Adhering to Flooring industry with development view of the problems

坚守地板行业，以发展的眼光看问题

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A magnificent transformation for 30 years’ development of Chinese flooring industry.

During 30 years of Chinese flooring industry, we have witnessed the rapid development of Chinese economy and transformations of business models.
The first decade (1990-1999): enlightenment period

Import of laminate flooring emerged gradually. Technology of solid wood flooring developed rapidly.

Standard exploration, market prosperity, the industry has developed in a chaos.
The second decade (2000-2009): development period

Solid wood flooring developing to peak.
Solid wooden compound floor rising rapidly.
Laminate flooring to be saturated.

Standard planning, market prosperity, the industry entered in a fierce competition.
The third decade (2010-2019): maturation period

The three categories products oscillating with the demand-side.
Subdivided category products with a speed growth.
Leading brands of each category appearing.

Iteration of all categories, segmentation of the market, the industry enters in a maturation and elimination stage.
地板行业的现状及面临挑战

Current situation and challenges of flooring industry
1. Economic climate

Chinese economy enters an adjustment period, the growth of real estate industry at a minimum speed of the past 30 years.

2. Consumption climate

The new middle class expanded, the consumption upgrading with the wealth accumulation.
Consumption iteration

The iteration of the consumers with post-80 and post-90 generations go to the stage.
New consumerism emerged, upgrading becomes a part of quality.
The demand from living to value and spirit.

Industry development

A: Consumption and market climate to be mature, the flooring industry still has a brilliant prospects.
B: Pan-home furnishing becomes the mainstream of market which doesn’t mean suitable for all the businesses.
C: Accelerating of market changing needs to speed up of consumption research and products innovation.
D: Prevailing of fine decoration and lacking of brand premium space reduce profits and sustainability of enterprises.
个人建议及久盛的选择

Propostion and choice of Treessun
Some enterprises should narrow the scope of operations, and carefully decide to enter the pan-home furnishing. Adhering to industry with a plentiful capital and supply chain.
Taking the problems with category view,
Establishing a core competiveness on competitive category products.
Researching the market consumption and accelerating the innovation of products, transforming to a consumers’ brand.
With the technology of information and big data, advancing the integration capacity and administration efficiency of supply chain.
Establishing the superiority in some markets and enhancing the protection measures, aspiring the benefit from the market, not only the market share.

建立局部市场优势，深挖护城河
向市场要效益，而非单纯占有率
Making efforts together to regulate the fine decoration products indicators and offering system, increasing the bargaining ability of industry gradually.
久盛的选择

Choice of Treessun
Adhering to flooring industry and making a professional brand of industry

Persisting in innovation of products for being an expert and leader of solid wood category.

Insisting on intent strategy on the categories of solid wood floor and solid wood heating floor.

Transforming to a consumers’ brand with consumers’ thinking.
THANKS / 谢谢聆听