

gug[®]
see

Business Strategy Plan



Adding value to living and creating a home that brings warmth.

CONTENTS

01

ABOUT GUDEE

02

- Introduction
- Market Distinction and Distribution
- Hot-selling TOP 6
- Product Value

02

MARKETING RESOURCES

14

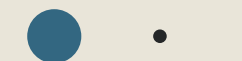
- 360° Marketing
- Material Provided

03

BUSINESS COLLABORATION

19

- Development Plan From The CEO
- Collaboration



ABOUT GUDÉE

- INTRODUCTION
- MARKET DISTINCTION AND DISTRIBUTION
- HOT-SELLING TOP 6
- PRODUCT VALUE

01



INTRODUCTION

Gudee was born in 2017. Our corporate headquarters provides design and manufacture service to many international houseware brands. We are the pioneer of bamboo and fabric mixing style. With 40 years mature experience, the quality of products has received recognition in the market. We place great emphasis on originality in our design products and has taken out hundreds of patents. The mission of Gudee is to "Create Smart Design for Your Better Lifestyle."

Our products not only provide better solutions, but warm up home spaces with natural materials. By using eco-friendly material bamboo, we reduce waste to achieve the goal of sustainability and corporate social responsibility.





TEAM MEMBER





CERTIFIED

Gudee's factory complies with BSCI specification, which is a part of the corporate social responsibility initiative and is an audit mechanism for the supply chain, aimed at ensuring that suppliers and manufacturers comply with international labor and human rights standards.

By obtaining the BSCI certification, Gudee demonstrates its commitment to improving our social and environmental responsibility level in the supply chain. Through the BSCI standards, Gudee not only complies with international labor and human rights laws, but also reflects the growing demand from consumers for transparent and ethical supply chains.



CRAFTSMANSHIP

With our mature bamboo processing techniques and fabric production process, we believe that every Gudee product, committed to providing the highest quality and stable products.

EXHIBITOR RECORD



2024
Ambient Frankfurt



2019
MAISON & OBJET

2024	Ambient Frankfurt Design Tokyo Interior Lifestyle China
2023	Ambiente Frankfurt MAISON & OBJET Design Tokyo
2022	Design Tokyo
2020	Ambiente Frankfurt MAISON & OBJET
2019	Design Tokyo MAISON & OBJET

Gudee participates in international exhibitions every year, We expecting to bring more advantages and opportunities to our brand, which helps Gudee expand its market, discover new business opportunities and partners, also enhance our brand image. Gudee always willing to share experiences with you and find the best solutions to practice for our client.



MATERIALS & PROCESSING

With the mission of environmental sustainability, we choose bamboo as the main material for Gudee collection. Bamboo features durability and renewable resource that would reduce environmental damage and be good to the environment. It is a great way to decrease carbon footprint and stop global warming. Furthermore, not only its hardness but also its flexibility is the trait of bamboo. Its hardness is higher than some of the woods, such as pine, teak, and beech.

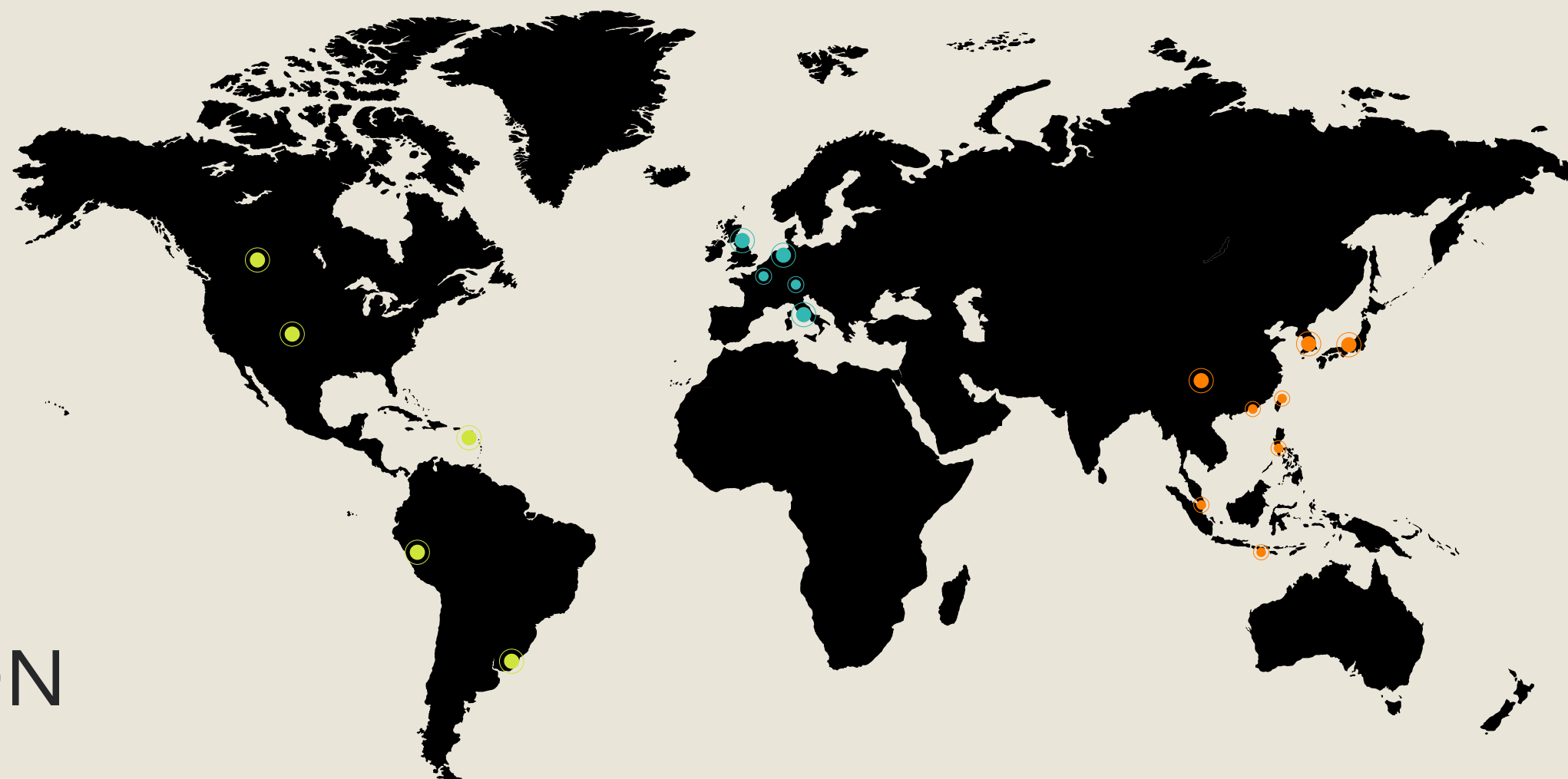
Bamboo grows rapidly and can be harvested in 3-5 years. It is grown without pesticides or chemical fertilizers, that is, it does not cost much to the environment. All the bamboo is carefully selected, and strictly control its manufacturing procedure, including adjusting temperature, the ratio of sugar to water, to strengthen the hardness and toughness of bamboo. Keep bamboo dry also prevent mold from getting on bamboo. Through the last step of polishing, painting, and exquisite workmanship, a sense of modern design product is born. That is Gudee.

DESIGN CONCEPT

Every crafted product from Gudee is unique. With over several years of mature manufacturing experience, our design team is specialized in bamboo material and techniques of bamboo processing. This is the way how we conquer difficulties constantly in every design process, and achieve the goal of “challenge”, “innovation” and “breakthrough”. The concept of form follows function presents perfectly on every Gudee products which combines with practical functionality. The integration of fashion and natural elements of the color and material, smooth curve and simple style becomes a unique style of Gudee.

Gudee considers every detail in the design process and manufacturing procedure and is reflected in our approach to environmental sustainability. We will never change our design value that we possess.

We use infinity blue as our sewing color. Blue symbolizes understanding, strength, intelligence, dependability, spiritual and infinity. These features perfectly match our design value.



DISTRIBUTION BASE

Gudee has sales outlets and excellent partners all over the world. Such as MoMA, Nordstrom, Indigo, KonMari, Itoya. For more details, please refer to the information on our official website.

<https://www.gudeelife.com/shop>

- | | | | |
|---------------|--------------|-------------|---------------|
| ● USA | ● Germany | ● Taiwan | ● Philippines |
| ● Canada | ● UK | ● China | ● Singapore |
| ● Uruguay | ● Italy | ● Hong kong | ● India |
| ● Saint barth | ● Belgium | ● Japan | |
| ● Peru | ● Swizerland | ● Korea | |

HOT - SELLING TOP 6

Here are the top 6 best-selling star products from Gudee, renowned for their combination of stylish design and practical functionality.



TOLIN

Crafted with delicate rounded bamboo frames, seamlessly blending a shoe rack with seating functionality, offering both storage and comfort to perfectly meet your lifestyle needs!



COLIN

Perfect fusion of elegant curves and practicality. Whether it's for your living room, bedroom, or office, it adds a unique charm and comfort to any space. Let your home exude even more warmth and splendor!



ESOBI

Simple in design, yet highly functional. It not only adds a touch of neatness and aesthetics to your desktop or bathroom but also keeps tissues clean and easily accessible. Elevate your life with added convenience and comfort!

HOT - SELLING TOP 6



FRASA

Organize space, organize your mind. This lightweight and stylish storage basket conveniently stores clothing, toys, miscellaneous items, and more. Bring unparalleled comfort and joy to your home, making it more orderly and visually appealing!



AKORE

Classic storage basket, sleek and lightweight, with a dust-proof lid design that discreetly conceals items. Stackable for easy organization of daily essentials, clothing, or miscellaneous items. Add more beauty and convenience to your home!



BUTTERFLY

The Butterfly Laundry Basket, a lightweight and easy-to-carry solution, combines a bamboo butterfly frame with a detachable fabric cover, the detachable storage bag can be carried over the shoulder, making it both lightweight and stylish.



GOOD

Simple and stylish, but can give help and fit any space.



UNIQUE

We attach importance to design originality.



ECO-FRIENDLY

To be eco-friendly to our world.



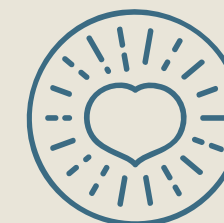
DESIGN

High quality design product becomes accessible.



GREAT

Always making good to great.



ENTHUSIASM

Life with Gudee is enthusiastic.

PRODUCT VALUE

Gudee is committed to improving the home environment. We believe that by reducing the use of plastic household items and replacing them with natural materials, we can create a warmer and more comfortable home environment.

We strive for products with beautiful appearance and quality, while also pursuing affordable pricing strategies to make natural material products accessible to more people, there by achieving environmental goals.

Gudee's Mission : Adding value to living and creating a home that brings warmth.

MARKETING RESOURCES

- 360° MARKETING
- MATERIAL PROVIDED

02

360° MARKETING

Through 360° marketing, we establish a comprehensive marketing network across both online and offline platforms, building our brand presence and reaching our audience effectively.



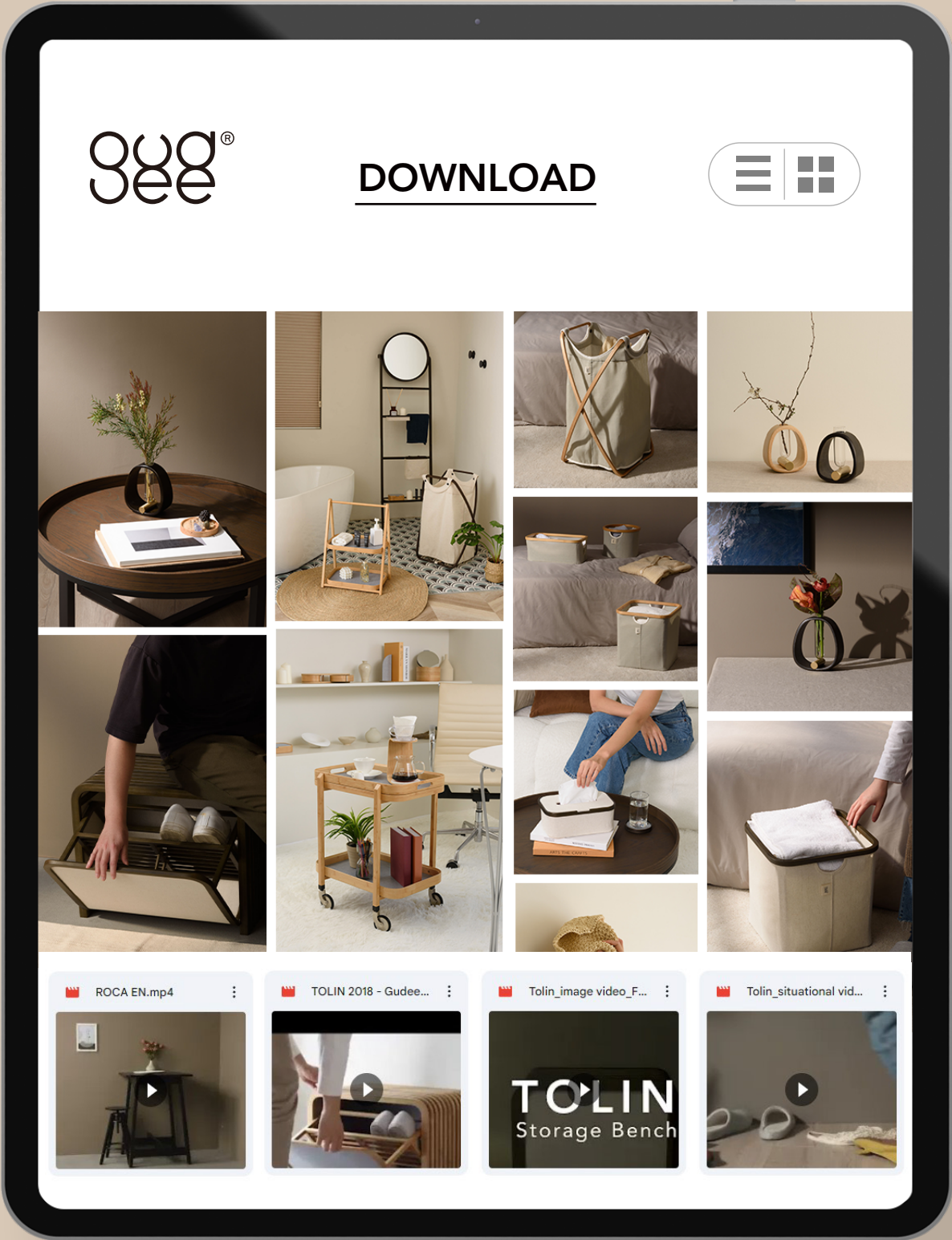


Product Photos and Videos

MATERIAL PROVIDED

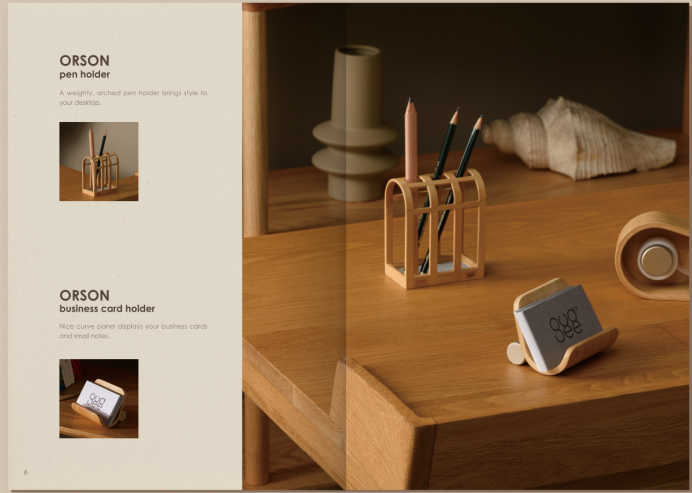
Gudee provides a diverse range of materials and periodically updates them to help you communicate with customers more efficiently about the brand and products.

Resources include product photos and videos, catalogs, cool cards, various materials, packaging designs, CIS guidelines, Brand deck, Sales Manual, User manual & assembly instruction, original development of gifts, and more.





Catalog



Cool Cards



Packaging Designs



Master carton with inner pack



Inner Box

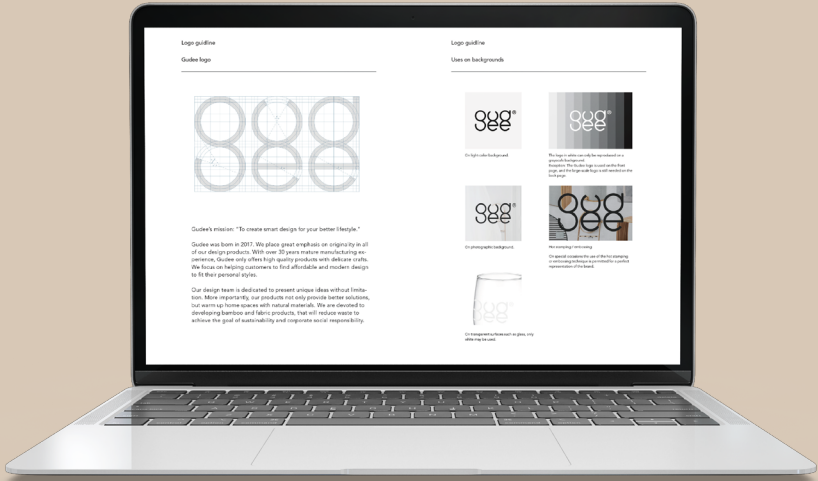


Master carton without inner pack

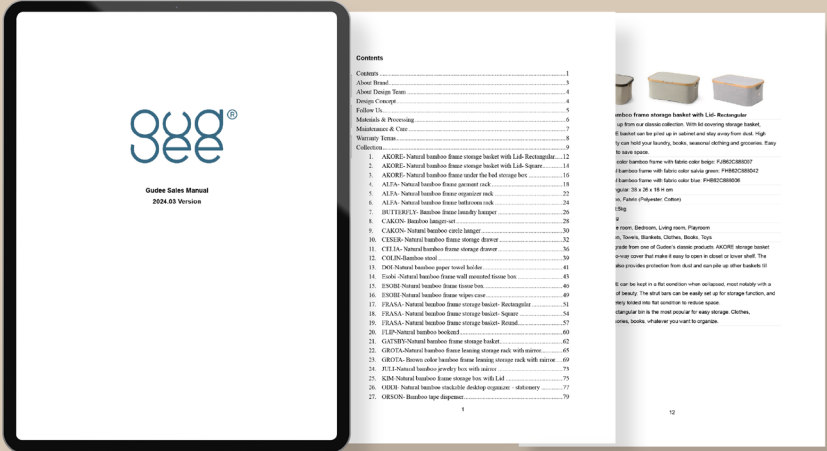


CPE Bag

CIS Guidelines



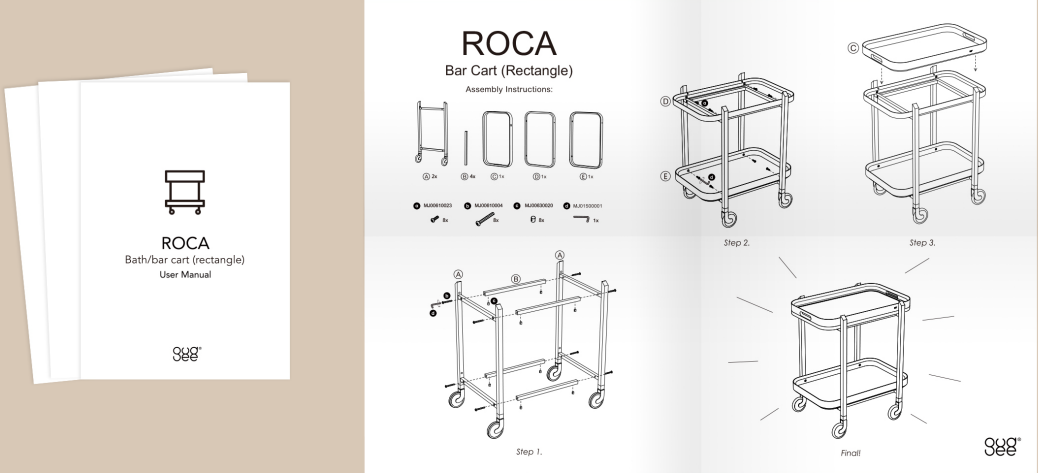
Sales Manual



Brand Deck



User Manual & Assembly Instruction



BUSINESS COLLABORATION

- DEVELOPMENT PLAN FROM THE CEO
- COLLABORATION

03

DEVELOPMENT PLAN FROM THE CEO

As global household consumers increasingly prioritize environmental friendliness and natural materials, we have been committed to producing and selling eco-friendly home decor items, including products combining bamboo and fabric. Our bamboo fabric combination products not only represent our core products but also demonstrate our commitment to innovation and quality, while reflecting our concern for the environment. Through 40 years of effort and 7 years of investment in our own brand, Gudee, the brand has expanded sales to multiple countries.



Company Overview

Established in 1980, our company initially focused on producing fabric storage and bamboo products. Over time, we continuously sought innovation and incorporated both bamboo and fabric elements into our products, developing a unique series of home decor items combining bamboo and fabric. In recent years, we have been dedicated to promoting our own brand, Gudee, achieving success in the market. Now, we aim to extend this successful model worldwide.

Goals and Strategies

Our goal is to find and establish influential agency partners in key markets worldwide within the next five years. To achieve this goal, we will formulate a series of strategies, including researching market demands, positioning brand image, expanding marketing channels, enhancing product innovation, and improving customer service quality.



Market Analysis

Our target markets primarily include Europe, America, Japan, China, Singapore, and India. With increasing attention to environmental protection and sustainable products, bamboo and fabric combination home decor items have tremendous potential in these markets. However, we also face fierce competition, requiring continuous innovation and enhancement of brand influence besides ensuring basic high quality to maintain competitiveness.

Values

Gudee is committed to improving the home environment. We believe that by reducing the use of plastic household items and replacing them with natural materials, we can create a warmer and more comfortable home environment. We strive for products with beautiful appearance and quality, while also pursuing affordable pricing strategies to make natural material products accessible to more people, thereby achieving environmental goals. Through such efforts, we aim to provide customers with high-quality, eco-friendly choices and contribute to the future of the planet together.

We are confident about the future and believe that through continuous effort and innovation, we can establish a solid brand position worldwide and provide consumers with more high-quality, eco-friendly home decor items.



COLLABORATION

Gudee Distributor and Agent Benefits

- Makreting material : Products image, lifestyle photos, videos and sales manual for immediate sales promotion.
- 1% product packaging and repair components of the total quantity of goods for each order.
- Popular items stock for quick delivery.
- MOQ per item is 1 carton. No more high MOQ for stock pressure and easy for market testing.
- Top 10 products list. Clear direction for the first order. (TOLIN, FRASA, ESOBI, AKORE, COLIN, ALFA, REE, BUTTERFLY, ROCA, RICO)
- Patent. Our patents confer exclusive legal right to protect our creation and invention.
- Product guarantee : 1 year

General agent requirements

- Responsible for customer service in the territory. Including the maintenance, return and refund of the products.
- MOA : 40000 USD per year
- Local social media operation and management
- Quarterly marketing and sales reports
- Online & Offline sales channels
- Increase local brand awareness of Gudee

Order terms and conditions

- MOQ per item is 1 carton
MOA : Handling charge \$300 will apply if less than \$4,500 per shipment.
- Trade term : EXW, FOB Fuzhou , CNF or DDP & DDU
- Payment for first order is 100% T/T before shipment, payment term for repeat order is negotiable
- All Gudee products and package come with Gudee logo label, can not removable.
- Local retail price should discuss with Gudee and have agreement together before announcement in the market.



THANKS!

Do you have any questions?

Contact us for business procurement



sales.1@gudeelife.com

Media / commercial cooperation



gudeepress@gudeelife.com

Adding value to living and creating a home that brings warmth.

