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VISION

- Quality hardware for quality living
- To provide the highest quality hardware to the window and door industry worldwide

- 20 Years of experience Developping& Engineering solutions to the European Window and Door industry.
- We are maybe not the cheapest... but our innovation and quality have its price.
- Let us develop your individual window and door fittings.

BUSINESS IDEA

- Global clients reach for our products through direct sales and partners.
- We are an innovative company who always strive to improve our products, processes and people
- Innovation without relentless focus on efficiency matters not. Therefore Staforce always tries to employ latest technologies to drive our competitive advantages
- We see our purpose is that not only achieving profitability by supply stateof- the art products but also our employees cherish their working experience with Staforce, and share the growth with the company.



Entrepreneurial spirit

We encourage an entrepreneurial spirit through trial and error. Learning as much from our failures as from our successes! A truly entrepreneurial approach where new ideas and continuous development ensures that our customers always get the best solution. We believe that one experiment is better than 1000 expert views.

Efficiency

We encourage efficiency and optimal working processes – Always to challenge ourselves and strive to get the best out of what we do and ask ourselves every day, what we can do better – to see new opportunities to develop and improve – an effective approach to always deliver the highest perceived customer value.

Quality

In STAFORCE Quality awareness is a companywide activity. Everyone has the obligation to speak out against bad quality. When we care deeply about quality our customers will appreciate our efforts and return with more business opportunities.

factors



	STRENGTHS (S)	WEAKENESSES (W)			
Internal factors	 Own Manufacturing, focus on efficiency自己生产,专注效率 Strong R&D Capabilities 研发能力强 Brand awareness 品质知名度高 High Quality and innovative products 高质量和创新性高的产品 	 Limited global range, very local company全球市场占领少, 非常依赖本土市场. Management team capabilities.管理水平 Lack of Marketing capability 市场开发能力 Lack of Sales management 缺乏销售管理 			

	(\mathbf{n})	
OPPORTUNITIES	(\mathbf{O})	

- **External** Global expansion 全球扩展市场
 - Develop more key account clients.开发大客户
 - Product extension 产品线延申

- Low-cost copycats低价竞争
- Unfavorable macro and policy environment.不利的宏观环境

THREATS (T)

■ Price pressure.价格压力

Enables success

Prevents success





SWOT Activities (general) - UPDATE



Strengths and opportunities

Activities to take advantage of strengths and opportunities.

- Promote Handles and Hinges as the key competitive products
- Promote the testing and lab
- Further enhance the Brand Awareness by better control of quality.
- •大力推广铰链和把手作为公司关键产品
- 推广我们的测试和试验室能力
- ●进一步提高质量,从而进一步提高品牌知名度

Weaknesses and threats

Activities to overcome weaknesses and threats

- Strengthen Sales and marketing actitives , invest on this with top priority
- Extension of production line to low price products and made to order products
- R&D team building
- 加强销售管理和市场管理能力
- 接单生产和斯坦福门窗系统的商业拓展
- 加强研发团队建设

ORGANIZATION

Let's take a look

F

Management Team





Neil Gao Board Member & CEO



Claus. Toxic Board Member



Aixin Zhou Board Member



Luoan Ding R&D Manager

Sales



Guifu Su Logistics and Planing Manager



Mingchao Chen Procurement Manager



Li Yang Production Manager



Chuntao Liao Quality Manager



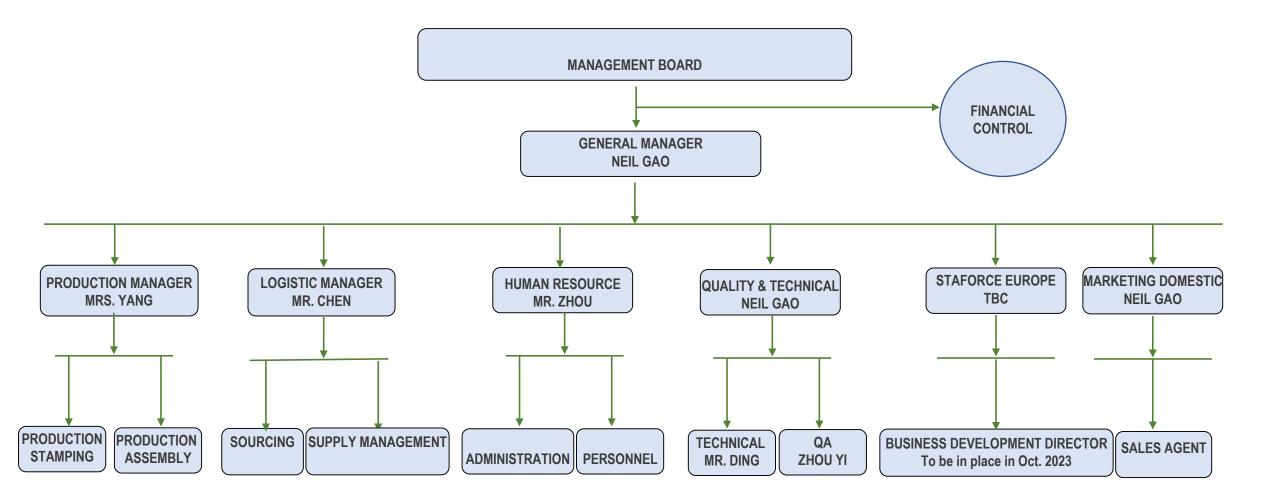
Liuyan Lv Vice finance Manager

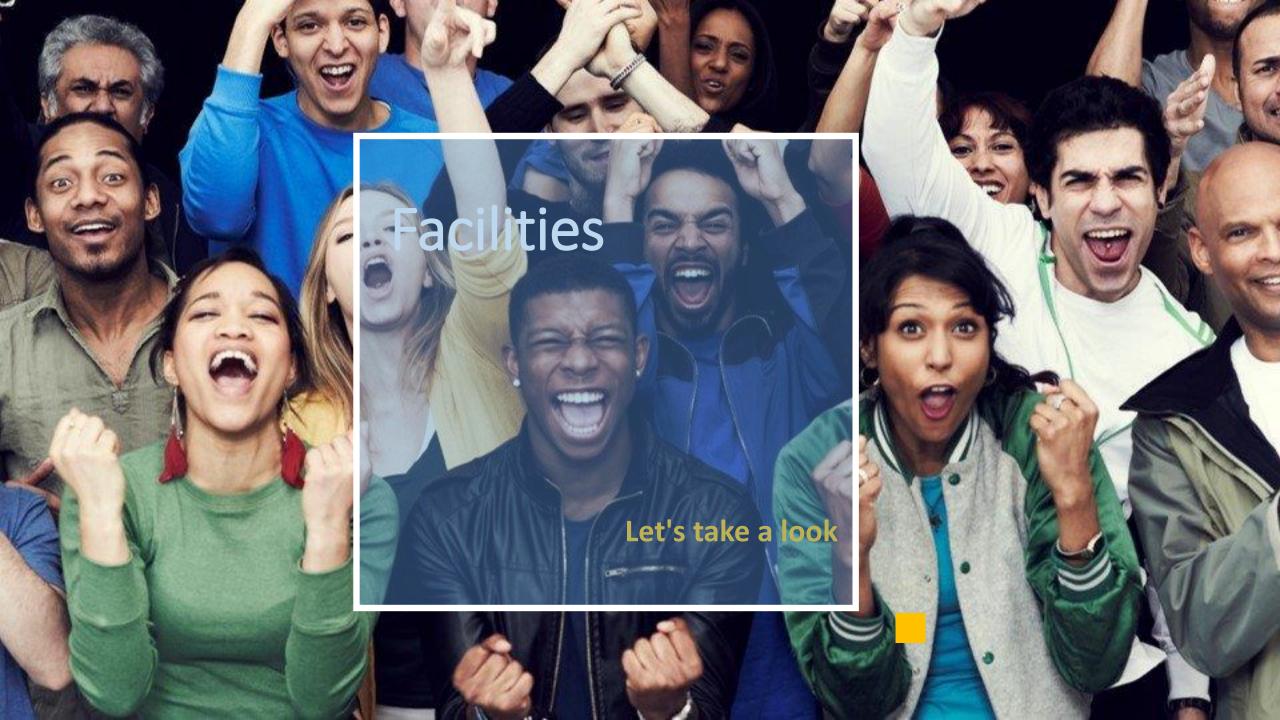


Lingyan Weng HR Dept

Company Structure







Capability and Facility

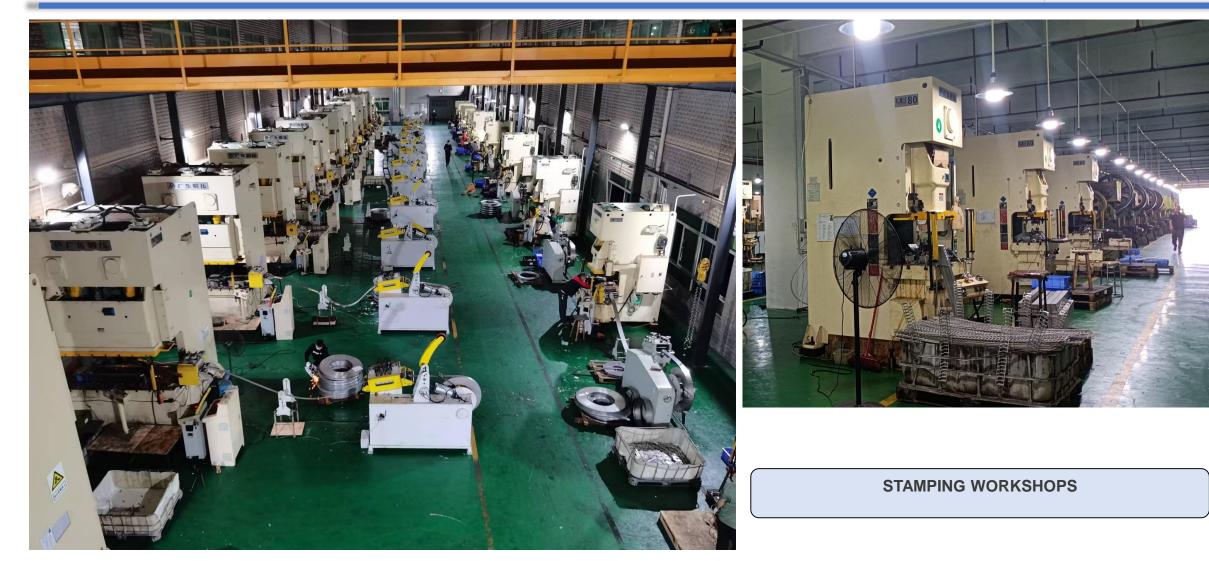


IN HOUSE			CONTRACTED PARTNE
R&D	IN HOUSE MACHINE LIST		
ENGINEERING > SOLID WORKS	MACHINE	Q'TY	DIE CASTING > 88T MACHINE
 > AUTO CAD (primary) > OTHERS (convertible) 	RIVETING MACHINE	50	> AT STRATEGIC PARTNER
STAMPING	STAMPING MACHINE	45	INVESTMENT CASTING
BENDING	DRILLING MACHINE	20	METAL INJECTION MOLDING
	TAPPING MACHINE	10	
MACHINING	MILLING MACHINE	7	
ALUMINIUM	HYDRO-PRESS MACHINE	12	TURNING
> CUTTING> HOLE PUNCHIN	WELDING MACHINE	1	POLISHING
MILLING	LASER PRINTING MACHINE	1	SURFACE TREATMENT > Zi-NI plating
PLASTIC INJECTION			 DACROMET POWDER COATING ANODIZING
ASSEMBLY			

LOGISTICS

Facility





TEST LAB.







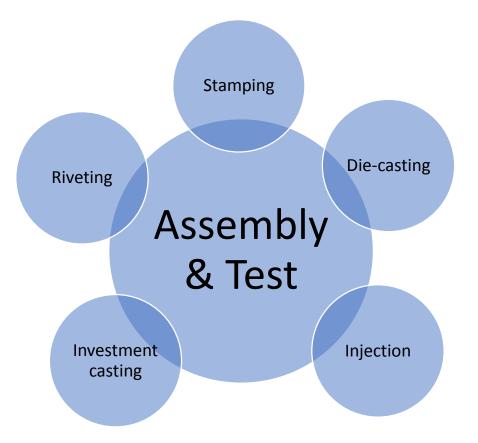
Product Introduction

ASSESSMENT OF



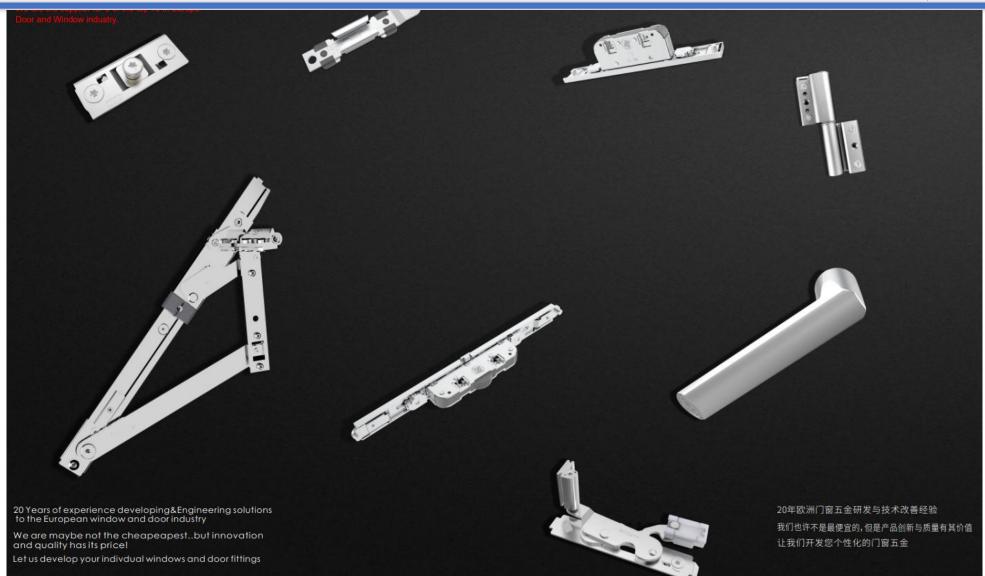
Door and window Hardware

- Side hung system
- Side guided system
- Top guided system
- Top swing 90 Degree system
- Sliding door
- Tilt and turn system
- Entrance door system
- Folding door system.



Prducts Introduction - Outwards Opening



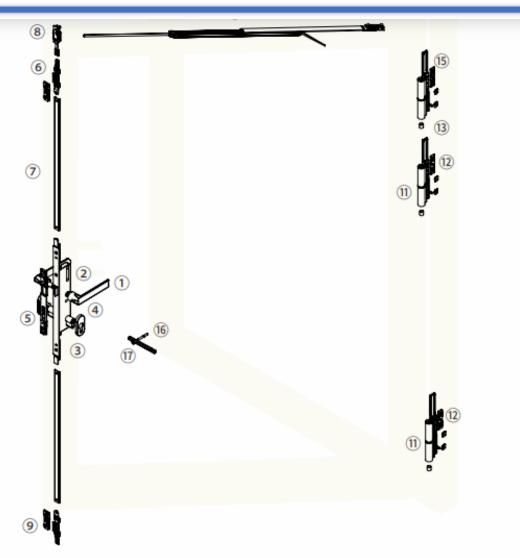


Prducts Introduction – Tilt & Turn





Prducts Introduction – Door System





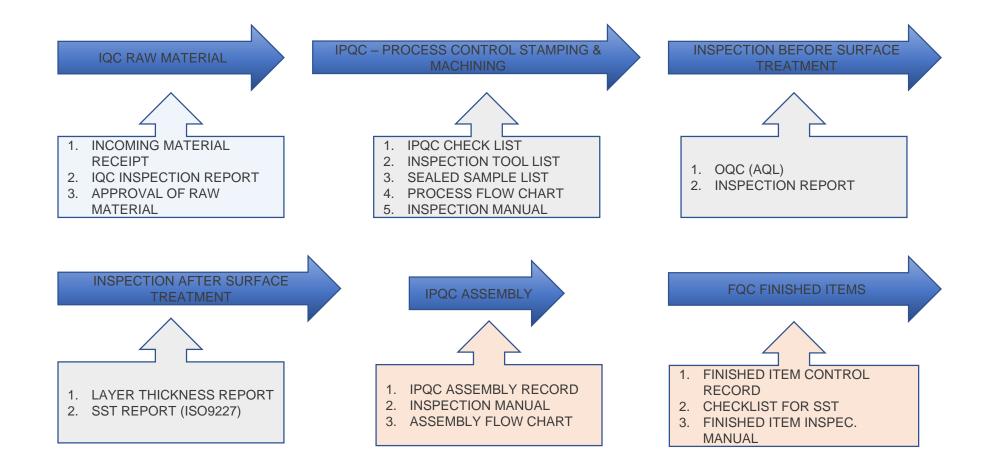


Quality and environmental品 质与环境

Let's take a look

QC Flow Chart A





Quality and Environment





Implement - 3rd party quality assurance Strengthen internal quality control



Production

- Ensure 0 accidents (YL)
- Design quality into the process (YL)



SOP fully implemention and controlled production process



Quality and environmental

- Improve quality managment (NG)
- Adhere to environmental rules (Quality/ALL)



CO2 foot print tracing to all products



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BUSINESS PROCESS FLOW CHART - STAFORCE & VALIFORCE



Business Plan introduction and Business Idea matching

Product solution matching to customers' demands (customers price demand, annual consumption, testing, warranty etc.)

Drawings matching (to see if products fits customers profile)

Initial Quotation

Samples approval and sign of Sealed samples

Fine tune price based on Quality ,payment term etc.

Supply Agreement signed

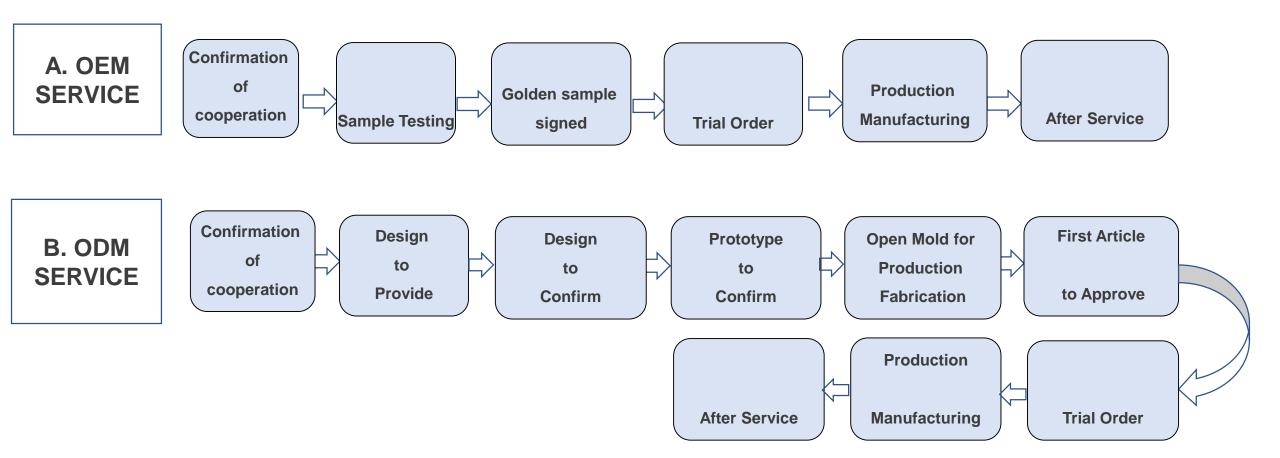
Payment before shipping

Delivery

Tracing the satisfactory of delivery and quality performance









Thank you Any questions?