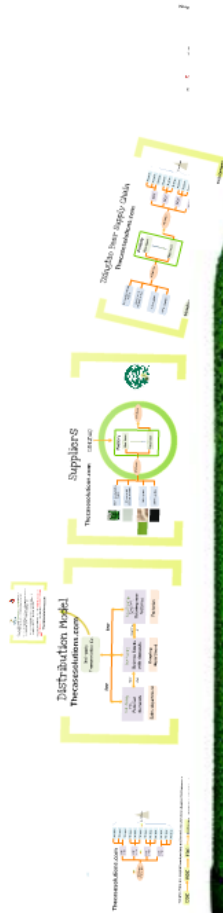


The Beer Cases (C)
Tsingtao Brewery



Thank for listening
Have a nice holiday.
Don't forget to have a 'Safe' New Year's
and healthy Chinese!

The Beer Cases (C): Tsingtao Brewery



Thecasesolutions.com

SINCE 1903
TSINGTAO

Everybody likes **TSINGTAO**
청타오

TSINGTAO
BEER
青島啤酒

SINCE 1903

M2011923

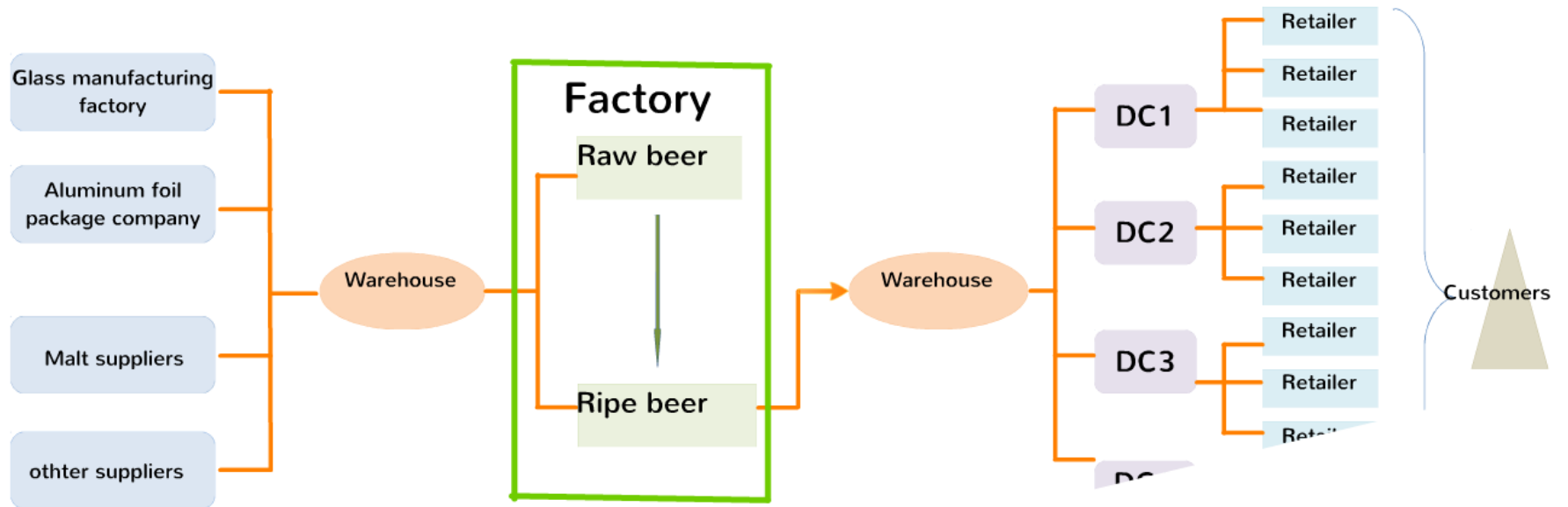
Liang Liyuan

TSINGTAO BEER CO., LTD. IN QINGDAO, CHINA

The advertisement features a large, condensation-covered green glass bottle of Tsingtao Beer as the central focus. The bottle is set against a background of a bright, sunlit sky with rays of light emanating from behind it. At the base of the bottle, several small, black and white panda figurines are arranged in a semi-circle. The overall aesthetic is clean and professional, typical of a major brand's marketing materials.

Tsingtao Beer Supply Chain

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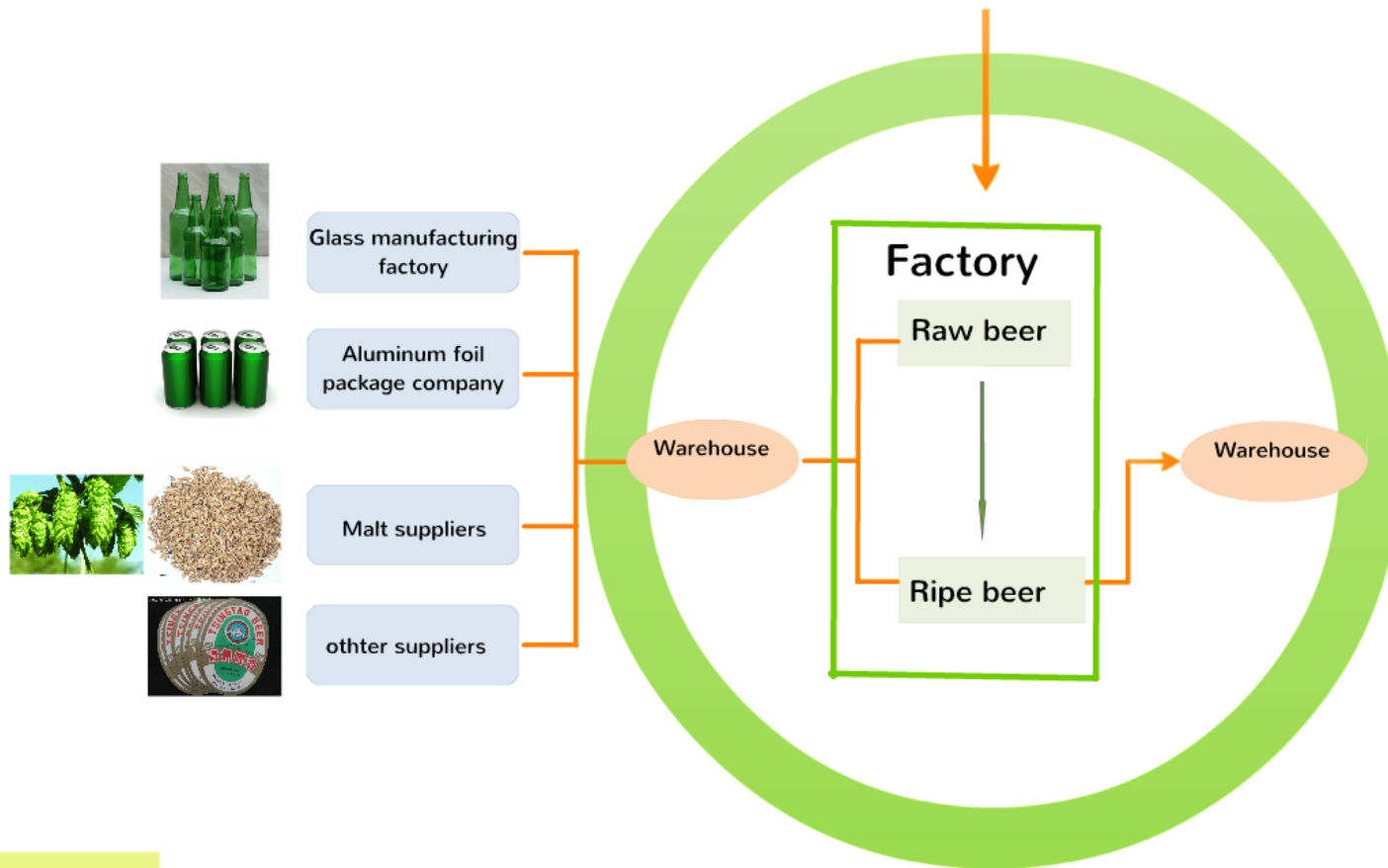
Vendors

customers

Suppliers

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QINGDAO



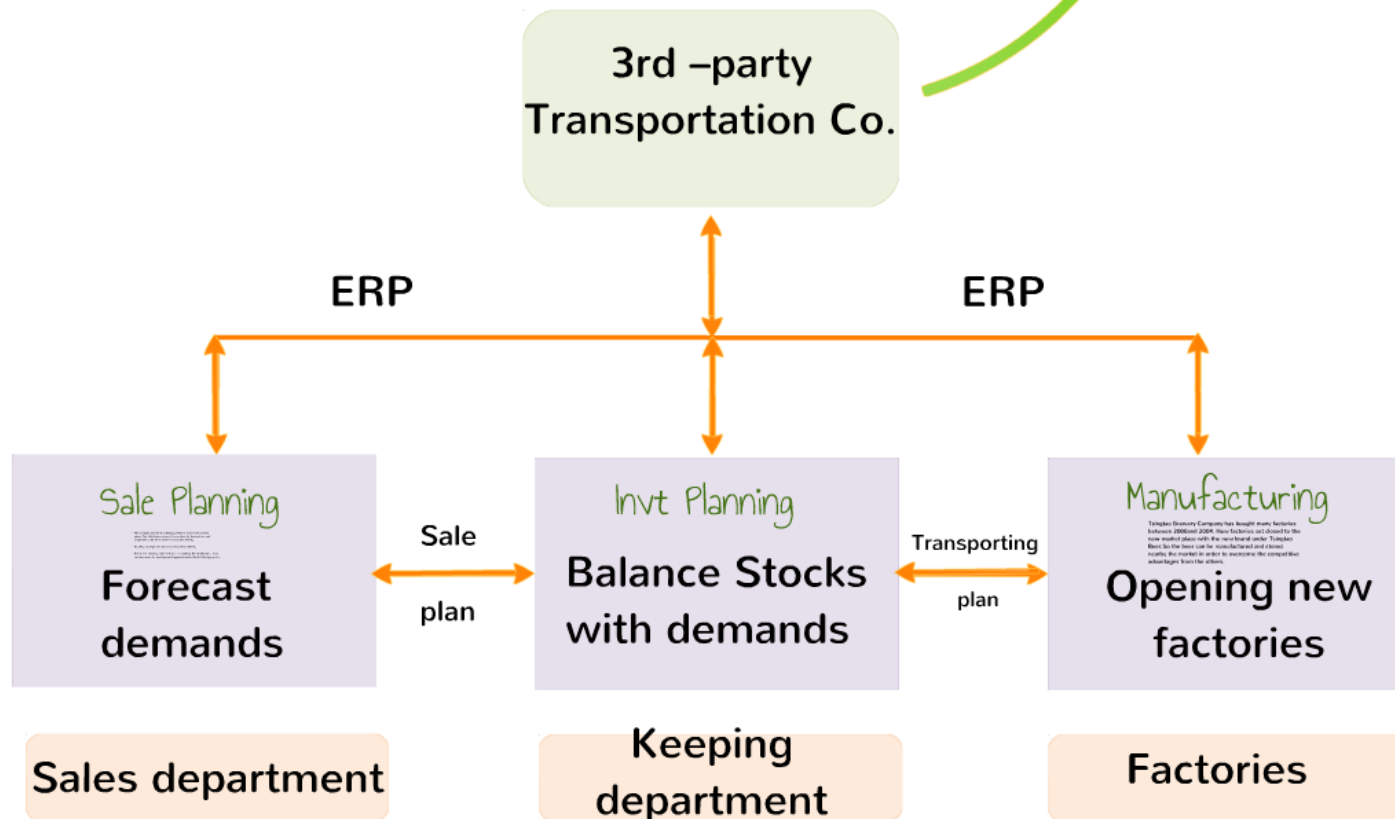


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Distribution Model

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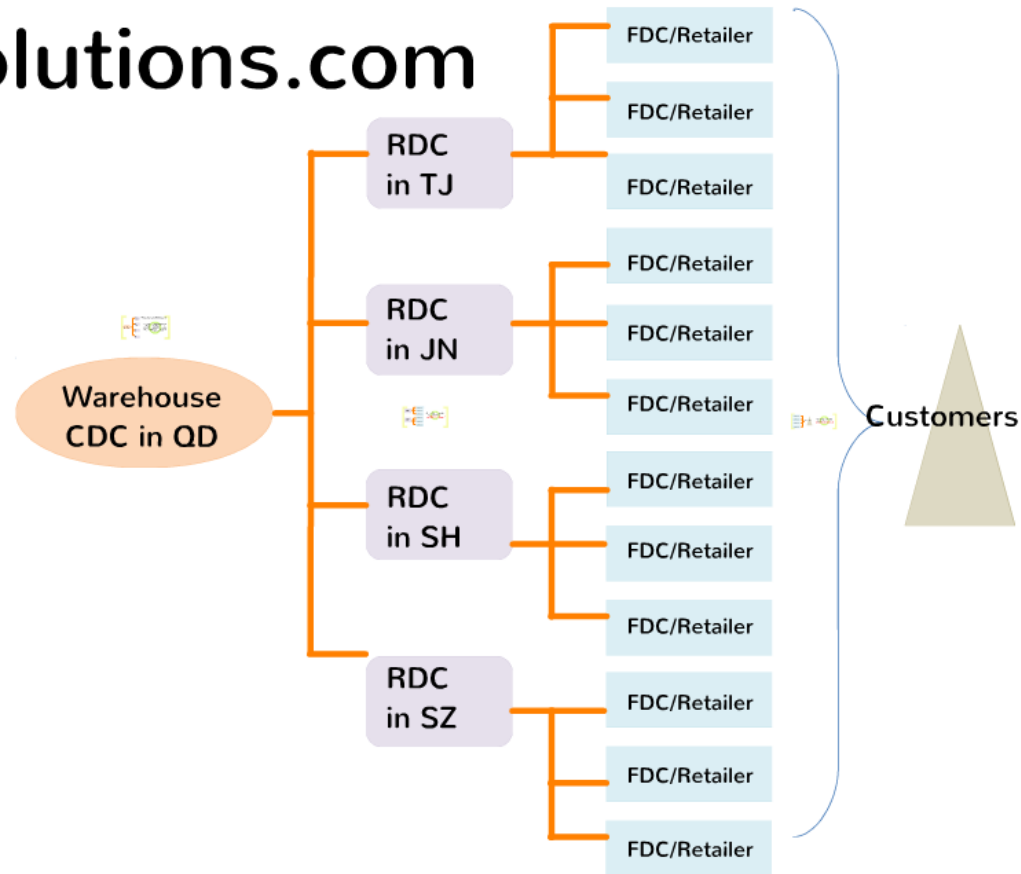




- Tsingtao Beer and **China Merchants Logistics** opened an independent company to manage the logistics in 2002.
- The distributing centers, all the warehouses and the vehicles are under the logistic company's management.
- The company adjusted the distributing according to the information of the sales plans and the stocks.
- The main goal of the company is to **reduce the stocking cost and transporting cost**; other goal is to **improve the inventory ratio**.

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Tsingtao from the original headquarters and branch warehouses situation has become a



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To overcome the high risk and high cost of the sales in Accounting Receivable, they canceled many agencies, set up a CDC in QD, and 4 RDCs in TJ, JN, SH, SZ, which is the main market place.

Warehouse
CDC in QD

RDC
in TJ

RDC
in JN

RDC
in SH

RDC
in SZ