



elee

We solve the China  
logistics puzzle

---

Food & Beverage



PART  
ONE

01

## **Elee Logistics Company overview**

5 DCs in 4 regions  
40,000 SQM storage



**5 warehouses  
in 4 regions**

**40,000 SQM  
of Storage Space**

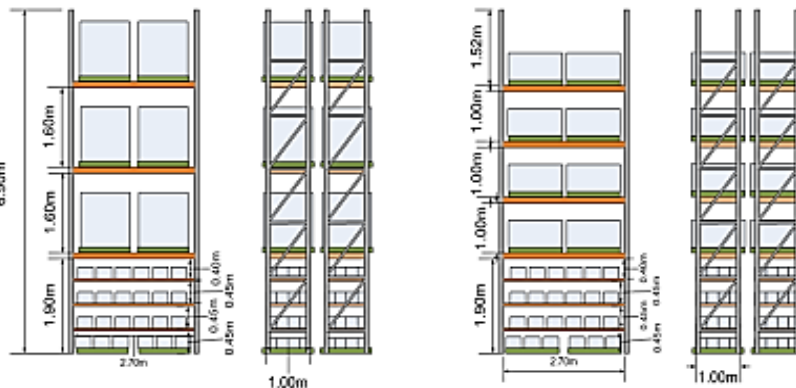


LOCAL DISTRIBUTION WAREHOUSES				
	SHANGHAI	BEIJING	GUANGZHOU	CHENGDU
STORAGE LOCATIONS	28, 402	5, 778	1, 500	1, 081
PALLET LOCATIONS	10, 527	2, 802	1, 000	500
SHELVING	35, 048	11, 208	2, 760	1, 656





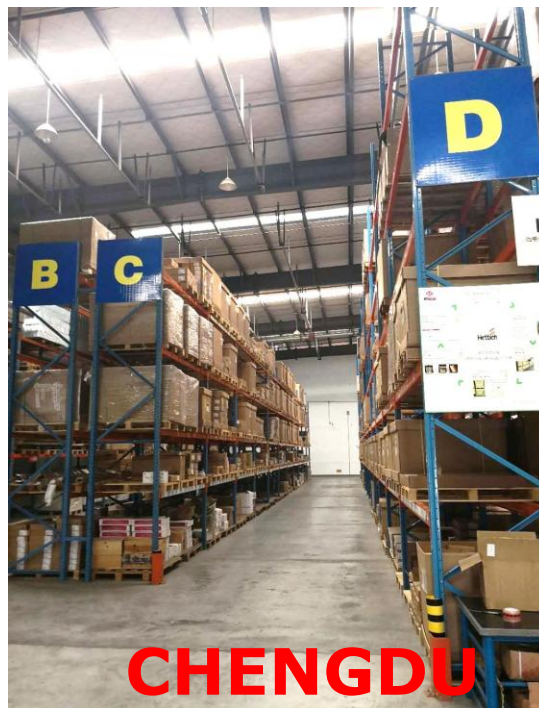
**BAOSHAN**



**BEIJING**



**GUANGZHOU**



**CHENGDU**



**SHANGHAI**





# “Elee solve the China logistics puzzle”

Elee is a knowledge and value based local logistics operator with a unique understanding and approach to the China market. We also offer a license model for you to test your products in China with a minimum risk and investment.



Elee services a wide range of industries including fashion, retail, food, wines, furniture, luxury and industrial products with dedicated system solution modules.

## **An outstanding expertise in supply chain management solutions deployed in China.**

Elee demonstrates outstanding expertise in managing projects for B2B and B2C customers, offering nation-wide distribution programs for major players in the market with inventory monitoring functions at SKU level across our four distribution centers.



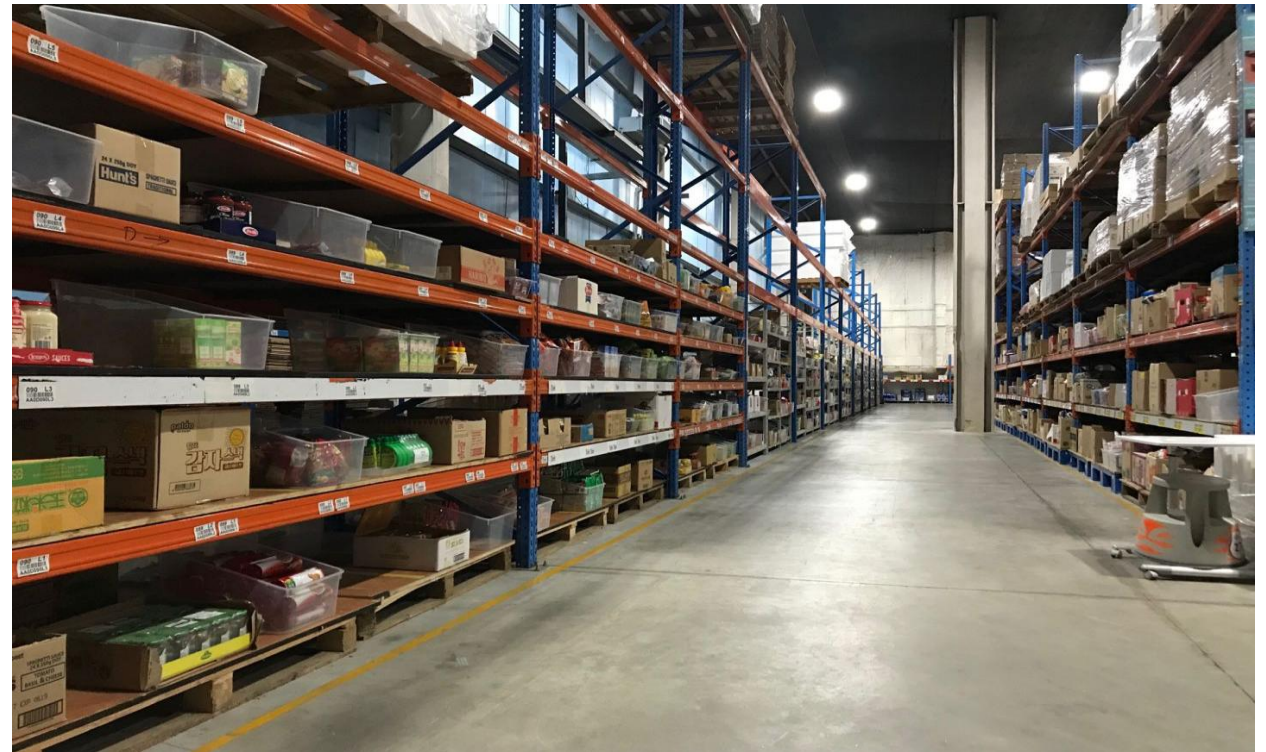
## **Use OUR License to sell YOUR product in China**

Elee Logistics is first and foremost a logistics company helping brands succeed with their operations in China, but for brands that are new to the Chinese Market Elee offer them a model where they can test their sales in China using our license. The benefits of using Elee's license to operate in China make brands focus on their sales strategy in China instead of using time and money on the bureaucratic hassle of establishing a legal entity (WFOE or JV) before even knowing the market and their performance of their sales in China.

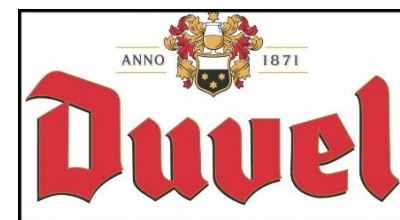
When sales increase and their business is thriving we suggest them to open their own Wholly-Foreign-Owned-Enterprise (WFOE) but why use the massive amount of energy, money and time on this before testing the waters in China and before knowing how it will go you here?

# How Elee serves F&B brands in China

Our warehouses are currently handling +8,000 food product references from over 100 customers (Chinese and overseas food importers and retailers) including Dry, Fresh and Reefer products. We have TCR (temperature control room) that allow us to store anything from wine to ice-cream. Our TCR is 17-22 Celsius and freezers ranging from: 0-4 Celsius, 5-9 Celsius, -18 Celsius, -28 Celsius. We are also very strong with B2C service with capabilities of handling up to 200,000 orders per day for the Tmall events like double 11.



## Some of our F&B customers and retailers





# Key Values

Elee is a knowledge and value based logistics operator with a unique understanding and approach to the Chinese market

**Tailored process  
and customized  
solutions for our  
customers**



**Customized Data  
Reports  
(daily, weekly,  
monthly)  
Gives you full  
transparency of your  
logistic business**



**Pro-active  
management  
approach**



**Elee does B2B, B2C,  
Import & Export for:  
fashion, retail,  
food, wines,  
furniture, industrial  
& luxury businesses**



**Everything at its place,  
a place for everything:**

- Sort
- Set in order
- Shine
- Standardize
- Sustain
- Safety





# Our management approach



**Pre-activity & Pro-activity** are the management approaches that Elee values and practices.

**We strive to identify and solve problems before they turn into incidents.**

We do this by applying thorough analytical skills and trend analysis to implement preventative actions.

# Customized data reports

## Overview Numbers

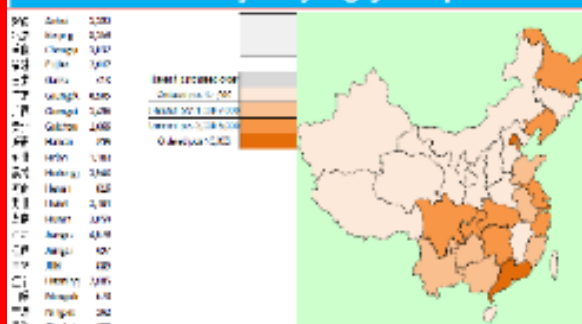
Sold orders / Last 12 months	52,939
Sold pieces / Last 12 months	69,045
Sold value(RMB) / Last 12 month	60,791,460
Pieces per order	1.3
RMB per piece	880
Nr of orders per day	2,786
Nr of pieces per day	3,634

Returned order / Last 12 months	18,302
Returned pieces / Last 12 month	22,679
Returned value / Last 12 months	21,997,572
Return Ratio / piece	33%

Nr of SKUs in mezzanine	13,000
Stock pieces in mezzanine	188,760
Stock value (RMB) in mezzanine	225,662,804
Average stock value per piece	1,196
Average pieces per SKU	15
Nr of total locations	13,890
Nr of locations used	13,387
Overall location usage	96%

Stock pieces per location	14.1
Months of inventory	33

## Where are they buying your product?



## Order Source / Last 12 Months

Order source	Nr of orders	Sold pieces	Pieces%	Sold value (RMB)
BRAND WEBSITE	1,586	2,147	3%	2,552,422
JD	8,218	8,586	12%	7,394,430
THALL	45,135	58,312	85%	50,844,608
Total	52,939	69,045	100%	60,791,460



## Sales by category / Last 12 Months

Garment Descript	Sold pcs	Piece%	Sold value (RMB)
shorts	53,233	77%	50,647,884
Jeans	6,067	9%	4,535,634
T-Shirts	3,749	5%	982,868
shirts	1,594	2%	977,754
O 5 pockets	1,471	2%	952,863
Jackets	1,250	2%	1,375,424

## Order received VS pick&pack time / Last 30 days

orderdate	Day	day0	day1	day2	day3	Σ
1/22/2018	Mon	95				95
1/21/2018	Sun	95	24			99
1/20/2018	Sat	62	29			91
1/19/2018	Fri	95	50			145
1/18/2018	Thu	68	38	3		109
1/17/2018	Wed	79	67			146
1/16/2018	Tue	68	46			104
1/15/2018	Mon	61	61			142
1/14/2018	Sun		145			145
1/13/2018	Sat	67		54		141
1/12/2018	Fri	34	48			122
1/11/2018	Thu	90	65			145

## Orders completed of a day / Last 30 days

P&P date	orders
1/22/2018	91
1/21/2018	94
1/20/2018	116
1/19/2018	134
1/18/2018	135
1/17/2018	125
1/16/2018	116
1/15/2018	200
1/14/2018	135
1/13/2018	129
1/12/2018	156
1/11/2018	156

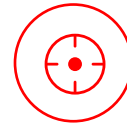
# Value Added Services



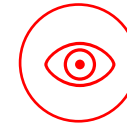
**Purchasing of imported material**



**Repacking**



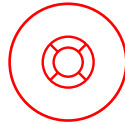
**Adding usage instructions**



**Quality control**



**Reverse logistics**



**Custom clearance**



**Labeling**



**Tracking & tracing**





PART  
TWO

## Elee License model

02

Using Elee's license  
model to test and sell  
YOUR products in China

# You are in full control

Using Elee license to sell YOUR products in China

## Problem & Potential

Your company has identified a potential market for its products in China. At the same time you are aware of the risk and high cost there is when entering a new market – especially one as diverse as the Chinese.

## ELEE is the puppet and YOU are the master

Using Elee's license to sell in China allows you to still be in full control of your business in China. We act as you in China but we don't do anything without your instructions. Picture Elee as your puppet in China where you pull all the strings.

## Legal insurance of product rights

A legal agreement between Elee and your company ensure you the rights to your products in China. You make use of Elee's license to have the logistics provider (Elee) position itself as:

- The collector and the payer of the payment from your Chinese buyers (B2B and B2C)
- The logistics and sales facilitator (B2B & B2C)







# CIQ / Sanitary Certificates

## Context

- CIQ or sanitary certificates are compulsory for every imported product.
- Frequent controls are made by Chinese authorities at the points of sales.
- Sanitary certificates should be presented to the authorities at the store, on the spot.

## Issue

- The stores are required to comply with the Chinese regulations on imported goods.
- The stores shall be able to provide a copy of the sanitary certificate at all times.


## Solution

- Elee run a document database linked to our WMS to save scanned copies of the sanitary certificates
- The stores scan the product barcode and access our online database to print on the spot the required doc

*Elee can help you with all the paperwork needed to ensure you meet the Chinese regulations (import clearance, CIQ, labeling etc )*

# CIQ Sample





中华人民共和国出入境检验检疫  
ENTRY-EXIT INSPECTION AND QUARANTINE  
OF THE PEOPLE'S REPUBLIC OF CHINA

正本  
ORIGINAL

共1页第1页 Page 1 of 1

编号 No.: 370200112038772

### 卫生证书

### SANITARY CERTIFICATE

收货人名称及地址  
Name and Address of Consignee

发货人名称及地址  
Name and Address of Consignor

品名  
Description of Goods

报检数量/重量  
Quantity/Weight Declared

包装种类及数量  
Number and Type of Packages

产地  
Place of Origin

合同号  
Contract No.

到货地点  
Port of Arrival

启运地  
Place of Despatch

运输工具  
Means of Conveyance

收货人名称及地址

发货人名称及地址

品名

报检数量/重量

包装种类及数量

产地

合同号

到货地点

启运地

运输工具

到货日期  
Date of Arrival

卸毕日期  
Date of Completion of Discharge

检验日期  
Date of Inspection

2012.06.09

2012.06.09

2012.06.20

品名	原产国	规格	数量	生产日期
泰国	泰国	140克X12瓶	200瓶	2012-06-10
泰国	泰国	150克X12瓶	200瓶	2012-06-10
泰国	泰国	40克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	40克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	30克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	50克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	50克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	60克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	60克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	90克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	90克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	30克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	30克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	30克X12瓶X10包	200瓶	2012-06-10
泰国	泰国	110克X12瓶	100瓶	2012-06-10
泰国	泰国	110克X12瓶	100瓶	2012-06-10
泰国	泰国	150克X12瓶	100瓶	2012-06-10

加贴中文标签不得在中国境内销售。

印章  
Official Stamp

签发地点 Place of Issue

授权签字人 Authorized Officer

签发日期 Date of Issue

签名 Signature



PART  
THREE

03

## The Warehouses

Elee has been specializing in the Food & Beverage industry for over 20 years. Elee services many enterprises importing products to the Chinese market.



# Food & beverage

## ➤ 12 – 18 Degrees



## ➤ 5 – 9 Degrees



## ➤ 0 – 4 Degrees



## ➤ Minus 18 degrees



## ➤ Minus 28 degrees



Elee runs a wide range of different temperature zones; Our Fresh & Reefer and Temperature Controlled storage zones provide a single point of storage for all your food products.





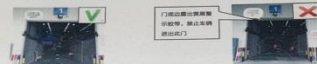
## 进仓冷藏车须知

为了保护产品，高温期间1#冷藏库进库

1. 倒车进入坡道前，请拉开两边红色隔离栏



2. 下车确认大门已经完全打开，注意门限高3.8m



(提示：卸门下方边缘露黄警示灯，说明门没有完全打开，严禁车辆进出此门！)

3. 倒车时特别注意不要有人在车后面

4. 找另外一个人协助倒车（随车人员、依力保安或其他收货人员），确保倒车安全。

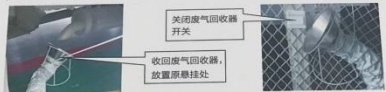
5. 卡车停放区域



6. 车停在固定位置后，拿废气回收器将口对准车辆排气管，开启



7. 装卸货后关好车门，收好尾板，收回尾气排放装置，关闭开关



8. 出门时找另外一个人注意平台情况



## Reefer Truck

The reefer trucks drive into the warehouse to load/unload the products to maintain the temperature and it is depends on the weather.



# Ambient Storage / Food Products

## Receiving & Put-away



1. Vendor delivers their products to Elee warehouse

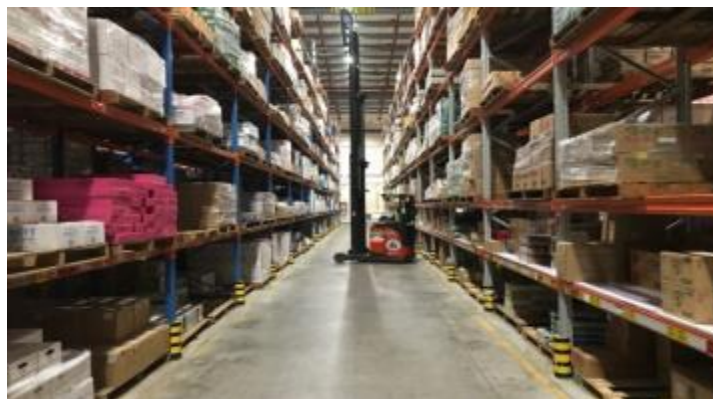
- Logistics labels are stuck to each carton

2. Vendor cartons are received and counted, sorted by SKUs

- Shelf life is verified.
- Chinese label is controlled

3. SKU cartons are moved to the racks storage locations and put away





# Rack Storage

## Pallets + Cartons on racks & shelves

### Control of products:

- Carton sorting per SKU & shelf life (F&B)

Carton counting per SKU

External carton check

Collection of sanitary certificates & upload to  
our data system (F&B)

Storage made & controlled at production date  
level





## **F&B Retail**

-

**CIQ  
Management**

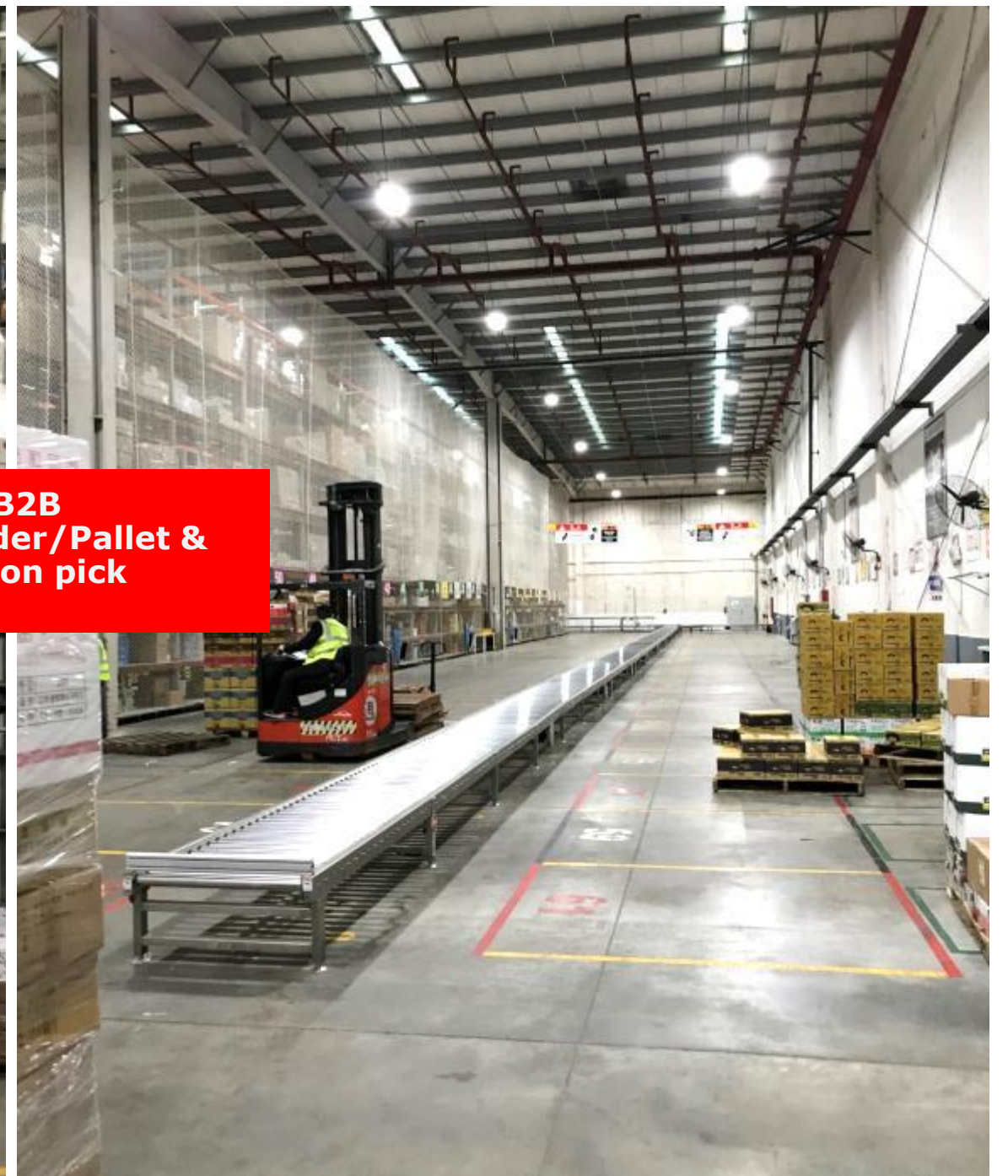
-

**Expiry date  
management**

-

**Carton pick  
Piece pick**





**B2B**  
**Store order/Pallet &**  
**Carton pick**







Ready to ship pallets /cartons to the stores.  
Pallet labels show the pallet ID, the store address,  
the pallet number, the pallet weight, the number of cartons,  
the packing date, the operator and packing zone.





**B2C**  
**Store order/Piece level**





## TCR (Temperature Control Room) 17-21 °C

Temperature and humidity of the warehouse are controlled and can be checked at any time via your mobile device or computer.

This includes temperature history information and statistics



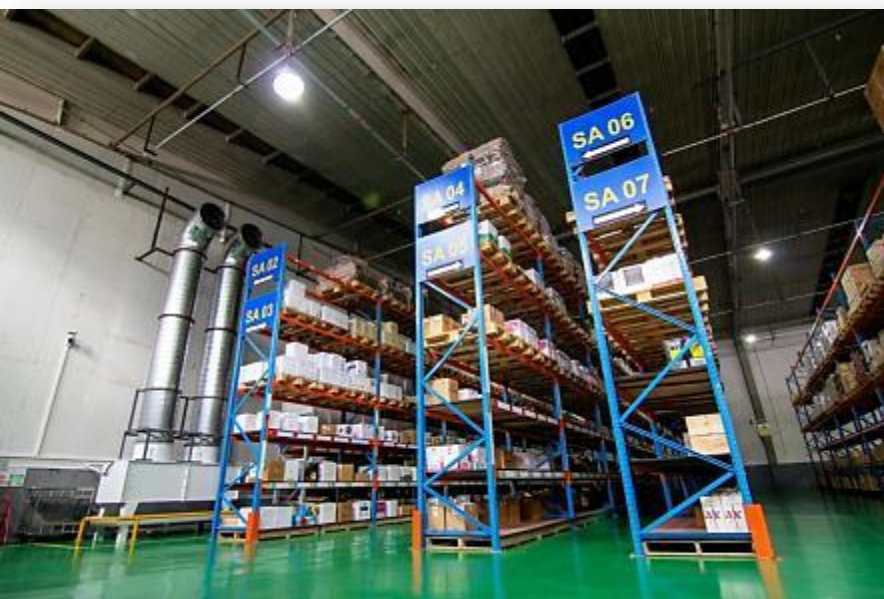




## TCR (Temperature Control Room) 17-21 °C

❖ We provide storage solutions for a large variety of products that require temperature controlled conditions

- ❖ Wines
- ❖ Beers
- ❖ Champagne
- ❖ Alcohol
- ❖ Chocolates
- ❖ Pasta
- ❖ Candies
- ❖ Etc.



## Wine logistics

- ❖ The right storage temperature
- ❖ Quality control (bottle checking)
- ❖ Order fulfillment pick & pack
- ❖ Delivery management
- ❖ 3 hour delivery service
- ❖ Same-day delivery





## Fresh & Frozen

5-9 °C  
0-4 °C  
-18 °C  
-28 °C

Multiple storage zones for  
fresh & frozen food products

# Cross Dock Fresh products



- Receiving
- Checking
- Order prep
- Dispatch



Elee issues FCR (Freight Cargo Receipt) at carton level to the vendors stating the exact carton quantity received by the warehouse

Products are moved to the staging area inside the frozen warehouse space



Quantity checking at carton level  
- Expiration date  
- damages

Truck is loaded by temperature compartment and by store delivery route



Vendor deliver the products to elee warehouse

Temperature control trucks temperature are measured



Delivery truck arrives, temperature is taken to make sure the truck is at the appropriate temperature

Operators goes into the system, prints packing list of all stores and place packing list in the bin

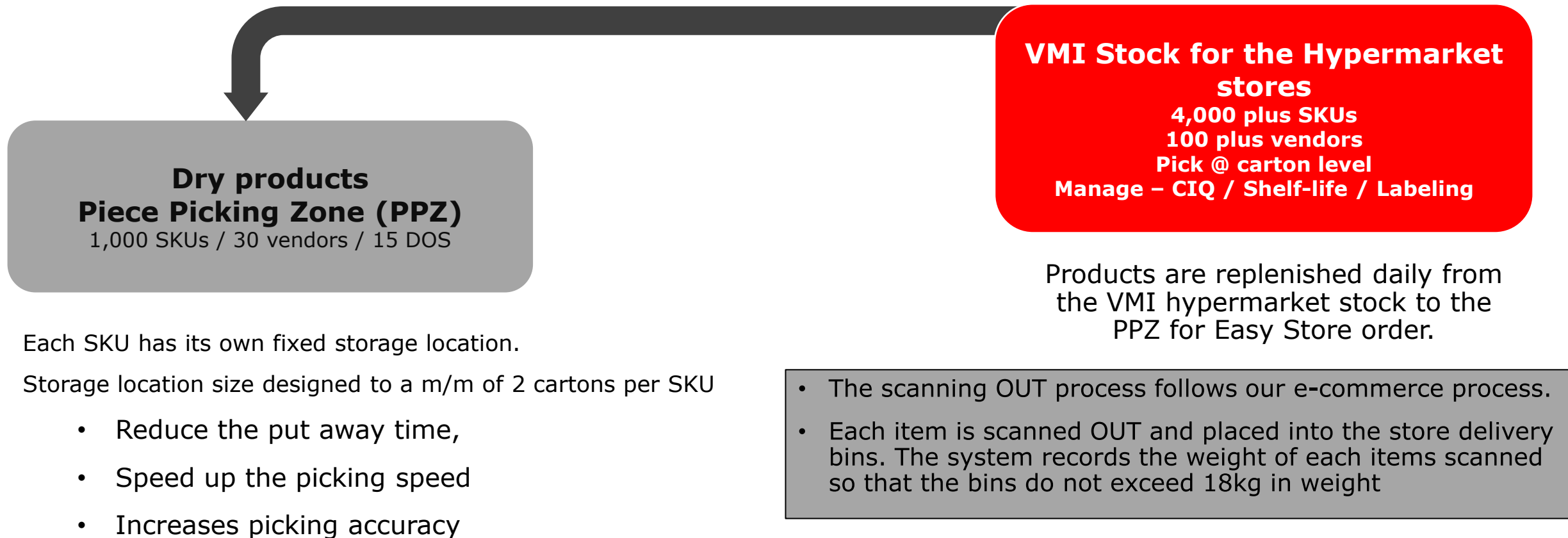


Operator scans picking ticket, each carton, and save when completed

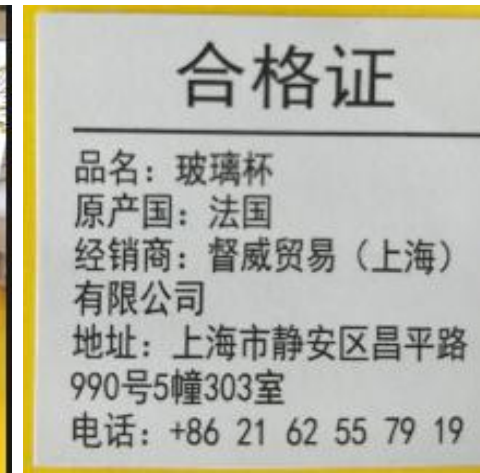


Operator takes a carton and places them in different bins, each bin representing one store

# Pick @ piece level & carton level







**VAS**  
 Gift box assembly/ labelling /  
 repackaging value added services





# Deliveries



1. Dual temperature trucks are used to deliver different temperature products

- 0-4 degrees
- Minus 18 degrees

Compliant temperature delivery trucks

2. One single truck can load up to 80 bins

- Elee's loading ratio is 80% to 90 % of the truck loading capacity / 80 bins per truck

3. The right consistent temperature

- Truck loading takes place if truck temperature is compliant
- Truck load according the truck route
- Temperature tracking throughout the transport process

# Transport delivery





PART  
FOUR

04

## Big Sales days

No matter the volume,  
we can do it



**1 million orders during the 5 days of a Double11 Event**

**200 K per day**

**10K per  
hour**



## **Big Sales Days**

**Singles Day (Double 11) / Double12 / 618 Mid-year sales**

**We strengthen our team up to 1,200 employees**

**Thank you !**



For more information, visit our website: <http://www.eleechina.com/>  
or contact us at: [biz@eleechina.com](mailto:biz@eleechina.com) / (+86) 185 1659 9197