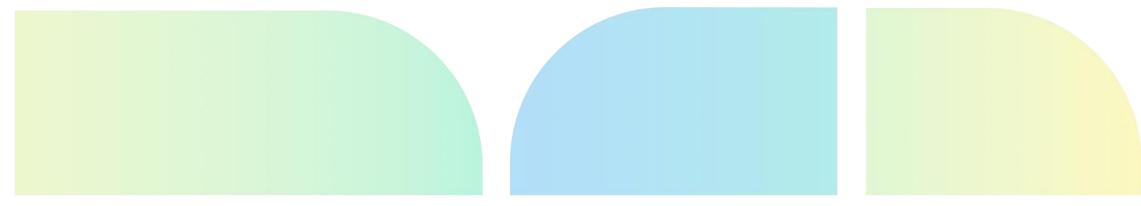


# Tai Liren Store **Package**











### INTRODUCTION





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# "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%

### 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



### **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

### **Real Cultural Intelligence**

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

### **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**







**Campaign Poster** 

**Shop Coupon** 

**Main Products** 

Content

Live Streaming

**User Review** 















### **SHOWCASE**



















# SERVICE PACKAGES





# Consignment Packages (Opening Promotion - Y2025) \*This package is offered and is subject to change



\*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

#### **SKU Limit**

**Short Video Content** 

Ads

**Live Streaming** 

**Monthly Report** 

**Shelf Rental** 

1 SKU

1 Video / Month\*

Free for 3 months\*

### **ADVANCE**

50,000 THB

3 SKU

3 Video / Month\*

1,500 THB Free

Free for 3 months\*

#### **PREMIUM**

80,000 THB

5 SKU

5 Videos / Month\*

2,500 THB Free

Free for 3 months\*



<sup>·</sup> Prices exclude commission fees

<sup>·</sup> A 15% commission will be charged on monthly sales revenue (20% for Personal Care category)

<sup>·</sup> Brands are responsible for shipping goods to the warehouse in China, as well as local registration (if required)

<sup>·</sup> Product creatives, copywriting, and participation in campaigns must be supported by the brand unless included in the package

<sup>·</sup> Advertising budget beyond free credit must be covered by the brand

<sup>·</sup> 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.

**B 5,000 / SKU** per Month



### Short Video

### Content **Production**

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

**B** 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

**B** 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

**B** 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 picks up from your factory
- · We handle all logistics export, import, warehousing, and delivery
- · Easiest, hands-off option





- 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

















