

Guangdong Baishan Furniture Co., Ltd.

TO BE ONE OF WORLD-KNOWN BRANDS IN CUSTOMIZED FURNITURE



Top Ten China Export Brands



Top Ten China Whole-House
Custom Furniture Brands



Top Ten China Cabinetry
Brands



Brand on the list "Global
Figures"

CCTV 1

CCTV 2

CCTV 4

CCTV 7

CCTV 12



KITCHEN & FURNITURE



Top Ten China Export Brands



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Brand on the list "Global
Figures"



展播品牌

TEAM STRENGTHS



WHERE THERE IS HOME, THERE IS PA KITCHEN

QUALITY LIFE STARTS WITH LOVE

WANG YAN, BRAND AMBASSADOR



品爱形象大使·王艳

A stylized black ink signature of Wang Yan, located below the vertical text on the right side of the image.



WHERE THERE IS HOME, THERE IS PA KITCHEN

BRAND STRENGTH-NATIONAL BRAND

Top Ten Cabinetry Brands

Leading technology, winning by quality





TEAM INTRODUCTION

Team



WHERE THERE IS HOME, THERE IS PA KITCHEN



TEAM STRENGTH

250+PA The team, Seiko in the production, research and development, sales, design, installation one-stop service, they always set high standards for themselves, to achieve surpassing and breakthrough, in each project sales performance ranks the top of the company; With their positive and optimistic attitude, they respond to the challenges of the market and win customers and markets with their excellent business skills and consistent intimate services.



WHERE THERE IS HOME, THERE IS PA KITCHEN

FOUNDER & PRESIDENT

Peter Yang, the founder & president of Guangdong Baishan Furniture Co. Ltd, has 17 years of experience in the building materials and home furnishing industry. In 2003, he entered the cabinet industry as a regional manager of a well-known domestic cabinet company. In 2004, he started his own business and joined a cabinet brand. After years of experience accumulation, in 2008, he officially established Guangdong Baishan Home Furniture Co., Ltd. and its home furnishing brand PA KITCHEN in the capital of building materials.

With a keen and cutting-edge thinking vision, he has insight into the pain points of the industry, dissected the needs of end customers, the operating barriers of terminal stores, and formulated efficient solutions. After founding Baishan Furniture, he started with comprehensive upgrades in terms of products, production, management, service, etc., and is committed to making PA KITCHEN a leading home furnishing brand in China. In addition, he pays particular attention to overseas markets, and has established deep cooperation abroad, and has become a standout in the field of custom furniture.



Peter Yang, President



WHERE THERE IS HOME, THERE IS PA KITCHEN

May Zhu

Co owner of PA Kitchen

Director and director of PA Kitchen Overseas Business Dep.

President of Building Material Supplier Alliance

Founding member of International Trading Heroes Club

She spent 16 years immersing in the building material international trading business and developed a unique way of successful management and sales skill.

President of PA Kitchen Overseas Business Dep



Sales Director

Vicky Yang

16 years of building material international trade and sales experience. Top gun of sales team with twenty million dollars annual sales. 2005-2010, she worked in the position of sales manager of an international mosaic and tile company; 2010-today, she grew into a veteran specialized in VIP customer service and massive scale project marketing service and management.



Sales Supervisor

Leo Ou

PA Kitchen Export Project Manager, also veteran in building material international trade for 14 years. 2009-2019, he worked as the overseas project manager in a mosaic and tile company in LA California; 2020-today, he specialize in VIP customer service, distribution solutions and support , and project consultancies.





WHERE THERE IS HOME, THERE IS PA KITCHEN

Sales Supervisor

Apple Mao

Engaged in foreign trade business 15 years, rich experiences in international trade and sales.

She has been working as the PA kitchen export project manager with 10 years.

High-rated service person of all time due to her sincere **work attitude, responsibility and good sense of what client needs.**

Good at key customer service, management of big scale project.



Sales Supervisor

Shella Yi

A rising sales manager in PA Kitchen, lucky star of the team. She is popular among her customers because of her passion and patience.

Fun and joke is always around her.



Senior Project Manager

Garmen Liu

She is a highly self-motivated person with extraordinary patience and concentration. She is extremely detail-oriented and she pays attention to every word from customers.

"Virtuoso Maestro" is what we called her for her full range of knowledge in kitchen cabinet customization industry.



Senior Project Manager

Jennie Jiang

Most promising sales manager in PA Kitchen, adored by her overseas clients for her quick action, passion and patience in cabinetry projects. She has helped different Australian builders finishing projects with perfect solution.



Project Manager

Lolita Cheung

She have rich experience for furniture export in 12 years.

2009-2018, she worked as the sale manager for home furniture and office furniture ;

2019-today, she is the sale manager in PA kitchen, solve problems for customers is her purpose.



Project Manager

Caffey Tang

Lively and cheerful,
optimistic,
responsible,easy-going
team-cooperation.
That's me, Caffey



Project Manager

Alex Lai

She has 7 years international trade experience, specializes in development and management of project. All house cabinetry project is her favorite because which help customers to make dreams come true.



Project Manager

Kendrick Lee

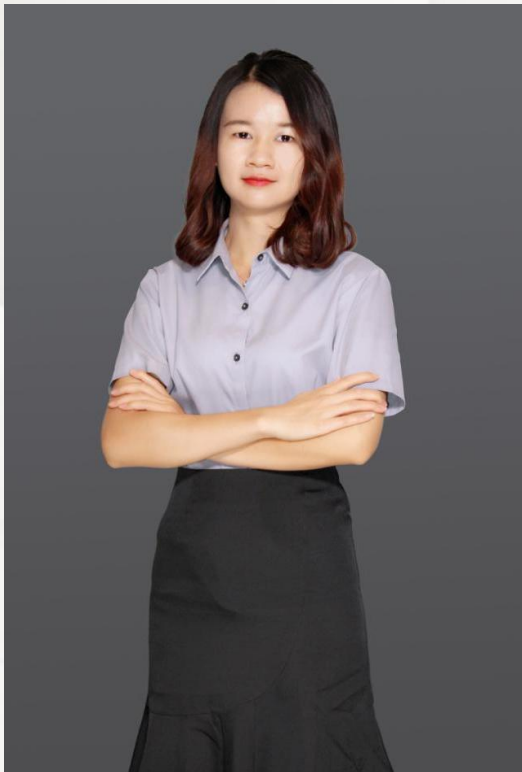
PA Project Manager, who serves joinery works for clients with integrated passion, creation & inspiration. He is a kind, hard-working man with patience, logical thinking to help customers to solve all problems.



Project Manager

Bella Wang

As a sales manager in PA Kitchen, she is a details oriented and self-motivated person, with great sense of responsibility and sincerity. She has always been helpful and patient in helping customers for different projects. Specializing in custom design for whole house cabinetry, she is knowledgeable in creating your home full of love and art.



Project Manager

Chris Ou

She loves to see how the designs becomes to the people's dreams house step by step. She dedicates to provide the most comfortable cabinetry for each home.



Project Manager

Tasa Leung

The "OT WOMEN", she is a trustful, powerful, responsible project manager with knowledge of whole process from order to delivery, present clients with a satisfactions of PA custom joinery.



Project Manager

Natalie Pan

She is professional in foreign trade handling, settles well in details. Giving customers the whole plan from designs to shipments. Being patient and careful, keeping learning and grabbing experience on job.



Project Manager

Sam Kong

Being sales manager at PA Kitchen, he stays professional and focuses on his job, with honesty, integrity, kindness, self-motivation. He helps to present the value of the company to customers appropriately, and assists customers as a good partner to expand their market share.



Project Manager

Sonya Gong

She loves international trade business, with rich experience in building materials' trading, she is good at clarifying various customer needs, and providing effective solutions quickly.



Project Manager

Terry Huang

He has rich experience in interior design and is good at communicating with clients to help them creating their ideal house.



Project Manager

Wing Huo

She believes that the integrity and good professional ethics are very important for foreign trade sales. Colleagues and clients commented on her personality: lively, cheerful and warm-hearted.



Project Manager

Candy Liu

She is a saleswoman at PA, who masters the design requirements from different countries and offers professional advices. Not only giving you quality service also the perfect kitchen cabinets, with wardrobes and vanity furniture.



Project Manager

Ivy Wu

She has 6 years of export experience, specializing in whole house customization projects, and providing better solutions for many European, African and Asian customers.



Project Manager

Allan

He has rich experience in interior design and is good at communicating with clients to help them creating their ideal house.



Project Manager

Jake

He has rich experience in interior design and is good at communicating .



Project Manager

Adam

He has rich experience in interior design and is good at communicating .



Manager of Designer Dep

Doris Xie

Senior designer director of PA Kitchen with 16 years of experience in all aspects of customized furniture design. Her knowledge covers all ranges of the field including furniture design, interior design, project design, showroom design, etc. She masters all kinds of designer software from 2D to 3D rendering. Among her works, there are 5-star hotels, huge showrooms, multiple apartment homes, and luxury villas.



Other management



Zhiqiang Li
Domestic Marketing Manager

In 2006, entered a well-known domestic cabinet enterprise marketing manager
In 2010, joined PA kitchen. He have gained a deeper understanding of the overall market operation, channel construction, franchise store operation and other fields, brand market operation, channel development, brand strategic planning and implementation strategy, the success of the product listing sales, to create efficient and stable sales team.



Jianhua Liu
Production director of China headquarter

In 2003, enterprise installation team leader
In 2005, enterprise production management
In 2008, he joined PA kitchen and was in charge of the manufacturing department.
He has unique insights on production management, product research and development, core technology and process.
He has won the honor of "Outstanding Manager of China Home Building Materials Industry".



Qi Zhu
Manager of Indonesia Branch

In 2011, joined PA kitchen and successively entered the positions of design, sales and investment promotion manager.
In 2018, served as the operation manager of PA kitchen (Malaysia), mainly responsible for team management and overseas market development .
Rich industry experience, a deeper understanding of physical market operation, team management, sales.

Other management



JinRong Wen
Technical Director

In 2008, joined PA kitchen and have a comprehensive grasp of the product process, production technology and production process. Present technical supervisor, responsible for technical management, maintenance and overall management of production system, production software, process development, design software.



HaiZhong Wang
Manufacturing Supervisor

In 2009, joined a brand cabinet and served successively as quality management, quality supervisor, production supervisor and so on. In 2013, joined PA kitchen . Full thick custom categories of production, technology, quality, a high level of understanding ; Comprehensive management, organization and implementation of workshop production plan: workshop production safety management ; Workshop production cost control ; Shop floor staff management.



JinGuang Deng
Quality Supervisor

In 2005, a well-known hardware environment executive, sales manager, In 2016, joined PA kitchen and was mainly responsible for quality control and after-sales service, production management cost control, production safety management and training



WHERE THERE IS HOME, THERE IS PA KITCHEN

TEAM STRENGTH-Export Team

41000⁺

overseas projects

1200⁺

overseas customers

60⁺

different countries

PA International Department



TEAM STRENGTH-Export Sales Team

- ▶ We know things about international market and export procedures with professional knowledge of the industry.
- ▶ Professional solutions for all kinds of customers including project builders, wholesalers, agents, designers, traders etc.
- ▶ Full support to customers to help winning projects and jobs, as well as quick problem solutions.
- ▶ Reduce the project site difficulties for customers.



TEAM STRENGTH

Exporting Designer Team

15+years exporting cabinet design experiences, can smell the tastes and understand the requirements of customers from different places.

- ▶ Experienced and easy to communicate;
- ▶ Can tell not reasonable designs and give the appropriate improvement plan;
- ▶ Can reduce the assembling difficulties on site and minimize the risk of site errors by professional design experiences



TEAM STRENGTH-Exporting Associates Team

- ▶ Can quickly deal with the potential problems in the production, ensure cargos can be delivered on time;
- ▶ Can reduce the trouble before and after the delivery ;

***Will follow up each export order from order placing to shipment;**

***Production progress, pictures and production datas can be shown on ERP system, can check the datas whenever you like;**

***Can cooperate with customer's shipping requirements.**

***Can provide complete set customs clearance documents.**

They are specialized in order follow-up. They know clearly about the production process and how to fulfill order requirements. They will also prepare all necessary shipping documents.

WHAT CAN WE DO FOR YOU PART 1



Easy to get an idea for your own project

- Precise cost estimation based on client's drawing/requests;
- Can provide similar project cases for reference;



Can understand your needs clearly and provide appropriate solutions according to project information

- Fully understand design requests of different districts;

Can understand your requests quickly and communicate easily

- Provide detailed 2D drawing and 3D rendering with leading software;
- Advice and consultant service on project proposal with cases experience;



Can understand your requests quickly and communicate easily

- Can adjust materials/designs/proposals based on project budget;



WHAT CAN WE DO FOR YOU PART 2



Can reduce your time cost and

- ▶ Advice on better design for the most reasonable solution;
- ▶ Foresee possible issues and make smart adjustment to reduce mistakes at site;
- ▶ Instant communication: quick and real-time response;
- ▶ Project bidding documents/samples and tools to settle orders



Can speed up the progress of order communication

- ▶ Measurement at site if big project needed;
- ▶ Inspection factory or production online or in person;



Making sure order is produced exactly as engineer drawings, cut down mistakes to save costs and time at site

- ▶ Can offer mock-up and assembling;
- ▶ Before massive production, will prepare a mock-up to confirm all the details. Installation tests are run to make sure everything is correct;
- ▶ Will have production schedule and delivery schedule for whole project based on your site schedule

WHAT CAN WE DO FOR YOU PART 3



Ensure the whole project can be done under control

- ▶ PA team will provide a proper amount of spare items for project site replacement;
- ▶ Can provide online QC inspection;



Ensure the whole project can be done under control

- ▶ Can provide both flat packing and assembly packing;

Ensure the whole project can be done under control

- ▶ Each delivery will provide clear packing list to clarify products, and prepare necessary shipping documents and Installation guide which including assembling drawings, assembling instructions and video;



Great help to the site assembling and cut down the B/L

- ▶ Can provide on-site assembling guide or assembling instructions and video.





THANKS

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