

MELCHERS RETAIL SERVICES

FEBRUARY 2022
BEIJING, CHINA



MELCHERS CHINA INTRODUCTION

www.melchers-china.com



**THE MELCHERS GROUP
YOUR GLOBAL PARTNER
FOR FUTURE MARKETS AND ASIA**

Experienced. Reliable. Forward-Thinking.

Since 1806



ESTABLISHED

1806 in Bremen, GER



OWNERSHIP

privately owned



COMPANIES

50



GROUP NET SALES

500m EUR



EMPLOYEES

1,700



IN CHINA

since 1866

VISION & MISSION



GROUP VISION

We work together to become a leading partner in building and developing lasting business across industries, applications and continents, while positively impacting the society we relate to.



CHINA MISSION

We are the long-term oriented holistic partner for foreign companies doing business with China, that provides value-added solutions and services tailored to their individual needs across industries and sectors.

CORE VALUES

RESPONSIBILITY

We share responsibility for the success of our clients and business partners. We proceed carefully, diligently and with a strong sense of ownership.

We develop partnerships over time and strengthen them in different stages. Our support for clients, partners and employees remains strong even in difficult times.

RELIABILITY



OPENNESS

We practice a culture of openness, characterized by honesty and respect – our aim is solid working relationship based on mutual trust and feedback; where everyone is treated fairly and where everyone has an opportunity to develop and contribute.

We want to play a part in shaping the future. Besides the entrepreneurial know-how, we have the necessary focus and perseverance.

DETERMINATION

MELCHERS CHINA AT A GLANCE

€ 199m

2019

Originated Revenue

>60

all sectors

Brand Partner

16

sales side

Industries Served

17 Locations



Employees

>430

average

Key Competencies



Sales & Marketing



After Sales Services



Retail Services



Corporate Services



MELCHERS RETAIL SERVICES

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INTRODUCTION



We strive to become a leading retail service provider in the premium luxury segment in China.

Our longstanding experience and knowledge on the Chinese retail landscape, deep understanding of local customer behavior and well-established distribution network enable us to offer tailored and brand-oriented market approaches for all our partners across all channels offline and online.

We help our selected brand partner understand the Chinese luxury consumer goods retail market; quantifying the scale and the competitor landscape, to identify short, mid and long term opportunities for market growth.

With a focus on premium brand partner, we provide fully integrated retail operation services.

SERVICE SCOPE

Sales & After-Sales



- Localized sales strategy
- Management of POS including premises, retail floor, staff management, inventory, CRM, cash and credit
- Customer service incl. returns and repair services
- Set-up and running e-commerce operations
- Wholesale and retail network development
- Joint service centres
- Link and alignment online and offline activities

Marketing & Communication



- Set-up and running of digital presence in China, e.g. Website, WeChat, Weibo etc.
- Branding, marketing, customer and promotion events
- Digital marketing campaigns, incl. KOL and KOC engagement
- Media and PR activities
- Link and alignment online and offline activities
- Market, trends, technology and competitor insights

Import & Warehousing



- Import & Export to/from China
- Customs clearance and local distribution
- Safe and secure handling
- Warehousing
- Secured storage/vaulting
- Order fulfilment and inventory management
- Returns
- Armed escort
- Insurance

Corporate Services



- Leveraging Melchers Platform to start and run operations in China
- Finance & Accounting
 - Human Resources
 - Administration & Legal
 - Compliance management
 - Office solutions & IT support
- Incorporation of business entity
- Melchers supports the whole process from pre-approval to post-registration handlings

CASE STUDY – POS OPERATIONS



GOAL

Running POS retail operations for Swiss luxury watch brands in China



WHAT WE DID

- Location scouting, negotiating with real estate landlords and mall operators
- Store administration and management of the retail floor with daily POS operations
- Inventory management
- Customer service including warranty cases
- Sales promotion activities, CRM and customer events



RESULT

Develop and manage retail channel in several cities across China for driving sales of Swiss luxury watches

CASE STUDY – E-COMMERCE



GOAL

Build-up online sales channels for an English luxury leather shoe manufacturer

WHAT WE DID

- Set-up e-commerce web shop and WeChat store
- Develop and implement an Omni channel strategy with linking and aligning online presence with retail operations
- Develop and implement digital marketing promotion strategies
- Set-up online fulfillment logistics network

RESULT

Steady growth of WeChat as a sales channel

CASE STUDY – WHOLESALE OPERATIONS



GOAL

Develop wholesale operations for an English luxury leather shoe manufacturer



WHAT WE DID

- Act as exclusive distributor and develop an authorized retail POS network in China and Hong Kong
- Establish and manage a dedicated e-commerce Website and WeChat shop, incl. customer service and connect to wholesale operation
- Digital marketing campaigns
- Logistics, warehousing, inventory management



RESULT

Developed a multi-channel distribution business for our brand partner in China and Hong Kong

CASE STUDY – SERVICE CENTER



GOAL

Provide local after sales, repair, and renovation services for customers of an English luxury leather shoe manufacturer

WHAT WE DID

- Identifying a professional workshop and local partner
- Establishing and supervising an authorized service center on behalf of a luxury shoe brand in Shanghai
- Handling of warranty cases, repairs, renovation, and maintain
- Holding marketing and customer education seminars about shoe care and repair
- Managing spare parts supply
- Converting reception area into a Point of Sales

RESULT

Increased the commitment and service level of the brand partner in China. Create a competitive advantage over competitors.

CASE STUDY – SERVICE CENTER



GOAL

Provide local after sales and repair services for customers of luxury watches of our brand partner



WHAT WE DID

- Establishing and managing two service centers on behalf of a luxury watch brand in Beijing and Shanghai
- Handling of warranty cases and repairs by own educated and trained watchmakers
- Managing spare parts stock
- Handling daily operations and back office functions



RESULT

Repairing several thousand watches annually

CASE STUDY – CORPORATE SERVICES



GOAL

Providing administration and back office support for a German Jewellery brand in Hong Kong



WHAT WE DID

- Providing administrative functions (POS landlord & vendor negotiation and mgt., legal & IT support)
- Finance & Accounting services
- HR management and administration of staff
- Import & Logistics including customs clearance
- Warehousing & Distribution



RESULT

Ensuring smooth running of partner's retail business and allow their focus being solely on operations



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LinkedIn



WeChat



Melchers_China



<https://www.linkedin.com/company/melchers-beijing-ltd>

Germany

Hong Kong

Mainland China

Singapore

Malaysia

Indonesia

Taiwan

South Korea

Sri Lanka

Thailand

Vietnam

Philippines

Myanmar

Cambodia

Pakistan