



久盛
实木地暖地板

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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30TH

地板行业30年 波澜壮阔

A magnificent transformation
for 30 years' development of
chinese flooring industry

地板行业30年，
既见证了中国
经济的高速发展
也见证了商业
模式的多次变革

During 30 years of chinese flooring industry,
we have witnessed the rapid development of
chinese economy and transformations of
business models.

第一个
十年
1990-1999



启蒙阶段

The first decade(1990-1999):
enlightenment period

强化地板自国外至国内，逐步兴起
实木地板工艺逐步成熟，发展迅速

标准探索，市场旺盛，行业发展较为混乱

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

Standard exploration, market prosperity, the industry has developed in a chaos.



第二个
十年
2000-2009



发展阶段

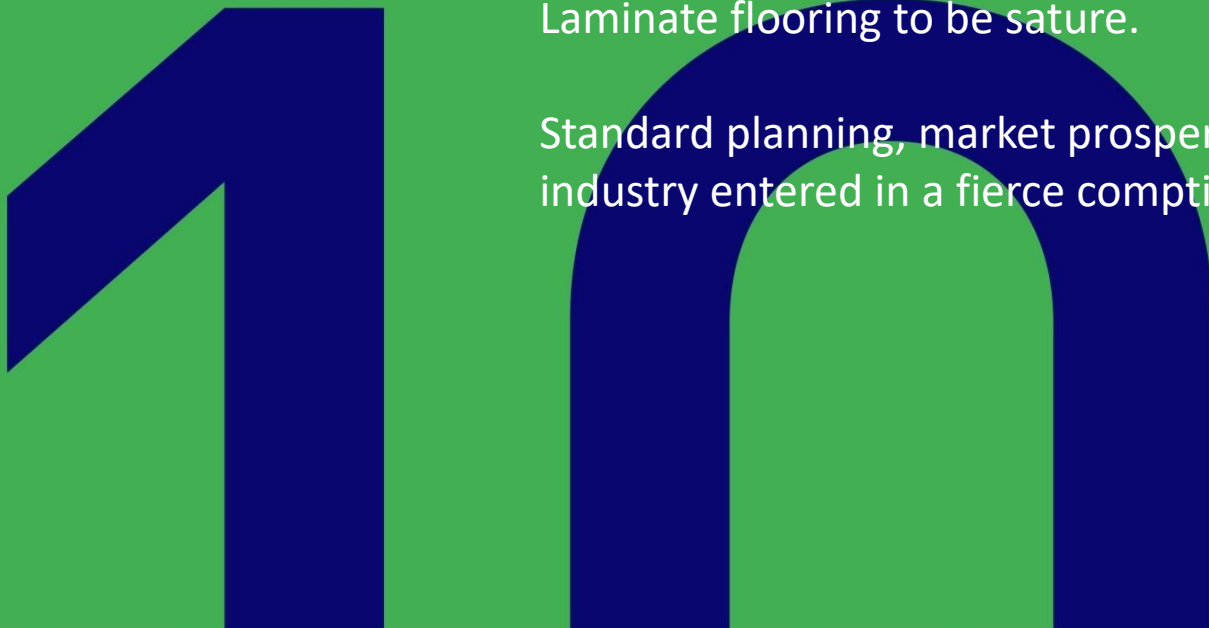
The second decade(2000-2009):
development period

实木地板达到顶峰
实木复合快速崛起
强化地板趋于饱和

标准规划，市场旺盛，行业步入激烈竞争

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

Standard planning, market prosperity, the
industry entered in a fierce comptition.



第三个
十年

2010-2019

成熟阶段

The third decade(2010-2019):
maturation period

三大品类随市场起伏
细分品类加速成长
各品类代表品牌涌现

群体迭代，市场分化，行业步入成熟和淘汰

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



中国经济增长步入调整阶段
房地产行业30年来降至最低增速

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

2.

Consumption climate



新中产阶级阵容扩大
财富积累引领消费升级

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

3.

Consumption iteration



消费群体迭代，80、90走向台前
新消费主义崛起，升级成为品质的一部分
从满足基本的生活需要，到追求价值与精神

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.

4.

Industry development



- A:** 消费环境和市场环境趋于成熟，地板行业依然大有可为；
- B:** 泛家居化成为市场主流，但并非所有企业都适用；
- C:** 市场变化速度加快，消费研究和产品创新需要提速；
- D:** 精装修盛行，品牌溢价空间匮乏，压低企业利润和发展持续力。

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

Proposition and choice of Treessun



部分企业应缩小战线，谨慎选择泛家居化
深耕行业，保持充足的资金链和供应链

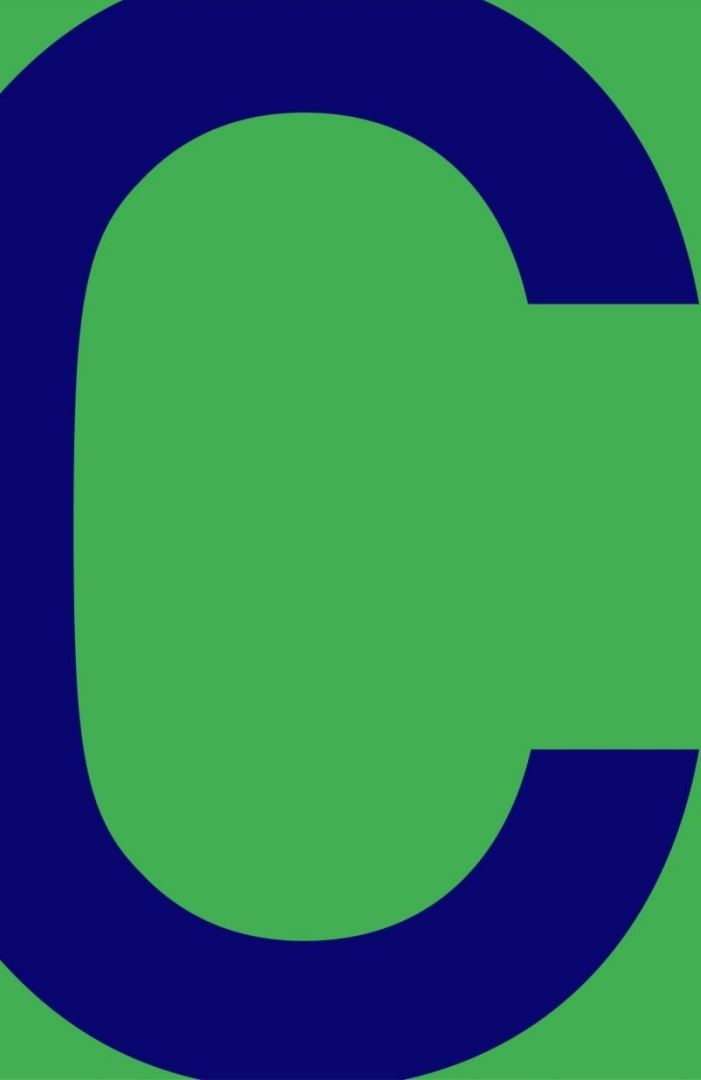
Some enterprises should narrow the scope of operations, and carefully decide to enter the pan-home furnishing.

Adhering to industry with a plentiful capital and supply chain.



以品类的思维看待问题，
在优势品类中建立核心竞争力

Taking the problems with category
view,
Establishing a core competitiveness
on competitive category products.



研究消费行为，创新产品
转型升级为消费者品牌

Researching the market consumption and
accelerating the innovation of products,
Transforming to a consumers' brand.



融入信息化，注重大数据
提升供应链整合能力和管理效率

With the technology of information and big data, advancing the integration capacity and administration efficiency of supply chain.

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

Establishing the superiority in some markets and enhancing the protection measures, aspiring the benefit from the market, not only the market share.

**行业共同努力，规范精装修产品指标和报价体系
逐步提升行业溢价力**

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

A

始终坚守地板行业，
做专一行业的品牌

Adhering to flooring industry and making a professional brand of industry

C

用消费者思维，
转型为消费者品牌

Transforming to a consumers' brand with consumers' thinking.

B

坚持聚焦战略，
聚焦实木和实木地暖地板品类

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

D

始终创新产品，
做实木品类产品专家和引领者

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

THANKS / 谢谢聆听