

ASIAMTM

MANUFACTURING / TRADING / MARKETING

Services Overview



TABLE of CONTENTS

- Why Asia?
- Why AsiaMTM?
- Manufacturing
- Trading
- Marketing
- Testimonials / Clients
- Contact

WHY ASIA?

■ Manufacturing

Here's the deal with Asia: It's cheaper - by a lot. But cheaper does not mean cheap. With AsiaMTM you can still get a quality product and have quality control while maximizing the value and volume Asia affords. Value can come in the form of:

- Origin of supply chain
- Raw materials
- Labour
- Capital equipment
- Utilities

■ Marketing

- Desire for foreign brands growing
- Acceptance of imports
- Strengthening economy and growing middle class

WHY **ASIAMTM**?

The keys to doing successful business in Asia:

- Understanding the culture of the different Asian countries
- Possessing in-depth knowledge of the business fundamentals of various industries
- Knowing how to get things done in the most cost effective way

We are a powerful partner for anyone wanting to manufacture or market products in Asia. Additionally, we are import/export trade experts and are situated in the middle of a burgeoning economy.

WHY ASIAMTM?

Anyone can contact a factory on their own and try to communicate with them, but there is a great distance and communication barrier involved.

- When talking to the factory, you're talking to a person who represents them.
- When talking to Asia MTM, you're talking to the factory indirectly, but we represent YOU !!!
- Asia MTM is local to the factory and can conduct meetings, negotiations, and inspections face to face without significant cost.
- We're the control element between the quality of the product manufactured and the quality of the product released to you.

- Sourcing
- QC / Factory Inspection
- 3PL
- Repair Services
- Electronic Recycle / Reuse



Sourcing

(v) To obtain parts or materials from another business, country, or locale for manufacture.

Sourcing the right materials is the most important first step in making your product a success. AsiaMTM can help you source the following:

- Electronics (any type)
- Metals (deep drawn, stampings)
- Plastics
- Molds and Tooling (offering custom designs per your specifications)
- Hardware
- Accessories
- Clothing (cut & sew, woven products)
- Hosiery (circular knitting)

Quality Control

(n) Maintenance of standards of quality of manufactured goods.

Quality Control (or 'QC') is assured by on-the-ground factory inspection. AsiaMTM makes it a habit of going to your factory and checking on the quality of your goods.

- Secondary in-factory QC services
 - After primary factory QC inspection
- Testing of samples for industry specific requirements
 - Lead, Mercury, other hazardous materials
- Ensuring factories conform to governmental regulations
 - Age of workers
 - Hours worked
 - Environment of factory and working conditions
- Proper handling of defective items and intellectual property
 - Not reselling to the open market
 - Not producing overruns and selling to open market
 - Keeping proprietary information confidential and secure

3rd Party Logistics (3PL)

(n) Outsourcing all or much of a company's logistics operations to a specialized company.

- Warehousing
 - Pick and Pack Services
 - Critical for Asian distribution
- Inventory Control
- Product Consolidation
 - Receiving from multiple sources for outbound shipping
- Kitting and Product Validation
- Reverse Logistics Receiving and Inbound Product Sorting
 - For recycling or repair service

Repair Services

(v) To remake in order to use again.

- Mobile phones
- Whole phones
- Parts
 - LCDs
 - Housings
 - Circuit Boards
- Other Electronics
- Set Top Boxes
- IT Products
- Game Consoles

Electronics Recycling and Reuse

(v) The act of processing used or abandoned materials for use in creating new products.

- Parts Harvesting
- Dismantling of units
 - Refurbishing parts
 - Reusing parts
- Asset Recovery
 - Resale of usable product
 - Precious metal recovery
- Recycling
 - Reuse of materials as post consumer waste
 - Sensitive data and logo destruction

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TRADING

- Sourcing finished product
- Private label
- Commodity Trading



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Sourcing Finished Products

(v) The process of identifying, conducting negotiations with, and forming supply agreements with vendors of goods and services.

- identify and procure products
- inspect for quality
- verify and validate product claims

Private Label

(n) products or services are typically those manufactured or provided by one company for offer under another company's brand.

- identify and procure products
- brand per specifications

Commodities Trading

(v) the purchase and sale of something for which there is demand, but which is supplied without qualitative differentiation across a market.

- source best pricing
- secure and coordinate logistics of delivery

- Tradeshow Assistance
- Market Research
- Product Introduction Into Asia



Tradeshaw Assistance

(n) A trade fair (or trade show) is an exhibition organised so companies in a specific industry can showcase and demonstrate their latest products or services and examine recent trends and opportunities.

- Booking of venues
- Providing advice on which shows to attend
- Booth setup and decoration
 - Assisting with design, printed materials, advertising/marketing
- Inbound/outbound services of trade show materials
- Staffing and translation services
- Showroom services and Booth-shares available at tradeshows

Market Research

(v) The systematic collection and evaluation of data regarding customer's preferences for actual and potential products and services

- Competitor study and analysis
 - Of people in your target market
- Industry news and events
- Governmental regulations, new and changing
- Consumer spending research
- Consumer demographic research
- Custom research

Product Introduction in to Asia

(v) The introduction of a new product or product line

- Establishing sales channels for your products
 - Distributors
 - Direct sales
 - Online stores
- Product branding in target market
 - According to local culture
 - Design and packaging considerations for target market
 - Pricing recommendations based on competing products

TESTIMONIALS & CLIENTS

“Andrew and I have worked together in projects as New Product Introduction, the outsourcing of the PCB assembly operation and scrap/obsolete recovery within Philips Consumer Electronics. He is a great team player, focused on action and results, while contributing to a great professional atmosphere where fun and achievements go hand in hand.”

-Hanno Breunese, Procurement Manager, Philips Consumer Electronics, Cd Juarez

“Andy is constantly on the lookout for the win-win. He services the customer with excellence and has a real understanding of their needs and their business. He makes it his mission to drive down costs and drive up sales. You will not be disappointed with Andy on your team.”

-Cordila Jochim, Chief Marketing Director, BabyLegs

“Andy can make it happen! His international business development skills are amazing. He has closed many successful deals, and he has extensive business networks all over the world. I strongly recommend Andy for expanding your business in Asia!”

-Sachiko Miller, Owner, Market To Japan LLC

“Andrew is extremely well connected and was able to support development of new routes to market and also provide Anovo with his already established network for the resale and disposal of surplus, obsolete and scrap stock. With his innovative approach and his ability to think strategically but without constraint we were able to design further supply chain and end of life solutions across the digital industry. I enjoyed working with Andy and look forward to an opportunity in the future to do the same again.”

John Curliss, Anovo

“Andrew has been nothing but top notch. His morals, ethics and character are above reproach. His international experiences will be an asset to any organization, as it has been with mine. In the future, I hope to work with Andrew again, either directly or as a business partner.”

-Ryan Armstrong, Owner, RYNO

“Andrew and I worked together for Philips in the Maquiladora industrial site of El Paso - Cd Juarez. I got to know ANDrew as a hands-on manager with a large in depth knowledge of his area. He is also very entrepreneurial as his several business ventures point out. If you need someone to jumpstart a business, he's your man.”

-Karel De Winter, Site Purchasing manager CTV / PTV, Philips CE

ANDREW FRENCH

CEO, Andrew French is a citizen of the United Kingdom and is AsiaMTM's man-on-the-ground in Shanghai, China. Andy has 15-years experience facilitating business in Asia, mostly China, including manufacturing and sourcing services, reverse logistics operations, outsourcing, and marketing.

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