

COMPANY PROFILE

Yangjiang Soar Industrial and Trade Co.,Ltd



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A decorative graphic consisting of several dark brown, rounded rectangular bars arranged in a fan-like pattern, overlapping each other. The number '01' is written in large, white, bold, sans-serif font across the center of the bars. Below the number, the word 'PART' is written in a smaller, white, bold, sans-serif font.

01

PART

Company and Team

- 1,300,000+ US dollars Turnover for 2023
- 18%+ more than the year of 2022
- Around 50 production workers.

Company Culture

Company Introduction



Integrity

Honesty is the foundation of an enterprise. Our company has been adhering to the integrity of this, no matter in production or sales.



Quality

Quality improvement can provide value-added benefits for the company and customers, making the company's development more sustainable.



Innovative

Innovation means development, and innovation means the future. We firmly believe in this and fully implement.



Service

Service is the acquisition of two-way value-added value, the company through service to obtain profits, customers through service to obtain income. Therefore, high quality service can maintain a good interactive relationship between the company and customers.



Development History

Company Introduction

Factory Born

A 1,500-square-meter factory was born.

2020

New production line

Add silicone production line to improve production capacity and quality.

2021



2022

Sales team independent

Focus on researching from the markets and customer offers.

2023

Develop new items

New patent product series came out. Provide various choice for our customers.

Company Structure

Company Introduction

01 ✓ Miko Chen
CEO

02 ✓ Vivian Liu
Sales manager

03 ✓ Tony Lu
QC manager

Rebacca Chen ✓
Financial manager **04**

Ting Peng ✓
Design manager **05**

Wei Mo ✓
Production manager. **06**



02

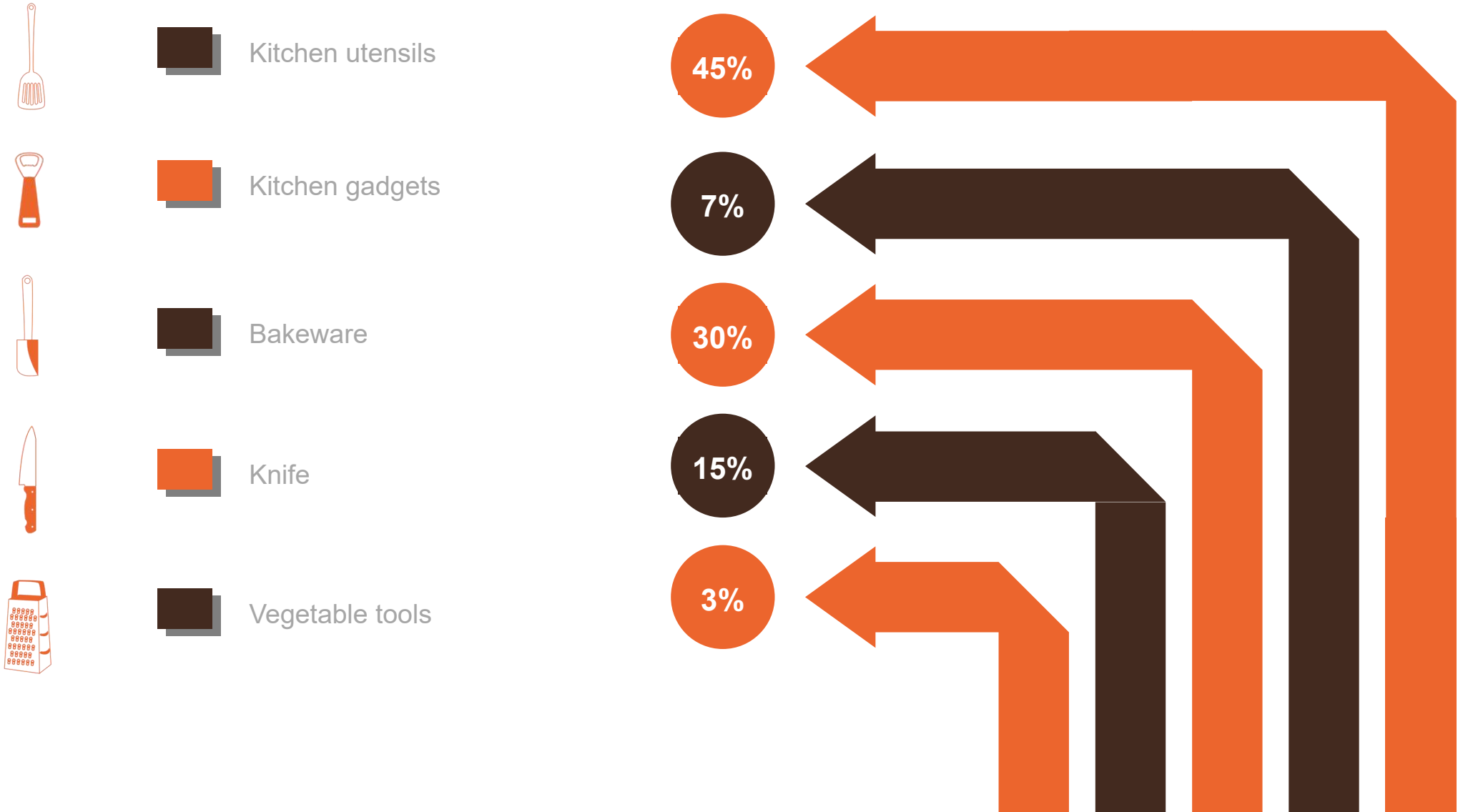
PART

PRODUCTS AND SERVICES

- Our products involve kitchenware of hardware, plastic, silicone, and wood as well as daily necessities and outdoor supplies. Besides, we are making great efforts to develop new designs to meet different requirements.
- With a wide range and stylish design, our products are extensively used in kitchenware, gift, and other industries. Our company strictly controls the product quality, which ensures on-time delivery.

Main Product

Company Introduction



Hot Sale

Company Introduction

65%



85%



40%



Customized Services

Company Introduction



1. Buyer supply design(or ideal),size(Artwork needed).
2. Our engineer team study the design and evaluate the feasibility.
3. Confirm the final design with customer.
4. Quote base on the details.
5. Making sample after receive sample cost.(3D sampling time about 4-7 days, logo or silk-screen/laser pattern sampling time about 3-7 days, other depends on the time for the mold.)
6. Mass production after sample approved.
7. Quality inspection.
8. Ship out after quality approved.



03

PART

MARKETING

- Adhering to the business principle of mutual benefits, we have had a reliable reputation among our customers because of our professional services, quality products, and competitive prices.

Foreign Market

Company Introduction



Yangjiang Soar Industrial and Trade Co., Ltd. adhere to the "quality of survival, innovation and development" purpose, sales network continues to expand, set up the export department, domestic sales department and terminal sales department, sales increased by more than 15% year by year, products are exported to the United States, Canada, France and Germany and other countries and regions.

Domestic Market

Company Introduction

Part of our products meet the need of domestic market. So part of the turnover is from Hongkong, Shanghai, Zhejiang, etc.



OEM/ODM Brand

Company Introduction

FARBERWARE



primechef.

EST. 1950
SOLTAM
PROFESSIONAL COOKWARE

Essential
EVERYDAY

BOMBAY


EKCO[®]

goodcook[®]

 CHEFCRAFT.



squish 

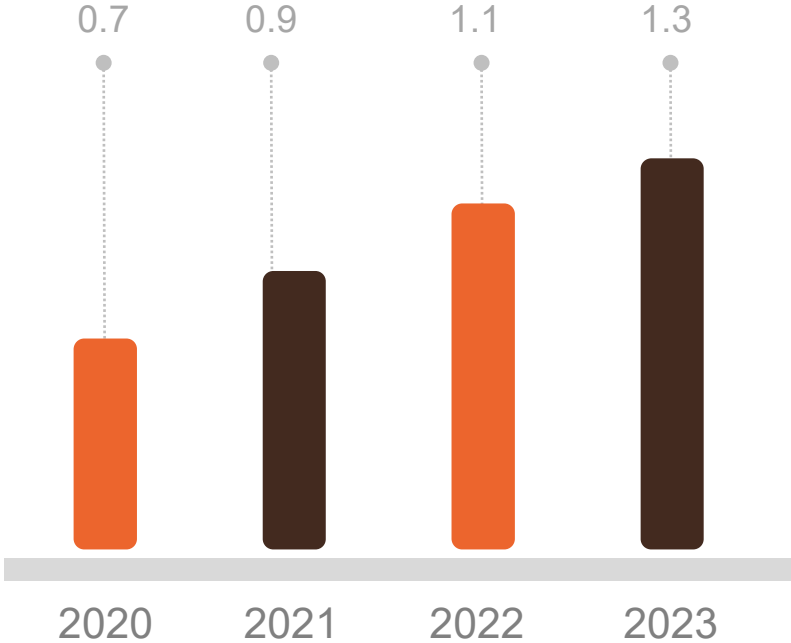
Walmart 
Save money. Live better.

Dunelm 


Charity

Profitability

Company Introduction



After 4 years of development, the sales volume of the company has made a qualitative leap from 0.71 million at the beginning to 1.3 million now. Products from a single to diversification, covering stainless steel, silicone, nylon, PP and other products.



04

PART

DEVEPMENT & PLANNING

- Kitchen products, such as kitchen accessories, cake baking and outdoor barbecues, which are already hot items amid the pandemic, will still be on consumers' shopping lists in 2024.
- The company is developing both online and offline at the same time, constantly developing new products, developing new markets, promoting products step by step, and gradually gaining a firm foothold in this market.

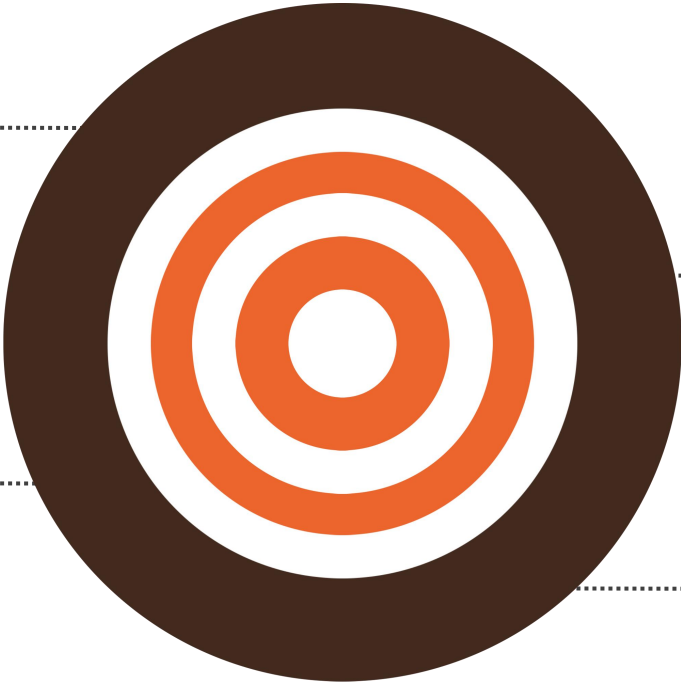
Hardware Equipment

Company Introduction

Increase production capacity.



Add more automatic equipment,
(including packaging, assembly, production, quality inspection, shipping).



Follow the trend of markets,
Develop more new items,
new technique and new materials.

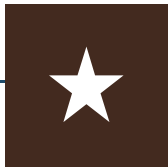


Stabled production quality.

R&D Plan

Company Introduction

On the one hand, we will continue to innovate in product categories. We plan to launch 5 new products to further improve the appearance and performance to meet the ever-changing market demand.



On the other hand, the company will also vigorously develop new materials, different production technologies, diversified packaging methods, in order to face the complex and severe economic situation.



Popularization Plan

Company Introduction



MARKETING PLAN FOR KITHCEN PRODUCTS

Exhibitions at home and abroad, especially Canton Fair.

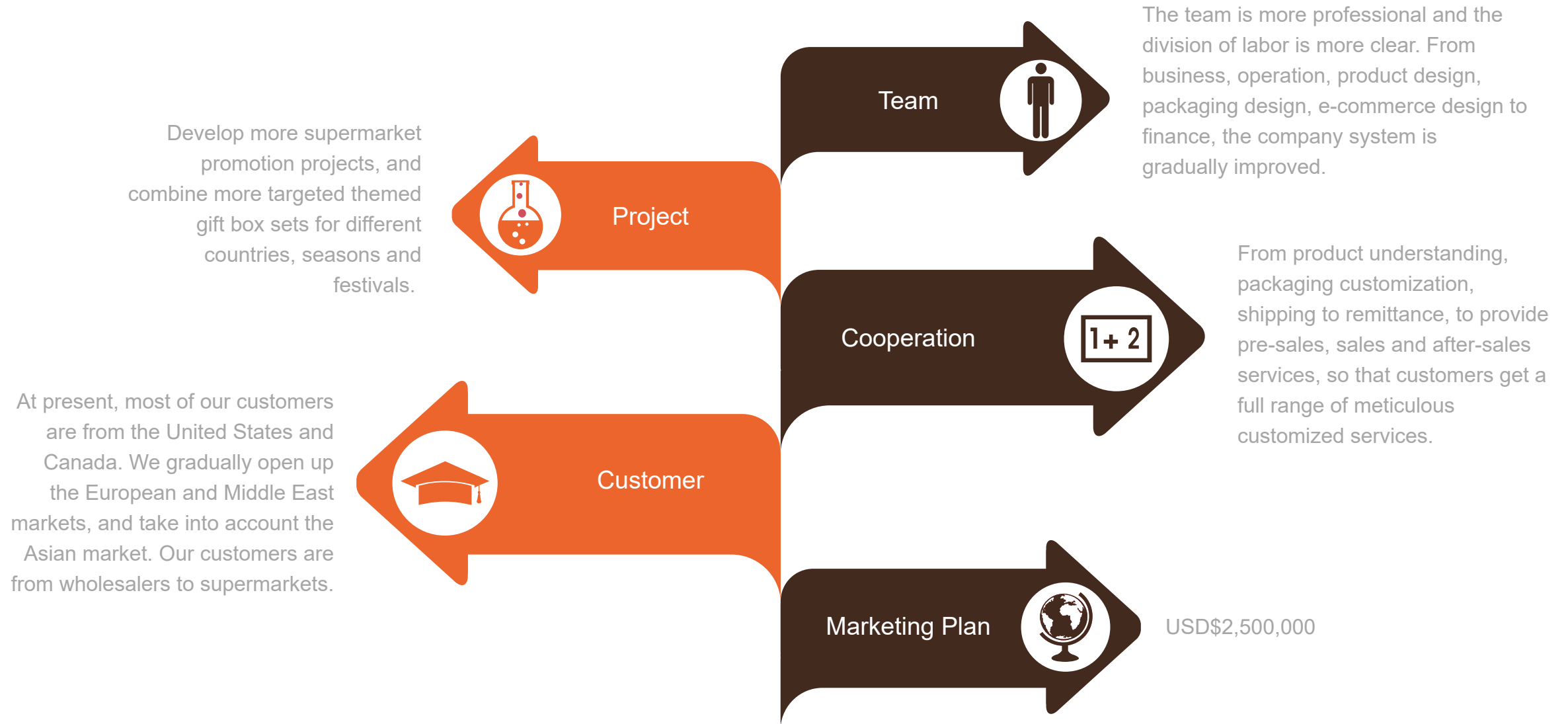
Ali International, Ali Home, Taobao, Pinduoduo, Amazon

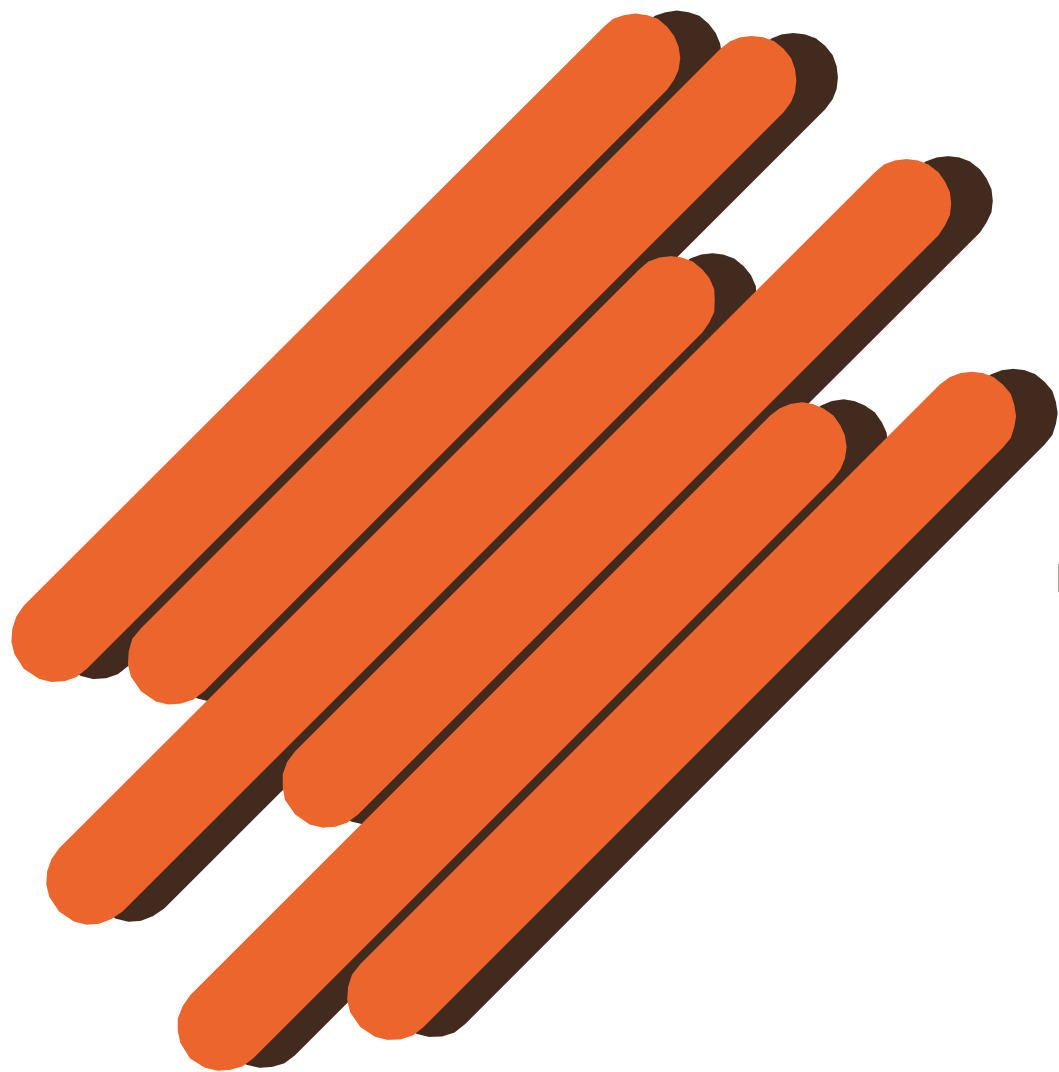
Take advantage of good reputation, customer referral

Wechat, Google, Linkin, facebook, Twitter

Other Plan

Company Introduction





THANK YOU