



The China Desk: The Go-To Supply Chain Partner for High-Growth E-commerce Brands

At Kinyu, we've tailored a service for e-commerce supply chains. We help high growth e-commerce brands build a simple but effective structure to support collaboration with your suppliers and support future expansion.



Centralise – *Control Hub and Focused Contact Point*

Managing supply chains in China involves overseeing operations and relationships across various locations. By establishing dedicated resources in strategic locations within China, you can centralize supply chain management. This approach reduces communication challenges and enables you to effortlessly take control of your supply chain projects and priorities.



Standardise – *A High-Growth Brand Needs the Ability to Adapt Quickly*

Agility is essential for taking a business to the next level, and the China Desk delivers just that. Recognizing that no two e-commerce supply chains are alike, Kinyu tailors its approach to each brand on The China Desk. Whether it's project work, a part-time manager, or a full-time resource dedicated solely to you, Kinyu carefully assesses what best suits your operation.



Scale – *Build a Platform for Growth*

A well-managed supply chain is vital for a scalable e-commerce brand. Through The China Desk, you can streamline operations, mitigate risks, and make key improvements to prepare your brands for sustainable growth. Clients gain exclusive access to the Kinyu Resource Platform, a network of expert partners across various industries, ready to enhance your operations and elevate your supply chain to the next level.



Why **The China Desk** is Perfect for E-Commerce Brands



China Focused. **Supply Chain Focused.**



Global payroll companies have capitalized on WFH culture to facilitate building remote teams, including in China. But Human Resources

involves more than just payroll. To deliver an effective HR strategy, you must possess expertise in the operations your team carries out and be culturally aware of the challenges your employees face in society. The China Desk by Kinyu, rooted in China and supply chain, gives us the edge in preventing issues and retaining talent. We have firsthand knowledge of how global payroll companies are not perceived as stable employment by Chinese employees. A China-focused company provides much more security for your team members.

Poor SCM Can Be a Deal Breaker in Acquisition

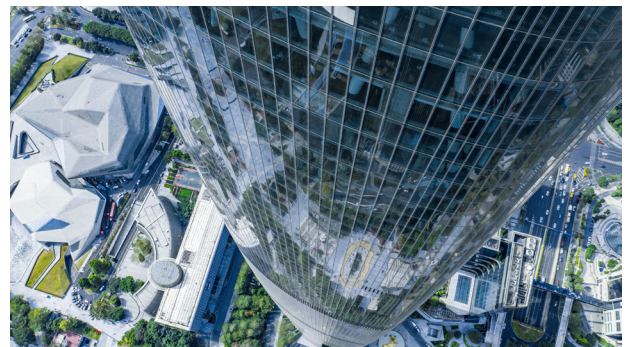
The major focus has been on acquisitions of e-commerce brands, but investors and aggregators are now much more selective than during the COVID E-commerce boom. While a well-organized supply chain may not be a key driver of valuation, poor SCM could indeed be a deal breaker. Be prepared to leverage experience in China to enhance your chances of selling your business.

Simple Coordination Can Solve 90% of Issues in China's Supply Chain

There's no need to hire numerous specialists in China. A generalist within your product category may be able to resolve 90% of challenges with your supplier. Most problems can be addressed through improved communication, facilitated by in-country support.

When Is the Right Time to **Grow Your China Team?**

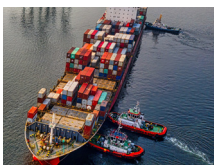
Are you working with multiple suppliers? Consider The China Desk package as the next step in team building. You'll gain a dedicated employee, plus support from our advisory team on the supply side of your business. If you already have someone in mind, use The China Desk as an official platform to engage your personnel on the ground. A loose arrangement with



an agent in China carries risks in quality, responsibilities, and even corporation tax. If you're not

ready to commit to a full-time employee, consider hiring part-time with our Streamline Model.

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



Investors may have concerns about supply chain concentration in China and seek diversification. These concerns are valid, particularly against the backdrop of COVID, but extracting China from supply chains is a complex and long-term process. The China Desk allows companies to hire strategic personnel without the need to invest in structure. Businesses can spend time building alternative supply chains and have a quick exit plan from China if necessary.

Expand into New Markets from China



You are present on key e-commerce platforms in major markets like the US and UK. But have you considered expanding into developing markets via a China-based TikTok + dropship strategy? The China Desk by Kinyu has the resources to extend your product reach to every corner of the world using China's advanced global supply chain. Reap the benefits of global emerging markets with zero additional investment – just ensure you have a quality product at the right price. Big developments are on the horizon – stay tuned!