

BENY Pro Multi Car Wash Liquid

Global Investment Plan



奔盈



Leizhou Benying Technology Co., Ltd

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Project Background: A Trillion-Dollar Blue Ocean, Leading the Green Transition

Market Opportunity

The global vehicle population continues to soar, exceeding 1.4 billion units, driving the expansion of the automotive aftermarket. Car wash and maintenance, as a high-frequency, essential service, presents enormous market potential.

Green Trend

Global environmental regulations are becoming increasingly stringent, and consumer awareness of eco-friendliness is rising. Traditional products are being phased out, making biodegradable, non-toxic, and environmentally friendly products the new market favorites with vast replacement potential.

Core Product Advantages: Advanced Formula, Superior Cleaning Power



Advanced Eco-Friendly Formula

- ✓ NPE-free, phosphate-free, and formaldehyde-releaser-free, ensuring environmental safety.
- ✓ Complies with international standards (EU REACH, CLP, US EPA Safer Choice) for global market access.



Superior Cleaning Efficiency

- ✓ Rapidly breaks down tough contaminants like oil, tar, bug splatter, and tree sap.
- ✓ Dual-mode support (pre-wash & main wash) enhances efficiency, reducing time and labor costs.

Core Product Advantages: Gentle on Paint, Versatile for All Scenarios



Gentle on Paint

- ✓ Neutral pH formula that is mild and non-damaging, effectively protecting the vehicle owner's investment in their car's finish.
- ✓ Perfectly compatible with ceramic coatings, waxes, and matte paint finishes, offering a wide range of applications.



Versatile for All Scenarios

- ✓ Supports multiple application methods: foam cannon, pressure washer, and hand wash for maximum flexibility.
- ✓ Ideal for professional car beauty shops, 4S dealerships, fleet management, and DIY car owners.

Target Market & Partners: Precise Positioning for Win-Win Cooperation

Target Market Strategy

Key Strategic Regions

Focus on North America, EU, Southeast Asia, Middle East, and Australia – regions with high market potential.

Core Distribution Channels

Professional car beauty shops, 4S dealerships, cross-border e-commerce (Amazon, eBay), and automotive supplies wholesalers.

Ideal Partner Profile

Operational Capability

Possesses established aftermarket channels or strong e-commerce operation capabilities.

Brand Alignment

Highly recognizes our environmental philosophy and core brand values.

Joint Investment

Willing to jointly invest resources to expand and deeply cultivate the local market.

Investment Policies & Support: Diverse Cooperation, Flexible Options



Exclusive Regional Agency

Grant exclusive operation rights for a specific country or region, with comprehensive price protection and dedicated market support.



OEM/ODM Customization

Support personalized customization of branding, formulas, and packaging to perfectly meet local market needs and preferences.



Cross-Border E-commerce Supply

Provide flexible supply methods such as drop-shipping and full-container wholesale to adapt to various e-commerce business models.

Investment Policies & Support: Comprehensive Empowerment for Success

Pricing System

Tiered pricing with more generous rebates for higher sales volumes, ensuring maximum profitability for partners.

Marketing Support

Provide a full set of high-definition product materials, promotional videos, and exhibition collateral to boost your brand presence.

Technical Support

A professional team offers formula consultation, application training, and rapid response to after-sales issues.

Compliance Support

Assist with product certification, label review, and customs clearance documentation for target markets to ensure smooth entry.

Marketing Strategy: Online Lead Generation



Social Media Matrix

Create a professional brand image on platforms like Instagram, TikTok, and LinkedIn to showcase product effectiveness.



KOL Collaboration

Partner with opinion leaders in the automotive sector to publish product reviews and usage tutorials, expanding influence.



E-commerce Advertising

Precisely place ads on major cross-border e-commerce platforms, optimize product listings, and improve organic search rankings.

Marketing Strategy: Offline Penetration, Building Trust



International Trade Shows

Participate in top global automotive aftermarket exhibitions such as SEMA and Automechanika to demonstrate product effectiveness live.



Dealer Training

Regularly host regional dealer training sessions to enhance the professional service capabilities of the team.



Local Partnerships

Collaborate with local automotive clubs, fleets, and other organizations to conduct free trials and build word-of-mouth.

Profit Projection & Cooperation Threshold: Transparent & Value-Creation Focused

Profit Projection

-  **Gross Profit Margin**
35% – 55% (varies by channel and sales volume)
-  **ROI Period**
6 – 12 months
-  **Annual Compound Growth Rate**
Expected 20% – 30%

Cooperation Threshold

-  **Minimum Initial Order**
Regional Agent \geq 5000L, Cross-Border \geq 1000L
-  **Marketing Investment**
 \geq 10% of initial order value for local promotion in Year 1

Next Steps: Embark on the Journey to a Shared Future



1. Submit Intent

Fill out the cooperation intent form, providing your company's qualifications and channel resource description.



2. Business Docking

We will contact you within 3 working days to provide a detailed quotation and cooperation plan.



3. Sample Testing

We will send product samples and arrange an online or offline product demonstration.



4. Sign Agreement

Once both parties reach an agreement, sign the cooperation agreement and officially launch the marketing plan.

Contact Us



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Thank You for Your Attention

Looking Forward to Cooperation



Leizhou Benying Technology Co., Ltd