

OEM/ODM Partnership Flowchart

OEM/ODM 合作流程图

Designed for brand owners, private label clients, and retail chain buyers.
适用于品牌客户、贴牌商、零售连锁采购方合作对接

	Step 步骤	Flowchart 流程说明
1	Inquiry 初步询盘	Customer sends inquiry with product interest, target market, logo ideas, and specifications 客户提供产品兴趣、目标市场、LOGO建议、规格要求等
2	Sample & Quotation 样品与报价	Provide available or customized samples + quotation with MOQ & pricing tier 提供现有样品或定制样品，报价含MOQ、价格梯度
3	Logo & Packaging Design LOGO与包装设计	Customer provides artwork or we assist in private label development 客户提供设计稿，或由我司协助开发贴牌版面
4	Order Confirmation (PI) 确认订单	Confirm product spec, quantity, delivery timeline & issue PI 确认产品规格、数量、交期等，签署形式发票
5	Payment Issue 支付定金	30% T/T in advance (negotiable) to initiate production process 客户支付30%定金（可议），进入生产准备阶段
6	Mass Production Sample + Approval 批量前打样与确认	Prepare mold or packaging sample; proceed after customer approval 开模打样或包装样，客户确认后排产
7	Mass Production 批量生产	Bulk production with full QC; regular progress updates provided 大货生产，含全流程质检，定时反馈生产进度
8	Shipping Sample or Picture 出货前确认样	Send shipping sample or clear photos before shipment 出货前寄出确认样或拍照供客户确认
9	Shipment & Balance Payment 尾款与发货	Balance payment received; arrange shipment (FOB/CIF/DDP optional) 客户支付尾款，安排发货（支持FOB/CIF/DDP）
10	After-sales Support & Partnership 售后支持与长期合作	After-sales support provided; long-term partnership encouraged 提供售后服务，长期品牌合作与复购沟通机制
Optional Add-ons 附加说明 可选服务	Logo Customization Options: Silk-screen / UV Print / Hot Stamping / Sticker Label Logo定制方式： 丝印 / UV印 / 烫金 / 贴纸等	
	Packaging Options: OPP Bag / Gift Box / Paper Card / Color Box 包装选项： OPP袋 / 礼盒 / 纸卡 / 彩盒 Compliance Support: FSC / GRS / ISO9001 / WCA / BSCI Certified 合规支持： FSC / GRS / ISO9001 / WCA / BSCI Shipping Terms: FOB China Port / CIF / DDP Door-to-Door Available 出货方式： FOB中国港口 / CIF / DDP门到门	

