



Easy Work Lab

SEARCH

<https://easyworklab.com>

Email

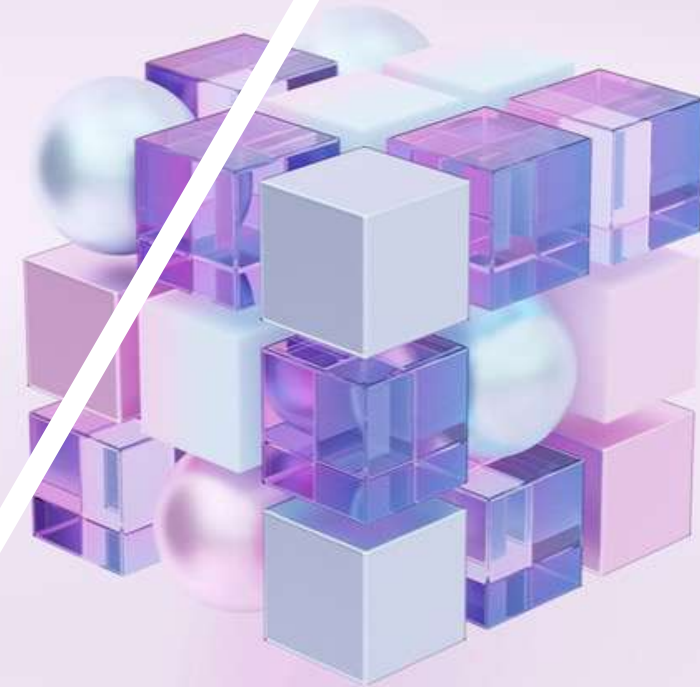
ella@easyworklab.com

About Us

Our Team

Who We Are

PART ONE



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About Us

Running a small or midsize business is challenging because of the sheer number of tasks it takes to succeed. Those tasks include but not limited to product design, production, quality control, marketing. It's almost impossible for business owners to do it all themselves or build a team for each part. With the help of Easy Work Lab, entrepreneurs don't have to spend a lot of money and time on everything, we'll explore what we could help to achieve success and how we can help your business thrive.

Getting Help at work from Easy Work Lab will make your career easier, make your promotion quicker. Never need to ask help from your colleagues, we will help solve every problem. With personal guides, you will impress everyone.

Hello!

About Us

Easy work Lab is created to help your business grow, make your career easier and better. We will share our experiences, resources with you, help you find everything you need with the lowest cost, best quality. We will help build your business idea, and ensure your business Goal.

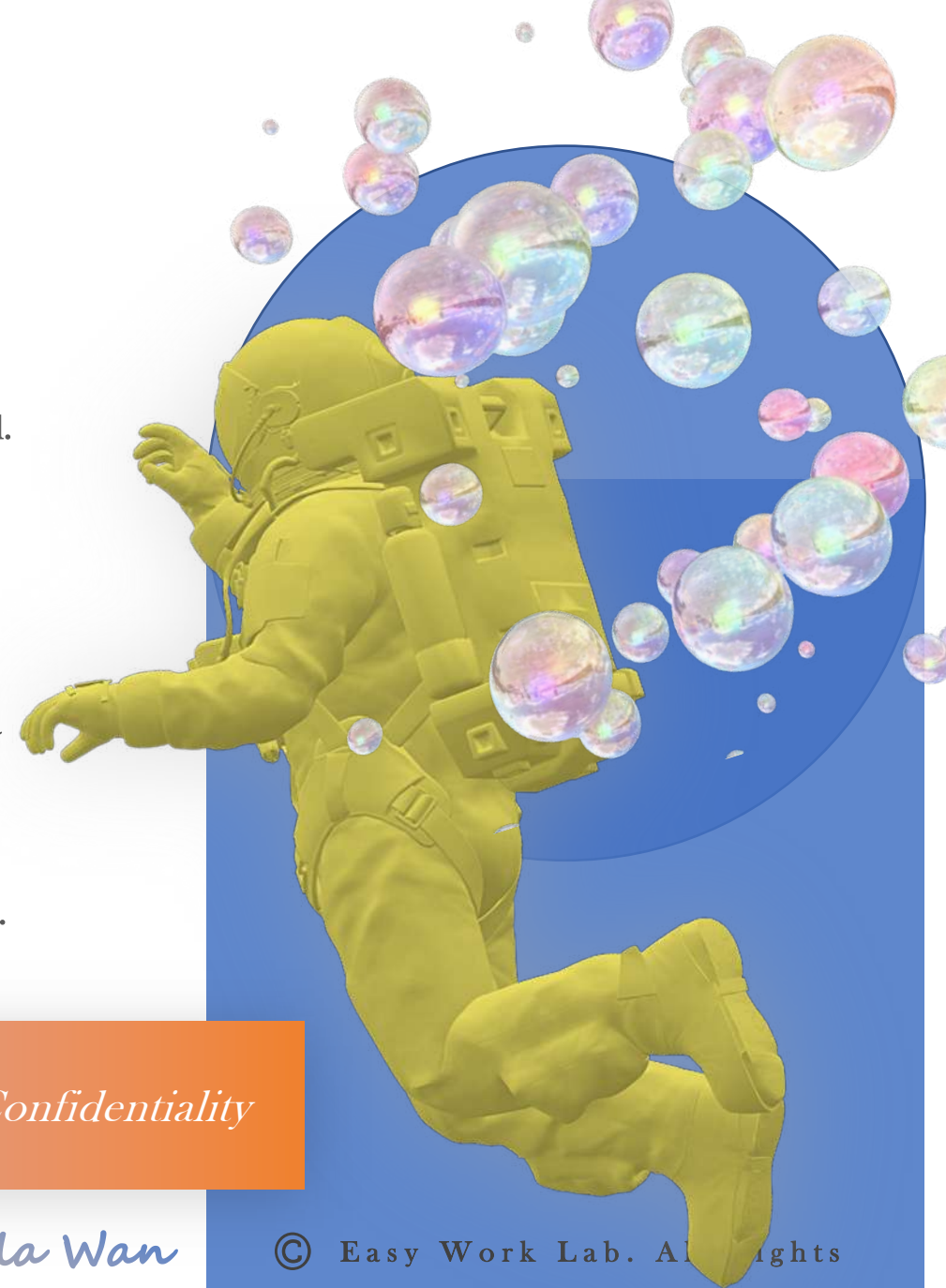
You are the most valuable client , and we will always keep Transparency to you during our cooperation. We promise you no hidden costs. Every mission will be valued, you will always get the best suggestions and solutions from our Professional team. All our cooperation will be Confidential, we will never disclose non-public info to any third party. We will show you China Speed. Quick Reply and flexible arrangement for your business.

We believe that mutual benefits are what drives a partnership to be sustainable in the long term. Hope we will get the opportunity to work with you.

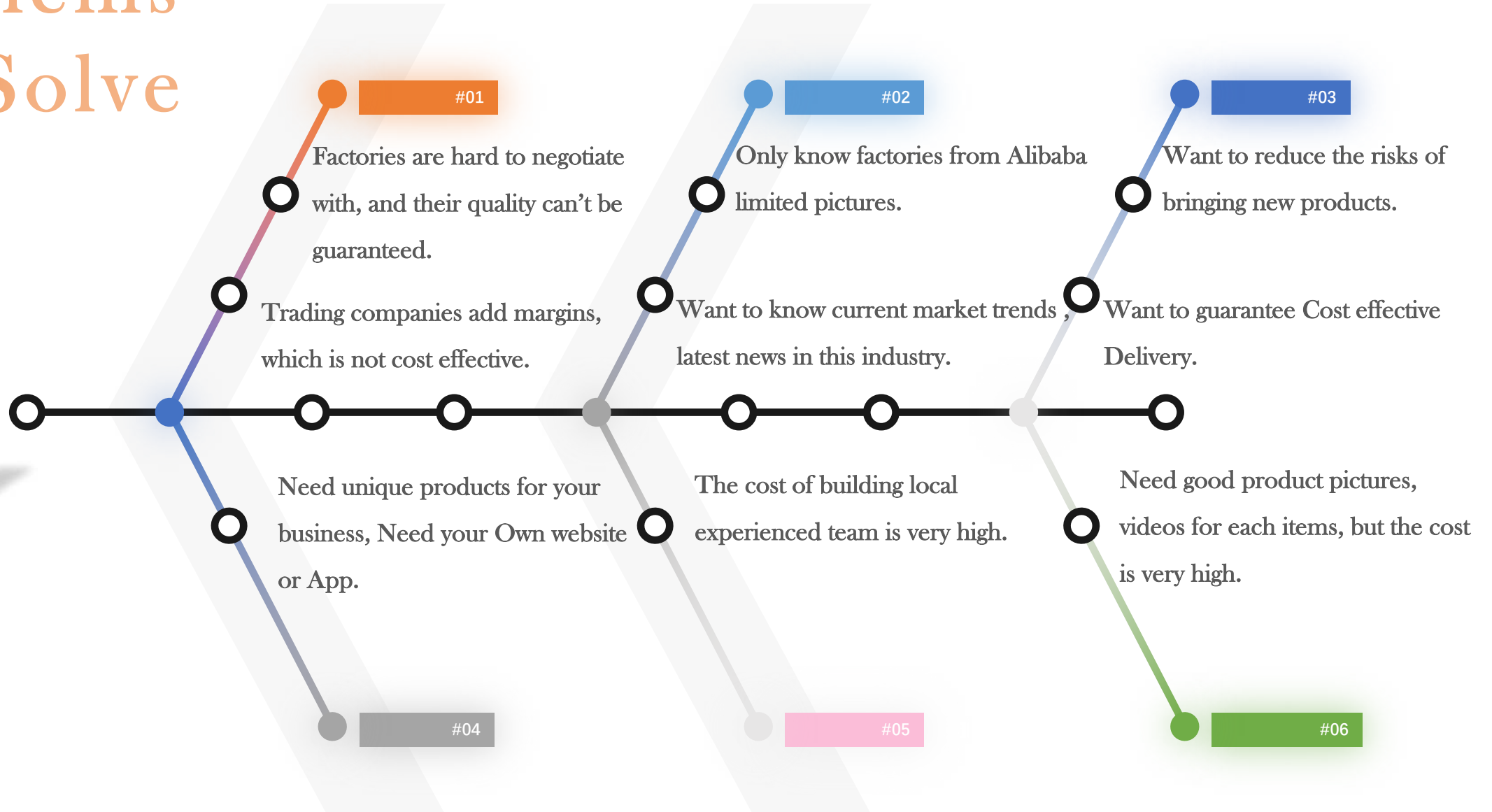
Transparency Profession Confidentiality

Ella Wan

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Problems We Solve



Our Team



Ella

Overseas Sales & Marketing Director

More than 10 years experience in selling and promoting Chinese brand to overseas market. Successfully realized 350%+ increase in sales. Well experienced in Suppliers sourcing and quality control



XY

Online Sales & Marketing

More than 8 years experience in online sales of Tmall (Taobao), JD, PDD. Well experienced in Listing optimization, Marketing campaigns, Sales grow. Keep the top 1 ranking for years.



XX

Advertising Control

More than 8 years experience in ads, monthly budget 1 million CNY. Well experienced in Weibo advertising, Wechat advertising, and influencers advertising.

Our Team



YY

Chief Product Designer

More than 12 years experience in product designing. Reddot design owner, iF design owner. The most successful products has been selling top 1 in China and overseas market in its category.



Li

Chief Mechanical Engineer

Chief Machine Designer

Experienced mechanical engineer with decades' professional experience developing complex mechanical systems and all types of hardware.



BB

Website & Android IOS App developer

More than 8 years experiences, successfully created and maintained App which serve for 300 retail shops, and IOT App which serviced for millions people.



Services & Member Plans

PART TWO



Main Services Available



Flexible Member Plans



Costs

Main Services



Sourcing

Help to find the factories of China, help you to purchase directly from them.



Inspections

professional inspection service meet any requirements, we will test the functions as well.



Export & Delivery

Export or import assistant or Guide. Delivery optimization or delivery services.



IOS & Android App

Help you to create your own App, control your IOT products or selling your products.



Online Shops (China)

Help you to create your shops in China, and running the shops.



Branded Products

Help you to create your Logo, Business Card, Website, Customized brand packages, customized product design.



Marketing Plan (China)

Promote your brand by Weibo, Wechat or any Social Media of China; Local influencers contact.



Fair & Exhibition

visit the Fair & Exhibition for you; Promote your business as the Exhibitor.



Pictures & Videos

weekly updates of the pictures and videos for your social medias; Promotion Video for new products.

Flexible Member Plans

Starter



\$2500 /year

- ✓ Industry Newsletter * 12 pcs
- ✓ Sourcing report * 12 pcs
- ✓ Meeting & Discussion * 12 hours
- ✓ Supplier development * 8 hours
- ✓ Inspection * 1 man-day

Premium



\$4500 /year

- ✓ Industry Newsletter * 12 pcs
- ✓ Sourcing report * 12 pcs
- ✓ Meeting & Discussion * 12 hours
- ✓ Supplier development * 32 hours
- ✓ Inspection * 2 man-days
- ✓ Product Pictures * 10 pcs
- ✓ Product Video * 1 pcs

Turbo



\$8000 /year

- ✓ Customized industry Newsletter * 12 pcs
- ✓ Customized Sourcing report * 12 pcs
- ✓ Meeting & Discussion * 24 hours
- ✓ Supplier development * 40 hours
- ✓ Inspection * 4 man-days
- ✓ Product Pictures * 20 pcs
- ✓ Product Video * 2 pcs
- ✓ Fair & Exhibition Visit/ Exhibition * 2 Man-days (Limited in China)

Costs for specific missions

* \$ 30/ Hour

* \$300/ Man-day

* Case by Case

* 8% commission



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Export & Delivery

Export or import assistant or Guide. Delivery optimization or delivery services.

Always *Trust*



*You could always trust us.
We will only charge for our
services with agreed prices.
We are not a trader, you will
always talk to the suppliers
and pay them directly. Just
see us as a hired team for
your business.*



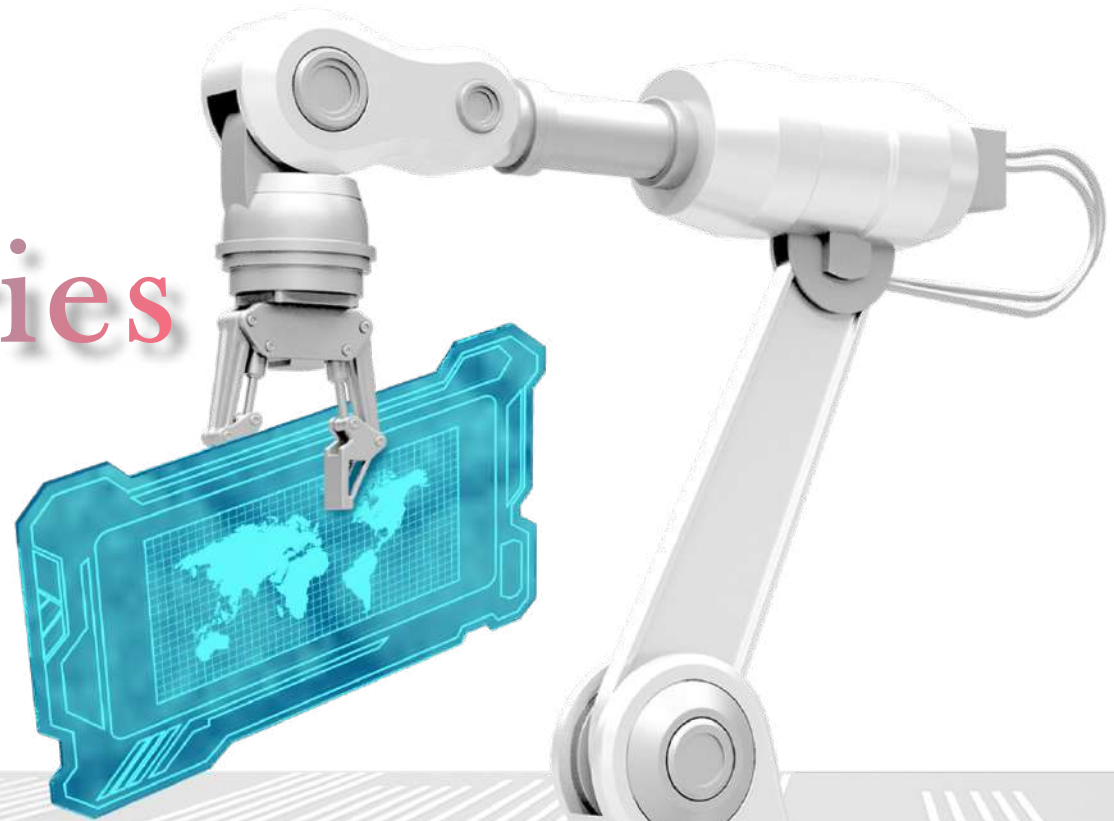
Say No To *Hidden Cost* *Hidden Commission*



Transparency Profession Confidentiality

Successful Stories

PART THREE



Great Feedback & Repeat Clients



Successful cases



Happy Clients

Happiness



Assignment

I need My Own App both Ios & Android.

20 Jan. 2020

I need samples in my branded packages to get orders.

17 Feb. 2021

Assignment

I need cat scratcher with customized picture.

23 Mar. 2019

Happiness



Assignment

Any cute pet cloth?

6 May 2019

Assignment

I need 5 layers baby Canopies

20 Jul. 2018

Happiness



Assignment

I need cheap and reliable cameras for pet

25 Oct. 2021

I want control the feeder with my App

12 Nov. 2021

I need Highly Quality pictures every month for promotion

18 Jul. 2020

Happiness



Assignment

Pls help to find cheaper forwarder for the USA?

15 Mar. 2021

Could you offer a UI Plan for my App?

8 Dec. 2021

Your Assignment

Waiting for your Instructions

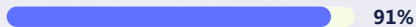
Traditional products Design & Supplier & Export



Complexity ★ ★ ★ ★ ★



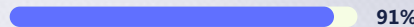
Happiness



91%



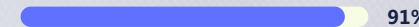
Happiness



91%



Happiness



91%



Traditional products

Design & Supplier & Export



Complexity ★ ☆ ☆ ☆ ☆



ICON:



- Size: 23.5" Lx 11"W x2" H
- Package: Color label + shrinking
- Material: Corrugate/PP
- Including: 1 scratch/2 plastic ball toy

ICON:



- Size: 17" Lx 10"W x2" H
- Package: Color label + shrinking
- Material: Corrugate/PP/Crinkle
- Including: 1 scratch/1 plastic ball toy/2 dangling crinkle toys

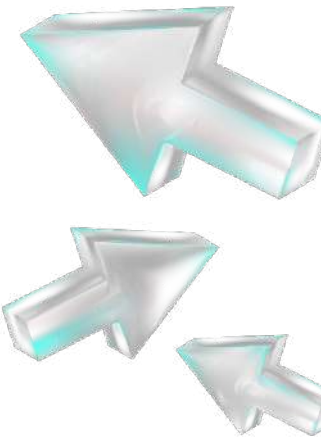
Traditional products Design & Supplier & Export



Complexity ★ ★ ★ ★ ★



Traditional products Design & Supplier & Export



Complexity ★ ★ ☆ ☆ ☆



Traditional products Design & Supplier & Export

Complexity ★ ★ ☆ ☆ ☆

Cat / Bowls & Feeders / Bowls & Dishes



Frisco Two-Toned Double Wall Insulate Dog & Cat Bowl

By Frisco

★★★★★ 22 Reviews 3 Answered Questions

\$14.57

Color: Black



Count

1 count

2 count

Size

4-Cup

6-Cup

Pet Bowl with Your Logo & Pattern



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Smart Pet Products

Design & Supplier & Export

- ▶ Proposal A
- ▶ Smart Pet Feeder



Complexity ★★★★★

PUSH BUTTON
Press to disassembler the Food Bucket



Smart Pet Products

Design & Supplier & Export

- ▶ Proposal A
- ▶ Smart Pet Feeder

Complexity ★★★★★



SILICONE SEAL
Able to mark the date of the desiccant



Sus304 Bowl

Magnetic attractable Bowl



App Development

Complexity ★ ★ ★ ★ ★



UI Plans
Web Design



IOS & Android



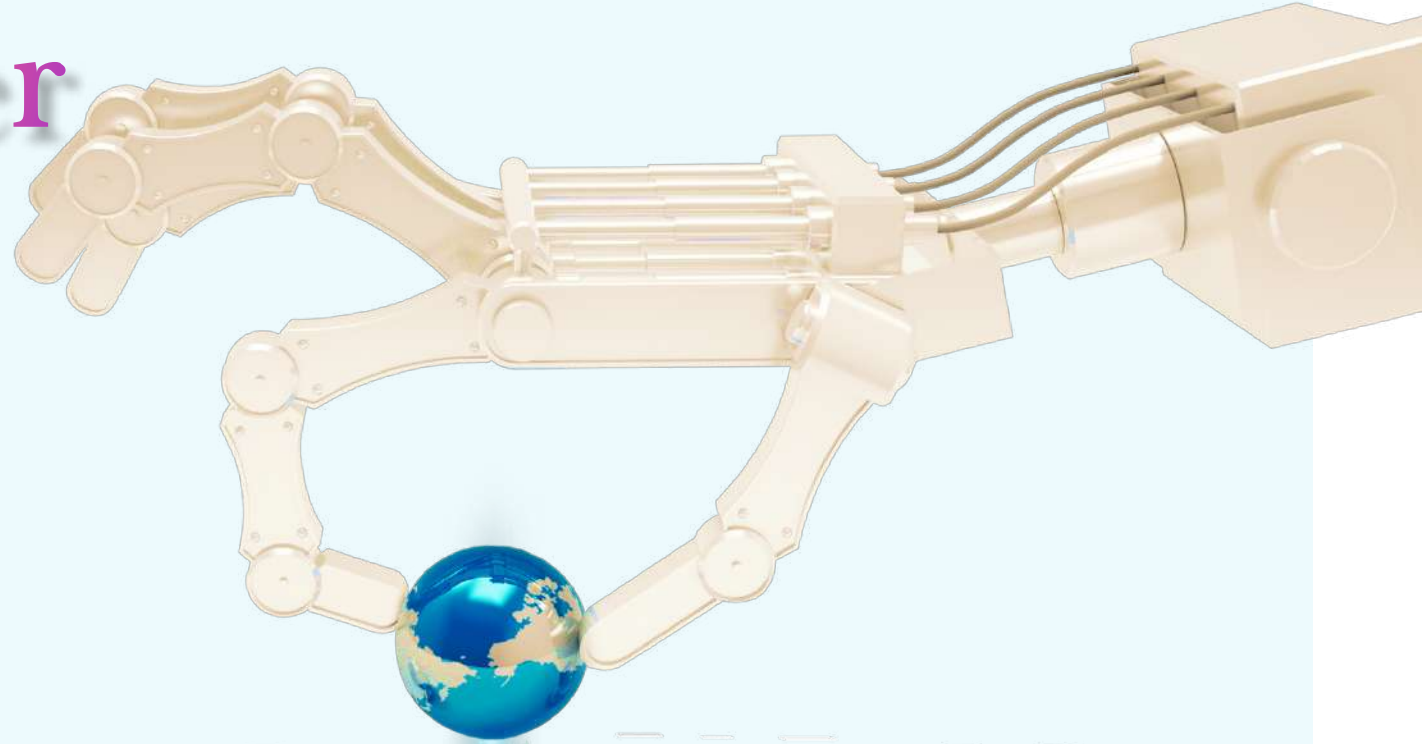
App for your Shops
App for your products



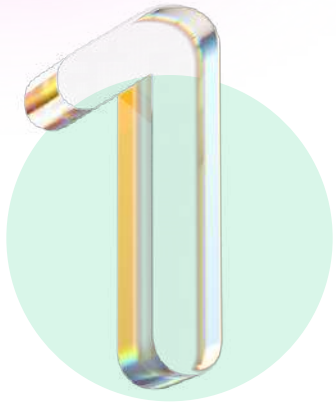
IOT Realization

Work Together

PART FOUR



Work Flow



Kickoff Meeting

Know each other, know your specialized requests.



Plans & Decisions

We will offer detailed Plans for your Mission. Pls share your suggestions and make your decisions. Before Fixing the plan, we constantly communicate with you to understand any tweaks or required edits.



Launch & Implement

We will arrange the project based on the fixed Plan. And regularly report the progress to you.



Evaluate & Delivery

Pls review and evaluate the outcome. We will close the mission only after you are satisfied.

Why Us

1

Elite Team

Each of us has Successful experiences in leading Companies. You will pay less and get the best service.

2

Make something Real

We can help you make and create something rather than buying and selling. Only unique products will be successful in the long term.

3

Latest info

China is the factory of the World, We will offer the latest info on your industry, it will make you focus on more important issues.

4

Great Reputation

Compared with quick money, we prefer a great reputation and happy clients. That will always be our top priority.





Industry Newsletter

June, 2022

SEARCH

<https://easyworklab.com>

Email

ella@easyworklab.com

京东宠物POP618 终极战报



数据统计时间：5月23日20:00—6月18日24:00

心有猛虎 超额收官

宠物烘焙粮全时期同比增长超

500%

医疗保健内外同驱全时期同比增长超

300%

混合猫砂全时期同比增长超

800%

JD Pet Industry Report : 618 Shopping Festival

JD and Taobao/Tmall has been the top leading online B2C platforms. (<https://en.wikipedia.org/wiki/JD.com>).

The original report is offered by JD. Here just translate into English.

Compared with the 618 shopping festival of 2021:

- ✓ Sales Increase of Pet Food 500%
- ✓ Sales Increase of Pet Medicine 300% (Pet dewormer , Pet Health care products)
- ✓ Mixed Cat Litter 800%

宠物POP商家店铺
TOP10

solid gold
素力高
素力高官方旗舰店

boqii
波奇网
波奇网官方旗舰店

KERES
凯锐思
凯锐思旗舰店

pidan
pidan官方旗舰店

Doainta
普安特官方旗舰店

Myfoodie
麦富迪
有猫有狗就有麦富迪
麦富迪官方旗舰店

ROYAL CANIN
皇家宠物食品
官方旗舰店

美联众合动物医院
美联众合旗舰店

网易严选
网易严选宠物
旗舰店

力狼
LILANG
力狼官方旗舰店

JD Pet Industry Report : 618 Shopping Festival

Seller Ranking of Pet Category(Ranked based on sales amount, limited to POP seller)

Ranking	Website	Main Products
1	https://mall.jd.com/index-11130180.html	Food
2	https://boqii.jd.com/	All category
3	https://mall.jd.com/index-1000208945.html?from=pc	Food
4	https://mall.jd.com/index-897229.html?from=pc	Cat Litter, Accessories
5	https://mall.jd.com/index-10210824.html?from=pc	Medicine
6	https://mall.jd.com/index-1000001652.html?from=pc	Food
7	https://mall.jd.com/index-1000001706.html?from=pc	Food
8	https://mall.jd.com/index-10405528.html?from=pc	All Category
9	https://mall.jd.com/index-1000093453.html?from=pc	Food, Litter
10	https://mall.jd.com/index-1000089247.html?from=pc	Food

JD Pet Industry Report : 618 Shopping Festival

Outstanding Seller of Pet Category: Compared with the 618 shopping festival of 2021:

- ✓ Sales Increased more than 3000%
- ✓ Sales Increased more than 2000%
- ✓ Sales Increased more than 300%
- ✓ One of it's products was the TOP 10 of the Pet Treats Category, and it's their first 618
- Sales Increased more than 300%
- ✓ One of it's product was the TOP 10 of Pet Treats Category, and it's their first 618
- ✓ The total sales were more than a billion CNY, and it's their first 618

新锐逆袭 领衔热卖

美联众合宠物医院

美联众合旗舰店618全周期同比高增

3000%+

阿飞和巴弟

阿飞和巴弟旗舰店同比增速超

2000%

卫仕宠物 (宠物食品行业领军品牌)

卫仕旗舰店主粮品类同比增速超

300%

Ousri

OUSRI官方旗舰店首次参与618
进入零食类目单品

TOP10

朗诺

朗诺官方旗舰店同比增速

300%

WOLFSTAR

嘻达旗舰店首次参与618
鲜肉系列冻干新品进入零食类目

TOP10

DC

帝熙DC旗舰店首次参与618销售即破

百万

JD Pet Industry Reoprt : 618 Shopping Festival

The metrics of Pet Category Sellers during 618 shopping festival of 2021:

Ranking	Date	Seller	Sales Index	Order QTY Index	Follower	Visiting Index	Scrach and Click Index		
排名	日期	渠道	行业名称	商家名称	成交金额指数	成交单量指数	关注人数	访客指数	搜索点击指数
1	20220601-20220621	整体	猫狗日用	pidan官方旗舰店	154886124	158859	2438	7734038	4350232
2	20220601-20220621	整体	猫狗日用	小佩官方旗舰店PETKIT	1100000	110000	1000	1000000	1000000
3	20220601-20220621	整体	猫狗日用	lorde官方旗舰店	1000000	100000	1000	1000000	1000000
4	20220601-20220621	整体	猫狗日用	憨憨宠物生活京东自营旗舰店	1000000	100000	1000	1000000	1000000
5	20220601-20220621	整体	猫狗日用	凯锐思旗舰店	1000000	100000	1000	1000000	1000000
6	20220601-20220621	整体	猫狗日用	超宠宠物生活专营店	1000000	100000	1000	1000000	1000000
7	20220601-20220621	整体	猫狗日用	有陪UNIPAL官方旗舰店	1000000	100000	1000	1000000	1000000
8	20220601-20220621	整体	猫狗日用	小壹旗舰店	1000000	100000	1000	1000000	1000000
9	20220601-20220621	整体	猫狗日用	CATLINK宠物用品旗舰店	1000000	100000	1000	1000000	1000000
10	20220601-20220621	整体	猫狗日用	威洛特旗舰店	1000000	100000	1000	1000000	1000000
11	20220601-20220621	整体	猫狗日用	米家宠物生活专营店	1000000	100000	1000	1000000	1000000
12	20220601-20220621	整体	猫狗日用	HONEYCARE官方旗舰店	1000000	100000	1000	1000000	1000000
13	20220601-20220621	整体	猫狗日用	冬萱宠物生活旗舰店	1000000	100000	1000	1000000	1000000
14	20220601-20220621	整体	猫狗日用	尼彩宠物用品专营店	1000000	100000	1000	1000000	1000000
15	20220601-20220621	整体	猫狗日用	铂钻EverClean旗舰店	1000000	100000	1000	1000000	1000000
16	20220601-20220621	整体	猫狗日用	福丸官方旗舰店	1000000	100000	1000	1000000	1000000
17	20220601-20220621	整体	猫狗日用	憨憨宠物旗舰店	1000000	100000	1000	1000000	1000000
18	20220601-20220621	整体	猫狗日用	百欣茂宠物用品专营店	1000000	100000	1000	1000000	1000000
19	20220601-20220621	整体	猫狗日用	华元宠物用品专营店	1000000	100000	1000	1000000	1000000
20	20220601-20220621	整体	猫狗日用	茨格曼京东自营旗舰店	1000000	100000	1000	1000000	1000000
21	20220601-20220621	整体	猫狗日用	迪普尔京东自营旗舰店	1000000	100000	1000	1000000	1000000
22	20220601-20220621	整体	猫狗日用	倍亲宠物用品专营店	1000000	100000	1000	1000000	1000000
23	20220601-20220621	整体	猫狗日用	帅喵宠物京东自营旗舰店	1000000	100000	1000	1000000	1000000
24	20220601-20220621	整体	猫狗日用	短鹿宠物生活旗舰店	1000000	100000	1000	1000000	1000000
25	20220601-20220621	整体	猫狗日用	乐乐猫官方旗舰店	1000000	100000	1000	1000000	1000000
26	20220601-20220621	整体	猫狗日用	乐轩宠物用品专营店	1000000	100000	1000	1000000	1000000
27	20220601-20220621	整体	猫狗日用	波奇网官方旗舰店	1000000	100000	1000	1000000	1000000
28	20220601-20220621	整体	猫狗日用	蔻丝宠物生活专营店	1000000	100000	1000	1000000	1000000
29	20220601-20220621	整体	猫狗日用	蔻丝宠物生活旗舰店	1000000	100000	1000	1000000	1000000
30	20220601-20220621	整体	猫狗日用	格莱美宠物用品专营店	1000000	100000	1000	1000000	1000000
31	20220601-20220621	整体	猫狗日用	Petshy官方旗舰店	1000000	100000	1000	1000000	1000000
32	20220601-20220621	整体	猫狗日用	MinkSheen京东自营旗舰店	1000000	100000	1000	1000000	1000000
33	20220601-20220621	整体	猫狗日用	喵先生宠物生活京东自营旗舰店	1000000	100000	1000	1000000	1000000

Become Members
To unlock more
details

Services & Member Plan
Page 7-11



Sourcing Report

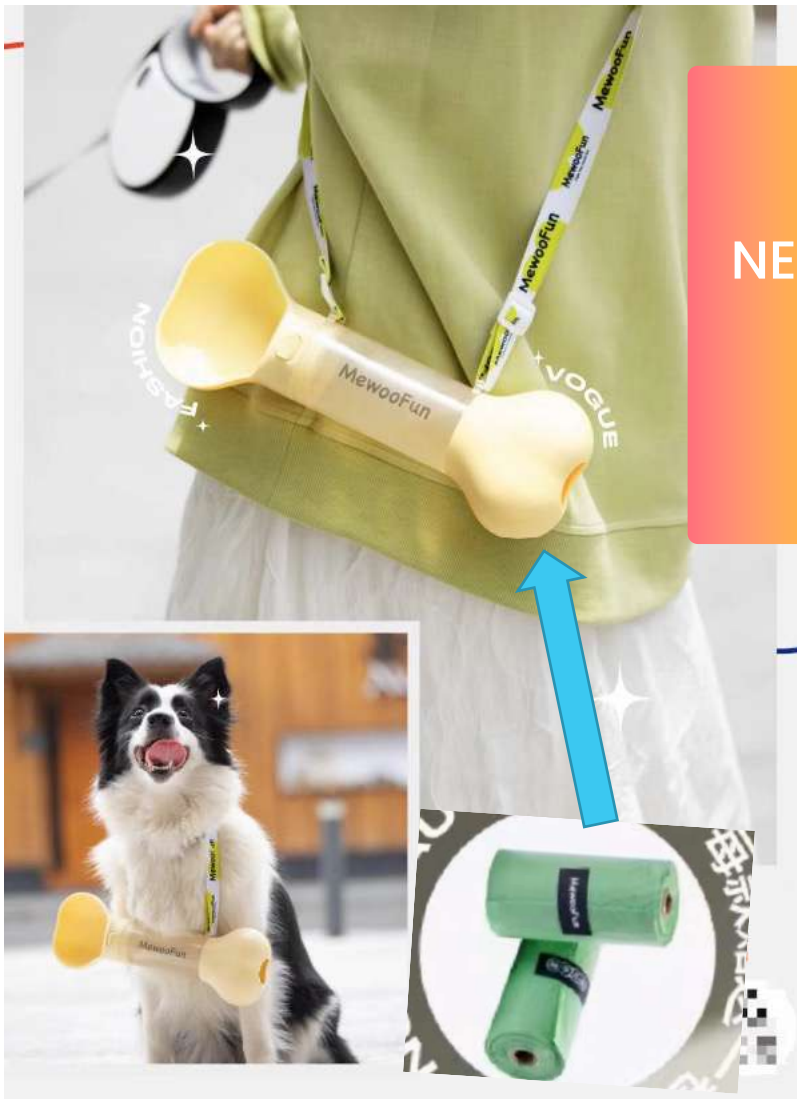
June, 2022

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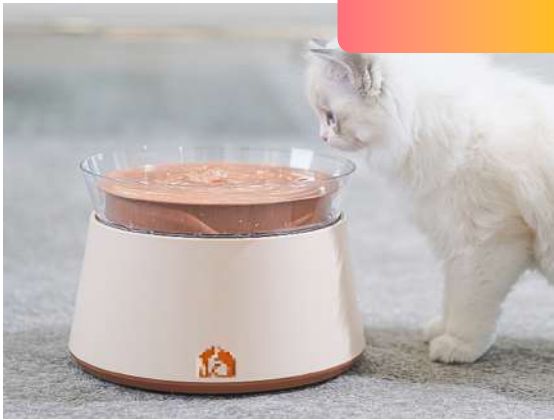
Email

ella@easyworklab.com



NEW

Travel Bottle and Dispenser Bag in one Set



OEM including APP

Item	Picture	Quantity pcs	FOB Shenzhen Price (USD)	Total Amount (USD)
camera		3000	US\$17.00	51000
Smart Fountain		3000	US\$15.00	45000
...	
...	
...	
...	
...	
...	
...	
...	

Products here could be customized to YOUR BRAND.

And could connect with YOUR APP.

We already helped our clients successfully create their own App and connect their App with those Products.



HOT

amazon.com/s?k=organ+cat+scratcher&crd=710XQWYB9XOL&sprefix=...%2C533&ref=nb_sb_noss_1

RESULTS
Price and other details may vary based on product size and color.

<p>Sponsored</p> <p>Magic Organ Cat Scratching Board ,Organ Cardboard Cat Scratcher for Indoor Cats Toys (1pcs)</p> <p>\$19.99 -5% \$18⁸⁹ (\$9.45/Count)</p> <p>prime Get it as soon as Mon, Jun 20</p> <p>FREE Shipping on orders over \$25 shipped by Amazon</p>	<p>Sponsored</p> <p>Magic Organ Cat Scratching Board with Toy Bell, Cat Scratcher for Grinding Claw, Cardboard Cat Scratcher Board...</p> <p>\$21.99 (\$21.99/Count) Save 10% with coupon</p> <p>prime Get it as soon as Sat, Jun 18</p> <p>FREE Shipping on orders over \$25 shipped by Amazon</p>	<p>Sponsored</p> <p>Magic Organ Cat Scratching Board ,Interactive Scratcher Cat Toy,Cat Grinding Claw Scratching Board, Foldable...</p> <p>\$25.33 (\$25.33/Count)</p> <p>prime Get it as soon as Mon, Jun 20</p> <p>FREE Shipping by Amazon</p> <p>Only 14 left in stock - order soon.</p>	<p>Sponsored</p> <p>Magic Organ Cat Scratching Board - Comes with a Toy Bell Ball, Foldable Convenient Cat Scratcher Durable Recyclable...</p> <p>★★★★☆ 10</p> <p>-11% \$16⁹⁹ (\$16.99/Count)</p> <p>\$18.99</p> <p>Get it Mon, Jul 11 - Mon, Aug 1</p> <p>\$5.99 shipping</p>
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Become Members
To unlock more
details

Services & Member Plan
Page 7-11

Organ Cat Scratcher-- Extremely popular in China

EXW cost is around 3USD, Professional Factory who sell their Scratchers to PETKIT

Thank

You



@EasyWorkLab

@Easy Work Lab



Follow-Us Discount

Follow us on FB/ Twitter/ Ins to get 3% off for our Member Plan.



Clients Interview

If you are willing to spend 20 minutes for the Client interview after our cooperation, you will enjoy 3% off for our Member Plan.



Thank You discount

Any repeat clients will enjoy 3% off for our Member Plan.