

## Client Case Study

# OEM Factory Gained Double in High Season by Operational Services

As a traditional manufacturing enterprise, starting from OEM for a few years. It has integrated relatively complete industry resources in the industrial belt and has the ability of independent research and development. However, it is relatively late to develop the overseas market by comparing with its competitors. A lot of similar enterprises have made money in the cross-border business as early as a few years ago. The short cut to developing the global market for traditional enterprise is to cooperate with the cross-border operation service team. It would provide the professional supporting like the overseas team, channel, market experience and ability of quick capital turnover...

Through the guidance of the local business authorities and industry associations, Dianxida had a thorough understanding of the platform, logistics operation system, marketing plan, and operation service strategy of XBN, and eventually took the operation service of XBN. Through the operation service of the XBN, the sales volume of cross-border e-commerce of enterprises keeps growing, the sales volume in peak season is more than 500,000 US dollars, the profit margin and capital turnover are better than expected. The foreign trademark is registered afterward, which would satisfy the foreign consumers for high-quality products. By facing the huge overseas market opportunities, the enterprise has been transformed successfully.

Monthly Sales in  
Peak Season  
Over **\$500,000**

Monthly Delivery  
Over **5,000 Pcs**

**Multiple in**  
Profit Margin



**Dianxida**  
(Traditional Manufacturing Enterprise)



## Challenge

1. No professional cross-border e-commerce operation team, the cost for build a new team is too high.
2. No cross-border channels and related resources.
3. Lack of understanding of overseas markets and customer needs.

## Solution

1. The XBN operating service team is responsible for the sales and promotion of enterprise products abroad, the registration of brands and the service of customers.
2. Enterprises launch new products according to the suggestions of operation service team, to investigate a new product for the market at the right time.
3. XBN Supply Chain is responsible for warehousing, logistics, tax refund and other services of enterprise products.

## Improvement

1. Cross-border e-commerce sales is keep growing, with monthly sales exceeding \$500,000 in peak season.
2. Effective control of warehousing logistics costs, goods turnover fast in and out, capital turnover directly to the account.
3. The profit margin of cross-border e-commerce is several times more than traditional OEM business.

Scan for  
more about XBN

