

# SUPPLIER SCREENING REPORT

MARCH 2009

CLIENT NAME: Danish Furniture Trader A/S

CONDUCTED BY  
EasyBizChina Inc.



The following screening report has been conducted by EasyBizChina. If there are any questions to the content of the report, please contact us at any time.

Best regards,

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Declaration:

*EasyBizChina conducts the supplier screening based on a sampling approach. Therefore, there may be issues which have not been discovered or identified during the course of the screening. It is the responsibility of the screened company to identify those issues through its own monitoring processes.*

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## Executive Summary

Since the 2001 entry into the World Trade Organization, China's economy has been rapidly integrated with the global economic community. The WTO membership has on one hand further opened the Chinese market to exports and direct investments into China. On the other hand, it has made Chinese suppliers more accessible to foreign buyers, which now are no longer constrained by quotas and other trade barriers when sourcing in China. Consequently, being a member of WTO brings China's enterprises more opportunities to utilize international resources strategically. However, it also enhances the opportunities for foreign companies to utilize the vast potential prevalent in China's industries.

The Guangdong province is the base for highly skilled furniture manufacturers. The region is especially known for its light industries, and companies within the region are frontrunners of China when it comes to technology, R&D, human resources, management, exposure to Western business mentality, etc. Furthermore, these companies are attractive partners to European and other foreign companies, when it comes to supplying furniture and furniture accessories as well as conducting OEM services.

EasyBizChina hereby presents a comprehensive survey on furniture companies within the Guangdong province. The report offers:

- valuable information about Chinese furniture suppliers
- a presentation of 3 potential Chinese suppliers within the furniture industry, based on your requirements

Based on a close screening of 10 supplier candidates taken from EasyBizChina's supplier network, EasyBizChina has selected 3 suppliers that match your company requirements. These suppliers are:

***Guangzhou Super Furniture co., Ltd., Fashion Furniture & Textile Co., Ltd. & Design Furniture Co., Ltd.***

The principal selection requirements for the 10 suppliers are:

- Small-to-medium-size
- Experience with international trade
- Willingness to start cooperation with European companies
- Willingness to commit to small order volumes

The report provides information about industry & products, company facts, company profile, financials, manufacturing and factory facts, code of conduct, terms & services, and commercial events. It concludes with a SWOT analysis of the companies' internal and external positions in the furniture industry. Furthermore, a full list of company products for each supplier will be presented.

***EasyBizChina is looking forward to providing more valuable services and sincerely hope that your company will achieve great success when exploring the Chinese market!***

# Guangzhou Super Furniture co., Ltd

## Industry and Products

**Main Industry:** Furniture

**Product Lines:** Iron chairs, dinner tables, coffee tables & outdoor furniture

**Certificates:** CCC & CE

**3rd Party Testing Company:** SGS & TUV

## Company Facts

|                                    |                              |                             |                      |
|------------------------------------|------------------------------|-----------------------------|----------------------|
| <b>Year of Establishment:</b>      | 1998                         | <b>Business License:</b>    | YES                  |
| <b>Company Type:</b>               | Manufacturer                 | <b>Export License:</b>      | YES                  |
| <b>Number of Office Employees:</b> | 23                           | <b>Location of Company:</b> | Guangzhou, Guangdong |
| <b>Language Skills:</b>            | Chinese & English            | <b>Communication Level:</b> | Good                 |
| <b>OEM Service:</b>                | YES                          | <b>ODM Service:</b>         | NO                   |
| <b>Annual Export Capacity:</b>     | 3500 40" containers          | <b>Foreign Agents:</b>      | NO                   |
| <b>Name of Foreign Clients:</b>    | Walmart, Target, ILVA & JYSK |                             |                      |
| <b>Export Markets:</b>             | Europe:                      | 35%                         |                      |
|                                    | North America:               | 50%                         |                      |
|                                    | South America:               | 0%                          |                      |
|                                    | Middle East:                 | 5%                          |                      |
|                                    | Africa:                      | 0%                          |                      |
|                                    | Asia:                        | 10%                         |                      |
|                                    | South East Pacific:          | 0%                          |                      |

## Company Profile

Guangzhou Super Furniture Co., Ltd. was established in 1998 and has since been manufacturing custom stainless steel furniture, chairs, tables, and outdoor furniture.

The company is conveniently located near transportation hubs by air, sea and land. In addition, this logistical advantage makes it an ideal partner for foreign companies looking for outsourcing partner in China.

## Financials

|   |           |                             |            |
|---|-----------|-----------------------------|------------|
| <b>Registered Capital Amount:</b>               | 3 mil USD | <b>Annual Revenue 2006:</b> | 20 mil USD |
| <b>Credit Rating Status:</b>                    | AA        | <b>Annual Revenue 2007:</b> | 18 mil USD |
| <b>Annual review done by local authorities:</b> | YES       | <b>Annual Revenue 2008:</b> | 22 mil USD |

## Manufacturing and Factory Facts

|                                     |         |                                      |                       |
|-------------------------------------|---------|--------------------------------------|-----------------------|
| <b>Factory Floor Size:</b>          | 6000 m2 | <b>QM Certificates:</b>              | NO                    |
| <b>Number of Factory Staff:</b>     | 127     | <b>Type of Machinery:</b>            | Electronic            |
| <b>Number of Production Lines:</b>  | 7       | <b>Origin of Machines:</b>           | China                 |
| <b>In-House Quality Control:</b>    | YES     | <b>QC Report Available:</b>          | YES                   |
| <b>Testing Equipment Available:</b> | YES     | <b>Daily Manufacturing Capacity:</b> | 10 pcs 40" containers |

## Code of Conduct

|  |     |                                    |          |
|--|-----|------------------------------------|----------|
| <b>Safety Equipment Available:</b>                     | YES | <b>Minimum Age of Staff:</b>       | 16 years |
| <b>Is the factory staff living in the factory:</b>     | YES | <b>Environmental Certificates:</b> | NO       |
| <b>Is staff trained in handling factory machinery:</b> | YES |                                    |          |

## Terms and Services

|   |               |                                |  |
|---|---------------|--------------------------------|--|
| <b>Incoterms Used:</b>                  | FOB & EX WORK | <b>MOQ:</b>                    | 40" container                                  |
| <b>FOB Ports:</b>                       | Shenzhen      | <b>Lead Time (MOQ):</b>        | 35 days  |
| <b>Environmental Packing Available:</b> | NO            | <b>Payment Terms:</b>          | TT 30/70%                                      |
| <b>Warranties on Products:</b>          | 1 year        | <b>How are claims handled?</b> | Claims are handled on a case by case situation |

## Commercial Events

|                      |   |
|----------------------|---|
| <b>Trade Fairs:</b>  | Canton Fair booth no. 5.31.H & Guangzhou Furniture Fair |
| <b>Other Events:</b> | Half annual internal fair in showroom                   |

## SWOT & Conclusion

### SWOT analysis:

#### Strengths

New machinery, big volume customers, quality & design, company location, product development, European design, OEM

#### Weaknesses

Lack of marketing experience

#### Opportunities

Strong economy, European interest for design furniture

#### Threats

Competition from furniture manufacturers with same product specification, financial crisis

### Conclusion:

In general, Guangzhou Super Furniture Co., Ltd. is a strong supplier with a sound and solid business. It can supply a wide range of products and is very flexible towards customers' demands.

The company's products have been highly recognized in both the US and Europe, where its customer base includes companies such as: Walmart, Target, ILVA & JYSK.

The company welcomes any specific demands from customers, which is the reason for its constant development in both products & sortiment. Moreover, it follows the demand and trend within the furniture industry.

From regular contact with the company's staff, both via telephone and email, it can be concluded that the company is good at communicating and highly professional.

## Contact Information

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## Product Showroom

Sample

# Fashion Furniture & Textile Co., Ltd.

## Industry and Products

**Main Industry:** Furniture & Furniture Accessories

**Product Lines:** Livingroom & kitchen tables, sofas, chairs, sectionals, cushions & blankets

**Certificates:** UL, CCC & CE

**3rd Party Testing Company:** SGS

## Company Facts

|                                    |                                  |                             |                             |
|------------------------------------|----------------------------------|-----------------------------|-----------------------------|
| <b>Year of Establishment:</b>      | 2003                             | <b>Business License:</b>    | YES                         |
| <b>Company Type:</b>               | Manufacturer                     | <b>Export License:</b>      | YES                         |
| <b>Number of Office Employees:</b> | 11                               | <b>Location of Company:</b> | Shenzhen, Guangdong         |
| <b>Language Skills:</b>            | Chinese, German, English         | <b>Communication Level:</b> | Good in all three languages |
| <b>OEM Service:</b>                | YES                              | <b>ODM Service:</b>         | YES                         |
| <b>Annual Export Capacity:</b>     | 2000 40" containers              | <b>Foreign Agents:</b>      | YES                         |
| <b>Name of Foreign Clients:</b>    | Ilva, Pavstian, Biva, Ide mobler |                             |                             |
| <b>Export Markets:</b>             | Europe:                          | 50%                         |                             |
|                                    | North America:                   | 25%                         |                             |
|                                    | South America:                   | 0%                          |                             |
|                                    | Middle East:                     | 0%                          |                             |
|                                    | Africa:                          | 50%                         |                             |
|                                    | Asia:                            | 50%                         |                             |
|                                    | South East Pacific:              | 50%                         |                             |

## Company Profile

Fashion Furniture & Textile Co., Ltd. is a Chinese manufacturer and supplier of a variety of furniture products and furniture accessories. The company was established in 2003, though due to its young age, it has already a sound client base in both Asia and the US. Recently, the company has begun exporting to the European market, where it already has build up good business relations with customers such as: Ilva, Pavstian, Biva, Ide mobler and is currently developing.

The company specifically focuses on three areas: product design, quality and service. It offers a wide range of designs within each product group, which makes its products highly popular. Furthermore, the company stresses good product quality and good service to its worldwide customers. It welcomes any wishes or inquiries from its customers.

## Financials

|   |         |                             |            |
|---|---------|-----------------------------|------------|
| <b>Registered Capital Amount:</b>               | 1.5 USD | <b>Annual Revenue 2006:</b> | 10 mil USD |
| <b>Credit Rating Status:</b>                    | A       | <b>Annual Revenue 2007:</b> | 13 mil USD |
| <b>Annual review done by local authorities:</b> | YES     | <b>Annual Revenue 2008:</b> | 14 mil USD |

## Manufacturing and Factory Facts

|                                     |         |                                      |                      |
|-------------------------------------|---------|--------------------------------------|----------------------|
| <b>Factory Floor Size:</b>          | 5500 m2 | <b>QM Certificates:</b>              | YES                  |
| <b>Number of Factory Staff:</b>     | 86      | <b>Type of Machinery:</b>            | Electronic           |
| <b>Number of Production Lines:</b>  | 5       | <b>Origin of Machines:</b>           | China                |
| <b>In-House Quality Control:</b>    | YES     | <b>QC Report Available:</b>          | YES                  |
| <b>Testing Equipment Available:</b> | YES     | <b>Daily Manufacturing Capacity:</b> | 5 pcs 40" containers |

## Code of Conduct

|  |     |                                    |          |
|--|-----|------------------------------------|----------|
| <b>Safety Equipment Available:</b>                     | YES | <b>Minimum Age of Staff:</b>       | 16 years |
| <b>Is the factory staff living in the factory:</b>     | NO  | <b>Environmental Certificates:</b> | NO       |
| <b>Is staff trained in handling factory machinery:</b> | YES |                                    |          |

## Terms and Services

|   |          |                                |   |
|---|----------|--------------------------------|---|
| <b>Incoterms Used:</b>                  | FOB      | <b>MOQ:</b>                    | 20" container                             |
| <b>FOB Ports:</b>                       | Shenzhen | <b>Lead Time (MOQ):</b>        | 35 days                                   |
| <b>Environmental Packing Available:</b> | YES      | <b>Payment Terms:</b>          | TT 30/70%                                 |
| <b>Warranties on Products:</b>          | 1 year   | <b>How are claims handled?</b> | Claims are handled on an individual basis |

## Commercial Events

|                      |   |
|----------------------|---|
| <b>Trade Fairs:</b>  | China Import & Export Fair; The 17th China (Shenzhen) CIFF - CHINA INTERNATIONAL FURNITURE FAIR |
| <b>Other Events:</b> | -   |

## SWOT & Conclusion

### SWOT analysis:

#### **Strengths**

Young company, broad assortment, OEM, location of factory and offices, quality products, diverse types of textile.

#### **Opportunities**

Moving into new markets (US & Europe)

#### **Weaknesses**

Undifferentiated products and services in relation to competitors.

#### **Threats**

Competitors (Chinese manufacturers), financial crisis

### Conclusion:

Overall Fashion Furniture & Textile Co., Ltd. is a sound business within the furniture industry. Besides having built good relationships with Chinese buyers, the company now exports to both Europe and the US. This is considered as highly positive taken its young age into consideration. Furthermore, the company is capable of communicating in Chinese, German and English, which is a strong advantage in doing business with clients from abroad. Besides manufacturing different home furnitures, the company also manufactures furniture accessories such as cushions, blankets, table cloths etc. The company also welcomes any client specifications & inquiries. However, the product categories of the company is highly undifferentiated in relation to its competitors on the Chinese market, which can be a company disadvantage.

## Contact Information

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[www.fashionfurniture.com.cn](http://www.fashionfurniture.com.cn)

## Product Showroom

Sample

# Design Furniture Co., Ltd.

## Industry and Products

**Main Industry:** Furniture & Furniture Accessories

**Product Lines:** Sofas, dinner tables, bookcases, lights, stainless steel furniture

**Certificates:** UL, CCC & CE

**3rd Party Testing Company:** SGS

## Company Facts

|                                    |                              |                             |                     |
|------------------------------------|------------------------------|-----------------------------|---------------------|
| <b>Year of Establishment:</b>      | 2001                         | <b>Business License:</b>    | YES                 |
| <b>Company Type:</b>               | Manufacturer                 | <b>Export License:</b>      | YES                 |
| <b>Number of Office Employees:</b> | 7                            | <b>Location of Company:</b> | Shenzhen, Guangdong |
| <b>Language Skills:</b>            | Chinese & English            | <b>Communication Level:</b> | Good                |
| <b>OEM Service:</b>                | YES                          | <b>ODM Service:</b>         | NO                  |
| <b>Annual Export Capacity:</b>     | 3000 40" containers          | <b>Foreign Agents:</b>      | NO                  |
| <b>Name of Foreign Clients:</b>    | Bo Concept, Pier UK, Habitat |                             |                     |
| <b>Export Markets:</b>             | Europe:                      | 40%                         |                     |
|                                    | North America:               | 15%                         |                     |
|                                    | South America:               | 15%                         |                     |
|                                    | Middle East:                 | 10%                         |                     |
|                                    | Africa:                      | 0%                          |                     |
|                                    | Asia:                        | 20%                         |                     |
|                                    | South East Pacific:          | 0%                          |                     |

## Company Profile

Design Furniture Co., Ltd. was established in 2001. The company manufactures furniture products of high quality and trendy design. It also offers furniture accessories in form of home decoration.

The company possess a great knowledge in a number of product groups that all relates to furniture & home accessories. The focus is especially on stainless steel, which is of great demand from its clients. It takes a great part in the development of all its products, from the initial stage to the final product. Based upon its knowledge of these many products the company is capable to help its clients with a large portfolio of products.

The company's business relationships and experiences with the European clients have provided them with a genuine understanding of its clients' demands both in quality and on time delivery.

## Financials

|   |             |                             |            |
|---|-------------|-----------------------------|------------|
| <b>Registered Capital Amount:</b>               | 950,000 USD | <b>Annual Revenue 2006:</b> | 19 mil USD |
| <b>Credit Rating Status:</b>                    | AA          | <b>Annual Revenue 2007:</b> | 22 mil USD |
| <b>Annual review done by local authorities:</b> | YES         | <b>Annual Revenue 2008:</b> | 23 mil USD |

## Manufacturing and Factory Facts

|                                     |         |                                      |                      |
|-------------------------------------|---------|--------------------------------------|----------------------|
| <b>Factory Floor Size:</b>          | 7300 m2 | <b>QM Certificates:</b>              | ISO 9002             |
| <b>Number of Factory Staff:</b>     | 134     | <b>Type of Machinery:</b>            | Electronic           |
| <b>Number of Production Lines:</b>  | 7       | <b>Origin of Machines:</b>           | China                |
| <b>In-House Quality Control:</b>    | YES     | <b>QC Report Available:</b>          | YES                  |
| <b>Testing Equipment Available:</b> | YES     | <b>Daily Manufacturing Capacity:</b> | 8 pcs 40" containers |

## Code of Conduct

|  |     |                                    |          |
|--|-----|------------------------------------|----------|
| <b>Safety Equipment Available:</b>                     | YES | <b>Minimum Age of Staff:</b>       | 16 years |
| <b>Is the factory staff living in the factory:</b>     | NO  | <b>Environmental Certificates:</b> | YES      |
| <b>Is staff trained in handling factory machinery:</b> | YES |                                    |          |

## Terms and Services

|   |          |                                |  |
|---|----------|--------------------------------|--|
| <b>Incoterms Used:</b>                  | FOB      | <b>MOQ:</b>                    | 40" container  |
| <b>FOB Ports:</b>                       | Shenzhen | <b>Lead Time (MOQ):</b>        | 40 days  |
| <b>Environmental Packing Available:</b> | NO       | <b>Payment Terms:</b>          | TT 30/70%%LC   |
| <b>Warranties on Products:</b>          | 2 year   | <b>How are claims handled?</b> | All claims are handled by the company's sales staff and quality department |

## Commercial Events

|                      |  |
|----------------------|--|
| <b>Trade Fairs:</b>  | China Import & Export Fair; The 17th China (Shenzhen) CIFF - CHINA |
| <b>Other Events:</b> | INTERNATIONAL FURNITURE FAIR                                       |

## SWOT & Conclusion

### SWOT analysis:

#### Strengths

Innovative products, design, product knowledge, focus on stainless steel, factory location, extensive client base in foreign markets

#### Weaknesses

Lack of marketing experience towards the European market

#### Opportunities

Innovative market, European demand for design furniture

#### Threats

Competitors within the furniture industry, financial crisis

### Conclusion:

Design Furnitures Co., Ltd. is a stable Chinese supplier of quality furniture products of modern and trendy design. The company's employees hold a strong knowledge of the individual furniture and market trends. Therefore, it has been successful in exporting to different markets outside China, such as Europe, North & South America and the Middle East . As the company focuses on modern and trendy furnitures, it operates in an innovative market, where it adjusts its processes and product design to meet the demands of its clients. This has created company success in the foreign market and among clients such as: Bo Concept, Pier UK, Habitat

The company is slowly putting more emphasis on stainless steel products, which might limit the company from certain customers. This can be one of the company disadvantages.

## Contact Information

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## Product Showroom

Sample