



Your professional counterpart in China





**What is the key to success?**

# Introduction

KNG ASIA is an import – export trade consultancy providing on the ground support for **small and medium sized enterprizes** on the following fields:

Product  
development

Production  
management

Product sourcing

KNG has offices in Beijing, Shenzhen , Hong-Kong and in France.



# Our approach

Our direct involvement on the ground ensures our client:

Long term success

High quality partners

Long term relationship

# Our mission

- Improve the efficiency of small and medium sized companies in China.
- Develop innovative, personalized solutions to ensure optimized results.



# Manufacturing services

- Having doubts about the possibilities, conditions or risks of sourcing your products from China?

- How will I manage my suppliers from overseas?



**KNG ASIA**  
leveraging global opportunities

- Can I trust my suppliers to deliver the goods on time and in good conditions?

- How complex will my purchasing channels be?

- Market research & due diligence
- Feasibility study
- Local representation
- Price Negotiations
- Contract negotiations
- Quality control

- Supplier audit
- Sourcing
- Sample/ prototyping
- Production management
- Logistics and supply management
- Shipping

Successful  
market  
sourcing

Controlled  
production  
in China



# Successful market sourcing



## Market research

We will advise you about the market for your product/service and conduct a feasibility study.

## Partner due diligence

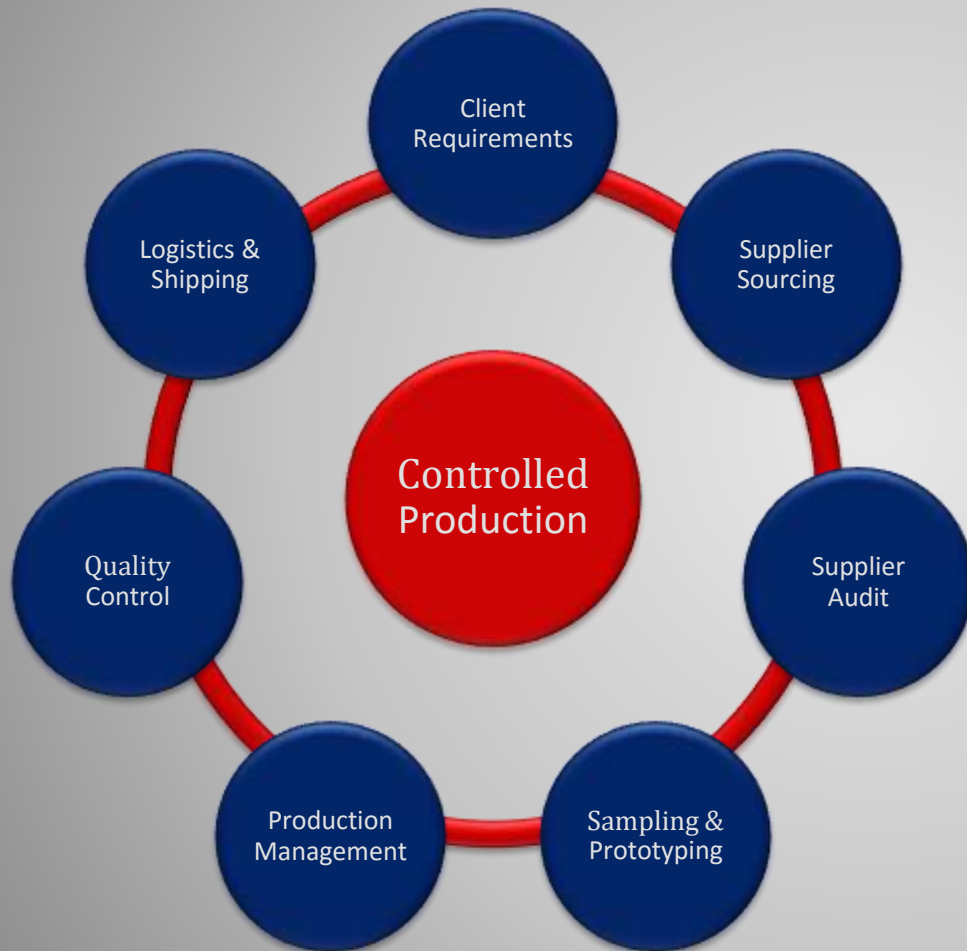
We assure you of dealing with reliable partners. We screen potential partners and closely evaluate them.

## Local representation

Our team will act as your local representation.



# Controlled production in China



## Supplier audit

We make sure your suppliers are reliable. We assess their ability to respond to your current needs and support future development.

## Sourcing

We help you to successfully source from China and meet all your demands in terms of budget, quality and delivery.

## Logistics and shipping management

We provide customs clearance, arrange shipping and guarantee **on time delivery**.



# Case study

The following case study will give you a better understanding of KNG Asia and its services.

## BACKGROUND

- Celtitudes is a French company that designs promotional products.
- Celtitudes employed KNG because they were experiencing product quality issues and a complex purchasing process.
- Their objective was to source high quality products from China and improve its supply chain reliability to guarantee on time delivery.





# Case study

## APPROACH:

- KNG identified new factories for the production of Celtitudes' products.
- Conducted research on the factory's capacity, quality and provided comparative cost information.
- Assessed their ability to respond to current needs and support future development.
- Sent samples to the client. After approval production started.
- After a final QC, shipping documents were prepared and the order was shipped.



Quality check



Sampling



Quality check



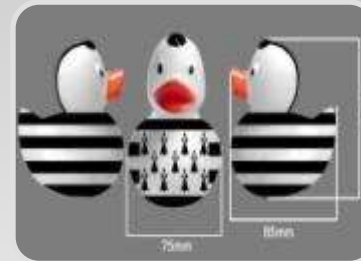
Sampling



# Case study

## RESULTS:

- KNG successfully identified a high quality supplier
- KNG ensured the production process was completed, controlled and on time.
- KNG streamlined the purchasing process, saved costs and improved the overall quality.
- KNG met and exceeded all Celtitudes' demands in terms of budget, quality and delivery.



Design



Quality check




Ready to ship



# Quality control

The following example of a quality control can give you more insight in how we ensure our clients of only the highest quality products.

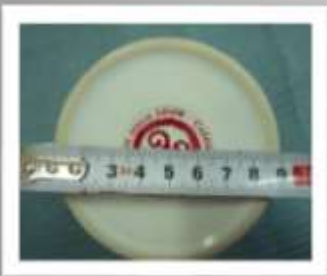
<b>Inspection date</b>	2010.04.19
<b>Inspector</b>	AG
<b>Customer</b>	Celtitudes

	<b>Product name</b>	Mug Breton 3 x 1000 (three different logo's)
	<b>Inspection location</b>	Supplier's factory
	<b>P/O number</b>	KNGINV1031001
	<b>Order quantity</b>	3 x 1000 = 3000
<b>Factory cooperation</b>	<b>Factory organization</b>	<b>Inspector's opinion on the factory</b>
Average	Poor – warehouse in transition	Good



# Quality control

Important remarks/ General defects	
1. Products are compliant with the production samples	
2. No major defects detected	
3. Slight logo position issue on some mugs (minor defect)	
4. Slight color variation on mug 'les cons' (minor defect)	
Overall quality	Good
Quality control result	Passed
Product ready to be shipped to client	





**KNG Asia guarantees you long term success**



**KNG ASIA**

leveraging global opportunities

KNG Asia answers your needs and increase your  
**success in China**

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