



case 01

广东多米电热饭盒产品展

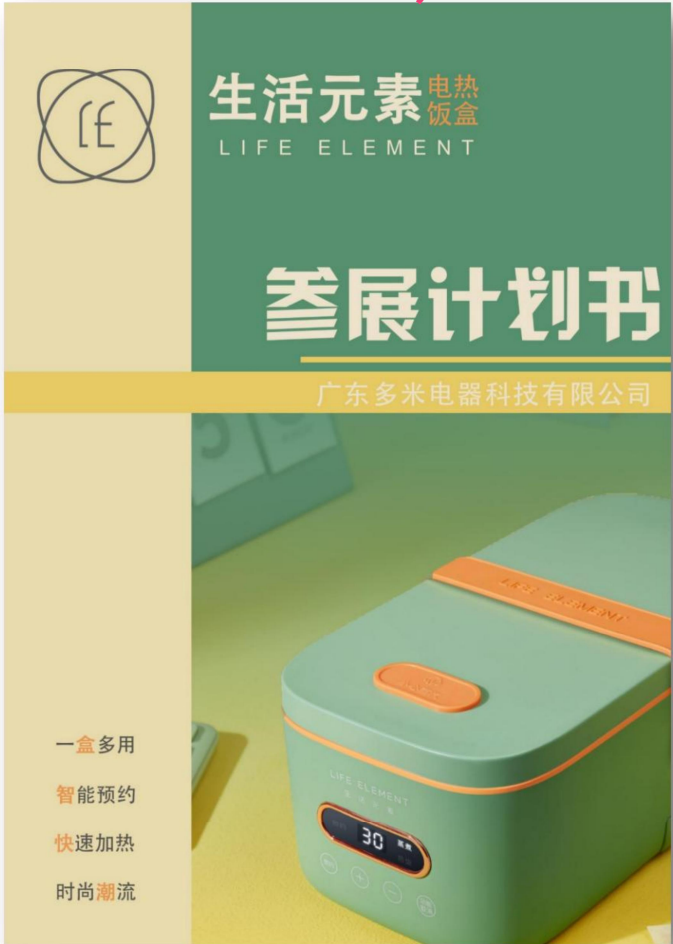
本人作为主要成员参与第十一届全国高校商业精英挑战赛国际贸易竞赛宁波全国总决赛，最终在宁波全国总决赛中获得**全国一等奖**的好成绩。

本人负责**展位策划和宣传营销**部分，参赛项目为广东多米电器科技有限公司参展项目，赛事选取一个现实存在的公司为其撰写参展商业计划书，并设计展位和营销策略。

本次参展的主打产品是电热饭盒，我们以成为“**时尚颜值小家电引领者**”为目标，打造这款契合当代人的生活状态和审美的电热饭盒，首要目标是建立产品形象，提高公司知名度，在此同时促进与国外新型厨具研发的交流并开创行业新标准，成为国内新厨具技术研发的先锋,引领居家新时尚。

产品参展策划书

了解策划书详情
可点击该封面



广东多米电器科技有限公司

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LIFE IS DIFFERENT

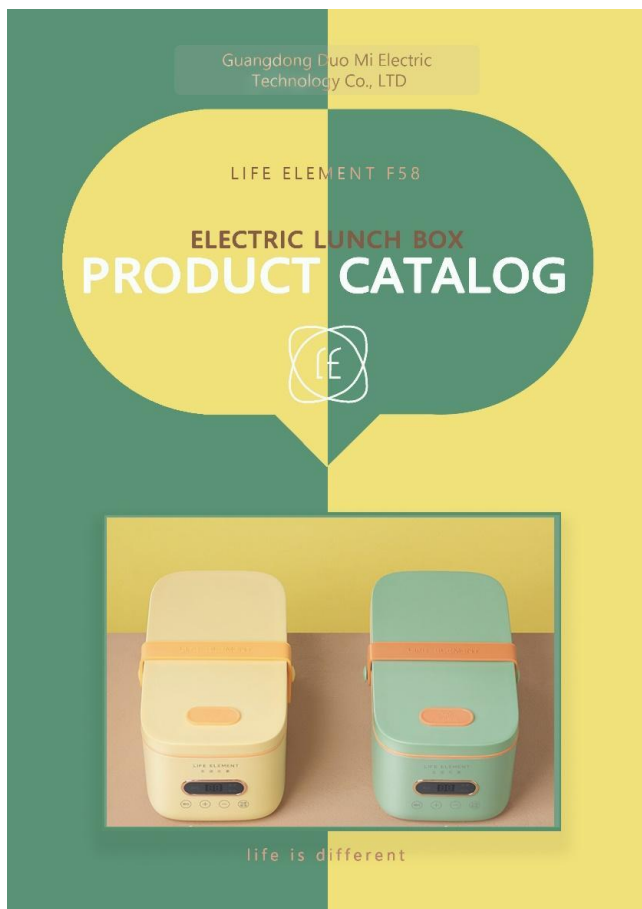
广东多米电器科技有限公司

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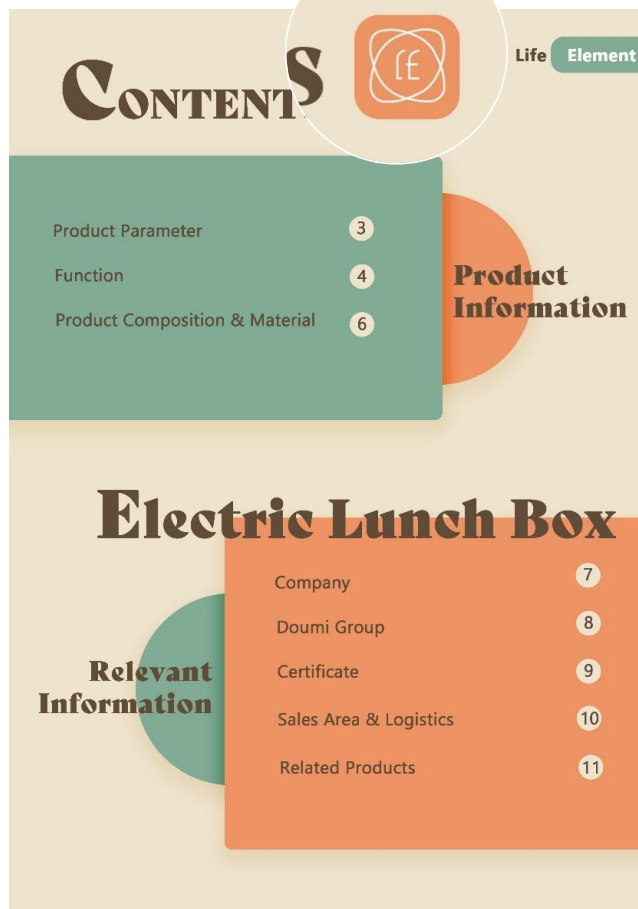
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产品宣传册设计



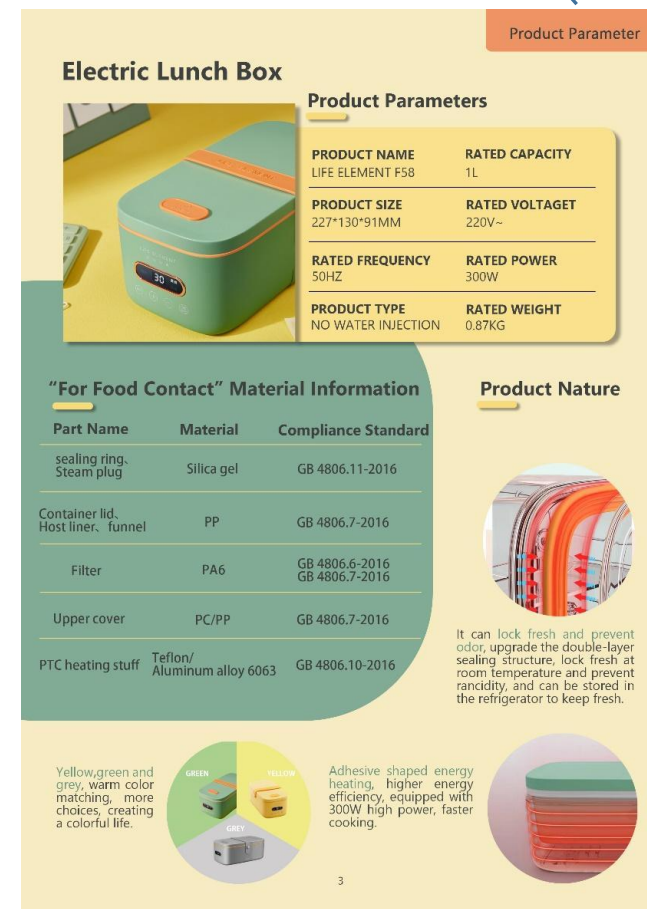
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凸显该公司
品牌logo



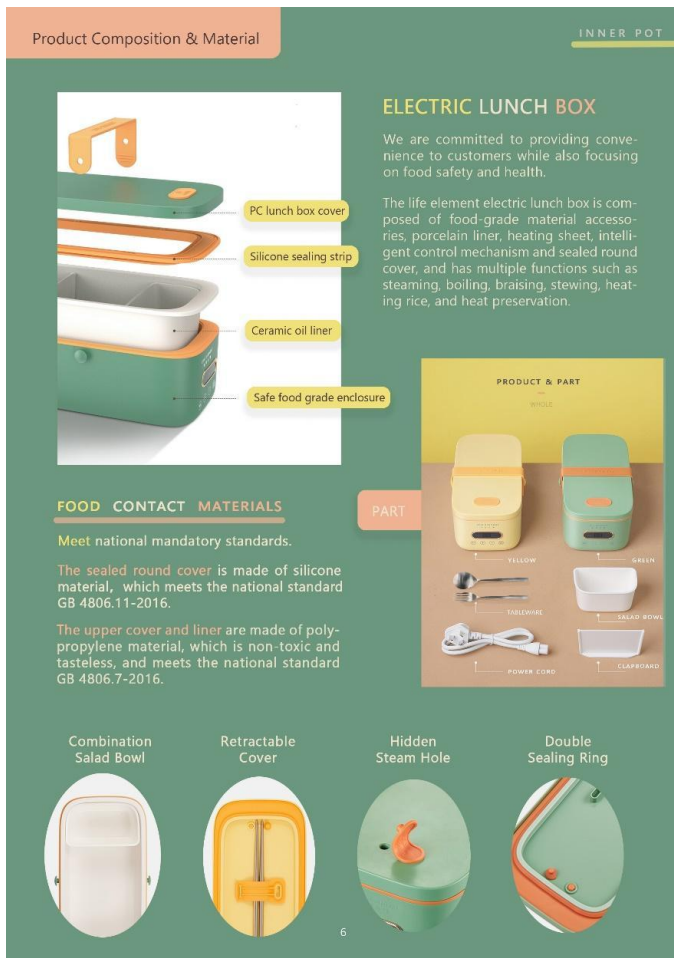
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页功能内容



产品参数页

产品宣传册设计




产品零件与材质页




产品功能介绍页

产品宣传册设计



RoHS


Control and reduce environmental pollution and other public hazards caused by electronic information products in the process of producing electronic products.



FDA


Our product's material is contacted with food which is directly related to the food safety and health of users.

Certificate



CE


Product meets the requirements of a series of European directives on safety, health, environmental protection and consumer protection.




Sondero RA

CE

Appearance Design Patent Certificate:



Utility Model Patent Certificate:



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相关证书页

Duomi Group



Duomi Group always insists on the concept of "proud of inventive manufacturing" and take "developing products according to the clients request" as the core competence to provide healthy and practical products and service to our clients all over the world.

Currently, Duomi Group has 7 product categories with more than 100 models, including air humidifier series, yogurt maker series, cooker series, water kettle series, electric lunch box series and high-speed blender series.

STRICT QUALITY CONTROL



Most professional instruments, equipments and facilities had already been equipped for components and finished product testing.

LARGE FACTORY



Guangdong Duomi is located in Shunde, Foshan, we have two manufacturing bases, totally six assembly lines and 3 professional laboratories which can satisfy most various tests.

We produce a wide range of humidifier, yogurt maker, electric lunch box, bottle warmer, electric kettle, electric cooker and other items. Our monthly output capacity is around 200,000 units which can fully fit for big orders.



Guangdong Duomi Group is located in Tianfulai industry zone of Ronggui, Shunde. We occupy a plant of 12,000 square meters and \$50 million annual sales.

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工厂介绍页



LIFE ELEMENT
MAKE LIFE DIFFERENT

Company

Guangdong Duo Mi Electric Technology Co., LTD

Duomi Group sincerely expect to cooperate and keep close relationship with you!
We warmly welcome you to visit us for business negotiation!



ABOUT DUOMI GROUP

Guangdong Duomi Electric Technology Co., Ltd. is a professional and globalized electrical home appliance manufacturer. It has a total area of 12,000 square meters and over 300 employees, integrated with independent R&D center, manufacturing and sales. We specialize in small home appliances, as well as offer OEM/ODM service.



WELL KNOWN BRAND

Duomi Group is a fast growing company with rapid business expansion, we always commit ourselves to provide the best service, the best quality product and the most competitive price. We have long-term customers from more than 30 provinces in China and also established stable relationship with over 50 famous international enterprises.



In 2015, we registered our own brand "LIFE ELEMENT" in China, Duomi aims to develop its own brand and takes the revolutionary concept of "Life is different!" as its brand vision.

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公司介绍页

产品宣传册设计

LIFE ELEMENT

Related Products

USB Juicer

K9/K11

Top hole design
Drink it directly

Item: USB Juicer	Color: Green Pink	Battery: 1200mAh
Model: K9/K11	Capacity: 300mL	Voltage: DC 5V

- 400ml capacity
- convenient to carry
- convenient USB charging
- PCTG food grade cup

Yogurt Maker

S8

Homemade yogurt
Best healthy cuisine

Item: Yogurt Maker	Color: Blue	Power: 300W
Model: S8	Capacity: 2.0L	

- NTC temperature control
- use water as heating medium
- fast heating up
- more energy saving

Foldable Kettle

I25

Foldable and portable
Food grade silicone

Item: Foldable Kettle	Color: Khaki Blue	Power: 245-850W
Model: I25	Capacity: 600mL	Wide Voltage: 100-240V

- electronic touch control screen
- multi-function mode
- medical grade silicone pot
- foldable structure
- double-layer lid
- wide diameter opening design for easy cleaning

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相关产品页

Sales Area & Logistics

We choose carton according to different items and arrange the delivery. Our long term cooperation forwarder will book space, customs clearance and transport for us without delay. We will arrange transportation according to custom's needs.

Logistic

FedEx Express

EMS

DHL

TNT

ups

sales area

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销售及物流页

LIFE ELEMENT

COMPANY ADDRESS

Room 502, Building 15, The 3rd Phase of Tianfulai International Industrial City, NO.33, Changbao West Road, Rongli, Ronggui, Shunde, Foshan, Guangdong Province

CONTACT

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MOBILE

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PRODUCT PARAMETERS

PRODUCT NAME	RATED CAPACITY	RATED VOLTAGE
LIFE ELEMENT F58	1L	220V~

PRODUCT SIZE	RATED FREQUENCY	RATED POWER
227 * 130 * 91 MM	50Hz	300W

LIFE IS DIFFERENT

封底页

宣传单

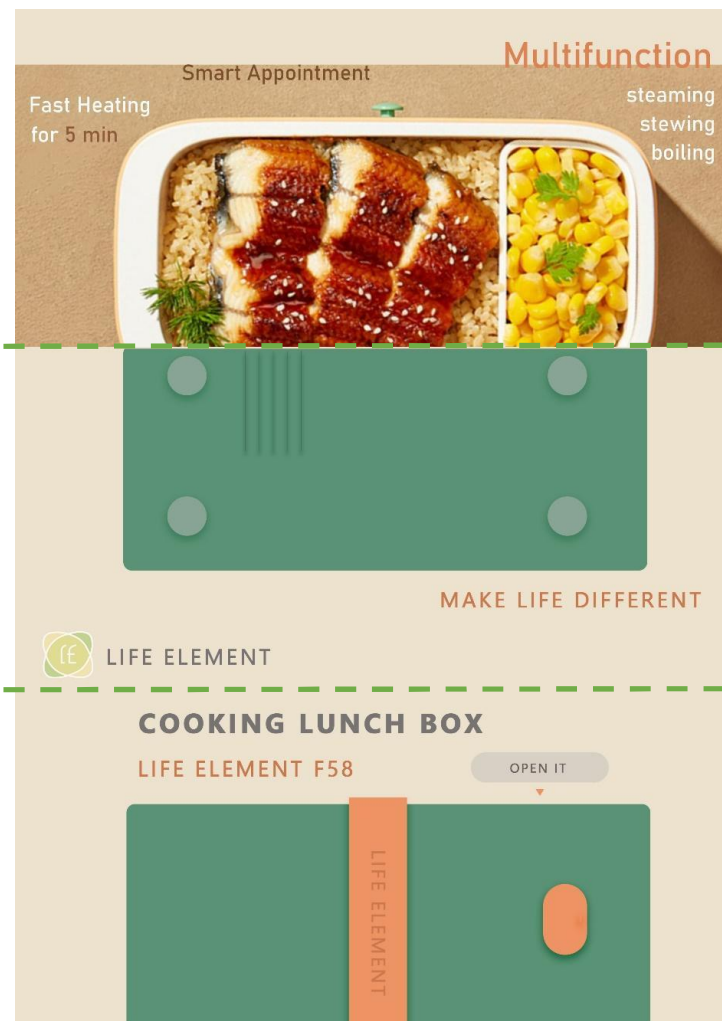
该宣传单设计为三折页的样式，封皮设计成饭盒的底部和盖子，中间页则是装满食物的饭盒内部，折起后整张传单刚好形成一个饭盒的层级结构。

宣传单是宣传册的缩略版，内容更加精简，让看的人对本产品的特色和优势一目了然。



内页

对折线



外页

▶ 展位图与现场



展位示意图



现场照片



case 02

Newjoys旅游展 远华杯成果展参赛作品

本人作为主要负责人参与远华杯全国会展创意大赛，参赛项目为newjoy旅游展，最终获得“远华杯”会展创意大赛**全国一等奖**的好成绩；

项目中本人作为**宣传组总负责和活动策划者**，设计了展位、宣传册和周边产品等，主导了该项目的开展和推进；

该旅游展旨在**为大学生旅游者提供路径选择和交流机会**，为学生能够更好地了解旅游资讯和选择旅游方式提供了平台；