



# The China Desk: The Go-To Supply Chain Partner for E-commerce Aggregators & Accelerators

At Kinyu, we've tailored a service for managing multiple e-commerce supply chains. We help Aggregators & Accelerators centralise, standardise, and scale their acquired brands' supply chain operations.



## Centralise – *Control Hub and Focused Contact Point*

Overseeing various supply chains means managing operations and partners in many locations. With resources in China, centralise your brands' supply chains, reducing communication issues and gain control over your supply chain operations.



## Standardise – *Coordinated Approach to Multiple Brands' Supply Chains*

Different e-commerce brands bring unique supply chain challenges. With The China Desk, coordinate and standardise your key processes, apply your company's standard criteria to areas like quality management, logistics, and product development.



## Scale – *Build a Platform for Growth*

The foundation of a scalable e-commerce brand is a well-managed supply chain. The China Desk streamlines operations and mitigates risks, preparing your brands for sustainable growth. Our clients gain access to Kinyu's Resource Platform, a network of experts ready to elevate your supply chains.



# Why **The China Desk** is Perfect for Aggregators



## China Focused. **Supply Chain Focused.**



While global payroll companies have leveraged the work-from-home (WFH) trend to

facilitate remote team building, including in China, Human Resources goes far beyond just

payroll. To implement an effective HR strategy, understanding the operations your team undertakes and being culturally aware of societal challenges your employees may face is vital. The China Desk by Kinyu, rooted in Chinese supply chain expertise, enables us to preempt issues and retain talent, providing greater security for team members.

## Remote Hiring in China: **A Unique Challenge**

The differences between China's WFH culture and that of the West add another layer of complexity. In the era of flexible working and the emergence of global payroll companies, Aggregator firms have recruited talent worldwide. Kinyu has identified that engaging team members is essential, and The China Desk offers a hybrid model that allows employees to work from our offices across China.

## Industry Boom during China Travel Restrictions has led to **Inconsistent Hiring Strategies**

The COVID-19 pandemic caused an e-commerce surge, and many Aggregators expanded rapidly. Various strategies emerged for building China-based teams and corporate structures, from remote construction to outsourcing agents. With China reopening in 2023, Kinyu advocates for a review of teams and structures.

## Inheriting Supply Chains From Across China – **Where Should Your Presence Be?**

The acquisition of e-commerce brands has become a focal point, yet understanding and effectively mapping out the inherited supply chain can be complex and consequential.

Many Aggregators with whom we've engaged maintain suppliers scattered across China rather than in concentrated industry clusters. This necessitates an agile



hiring approach, with Chinese labor laws, especially when it comes to paying social insurance to relevant city authorities. However, it's crucial to grasp the intricacies of

## Stakeholder China Concerns **vs. Supply Chain Realities**



Often guided by investors, Aggregators may face pressure to diversify their supply chain concentration in China, especially given the backdrop of the COVID era. While valid, extracting China from supply chains is

a challenging and prolonged process. The China Desk enables strategic personnel hiring without structural investment, allowing businesses the flexibility to explore alternative supply chains or even plan a swift exit from China if needed.

## HR and Headcount Review – **Operational Efficiencies**



Inflation and rising interest rates have impacted Aggregators, leading to mergers, acquisitions, and unfortunately, staff layoffs. Aggregators must reconsider their hiring strategies to build resilient teams. The China Desk assists

companies in constructing teams sustainably and conducting HR audits for those who may have over-hired during the COVID-19 surge. Hiring should be precise and need-based, and we are here to guide you in this process.