2024

EBS/EIBC

CONSTRUCTION GUIDE MANUAL



JIANGSU DONGCHENG M&E TOOLS CO.,LTD.

DCK Logo Change Statement

Dear customers and partners

Thank you for your continuous love and support. For further development, the company decided to use the new LOGO from now on, and will gradually replace the old one with it.

old



new



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01 SHOP OWNER MANUAL

02 SUPPORT POLICY

03 STANDARD PROCESS

04 APPLICATION& EXAMINATION FORMS

ONE

SHOP OWNER MANUAL

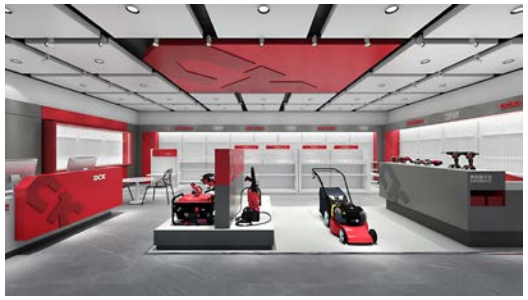
1. EBS/EIBC DESIGN SKETCH
2. THE BENEFITS OF EIBC SHOP OWNER
3. EIBC TYPE
4. STOREFRONT SIGNBOARD STANDARD
5. REGISTRATION STANDARD OF EIBC

1

1. EBS DESIGN SKETCH









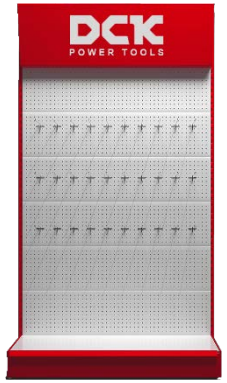
◆ Dongcheng Company will found up to 100USD/m^2 decoration support for EBS, you can contact your business Manager for details if you are interested in it.

1. EIBC DESIGN SKETCH

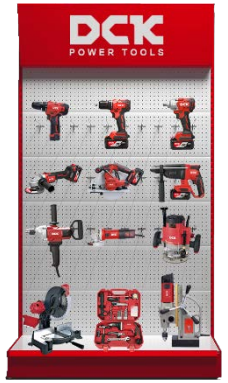




Storefront Signboard



Display Stand



Products

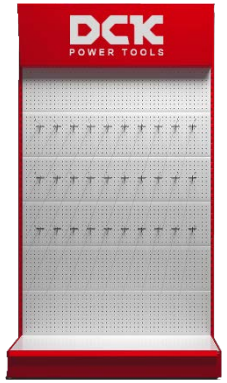
1. EIBC DESIGN SKETCH



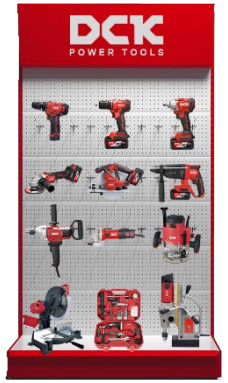
Without Signboard

S type : AS BS CS ES

Storefront Signboard



Display Stand



Products

2. THE BENEFITS OF EIBC SHOP OWNER

SHOP IMAGE UPGRADE

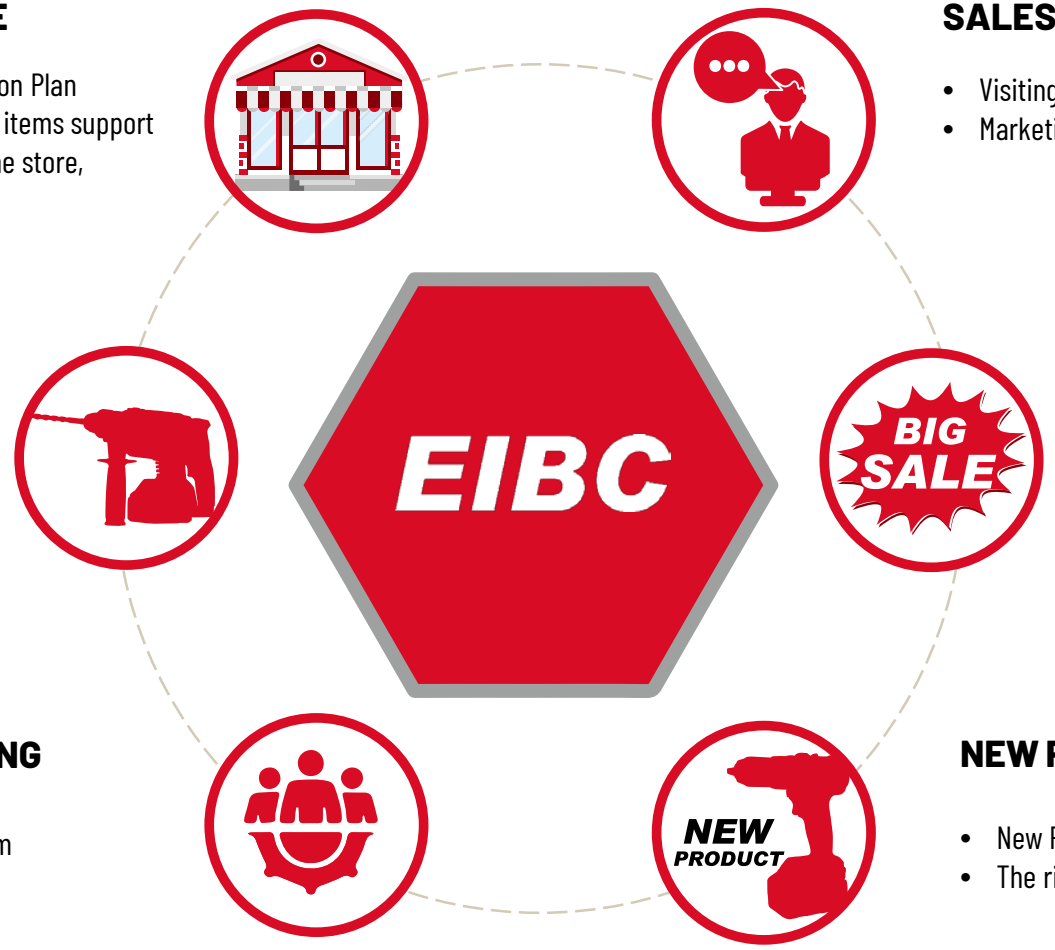
- Free Display Stands & Decoration Plan
- Signboard & Variety promotion items support
- Increase the rate of entering the store, and the rate of transaction

SALES SPONSOR

- Visiting on Schedule
- Marketing Activities Plan

FOC DISPLAY MACHINES

- Get the free Display Machines ever year



EXCLUSIVE PROMOTION

- Exclusive Promotion in Selected Models

TECHNICAL TRAINING

- Free technical training from Dongcheng College

NEW PRODUCTS PRIORITY

- New Products Launching Priority
- The rights to join the Experience and Test plan of New products

2. THE BENEFITS OF EIBC SHOP OWNER

	Free Display Machine Support (Every Year)	Maintenance Support (Every Year)	Construction Support (Only In The First Year)	Service Support (According The Market Needs)
AA	$ 2800 FOC Tools/year	$ 1000/year Signboard Support	$1000 Decoration Support	NEW PRODUCT, BIG SALE,
A	$ 800 FOC Tools/year	$400/year Signboard Support	$400 Decoration Support	NEW PRODUCT, BIG SALE,
B	$500 FOC Tools/year	$300/year Signboard Support	$300 Decoration Support	NEW PRODUCT, BIG SALE,
C	$380 FOC Tools/year	$200/year Signboard Support	$200 Decoration Support	NEW PRODUCT, BIG SALE,
E	$250 FOC Tools/year	$200/year Signboard Support	$200 Decoration Support	NEW PRODUCT, BIG SALE
F	$100 FOC Tools/year	$200/year Signboard Support	$200 Decoration Support	NEW PRODUCT, BIG SALE

Type S is without storefront signboards; Type F applies to only some specific markets.

3. TYPE AA EIBC

AA 12pcs display stands with over 80 items







3. TYPE A/AS EIBC

A/AS 6pcs display stands with over 50 items



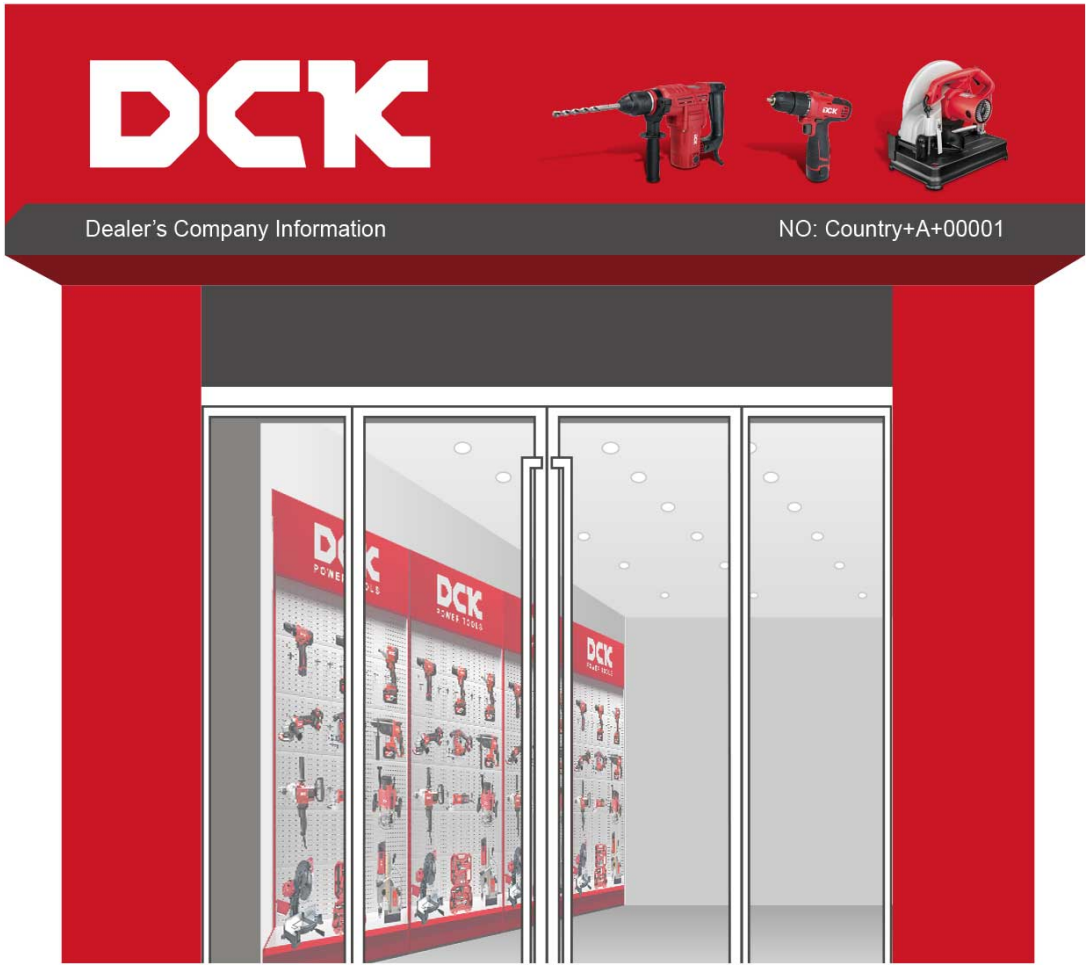


Type S is without storefront signboards.

3. TYPE B/BS EIBC

B/BS 4pcs display stands with over 30 items



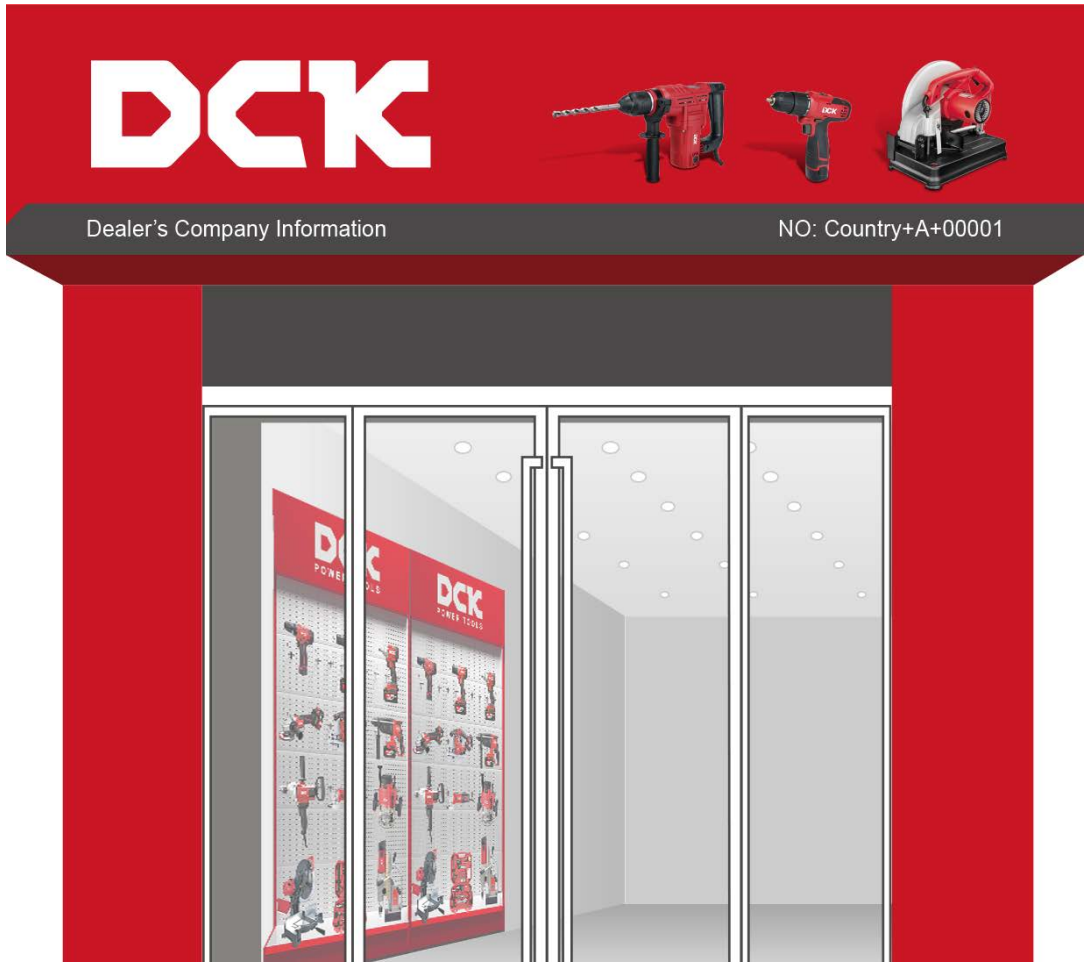


Type S is without storefront signboards.

3. TYPE C/CS EIBC

C/CS 2pcs display stands with over 20 items



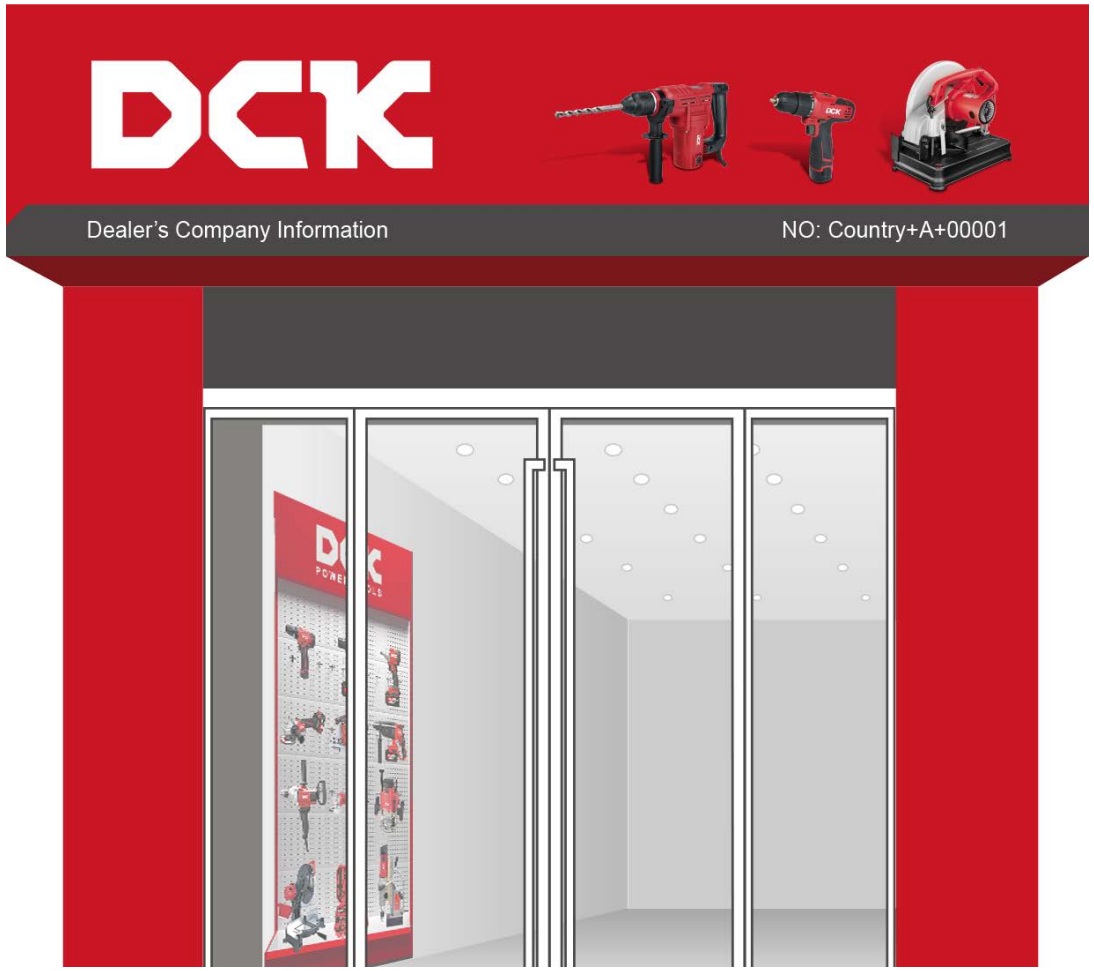


Type S is without storefront signboards.

3. TYPE E/ES EIBC

E/ES 1pcs display stands with over 10 items

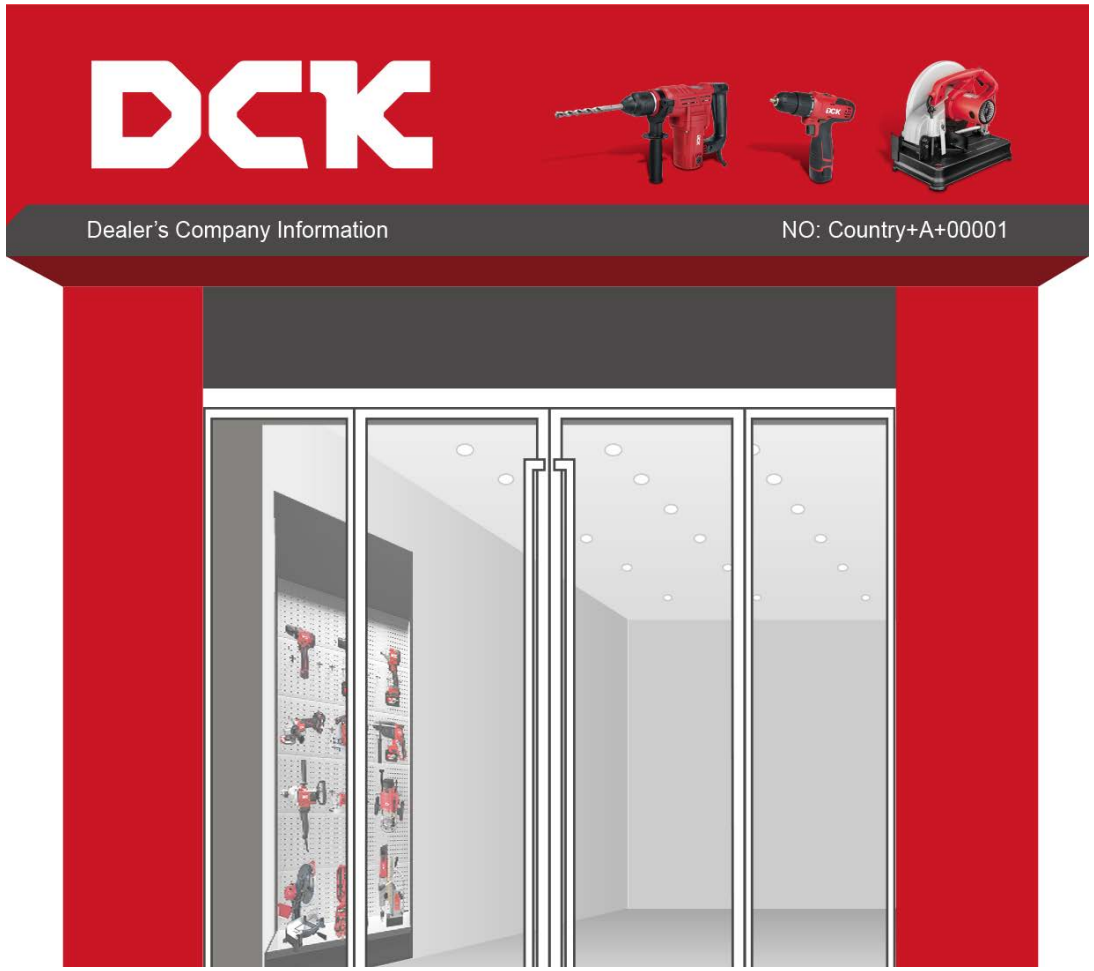




Type S is without storefront signboards.

3. TYPE F EIBC

F	With over 10 items



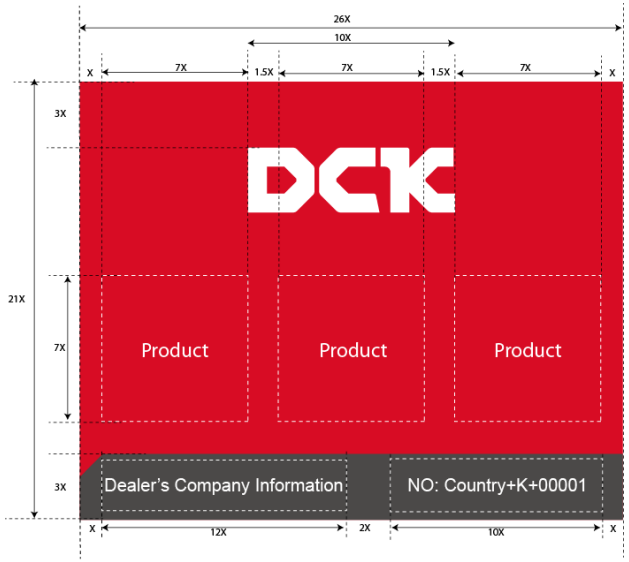
Type F applies to only some specific markets.

4. Signboard Standard



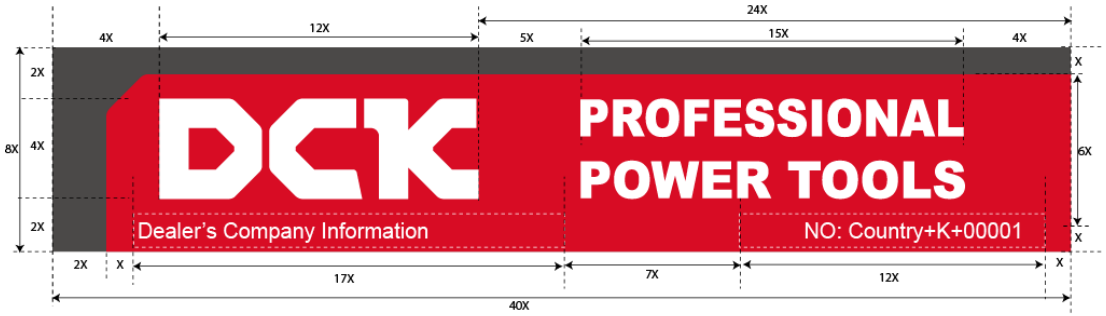
4. Signboard Standard

01





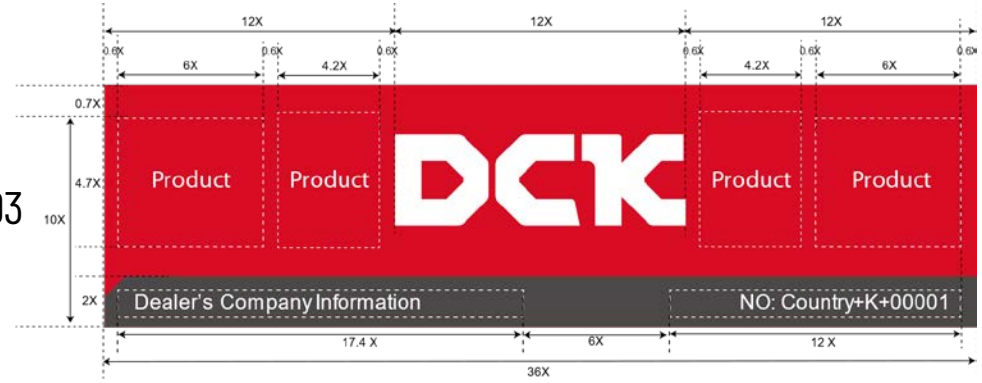
02



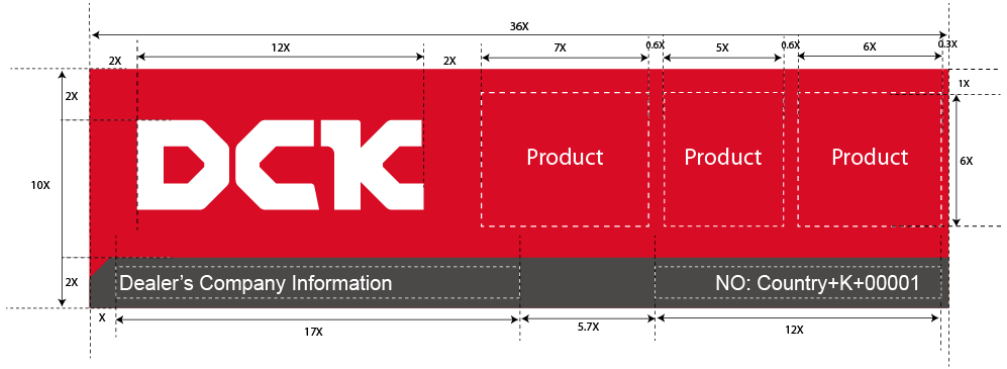


4. Signboard Standard

03



04

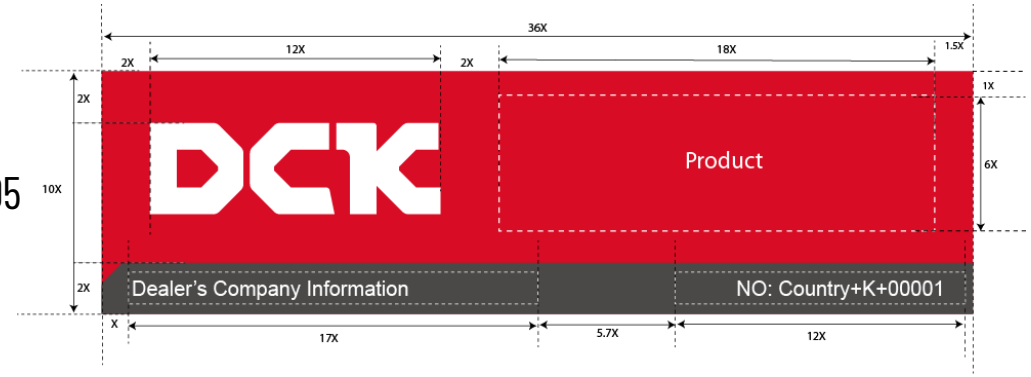




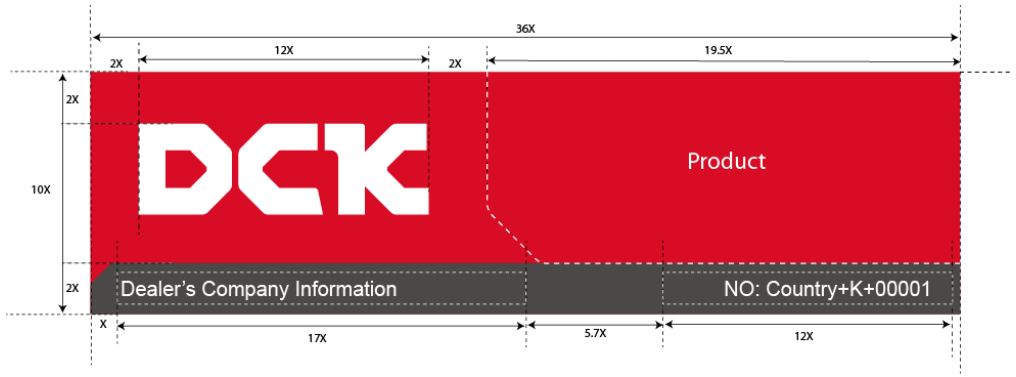


4. Signboard Standard

05



06







5. Registration Standard of EIBC – SAMPLE PHOTOS

Business License

Street View Photo

Storefront Signboard Photo

Stand Displaying Photo

Store Overview Photo











5. Registration Standard of EIBC – SAMPLE PHOTOS

Check list	
Business License:	A business license must be provided
Street View:	It has to be a real store, not a warehouse.
Storefront Signboard:	The size and content meet the company's standard, no obvious fading, no stain, no loosening, and is well installed. Shop series number should be shown on the storefront signboard.
Display Stand:	Clean and free of stains, no obvious discoloration, and no other brand products are displayed on the shelves.
Machine Displaying:	Meet the display Standards of EIBC, the machines are clean, free of dust and oil.
Light Box Ads (Optional) :	There is no obvious fading, and no contamination. The light box is firmly installed and works normally.
In-store Ads (Optional) :	The Ads meet the Dongcheng Company's VI Standards, no obvious fading, no stain, no loose, and it is installed well.
In-store Poster (Optional) :	Posted in the most visible location in the store, without defacement and without expiration.

TWO

SUPPORT POLICY

2

Overseas Exclusive Brand Store & Exclusive In-store Brand Corner Policy

Project Type / Store Level			Exclusive Brand Store（EBS）	Exclusive In-store Brand Corner (EIBC)					Special EIBC	Form of the support
				AA	A/AS	B/BS	C/CS	E/ES	F	
Construction Conditions		Storefront Signboard	With qualified storefront signboard	With qualified storefront signboard	A: With qualified storefront signboard AS: Without storefront signboard	B: With qualified storefront signboard BS: Without storefront signboard	C: With qualified storefront signboard CS: Without storefront signboard	E: With qualified storefront signboard ES: Without storefront signboard	With qualified storefront signboard	/
		Display Stand	Store size ≥ 30m²	12pcs display stands (Store size ≥ 30m²)	6pcs display stands	4pcs display stands	2pcs display stands	1pc display stand	≥1 Existing shelves/racks	
		Displaying Samples	Power tools (≥80 different items), Hand tools, Accessories	Power tools (≥80 different items), Hand tools, Accessories	Power tools (≥50 different items), Hand tools	Power tools (≥30 different items), Hand tools	Power tools (≥20 different items)	Power tools (≥10 different items)	Power tools (≥10 different items)	
1	Decoration Support	Decoration	**Up to $100/m²** (Store uniform decoration, signboard)	**$1000** (Storefront signboard)	**$400** (Storefront signboard)	**$300** (Storefront signboard)	**$200** (Storefront signboard)	**$200** (Storefront signboard)	**$200** (Storefront signboard)	Payment deduction after store is registered, only in the first year
2	Maintenance Support	Signboard Support	Contact your business Manager for details	FOC EIBC machines valued $1000 per year	FOC EIBC machines valued $400 per year	FOC EIBC machines valued $300 per year	FOC EIBC machines valued $200 per year	FOC EIBC machines valued $200 per year	FOC EIBC machines valued $200 per year	In the form of FOC Tools, every year for qualified EIBC
		Qualified Displaying Support	Contact your business Manager for details	FOC EIBC machines valued $2800 per year	FOC EIBC machines valued $800 per year	FOC EIBC machines valued $500 per year	FOC EIBC machines valued $380 per year	FOC EIBC machines valued $250 per year	FOC EIBC machines valued $100 per year	

Notes: 1. Shop owner with annual purchasing value more than US $100,000 will get the rights to apply for construction of EBS.

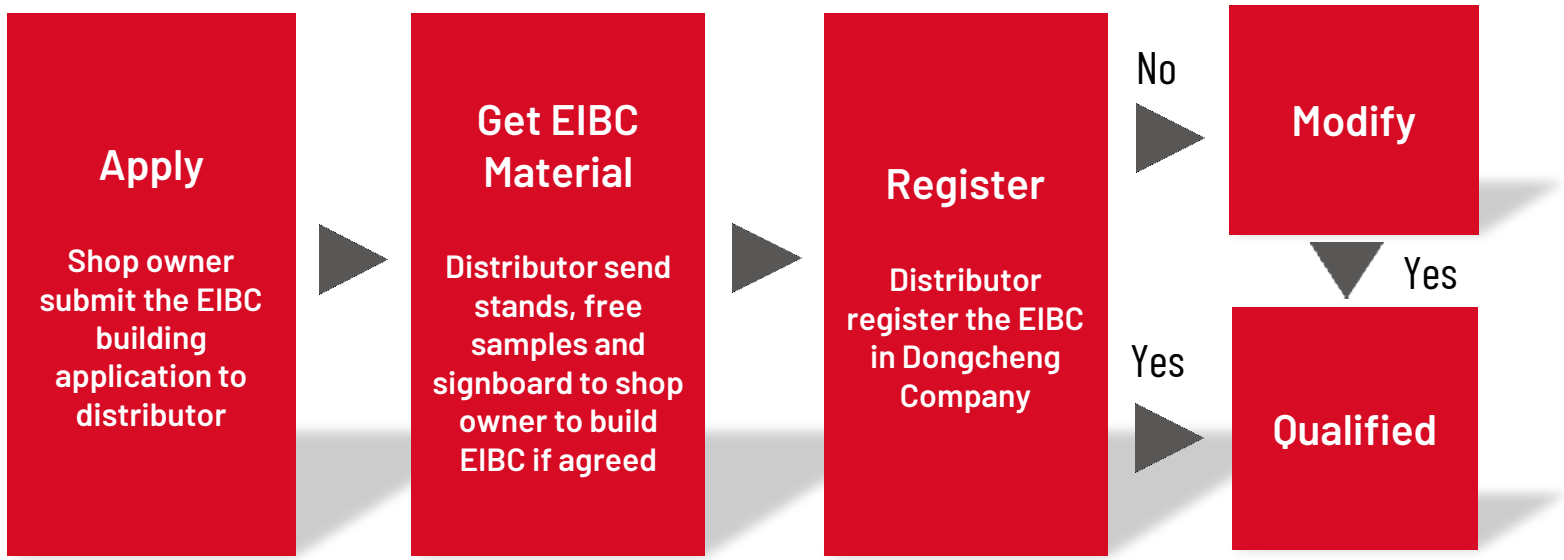
THREE

STANDARD PROCESS

1. EIBC CONSRTUCTION PROCESS
2. SUPPORT DISTRIBUTION PROCESS - EIBC CONSRTUCTION
3. ANNUAL EXAMINATION PROCESS
4. SUPPORT DISTRIBUTION PROCESS - EIBC ANNUAL EXAMINATION



1. EIBC CONSRTUCTION PROCESS



◆ The distributor need to discuss and confirm the EIBC FOC product list with Dongcheng Company before building the EIBC.

◆ Shop owner should provide 4 photos including Storefront Signboard photo, Street View photo, Store Overview photo, and Stand Displaying photo, and business license when registering the EIBC.

2. SUPPORT DISTRIBUTION PROCESS - EIBC CONSRTUCTION

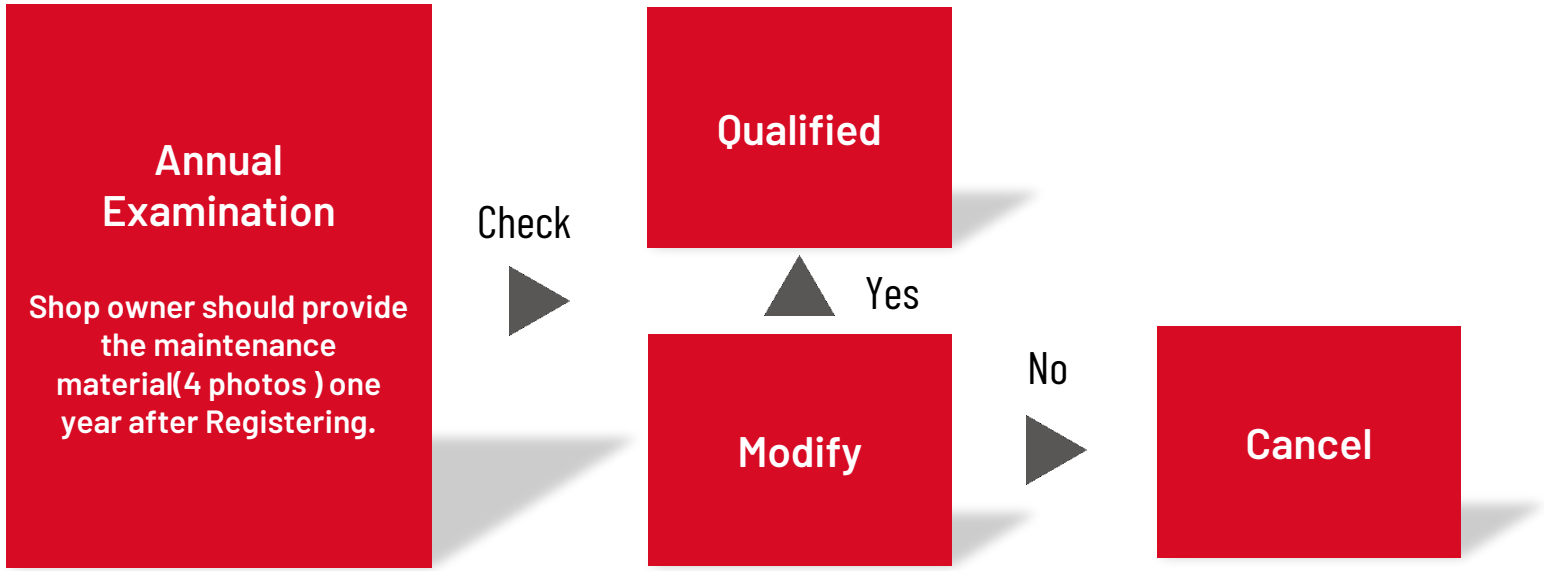
Submit The Receipt

Shop owner sign the receipt ,when the distributor register the EIBC successfully

Deliver Support

Dongcheng Company fulfill the support and send the free Samples to the distributor

3. EIBC ANNUAL EXAMINATION PROCESS



- Shop owner should provide 4 photos including Storefront Signboard photo, Street View photo, Store Overview photo, and Stand Displaying photo, to recheck after one year maintenance.
- The distributor needs to confirm the EIBC FOC products list with Dongcheng Company before the Annual Examination.
- Dongcheng Company has rights to stop giving the support if the modification delays more than 6 months.

4. SUPPORT DISTRIBUTION PROCESS - EIBC ANNUAL EXAMINATION

Deliver Support

Dongcheng Company will fulfill the support and send the FOC EIBC machines to the distributor after the EIBC annual examination process

Get Support

The distributor send the FOC EIBC machicnes to shop owner

Submit The Receipt

Shop owner sign the receipt

◆ The distributor needs to provide the list receipt signed by the shop owner within 2 months after the fee is issued.

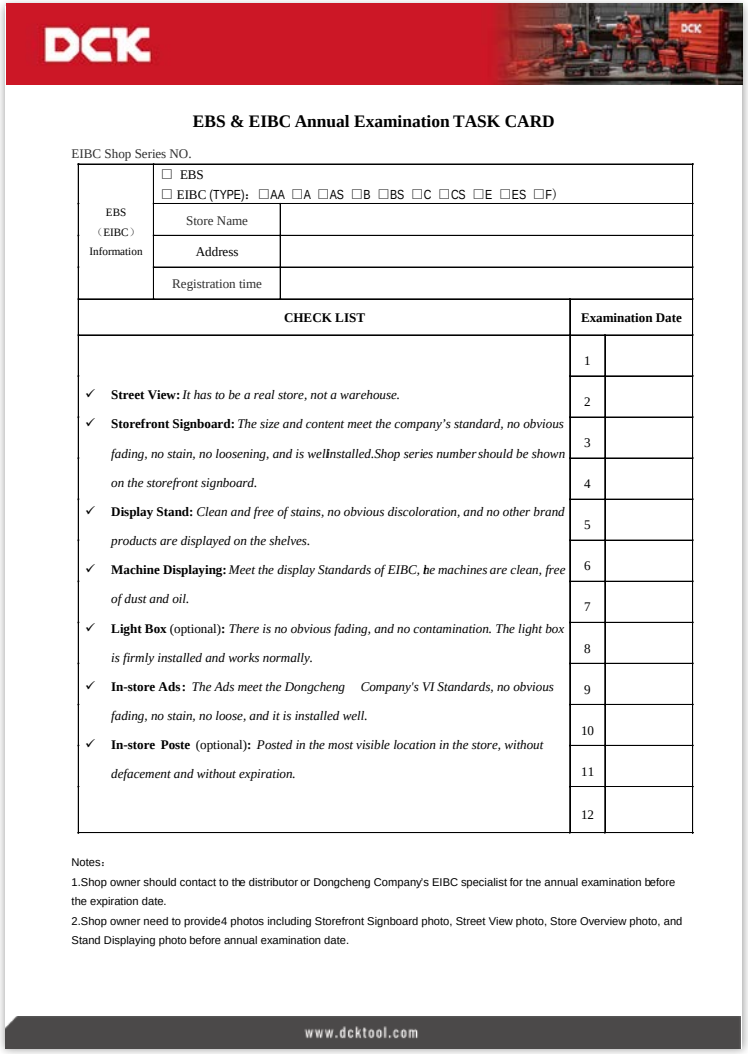
FOUR

APPLICATION FORMS

1. EIBC APPLICTION FORM
2. PHOTO REQUIREMENTS
3. SHOP OWNER'S RECEIPT
4. ANNUAL EXAMINATION TASK CARD

4

1. APPLICATION FORMS – EIBC APPLICTION FORM



DCK

EBS & EIBC Annual Examination TASK CARD

EIBC Shop Series NO.

EBS （EIBC） Information	☐ EBS ☐ EIBC (TYPE)：☐AA ☐A ☐AS ☐B ☐BS ☐C ☐CS ☐E ☐ES ☐F）	
	Store Name	
	Address	
	Registration time	

CHECK LIST		Examination Date
	1	
✓ **Street View:** *It has to be a real store, not a warehouse.*	2	
✓ **Storefront Signboard:** *The size and content meet the company's standard, no obvious fading, no stain, no loosening, and is wellInstalled.Shop series number should be shown on the storefront signboard.*	3	
	4	
✓ **Display Stand:** *Clean and free of stains, no obvious discoloration, and no other brand products are displayed on the shelves.*	5	
✓ **Machine Displaying:** *Meet the display Standards of EIBC, he machines are clean, free of dust and oil.*	6	
	7	
✓ **Light Box** (optional)**:** *There is no obvious fading, and no contamination. The light box is firmly installed and works normally.*	8	
✓ **In-store Ads:** *The Ads meet the Dongcheng Company's VI Standards, no obvious fading, no stain, no loose, and it is installed well.*	9	
	10	
✓ **In-store Poste** (optional)**:** *Posted in the most visible location in the store, without defacement and without expiration.*	11	
	12	

Notes：

1.Shop owner should contact to the distributor or Dongcheng Company's EIBC specialist for tne annual examination before the expiration date.

2.Shop owner need to provide4 photos including Storefront Signboard photo, Street View photo, Store Overview photo, and Stand Displaying photo before annual examination date.

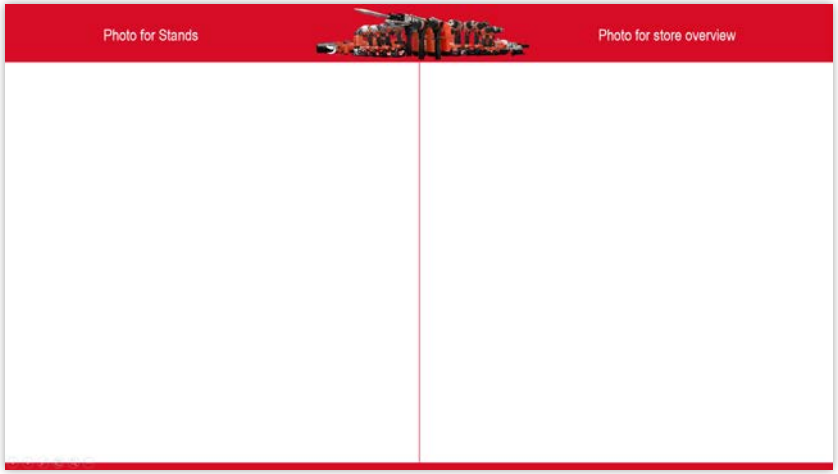
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Notes:see the attachment for detail

2. APPLICATION FORMS – PHOTO REQUIREMENTS



1



2



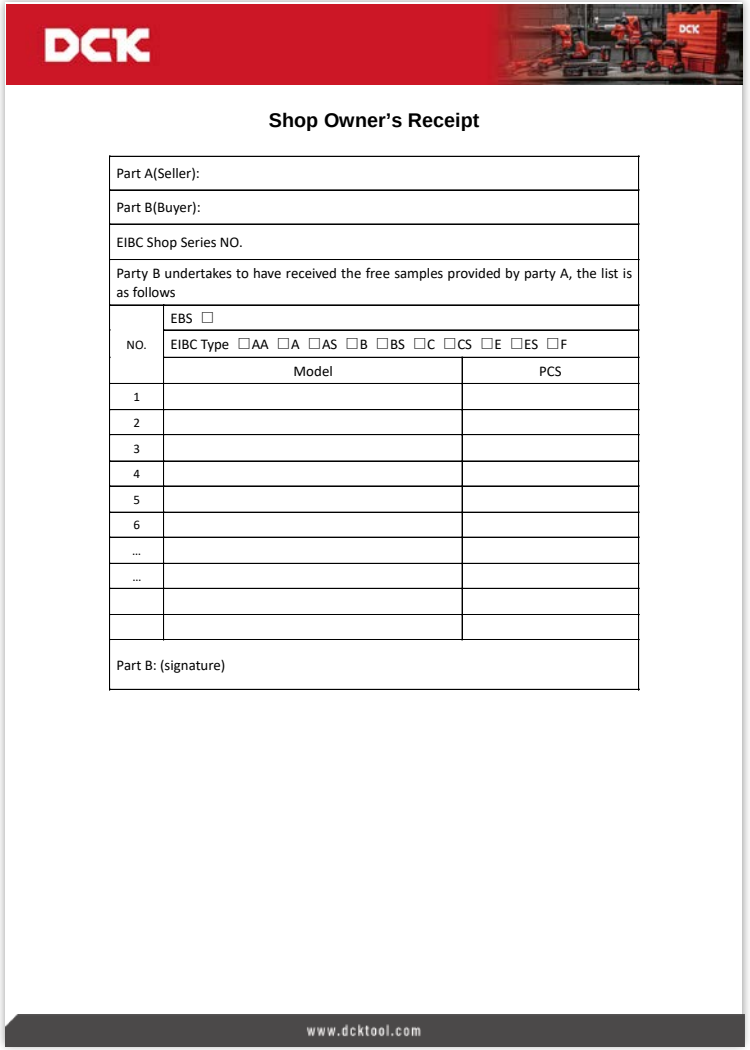
3



4

Notes:see the attachment for detail

3. APPLICATION FORMS – SHOP OWNER'S RECEIPT



Shop Owner's Receipt

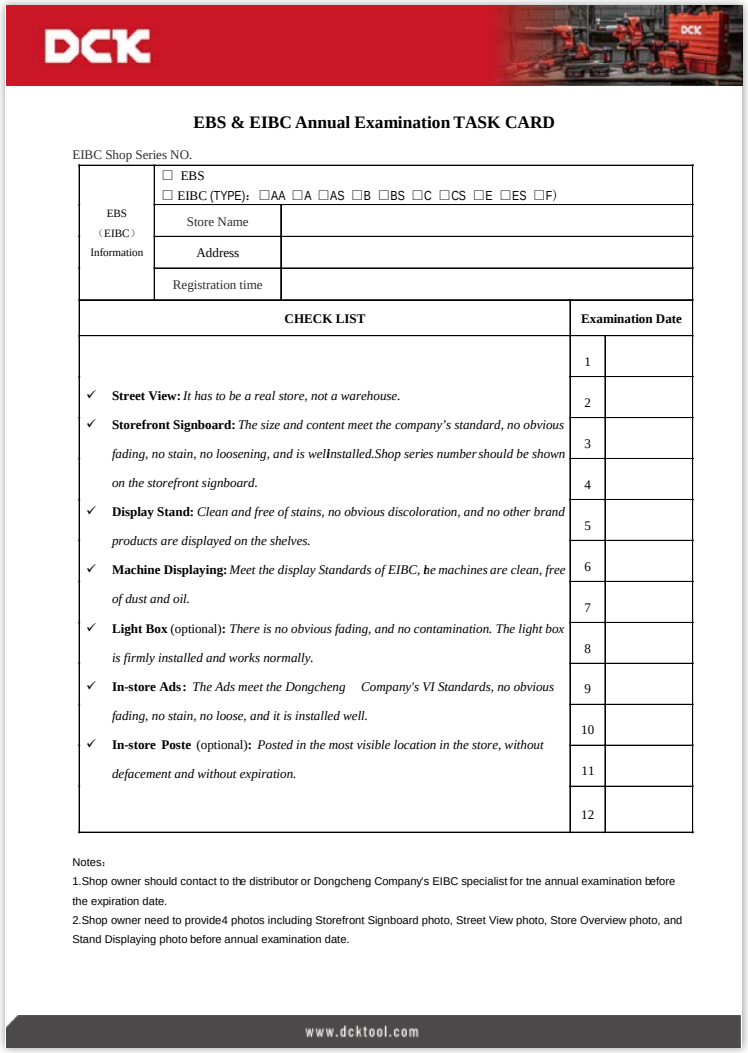
Part A(Seller):		
Part B(Buyer):		
EIBC Shop Series NO.		
Party B undertakes to have received the free samples provided by party A, the list is as follows		
NO.	EBS ☐	
	EIBC Type ☐AA ☐A ☐AS ☐B ☐BS ☐C ☐CS ☐E ☐ES ☐F	
	Model	PCS
1		
2		
3		
4		
5		
6		
...		
...		
Part B: (signature)		

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Notes:see the attachment for detail

4. ANNUAL EXAMINATION FORMS – ANNUAL EXAMINATION TASK CARD

(reserve it for your own use)



DCK

EBS & EIBC Annual Examination TASK CARD

EIBC Shop Series NO.

EBS （EIBC） Information	☐ EBS ☐ EIBC (TYPE)：☐AA ☐A ☐AS ☐B ☐BS ☐C ☐CS ☐E ☐ES ☐F)	
	Store Name	
	Address	
	Registration time	

CHECK LIST	Examination Date	
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Notes:see the attachment for detail

ATTACHMENT







	EIBC Application Form	Shop Owner's Receipt	Annual nination TASK C/	Photo Requirements
Submission Time	Application	Application & Annual Examination	Reserve It For Your Own Use	Application & Annual Examination

NOTES – abbreviation exposition

EBS : Exclusive Brand Store

EIBC : Exclusive In-store Brand Corner

FOC : Free of Charge

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THANKS

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