

From Idea to Product and Sales

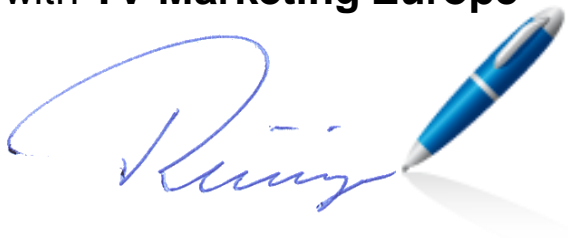
- Made in Germany products are renown for highest quality.
- However, German industrial product development, mold making and production cost might partly or totally not be affordable and subsequently not allow competitive pricing to enter consumer markets and sell well.
- That is why even top brands are Made in China.



TVM Europe Production offers to Inventors, New Startups, Wholesalers and Importers:

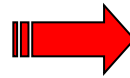
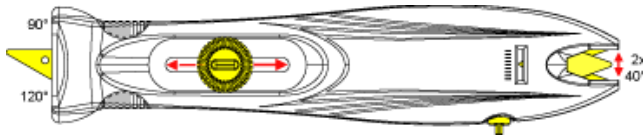
1. Full service for new items, from scratch to finished product shipment at competitive, reasonable price/quality relation.
2. Plus chances to enter the major TV Shopping markets (Live TV and pre-recorded DRTV) including Web Shops and following up in Retail.

Improve Your Business
with **TV Marketing Europe**



From Product Development – to Finished Product

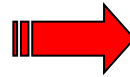
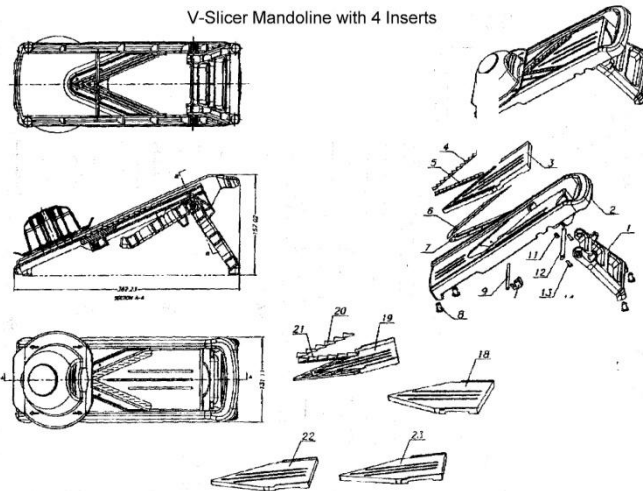
Universal Sharpener



SamuraiShark



V-Slicer Mandoline with 4 Inserts



Vidalia Slice Wizard



Production in New China Factories



We are manufacturing in China's highest developed areas along the south-east coast line.

Capabilities

Engineering



Tooling



Stainless Steel



Plastic Injection
& Die Casting



Assembling



Professional Audit, QA & QC outsourced

Hong Kong Team



China Factory Audit Team



ASQ Z1.4/Mil.Std.-105E, Simple Sampling Plan for Normal Inspection, General Inspection Level II, AQL 2.5

TABLE I SAMPLE SIZE CODE LETTERS

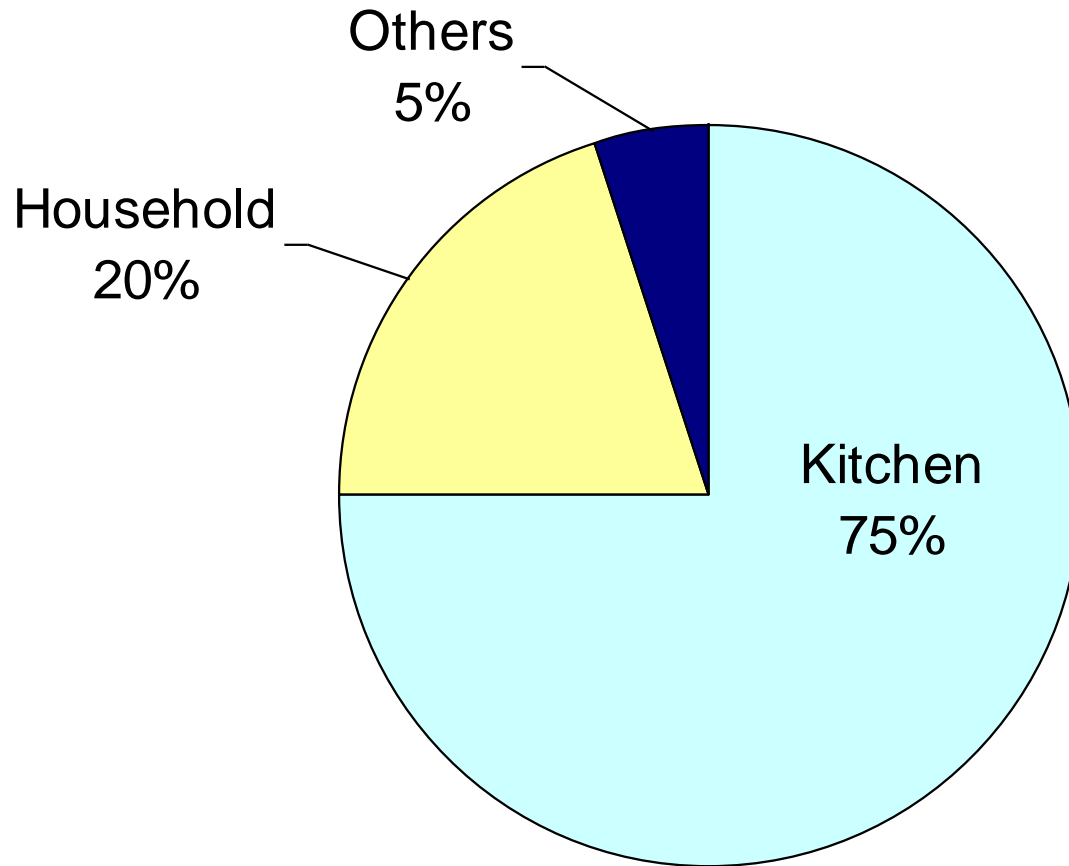
Lot or batch size	Special inspection levels				General inspection levels		
	S-1	S-2	S-3	S-4	I	II	III
2 to 8	A	A	A	A	A	A	B
9 to 15	A	A	A	A	A	B	C
16 to 25	A	A	B	B	B	C	D
26 to 50	A	B	B	C	C	D	E
51 to 90	B	B	C	C	C	E	F
91 to 150	B	B	C	D	D	F	G
151 to 280	B	C	D	E	E	G	H
281 to 500	B	C	D	E	F	H	J
501 to 1200	C	C	E	F	G	J	K
1201 to 3200	C	D	E	G	H	K	L
3201 to 10000	C	D	F	G	J	L	M
10001 to 35000	C	D	F	H	K	M	N
35001 to 150000	D	E	G	J	L	N	P
150001 to 500000	D	E	G	J	M	P	Q
500001 to over	D	E	H	K	N	Q	R

TABLE II SINGLE SAMPLING PLANS FOR NORMAL INSPECTION (MASTER TABLE)

Sample size code letter	Sample size	Acceptable Quality Levels (normal inspection)																		
		0.10		0.25		0.40		0.65		1.0		1.5		2.5		4.0		6.5		
		Ac	Re	Ac	Re	Ac	Re	Ac	Re	Ac	Re	Ac	Re	Ac	Re	Ac	Re	Ac	Re	
A	2																			
B	3																			
C	5																			
D	8																			
E	13																			
F	20																			
G	32																			
H	50																			
J	80																			
K	125																			
L	200																			
M	315																			
N	500																			
P	800																			
Q	1250																			
R	2000																			

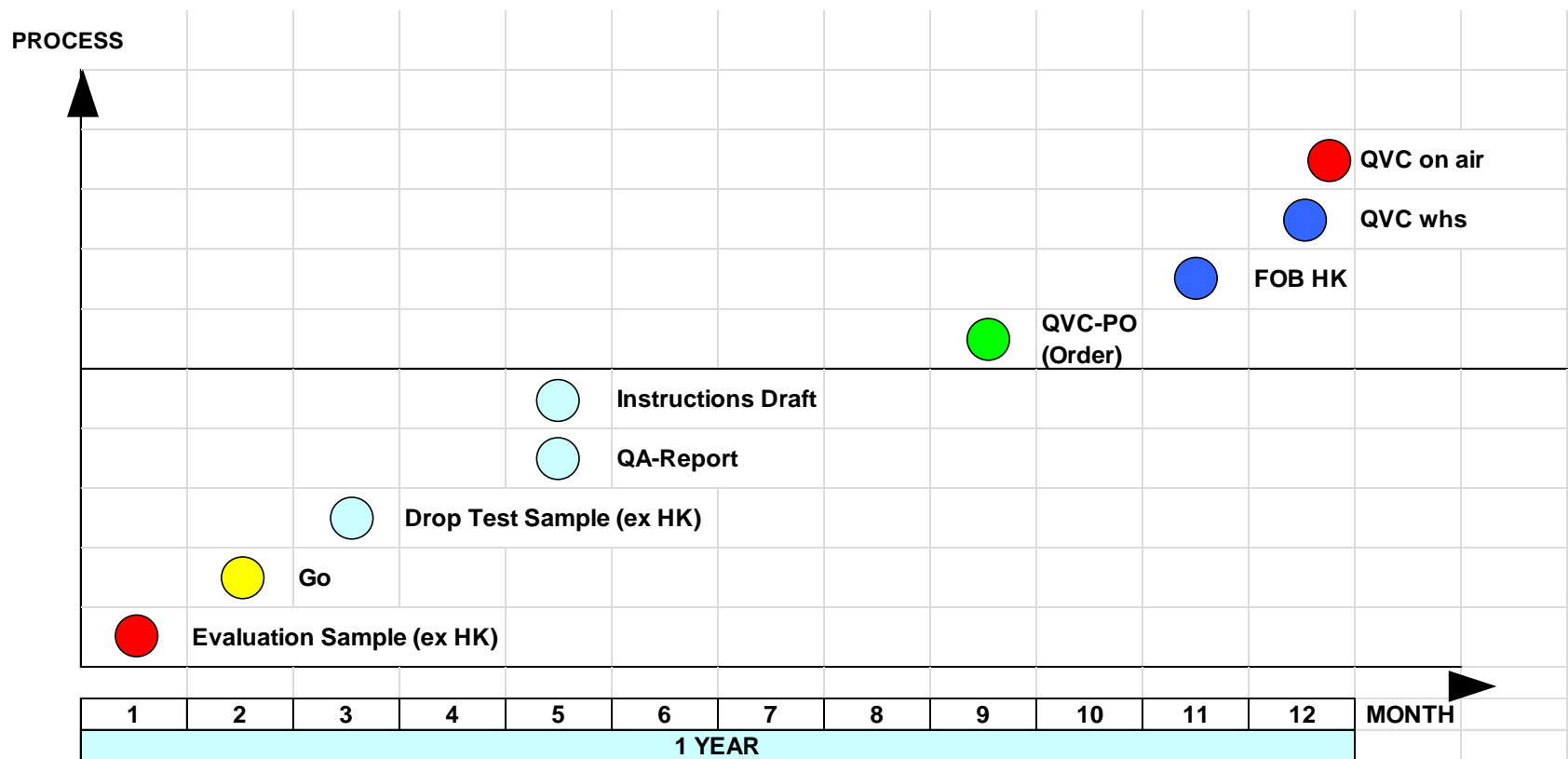
↓ = Use first sampling plan below arrow. If sample size is equals, or batch size, do 100% inspection
 ↑ = Use first sampling plan above arrow
 Ac = Acceptance number
 Re = Rejection number

Product Shares by Category



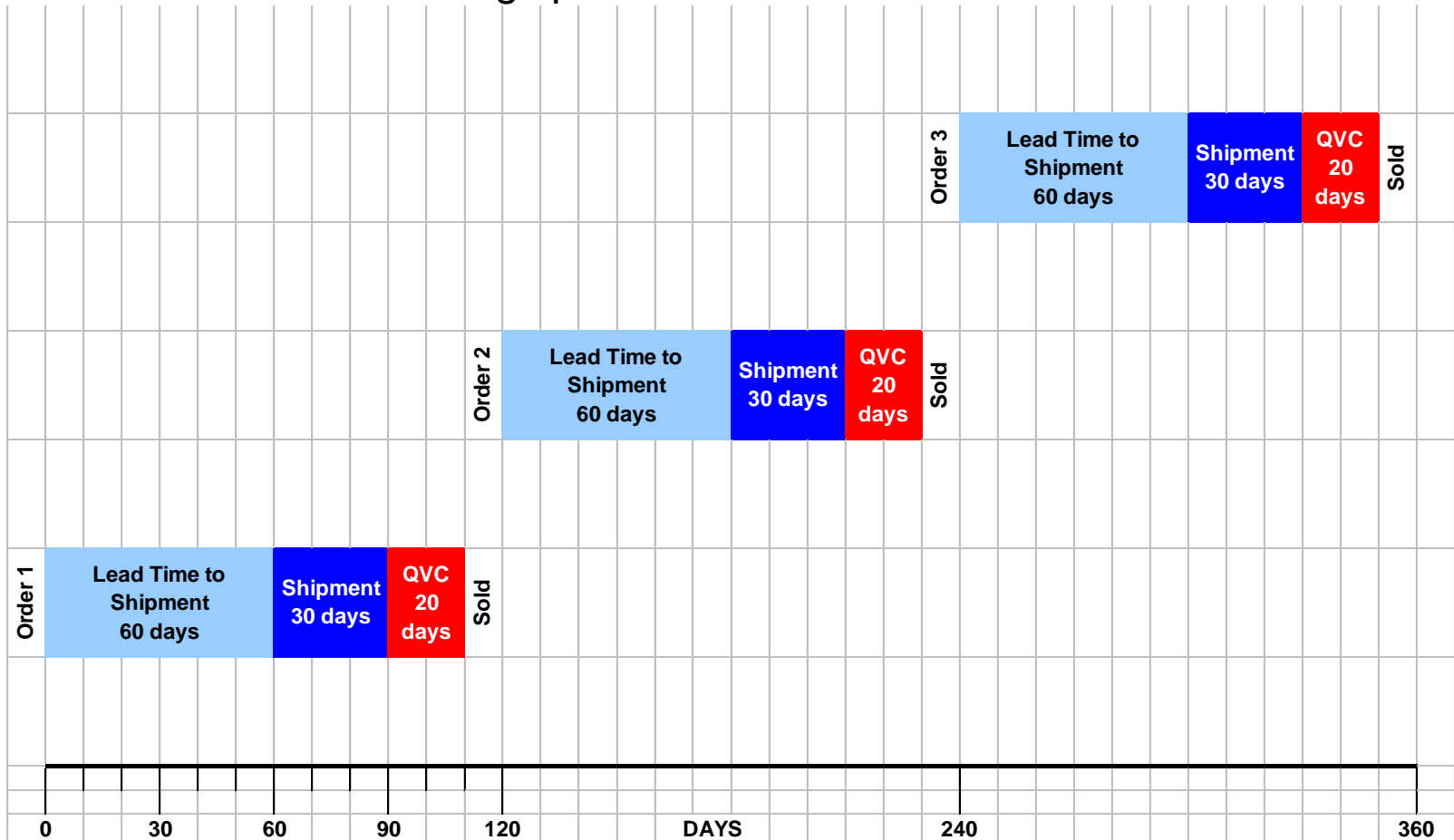
TV Home Shopping Procedure Time Line - Example

Process from 1st Sample to 1st TV Airing can take 6 - 12 Month



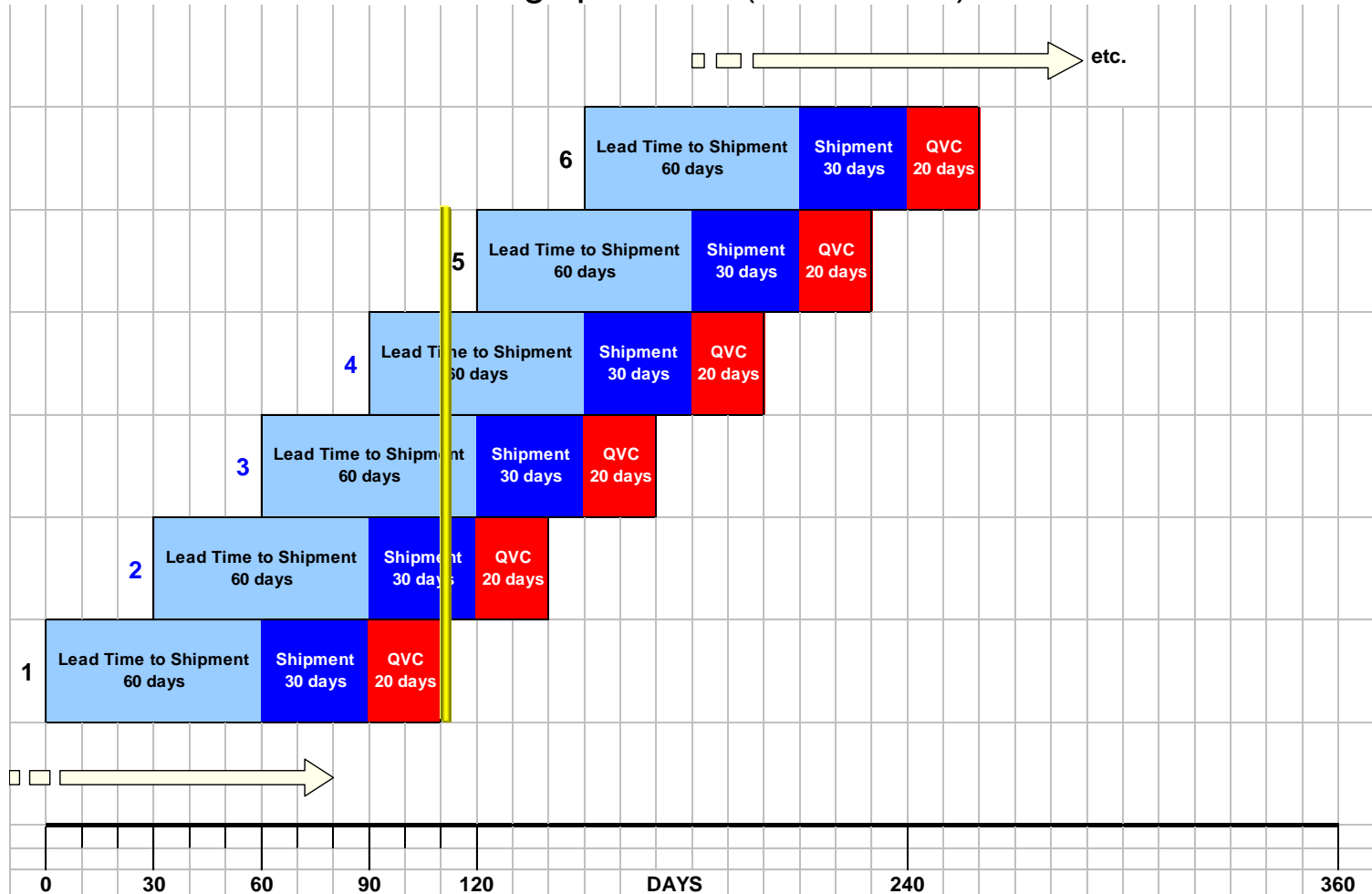
Serial Orders & Airings

Serial: 3 Orders & Airings per Year



Parallel Orders & Airings

Parallel: 12 Orders & Airings per Year (v/s Serial 3)



Time is Money v/s Order Strategy



4-fold Chance to sell per Year

Serial
Orders

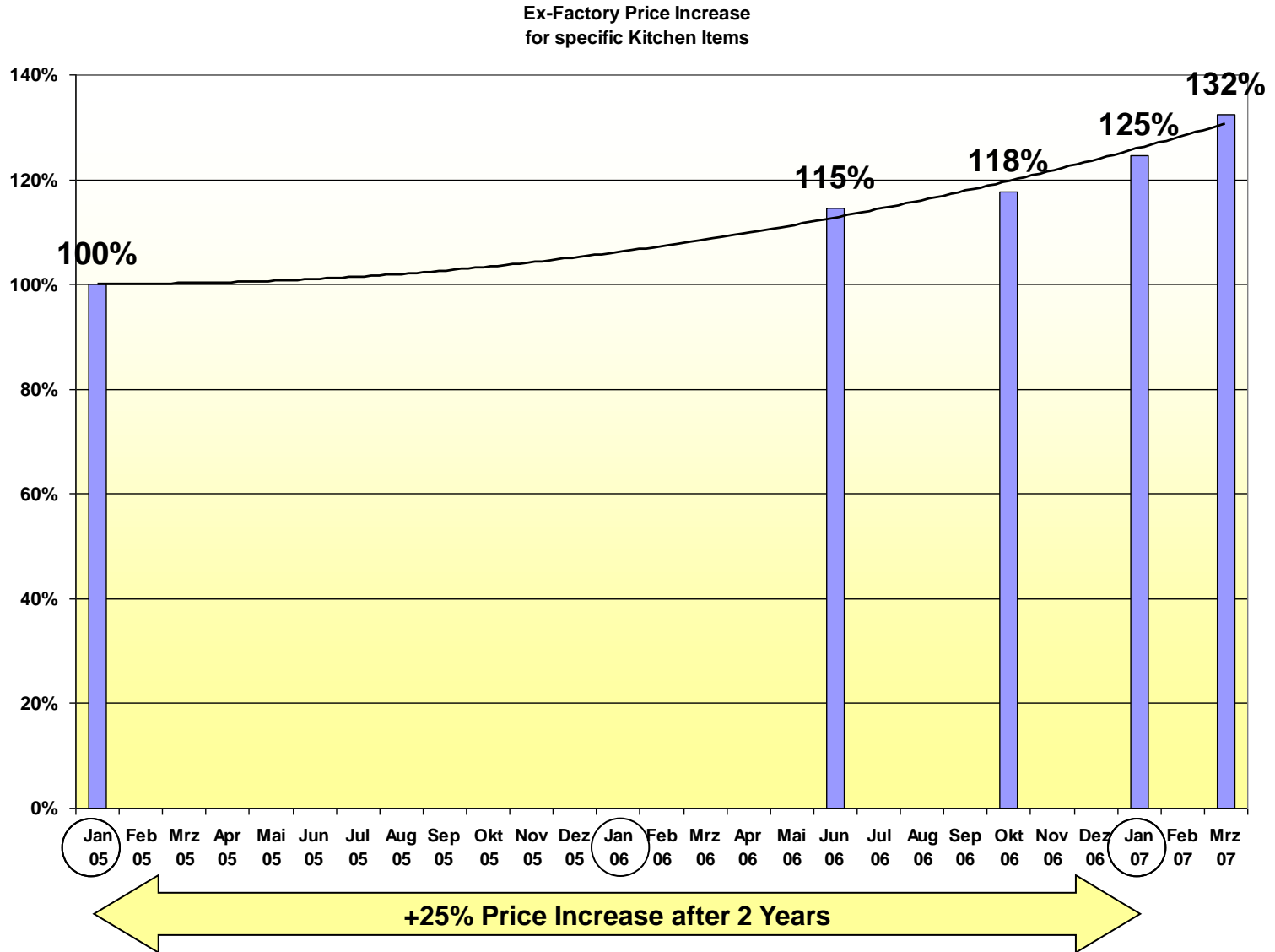
3

Parallel
Orders

12



Ex-Factory Price Increase - Example



Time is Money v/s Competitors



- Once a product runs successfully, competitors are coming up sooner or later.
- **Patent & Registered Trade Mark** can prevent direct copies but not similar knock-offs in price competition.
- **That is why speeding up sales from the very beginning is important to make money.**

Take care and Good Luck !

