

中药材行业第一门户网站
中药材行业第一数据中心
中药材行业第一交易平台



The Chinese herbal world network A Report on Our Innovative model



Contents



1 The Statuses of the Chinese Herbal Medicine Industry

2 The Chinese Herbal World Model



Status of the Industry: Unequal Information



□ The Producing End:

1. Herding effect
2. No effective production plan
3. Poor ability to resist risks
4. Low Input-output ratio

□ The Circulation End:

1. Dependent on the weather
2. Speculation, hoarding goods, malicious speculation, etc.
3. Increase the cost of the entire industry
4. Income fluctuations, sudden wealth co-exists with re-poverty.

□ The Enterprise End:

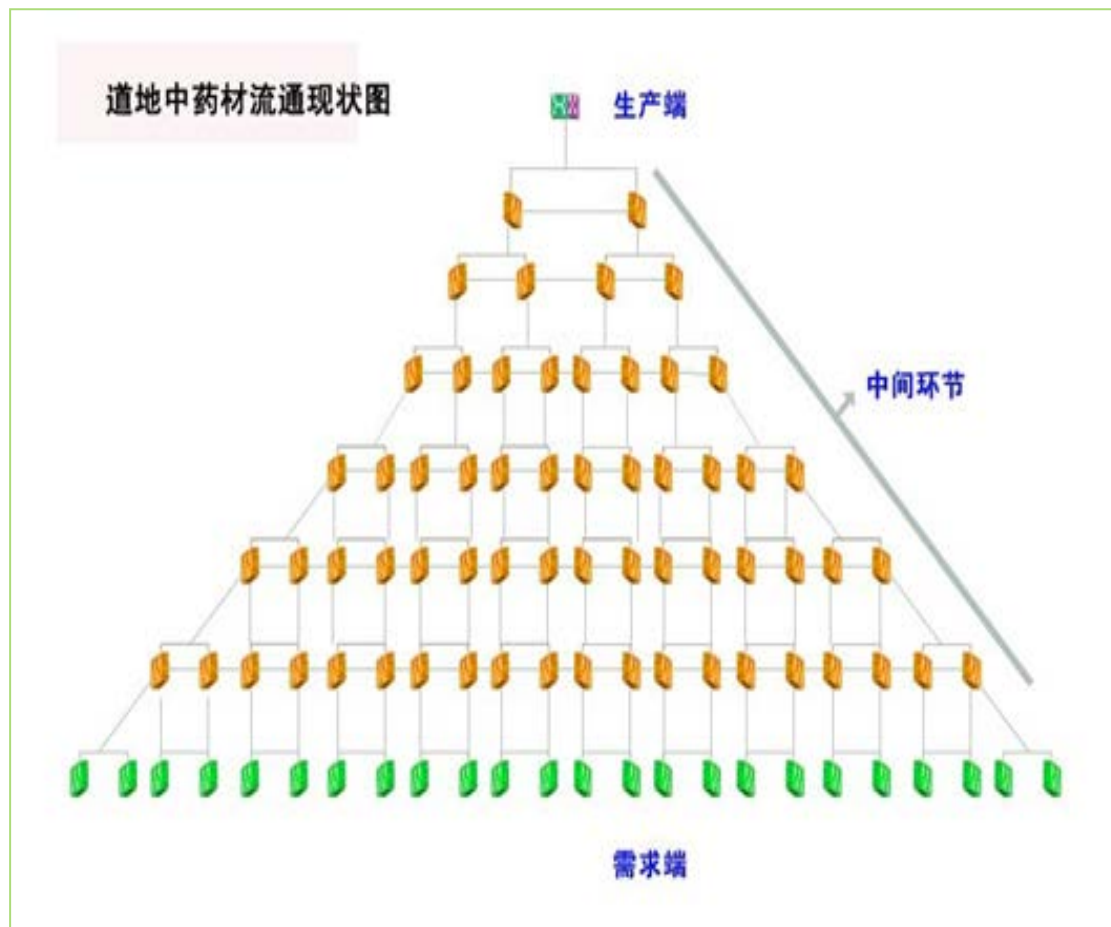
1. Single channel
2. Unclear resources, no quality guarantee.
3. Withstand malicious speculation and increased raw material costs
4. Unstable supply



1. Status of the industry - the high cost and adulteration



- excessive process of circulation, rising prices, and serious adulteration.



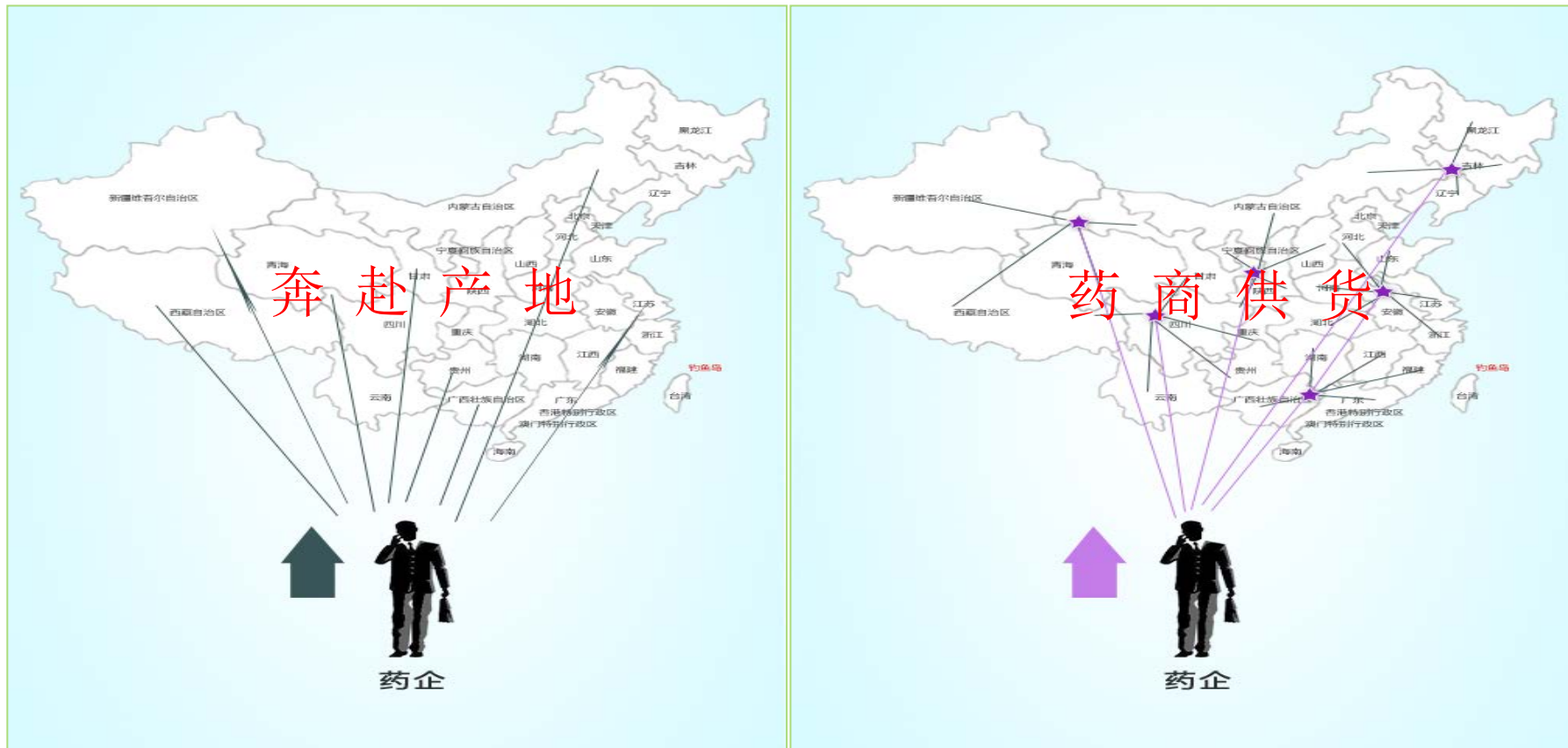
1. up to 8-12 Intermediate links had artificially increased the cost of authentic Chinese herbal medicines in circulation.
2. uneven quality of the dealers leads to the serious adulteration of Chinese herbal medicines in circulation..



1. Industry Dilemma - high distribution costs



- ❑ The place of origin for Chinese herbal medicine is located all over China, resulting in difficult distribution and costly procurement.



1. Industry Dilemma - high threshold of raw materials



- **Difficulty in buying, selling, goods inspecting, collecting and storing, while easy to dispute**
 1. The commonly used Chinese herbal medicines achieve up to 679 (excluding differences in specifications)
 2. Places of origin of scale: 1872
 3. Lack of inspection and delivery agencies as well as After preparation process
 4. Collection difficulties as recurring industry illness
 5. Some herbs fail because of no professional storage nor disposal facility
 6. Goods of Raw Materials involves more disputes, while no corresponding mediation and supervision takes effect.



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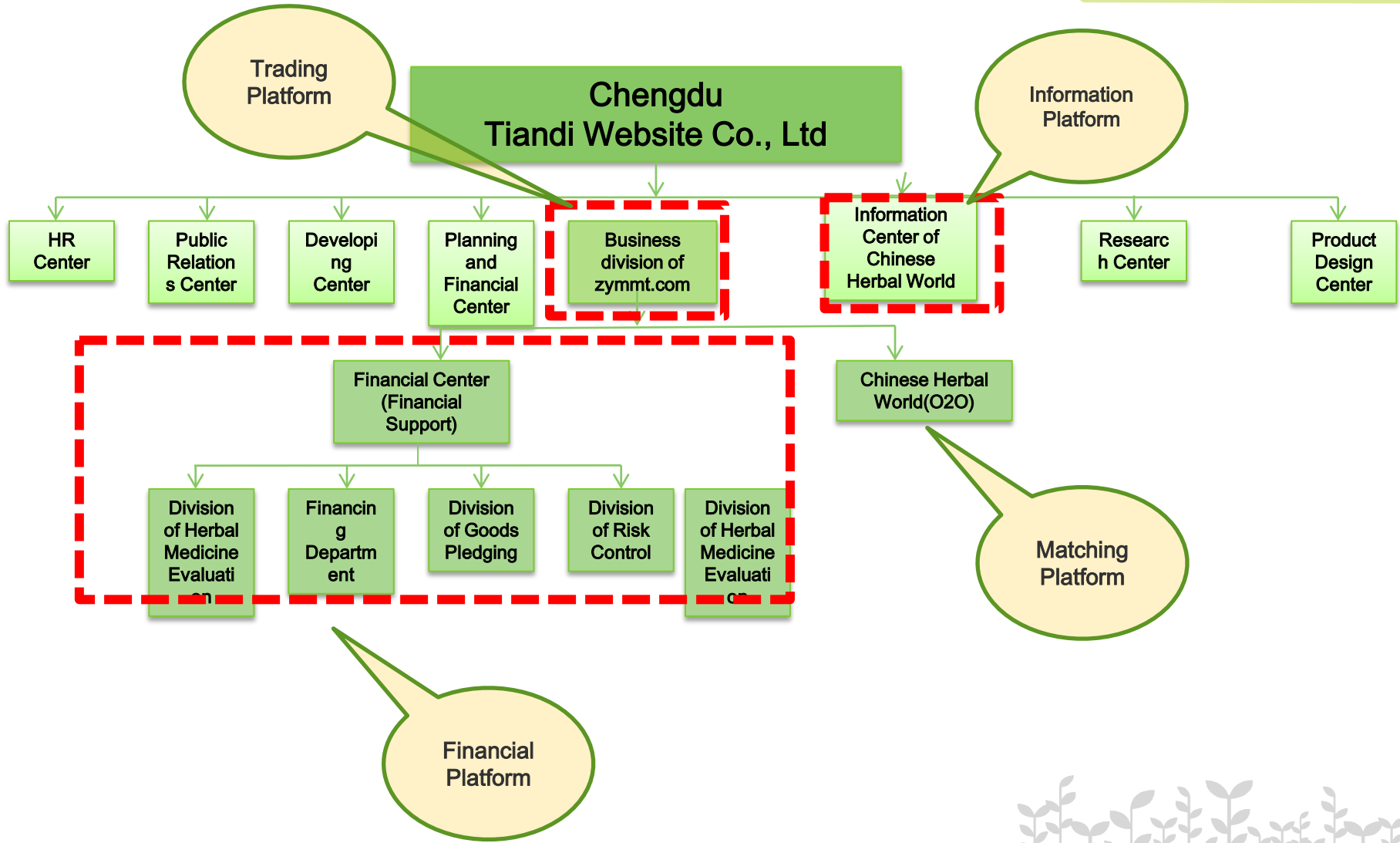


2

The zyctd.com Model



2. The Framework of “zyctd.com”



2. Information Platform: www.zyctd.com



- Established 26 wholly owned subsidiaries in the major herbal medicine market nationwide, as well as more than 600 information sites in place of origin.
- have 350,000 professional members. Platform monitoring used 679 species, 1,876 specifications, 2,179 places of origin, the data of which (including unstructured data) achieved up to 1.88TB. Original articles per month accounted for 40% of the whole industry.
- according to ALEXA statistics, it ranks the first among all the websites of same industry.



2. Trading Platform: www.zycmmt.com



买家运营

买家保障

安全交易

供应链融资

评价体系

Reduce excessive intermediate links

平台产品

买家端和卖家端产品体系 (PC、移动)

买家卖家服务体系

create electronic trading system

卖家运营

商家认证体系

商品审核体系

诚信网商体系

帐户管理体系

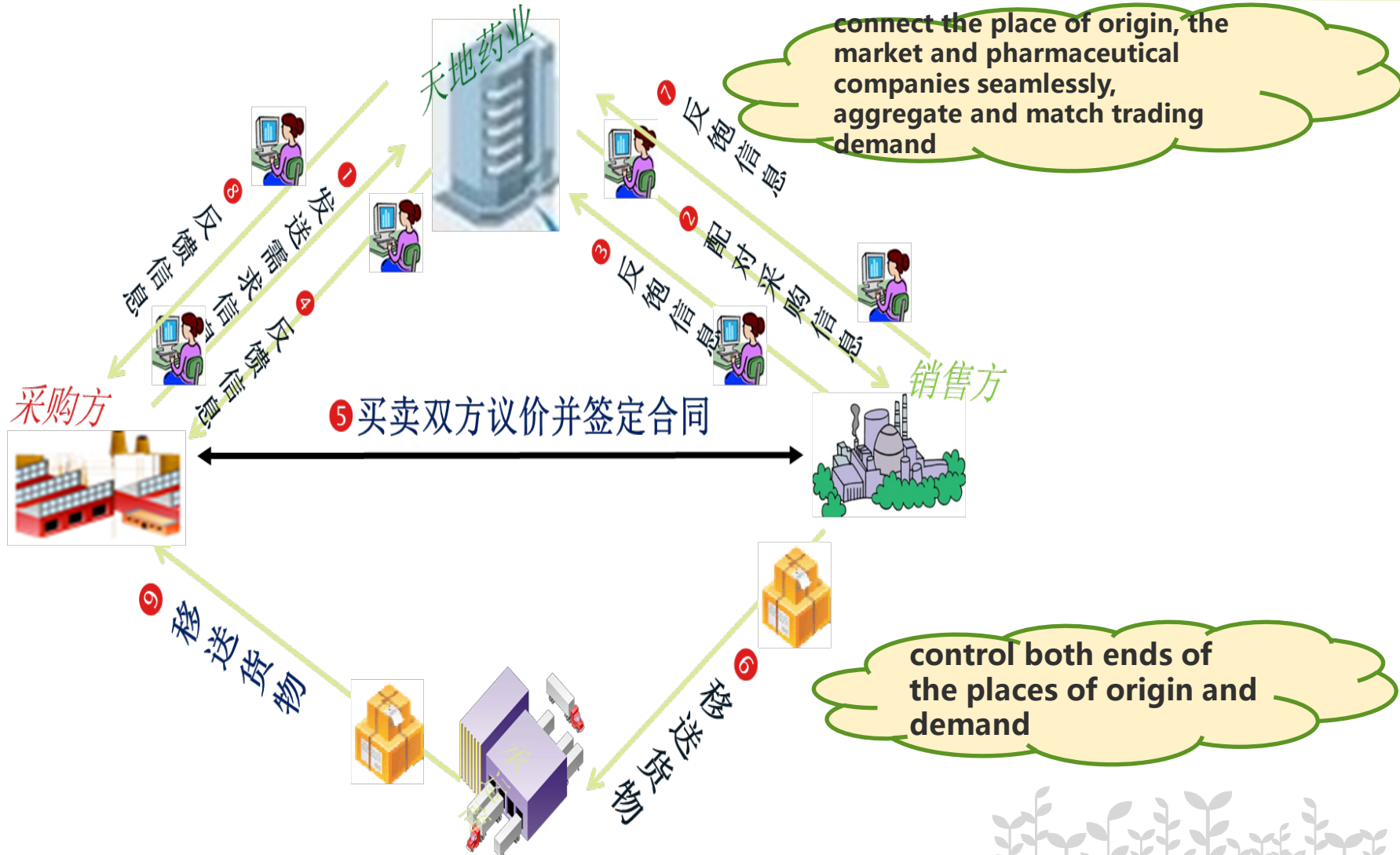
商品发布体系

资源分配体系

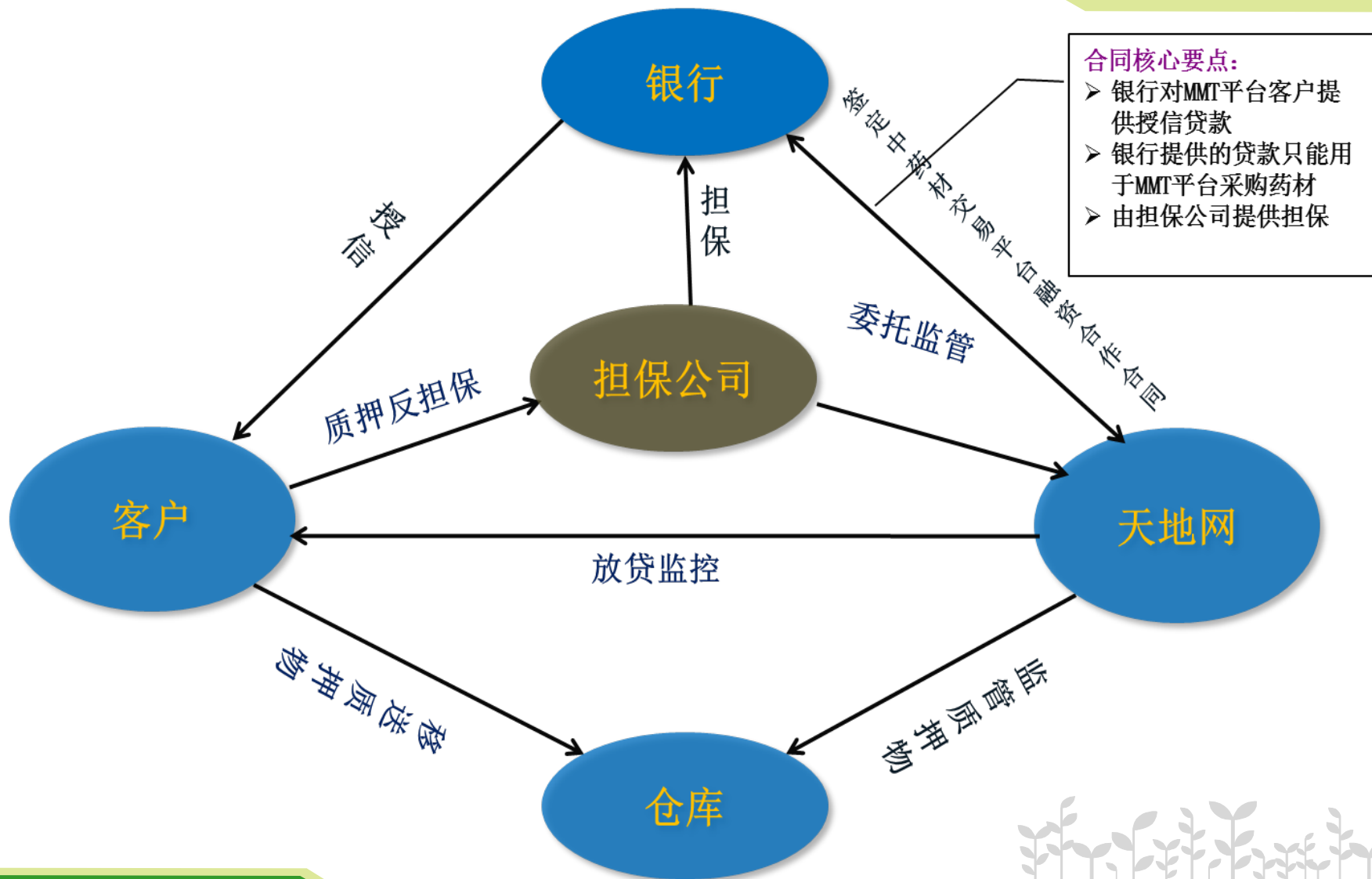
Achieve open and transparent environment

Establish traceable system for further investigation

2 Trading Platform: Tiandi Pharmacy(天地药业)



2.Trading Platform: Financial Center





□ *Information Platform:*

- 1 On the basis of the existing network entries, set 26 more branches and more than 600 information sites, expand the range of information services, detail information service types, published product price, quantity, origin and other information, issue Chinese herbal medicine market index , trend analysis and early warning reports.
- 2 Construct Chinese herbal medicine industry database of all aspects, detail the prices, demand, production and so on to each place of origin over the years , at the same time provide import and export data to form a comprehensive analysis report, which is conducive to the strategic development of the Chinese herbal medicine enterprises.
- 3 Develop proprietary corporate clients, provide information services for high-end Chinese medicine producers, stabilize production costs ;
- 4 the total of Chinese herbal medicine producers reaches 2,400, with the industry coverage of 60%. It boosts the economic chain industry of billion RMB, while promotes industrial development of the surrounding areas, activate regional economy, and improves the overall efficiency.





□ Trading Platform

1 Promote B2B E-commerce platform to achieve seamless connection between herbal medicine growers and pharmaceutical companies, between buyers and sellers.

2 Achieve 24/7 efficient transactions, and provide training on trade to herbal medicine growers and pharmaceutical companies through the provision of service stations.

3 dock with third-party logistics company, to provide professional logistics services;

4 dock with standardized warehouse management system, to provide professional warehousing services;

5 Dock with financial institutions, to provide professional financial services and guarantees;

6 Dock with the tracing system of places of origin, to provide reliable quality assurance;

7 Form O2O model, integrate and precisely match selling and buying demand.



□ Ultimate Purposes:

1. to solve the problem of unequal industry information, grow to be the largest Chinese herbal medicine industry statistical data integration service provider.
2. to optimize industry resources, provide guidance and suggestions to/for rational allocation of resources, provide the appropriate information tools, trading tools and financial instruments for the herbal industry, and promote the healthy development of the industry.



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THANK YOU

