope



Distributor Deal Structure

Logistic Options

1. FOB (Free On Board)

- Brand delivers to port in Thailand
- Brand handles Thai-side export
- Tai Liren takes over from the port onward (China-side only)

2. EXW (Ex Works)

- We pick up from your factory
- We handle all logistics – export, import, warehousing, and delivery
- Easiest, hands-off option

Pricing Structure

- Tai Liren purchases stock at agreed price per unit
- Price based on volume, category, and packaging
- MOQ (Minimum Order Quantity) applies per product

Cost Coverage

- Import taxes & clearance
- China-side warehousing
- Livestreaming, ads & promotions
- Fulfillment & customer service

Request from brand:

- Support on export documentation
- Competitive unit pricing
- Partial marketing support

泰利仁

No monthly fee
No commission
One-time purchase





Thank You



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