

# TongMing.Biz-

## the Online-to-offline Hardware Sourcing Platform



by Naiwen Chang, Fastener World

### Warehouses Throughout China

### Place Your Order Today and Receive Products Tomorrow

Distinguished from other e-commerce fastener sourcing platforms, TongMing.Biz, which also has its own fastener manufacturing business, fully understands what the fastener business is all about. Realizing the fact that quick delivery is the most important key to e-commerce, TongMing.Biz set up more than 30 automated warehouses of various scales throughout China, making 80% of the regions in China in the coverage of its “Place your order today and receive products tomorrow” policy. Such a huge inventory and warehouse management system allows the availability of more than 10,000 categories of products on demand and the introduction of ERP system from U.S. Oracle also helps speed up the pick-up process. Its main warehouses located in central China as well as its satellite logistics network located in northern and southern China form the most completely connected fastener e-commerce platform in the industry.

### The Biggest Support to Customers

### More Than 0.1 Bn Pieces of Products Available on Demand

Director of TongMing.Biz marketing center, Mr. Pusong Dai, said, “Our mission is not only to create a platform that facilitates fastener business transactions, but also to be a great partner supporting those businesses using our platform. We encourage users to reduce their inventory, as with TongMing.Biz, they can always keep themselves updated with the latest inventory data, thus greatly reducing their inventory, employment, store rentals, and operation costs.”

### Offering Revolving Funds to Customers in Dire Financial Straits

Considering the possibility of contingent financial pressure for some platform users, TongMing.Biz utilizes its own capital and works with Industrial and Commercial Bank of China (ICBC) to offer users facing such an issue a solution to relieve their financial pressure, which allows them to extend the payday for up to 100 more days and charges them at a very low interest rate. “While we are continuously improving the satisfaction and experience of users, we are also making effort to enrich our offline service. We treat every customer’s request seriously and never stop improving our information management system to a better level, which, I believe, is why we have been always a model to our followers,” said Director Dai.

# TONG

The emergence of e-commerce trend, the drastic change in logistics models and influx of cash flow have accelerated the structural transformation of Chinese fastener industry, so relevant companies definitely have to make quick adjustments in order to face such challenges ahead. Adhering to this idea, TongMing.Biz, established specifically for serving master distributors, built up a specialized online-to-offline high-end hardware sourcing platform in China, integrating a complete range of products, superior quality, quick delivery and cost-effective order placements. Through this TongMing.Biz platform, users will find it easy to get access to more than 10,000 categories of products in stock ready for immediate shipment and Tong Ming’s high quality & professional service, as well as enjoy the benefits of quick delivery within 48hrs and cost-effective order placements. TongMing.Biz helps users connect with a fully integrated high-end hardware supply chain and is a highly effective platform offering mutually trusted service.



# 东明快购- 全、优、快、省 中国高端五金专业O2O 流通平台



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## The Trend of E-commerce is Unstoppable; Only Those Making a Change Can Finally Survive

Director Dai noted, "We've spent much time forwarding this message to our customers and encouraging them to embrace new business management ideas. In the past, many people thought that running a business required a very spacious warehouse and should hire a great number of employees. However, all of them were later proved to be catastrophic elements that would hike the management cost. Furthermore, if these elements could not be removed immediately, some businesses could not help but terminate operation. If you take revolving funds and relevant costs seriously, you are very welcome to visit TongMing.Biz to experience our complete, superior, quick and cost-saving service. Join us now to keep pace with the trend. Last but not least, e-commerce is an important trend. Currently, we notice that the marketing approach in China is getting more and more horizontally organized, so we have to vertically integrate the supply chain and make proper changes based on different trends and issues."

电商的出现、物流的变革及资金的挹注，让中国紧固件行业目前处在非常快速的变化中，业者一定要拥抱这个新变化，快速的调整自己。针对次终端服务商所成立的东明快购以「全、优、快、省」四个字为终极目标，打造中国高端五金专业O2O流通平台。这四字的核心意涵为：全—常备库存上万种；优—东明品质、专业服务；快—今日订单、次日送达；省—省钱、省心、省时。东明快购整合高端五金供应链，打造高效营运平台，创造诚信共赢的服务。

### 遍布全国仓储点 今日订次日达

东明快购不同于其他扣件电商平台，同为扣件业者所以更了解扣件商业模式。发货速度是电商最重要的关键，东明快购在中国成立超过30个大、中、小型自动仓库，中国80%的地区可做到「今日下订，次日送达」。这都要归功于庞大的库存量及仓储管理系统，超过10,000种商品随时线上，引进美国甲骨文ERP系统，且不断提升理货速度，总仓储以华东地区开始、华北、华南形成物流辐射网，是目前物流复盖最完善的扣件电商平台。

### 客户最强后盾 上亿库存随时待命

东明快购营销中心负责人代普松课长认为，东明快购的使命不只是一要成为一个流通平台，更是要成为使用者的商业支柱及伙伴，他们鼓励使用者减少库存，因为有了东明快购这个平台，可随时看到最新的库存量，如此一来使用者可以大幅降低库存、人事和店租成本，营运成本压力也相对减轻很多。

### 推出金融产品 全方位替客户设想

东明使用自有资金与中国工商银行平台合作推出「周转通」金融产品，体谅使用者在做交易时或许会碰到周转问题，利用东明周转通可以延后结帐日最多100天，且利息相当低。代课长表示：「不断提升客户使用满意度及体验服务，线下的服务一定要扎实。客户的关键需求还是要处理好，系统要完善讯息系统面不断提升，可以说在这个领域里面我们公司一直是别人学习的标竿。」

### 电商势不可挡 改变才能存活

代课长强调：「我们花很多时间给客户传递这个讯息，改变过去的经营思维，过去大家或许认为要有很大的仓储、雇用很多人员，但这都会加重经营成本导致负担，造成许多恶性循环，若不改变甚至会倒闭。关注周转及成本费用，欢迎使用东明的电商平台，体验我们的全、优、快、省带来最新的营运模式，加入我们就是因应潮流。电商的趋势很重要！我们能看到中国国内的管道在扁平化，流通环节会缩减，对上下游要有整合、改变，抓住趋势及问题来改变。」

