

Leapfrog

PRODUCT DEVELOPMENT

Leapfrog 公司产品开发业务简介

Leapfrog

PRODUCT DEVELOPMENT

We partner with China manufacturers to create innovative products for the US market./Leapfrog与
中国工厂建立合作伙伴关系, 为美国市场提供创新的产品.

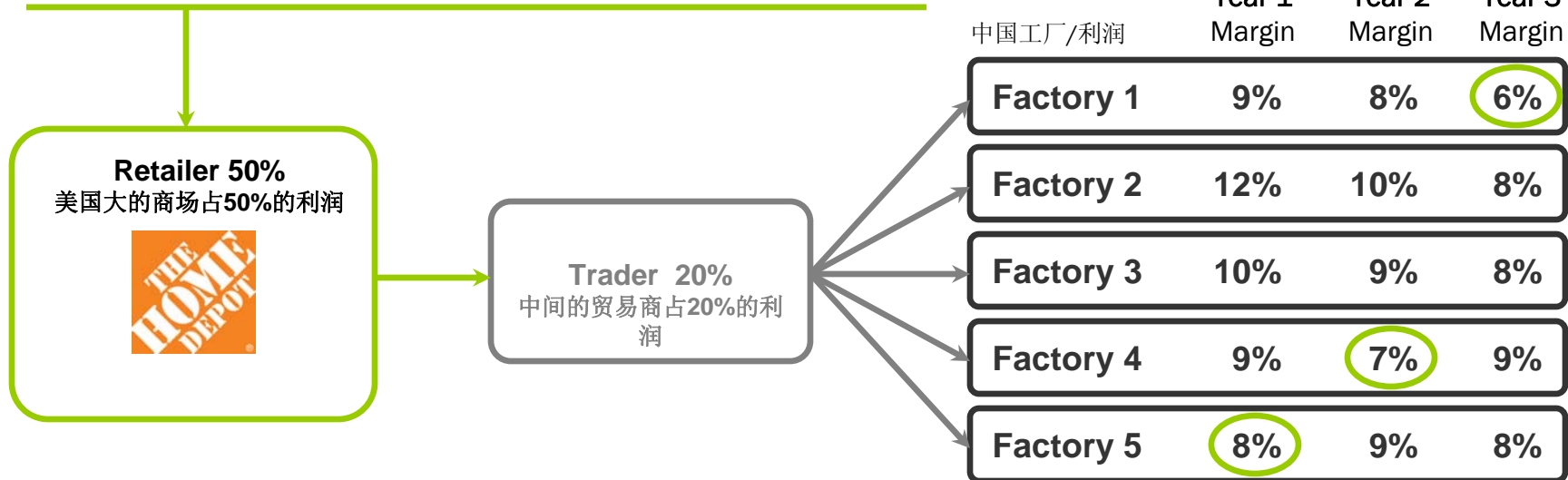
Our goal is to help China manufacturers achieve higher margins and sustainable long term growth through the creation of innovative and proprietary products. /Leapfrog
的目标就是通过帮助中国工厂制造创新和自有专利的产品, 从而获得更高的利润和保持长期的增长.

Our specialty is our deep understanding of US consumers and US retailers, combined with a deep understanding of China manufacturing and the challenges of selling to the US market./Leapfrog的专业人员不仅深刻的了解美国的消费者和美国的商场, 也深刻的了解中国的工厂和他们面临的向美国出售商品的挑战.

Current Situation: whoever controls the product, controls the profit

目前的形势: 谁控制产品, 谁就控制利润

Market Goods Model: Retailer Controls Product/向美国市场销售大众商品的模式: (美国大的商场控制产品)



The Retailer defines the product and issues a request for quote that will allow them to make 50% margin/美国大的商场(买家)确定产品, 并要求(下家)报价, 从而允许他们自己得到50%以上的利润.

The Trader makes 20% margin by pressuring multiple factories to lower costs year over year/中间的贸易商通过挤压多个(生产同样产品的)中国工厂, 年复一年的降低成本, 从而保证他们自己20%的利润.

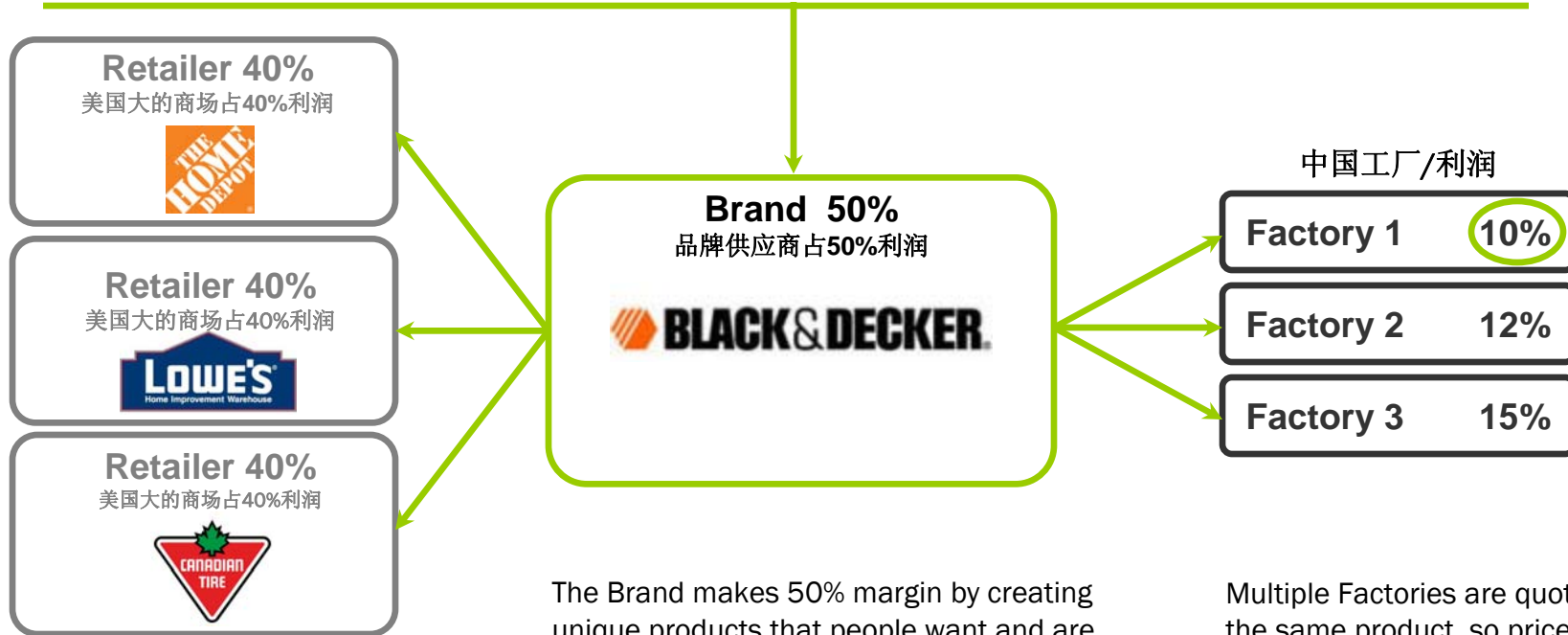
Multiple Factories are quoting the same product, so the only way to win the order is to offer the lowest price./这些(生产同样产品的)中国工厂, 每次只能通过报低价赢得订单.

Each year, some Factory lowers their price a little more and wins the order./每年, 这些工厂都需要通过降低价格来赢得订单.

Current Situation: whoever controls the product, controls the profit

目前的形势: 谁控制产品, 谁就控制利润

Branded Product Model/名牌商品的销售模式: Brand Controls Product/品牌控制产品



Retailers need new and unique products and must compete to offer the best Branded products./美国大的商场都需要新的和独特的商品, 并且必须提供各类名牌商品来(提高)自己的竞争力.

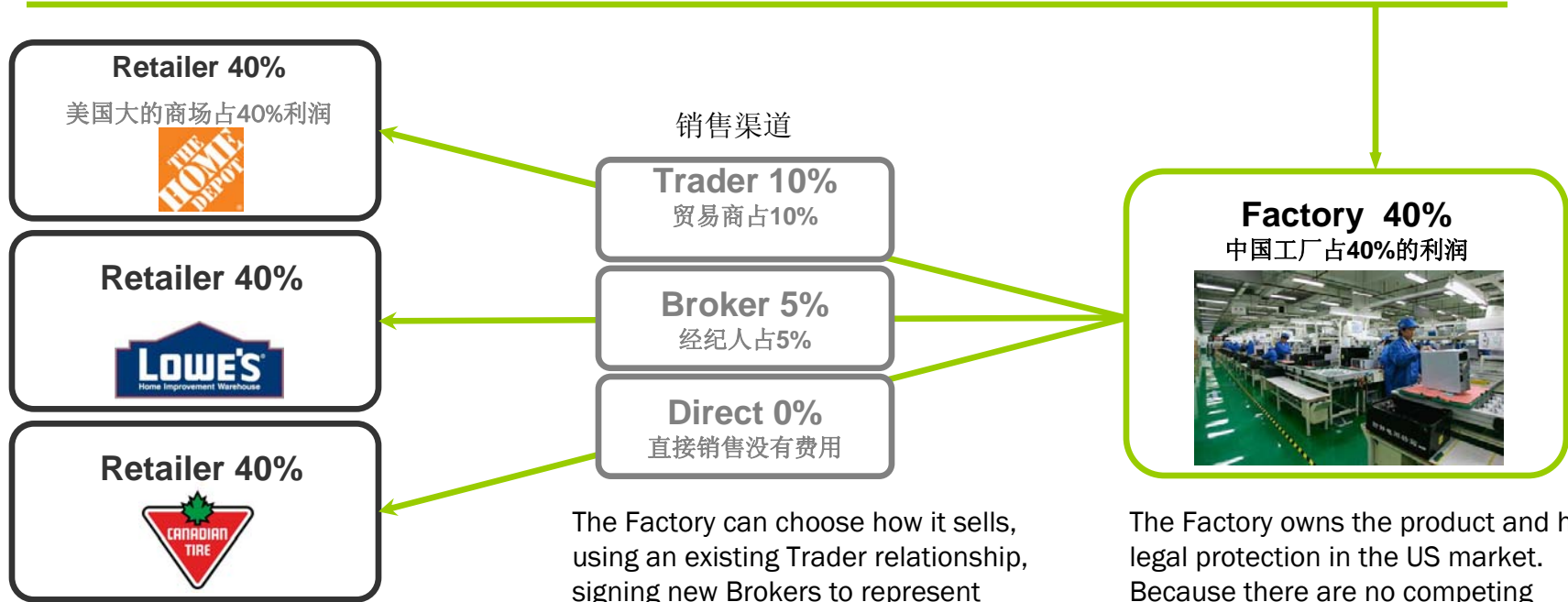
The Brand makes 50% margin by creating unique products that people want and are willing to pay more for. They quote with multiple Factories to get the best price, and are able to sell their product to multiple Retailers./名牌供应商通过制造独有的产品来满足消费者的需求, 并令消费者愿意付更多的钱来买这些名牌产品, 从而使自己能占50%的利润. 名牌供应商向多个工厂询价从而得到最好的价格, 它同时能把自己的名牌产品卖给多个大商场.

Multiple Factories are quoting the same product, so price must still be very competitive to win the order. Development costs are higher due to unique first-time products./多个中国工厂为同一个名牌产品报价, 只有价格有竞争力, 才能最终赢得订单; 由于都是第一次生产这些独有的产品, 因此开发费用比较高.

Current Situation: whoever controls the product, controls the profit

目前的形势: 谁控制产品, 谁就控制利润

Leapfrog Product Development Model/Leapfrog公司产品开发模式: **Factory Controls Product/工厂可以自己控制产品**



Retailers need new and unique products and must compete to offer the best products, whether Branded or Private Labeled./美国大的商场都需要新的和独特的商品, 都通过提供最好的商品来跟别家竞争. 无论名牌还是(这些大商场的)自有的品牌, 它们都需要(在自己的卖场出现).

The Factory can choose how it sells, using an existing Trader relationship, signing new Brokers to represent them, or selling Direct to Retailers. Either way, the Factory controls this process and the margin./中国工厂可以选择如何销售这些自己独有的产品, 它们可以选择使用业已存在的中间贸易商的模式, 也可以签约新的经纪人来代理, 或者直接销售给美国大的商场; 总之, 工厂自己控制这些过程和利润.

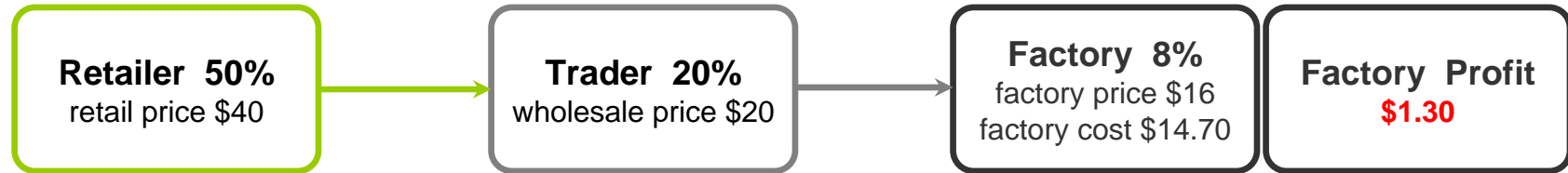
The Factory owns the product and has legal protection in the US market. Because there are no competing factories quoting the same item, Factory is able to set the price and is able to sell to multiple Retailers./由于工厂独家拥有这些产品, 并受到美国市场的合法保护, 这些工厂不用再为同样一件产品而与其他同类厂家竞争. 工厂能自主定价, 并能销售给美国的多家大商场

Current Situation: whoever controls the product, controls the profit

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Example of Factory Profit under each Model/以上三种模式下工厂实现利润的案例

Market Goods Model: lowest price product/大众商品销售模式: 商场销售价格最低, 工厂利润也最低



Branded Product Model: highest price product/名牌商品销售模式: 商场销售价格最高, 但工厂利润仍然很低



Leapfrog Product Development Model: medium price product/ Leapfrog产品开发模式: 销售价格居中, 工厂利润却最高



零售价

批发价

出厂价/工厂成本

工厂利润

How Leapfrog Works/ Leapfrog如何做到(1)

- **Strengths & Capabilities./强项和生产能力.** We begin by understanding your goals and objectives. We study your history and current capabilities to fully understand your strengths and greatest potential./Leapfrog从理解工厂的目标和目的入手, 研究工厂的历史和现有生产能力, 充分理解工厂的强项和最大的潜力在哪里.
- **Market Opportunities./市场机会.** We Identify market opportunities in the US that align best with your goals and capabilities. We look for opportunities that fit well with your organization. /Leapfrog识别在美国市场上最能满足工厂目的和能力的机会. Leapfrog寻找这些最适合工厂的机会.
- **Maximize Return on Investment./投资回报最大化.** Together, we prioritize these opportunities and make strategic selections to optimize success and minimize risk for the best possible return on investment. /Leapfrog通过优化这些机会, 为工厂做出战略选择, 从而确保成功几率最大, 风险最低, 可能得到的投资回报最好.
- **Find Unfilled Needs./找到未填补的需求.** Once a specific opportunity is agreed upon, we conduct Consumer Research to find strong unfilled needs and we use this to create products with new and unique features. /当双方对某一个特定机会认可以后, Leapfrog开始对消费者调研来发现消费者未被填补的强烈需求, 然后针对这些需求, Leapfrog开发带有新的和独有功能的产品来满足这些需求.
- **Thorough Development Process./全面的开发过程.** We work through a very thorough Product Development Process: from broad Concept Development to detailed Final Engineering. We will also consult during tooling, pilot, production and testing to ensure full success. /Leapfrog参与全面的开发过程: 从广泛的产品概念开发到最终的详细的工程设计, Leapfrog可以参与模具试制, 生产监督, 产品测试等等的全过程, 以确保完全成功.

How Leapfrog Works / Leapfrog如何做到(2)

- **Go-To-Market Strategy./走向市场的战略.** Once the product is defined, we will help with the go-to-market plan, including channel and branding strategy. We will customize the product for multiple retailers and advise on 1) selling under a house brand 2) creating of a new brand, or; 3) licensing a brand./一旦某个产品被确定, Leapfrog将帮助工厂制订走向市场的战略, 包括确定销售渠道和制订品牌战略. Leapfrog将量身度造这些产品能满足美国多个大商场的需求, 并建议工厂: 1)用美国大商场的自有品牌销售, 或者2)创建自有的新品牌销售, 或者3)购买名牌的使用权销售.
- **Retail Success./成功的零售.** Many great product have failed at retail simply because they did not have the right merchandising. We offer Packaging Design, In-store Display Design and other merchandising communications that are consistent with the product strategy./许多看似伟大的产品轻易地在市场零售中失败, 就是因为工厂对商品打包销售的工作进行的不对. Leapfrog提供产品的包装物设计, 店内展示设计, 及其它用于打包销售该产品的任何宣传事宜的设计; 这些设计都将跟产品总体战略保持一致.
- **Sell-In./展销** 1) We will create a sell-in presentation that communicates all of the research and strategy behind the product and communicates it in a way that works for US retailers; 2) If desired, we will go with your sales people to co-present to retail buyers, as your expert in the US. 3) If you do not have sales relationships in the US, we will help connect you with US Manufacturers Reps and Brokers who can present your product for you to major US retailers. /1) Leapfrog将创建用于展销的展示文件, 把所有隐藏在产品背后的市场调研和长期战略以美国大的商场能接受的方式跟他们进行沟通, 从而接受这些产品. 2)如有必要, Leapfrog还可以做为工厂的专家代表, 与工厂的销售代表一起, 共同为美国大的客户做展示. 3)如工厂还没有在美国建立任何销售渠道, Leapfrog可以帮助工厂跟美国制造商代表以及经纪人建立联系, 这些代表和经纪人可以把工厂的产品展销给美国大的商场/客户.

The benefit, 这样做的好处

Together, we quickly and effectively create unique product lines for our customers to meet the needs of their retail customers. Our deep knowledge of retail strategy and consumers enables us to create products that offer a clear competitive advantage over typical sourced goods.

我们可以和中国的合作伙伴一起快速而有效的为我们的客户开发设计独有的产品来满足我们的客户的需求. 由于我们能够深刻理解零售商和消费者的本质上的需求, 因此我们可以在现有的典型的大众产品的基础上开发设计并提供全新的具有明显竞争优势的新产品.

Deep knowledge of American Consumer Insights and product style preferences.

深刻理解美国消费者的内心需求以及(选择)产品及其风格的内心倾向性.

Applying this knowledge to product categories to drive design strategy.

把对美国消费者及产品的深刻理解应用到新产品的设计思路的驱动上.

Design unique & differentiated American style products to give you a competitive advantage.

设计独有, 能跟其他产品区分开来的, 美式风格的产品来为工厂提供竞争优势.

Help create powerful sales presentations for you and help present products to American Reps and Retailers.

帮助工厂创立强有力的销售展示; 帮助工厂展示产品给美国的制造商代表和大的商场

Who We Are, 谁是Leapfrog?

LEAPFROG is a full-service product development company/LEAPFROG是一个提供全面产品开发设计服务的公司

We have the unique capability to take new products from initial consumer needs research to finished goods on shelf/Leapfrog 拥有独特的能力, 可以提供从消费者需求调研到新产品最终摆在货架上的全过程服务.

Our fee-based design consulting services help China suppliers navigate the complexities of American retail and create winning products that American consumers want/LEAPFROG通过其收费的开发设计业务, 开发设计符合美国消费者需求的产品, 来为中国工厂在极其复杂的美国市场环境导航.

We help our partners succeed in American retail by designing products that meet the desires of American consumers/ LEAPFROG已经通过开发设计满足美国消费者需求的产品, 为其合作伙伴带来了成功.



Who We Are/ Leapfrog的团队

Our team consists of marketing, research, design, engineering, production and sales professionals./ Leapfrog的团队包括市场营销, 市场调研, 设计, 工程, 生产和销售专家:

- Marketing Strategy/市场营销战略
- Marketing Research/市场调研
- Product Design/产品设计师
- Graphic Design/外观(图案)设计师
- Development Engineering/(结构/机械)工程师
- Production Engineering/生产工程师
- Sales & Marketing/销售和市场营销

Our team has successfully: Leapfrog的团队已经成功地:

- Launched products in major U.S. mass, home improvement, club and office supply retailers/在美国大的商场, 超市, 家装中心, 会员制商场, 办公用品商场发布了许多新产品.
- Created many patented, new-to-the-world product concepts/并开创了许多自主专利的, 世界领先的新产品开发概念



Success Stories/成功案例



Black & Decker Paper Shredder Line/ Black & Decker碎纸机系列

The Leapfrog Team developed a line of premium paper shredders for the Black & Decker brand.

(Leapfrog团队已经为Black-Decker品牌开发了一款高档碎纸机系列)

Success Stories / 成功案例

DREMEL®



Dremel Next Generation Hand Tools / Dremel 下一代手操作电动工具

The Leapfrog Team developed and engineered Dremel's newest line of rotary tools.

(Leapfrog团队已经为DREMEL品牌开发并工程配套了最新款的旋转电动工具系列)

Success Stories / 成功案例



Rubbermaid Tough Tools Line / Rubbermaid 手动工具系列

The Leapfrog Team developed and engineered Rubbermaid's Tough Tools line. The product line has been a category leader in Wal-Mart with over 30 SKUs in Wal-Mart.

(Leapfrog团队已经为Rubbermaid品牌开发并工程配套了手动工具系列, 该系列产品在Wal-Mart为一个专门门类, 拥有超过30个商品货号的库存.)

Success Stories / 成功案例



Kohler Engines OEM Engine Design / 为Kohler引擎做的OEM引擎设计

The Leapfrog Team developed and engineered external componentry for Kohler's Courage and Command Pro engines. These are two top selling engines in the lawn and garden industry.

(Leapfrog团队已经为KOHLER引擎的Courage和Command Pro品牌开发并工程配套了全部OEM外部组件(见上图), 本图中的两款引擎就是目前在园艺工业上(草坪和花园设备)销售最好的引擎.)

Success Stories/成功案例



Powermatic Tools Visual Design Language/Powermatic工具视觉设计语言

The Leapfrog Team developed a new premium family look for Powermatic woodworking tools to ensure the product line maintained its “gold standard” appeal to expert woodworkers.

(Leapfrog团队已经为Powermatic木工工具开发了一套全新的高档的家庭视觉设计，以保证该品牌系列的“黄金水准”，并持续吸引专业的木工工具使用者.)

Programs We've Developed, Leapfrog已经在下列大商场发布了新产品.

Our team members have worked with leading hardware and DIY manufacturers and suppliers to create specialized product lines programs and already sold to the following retailers: Leapfrog的团队已经跟一些顶级的五金和DIY类的制造商和供应商合作, 共同开发设计了特定的适销对路的产品系列, 并卖进了下面的这些大商场:



How can we help you?

Leapfrog如何能够帮到你?

We have a mandarin speaker, can discuss any details and answer any questions from you. /Leapfrog有可以说普通话的合伙人, 可以随时跟你讨论并回答你的任何问题.

Contact this partner anytime./请随时跟跟这个合伙人联系

Austen He/何为民, 公司合伙人, 负责公司资源和产品开发

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