

## BILLIECHICK PROFILE

<b>Company</b>	<b>Billie Chick Limited</b>
<b>Main Bussines Item</b>	Cake, Ground Coffe, gift box
<b>Side Bussines Item</b>	Simple meal, Coffe bean, Candy, Chocolate, Biscuit
<b>Other Service Item</b>	Music Candle, Flower, Souvenir, Coffe equipment
<b>Enterprise Spirit</b>	Bake good mood
<b>Business Ideology</b>	Traditional, Creative, Fun
<b>Business direction</b>	International food, globalization
<b>Business principle</b>	Create win-win situasion for customer, employees, share holder, Factory owners
<b>Service principle</b>	Store for customer
<b>Management method</b>	Mobile management, first-line, employees after right transfer employees
<b>Store size</b>	20 Ping – 35 Ping
<b>Selling method</b>	Buffet
<b>Consumer group</b>	<ol style="list-style-type: none"><li>1. Market demand population is from 19 years – 39 yaears, unmarried female student and office workers as main consumer</li><li>2. Our Company's professionally purchasing, managing, plus packaging would Create reasonable price consuming, brand enjoyment, distincive space of demand</li></ol>
<b>Marchandise Strategy</b>	Market cuctomer as the lead, tradisionality as foundation to extend creativity, adding Fun, inducing life, plus adding the multi kind merchandise assemble, providing one Stop consuming space.