Fenghoo

GLOBAL BAZAAR

风鸟中国创意市集

全球招商代理方案

Global Franchise & Agency Recruitment Plan

中国创意 · 全球表达

Chinese Creativity · Global Expression

风鸟市集（北京）公司
Fenghoo Bazaar (Beijing) Co., Ltd.

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一、风鸟创意中国市集是什么 *What Is Fenghoo Global Bazaar*

风鸟市集（CHINACHIC）是融合中国创意与全球审美的新型零售品牌，主营文创、家居、潮玩、日用百货，秉持“中国创意，全球表达”理念，打造完整零售生态。

Fenghoo Global Bazaar is a new retail brand that integrates Chinese creativity with global aesthetics, specializing in cultural products, home goods, trendy toys, and daily necessities, adhering to the philosophy of "Chinese Creativity, Global Expression."

品牌定位 *Brand Positioning*

全球甄选、好物集合 Globally curated collection of premium goods

品牌愿景 *Vision*

打造全场景购物新体验，引领新社交时代新潮流 Create a brand-new full-scenario shopping experience and lead trends in the new social commerce era

品牌使命 *Mission*

成就梦想，用努力创造奇迹 Help people fulfill dreams and create miracles through hard work

二、为什么选择风鸟市集 *Why Choose Fenghoo*

核心目标 *Core Objective*

让中国创意产品走向全球，赋能国际青年创业 Bring Chinese creative products to the world and empower international youth entrepreneurship

核心逻辑 *Core Logic*

整合中国制造供应链优势，以标准化零售模型降低创业门槛，实现快速复制与全球化扩张 Leverage China's manufacturing supply chain advantages, lower entrepreneurial barriers with a standardized retail model, enabling rapid replication and global expansion

（一）价最低 *Lowest Procurement Prices*

整合优质货源，规模化采购，总部统一配送，确保合作方拿到最具竞争力的成本价 Integrated premium sourcing, bulk purchasing, and centralized distribution ensure partners receive the most competitive

cost prices

（二）货最全 *Comprehensive Product Range*

10,000+SKU 覆盖文创、家居、潮玩、日用百货等 50+品类，一站式满足全场景消费需求 10,000+ SKUs across 50+ categories including cultural products, home goods, trendy toys, and daily necessities — a one-stop solution for all consumption scenarios

（三）模式新 *Innovative Business Model*

全托管式运营 + 会员制体系 + 线上线下融合，打造社交新零售标杆 Fully managed operations + membership system + online-offline integration, setting the benchmark for social new retail

（四）支持强 *Strong Support System*

从选址评估、装修设计、供应链配送到运营培训，总部提供全生命周期赋能 From site selection, interior design, and supply chain logistics to operational training — headquarters provides full-lifecycle empowerment

三、怎样加入风鸟市集 *How to Join Fenghoo*

加盟四步法（1-4-5-6） *Four-Step Franchise Method*

风鸟市集的核心招商模型可总结为加盟四步法：1 个会员费、4 项备货费、5 类装修费、6 步铺货流程。

The core recruitment model can be summarized as: 1 membership fee, 4 types of stock-up costs, 5 categories of decoration fees, and 6 steps of inventory placement.

基础合作费用 *Basic Cooperation Fees*

启动资金计算示例（15 ㎡标准市集店） *Startup Cost Example (15 ㎡ Standard Bazaar Store)*

项目 Item	计算方式 Calculation	金额 Amount (RMB)
会员费 Membership 固定金额 Fixed	1,000 元 1,000 RMB	**¥1,000**
备货费 Stock-up Fee 15 ㎡ × 400	15 ㎡ × 400 = 6,000	**¥6,000**
装修费 Decoration 15 ㎡ × 500	15 ㎡ × 500 = 7,500	**¥7,500**

铺货费 Inventory 15 ㎡ × 600	15 ㎡ × 600 = 9,000	**¥9,000**
合计（不含房租）Total Excl. Rent		**¥23,500**

核心优势总结 *Core Competitive Advantages*

优势 Advantage	说明 (CN)	Description (EN)
超低门槛 Ultra-Low Barrier	15 ㎡即可开店，启动资金低至 2.35 万元 Store from 15 ㎡, startup as low as ¥23,500	Start from 15 ㎡, low capital requirement
高毛利空间 High Margin	常规品类分成 38%，食品类 33% 38% revenue share for general goods, 33% for food	38% share for general, 33% for food
回本周期短 Fast ROI	多数门店 3-5 个月即可回本 Most stores break even within 3–5 months	Most stores break even in 3–5 months
风险可控 Controllable Risk	按平米标准化投入，拒绝盲目烧钱 Standardized per-sqm investment, no blind spending	Standardized investment, minimal risk

深度合作 *Deep Cooperation Fees*

加盟条件与店铺要求 *Franchise Conditions & Store Requirements*

项目 Item	要求 Requirement
资金 Capital	具备 80-100 万元资金（或等值外币） RMB 800,000–1,000,000 (or equivalent foreign currency)
理念 Philosophy	认同品牌理念与运营模式，服从总部统一管理 Identify with brand philosophy and operating model; comply with headquarters management
资源 Resources	优先考虑拥有高端商场资源、零售行业从业经验者 Priority given to those with premium mall resources and retail experience
信誉 Credit	个人及商业信用良好，无违法违规、不良征信记录 Good personal and commercial credit; no legal violations or bad credit records
面积 Area	实用面积≥220 ㎡（不含公摊、独立仓库） Usable area ≥ 220 ㎡ (excl. common area, with independent warehouse)
选址 Location	城市主流核心商圈，优先 1F/B1F/2F，门头≥8 米 Prime core commercial

	district, priority 1F/B1F/2F, storefront ≥ 8m

费用项目 Fee Item	说明 Description
特许商标使用金 Trademark Fee 1.98 万元/年	全球统一标准，按年缴纳 Globally unified, paid annually
货品保证金 Deposit 25 万元	合同终止无违约可无息退还 Fully refundable without interest upon contract termination with no breach
单店洽谈授权金 Authorization Fee 3 万元/店	签约后转为加盟费，终止合作扣 20%手续费 Converted to franchise fee after signing; 20% handling fee deducted upon termination
整体投资 Total Investment 80-100 万元/店	含装修、首批货款、保证金等全部费用 Includes decoration, initial inventory, deposit, and all fees

加盟代理核心流程 *Core Franchise Process*

步骤 Step	内容 Content (CN)	Content (EN)
① 申请 Apply	提交申请资料，缴纳 3 万元洽谈授权定金 Submit application and pay 30,000 RMB authorization deposit	Submit application & pay deposit
② 评估 Evaluate	总部 1 周内完成初审+实地考察 HQ completes review + site visit within 1 week	HQ review & site visit within 1 week
③ 签约 Sign	签订正式合同，缴纳商标使用金+保证金+装修预付款 Sign contract, pay trademark fee + deposit + renovation prepayment	Sign contract & pay all fees
④ 开业 Open	总部提供图纸、监督施工、培训考核后正式开业 HQ provides designs, supervises construction, trains staff, then grand opening	HQ design, construction, training, then launch

四、海外发展情况如何 *Overseas Development Progress*

（一）海外留学生案例分享 *Case Studies of Chinese Overseas Student Operators*

案例 1：泰国曼谷某大学风鸟市集店

中国留学生在曼谷校园周边开设市集档口，日均客流 120 人次以上，3 个月回本，月净利润高于当地白领平均薪资。

A Chinese international student opened a bazaar booth near a Bangkok university campus, with daily foot traffic exceeding 120 visitors, breaking even in 3 months. Monthly net profit exceeds the local average white-collar salary.

案例 2：马来西亚吉隆坡某大学风鸟市集店

中国交换生 W 同学在社区开设 18 ㎡门店，主打中国重要节日的爆款产品，首次进货两周售罄，5 个月内补货两次并回本，毕业后转给当地华人继续运营。

Exchange student W opened an 18 ㎡ community store, focusing on hit products for major Chinese festivals. The first batch sold out in 2 weeks, restocked twice within 5 months and broke even. After graduation, the store was transferred to a local Chinese operator.

案例 3：俄罗斯莫斯科某社区街边店

中国留学生在莫斯科开设 200 ㎡门店，服务当地中青年群体，主打中俄文化融合产品，月营业额稳步增长。

A Chinese student opened a 200 ㎡ store in Moscow, serving local young and middle-aged consumers with Sino-Russian culturally fused products, achieving steady monthly revenue growth.

五、加盟合作优势 *Franchise Cooperation Advantages*

（一）统一政策 *Unified Policies*

全球标准化体系，统一品牌形象、运营标准、供应链配送，确保每一家门店品质一致 Globally standardized system with unified brand image, operational standards, and supply chain — ensuring consistent quality across all stores

（二）托管运营 *Managed Operations*

总部提供全托管式运营服务，从选址、装修、招聘到日常经营，合作方省心省力 Headquarters provides fully managed operations — from site selection, renovation, and recruitment to daily management — saving partners time and effort

（三）品牌优势 *Brand Advantage*

"中国创意，全球表达"独特定位，差异化竞争，自带流量与话题度 "Chinese Creativity, Global Expression" — unique positioning with differentiated competition, built-in traffic and social buzz

（四）供应链优势 *Supply Chain Advantage*

整合中国制造优质货源，规模化采购降低成本，跨境物流与海外仓系统覆盖欧美等主流市场 Integrated premium Chinese manufacturing sources, bulk purchasing for cost reduction, cross-border logistics and overseas warehouse system covering major markets including Europe and America

（五）收益透明 *Transparent Revenue*

线上线下收益分成清晰透明，次日到账/按月结算，合作方实时掌握经营数据 Online and offline revenue sharing is clear and transparent — T+1 daily settlement / monthly settlement, with real-time access to business data

（六）代理赋能 *Agent Empowerment*

区域代理享独家保护，可拓展多店，总部提供标准化管理工具、装修设计、VI 物料和陈列规范 Regional agents enjoy exclusive protection and can expand multiple stores. HQ provides standardized management tools, interior design, VI materials, and visual merchandising guidelines

六、合作须知 *Cooperation Guidelines*

（一）费用缴纳 *Fee Payment*

所有费用需通过公司官方渠道缴纳，非官方渠道风险自担 All fees must be paid through official company channels. Any non-official channel transactions are at your own risk

（二）运营规范 *Operational Standards*

合作方必须遵守总部运营要求，不得私自更改品牌形象、定价及运营模式 Partners must comply with HQ operational requirements. Unauthorized changes to brand image, pricing, or business model are prohibited

（三）选址结果处理 *Site Selection Results*

考察未通过可放弃并全额退还授权金；需在规定期限内找到合规店铺，否则授权金不予退还 If the site inspection fails, you may withdraw and receive a full refund of the authorization fee. A compliant store must be secured within the specified period, otherwise the authorization fee will not be refunded

（四）不可抗力 *Force Majeure*

因自然灾害、政策调整、商场规划变动等不可控因素无法开店，按合同约定协商处理 If store opening is prevented by uncontrollable factors such as natural disasters, policy changes, or mall planning adjustments, matters shall be handled per the contract agreement

（五）合同期限 *Contract Duration*

合同周期 3 年，采用全托管式运营，期满可续签 3-year contract term with fully managed operations. Renewable upon expiration

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把中国创意，开到你家乡的街头

Bring Chinese Creativity to Your Hometown Streets

背靠中国制造 · 手握风鸟创意

Backed by China Manufacturing · Powered by Fenghoo Creativity

联系我们 / Contact Us

邮箱 Email: international@fenghoo.com

官网 Website: www.fenghoo.com

电话 Tel: +86 138 XXXX XXXX

风鸟市集（北京）公司

Fenghoo Bazaar (Beijing) Co., Ltd.