

1. 项目背景与目标

- 项目背景: 随着市场竞争的加剧, 公司需要开发一款新的产品, 以满足客户的需求。
- 项目目标: 在规定的时间内, 完成产品的研发、测试、生产和市场推广。
- 项目范围: 包括市场调研、产品设计、开发、测试、生产和市场推广。
- 项目预算: 项目总预算为 100 万元, 其中研发费用占 40%, 生产费用占 30%, 市场推广费用占 30%。
- 项目风险: 项目存在的主要风险包括技术风险、市场风险和财务风险。

2. 项目组织与分工

项目组织采用项目经理负责制, 项目经理负责项目的整体规划、协调和推进。项目成员包括产品经理、设计师、开发工程师、测试工程师、生产经理和市场推广经理。

3. 项目进度计划

项目进度计划如下:

- 市场调研: 2023 年 1 月 1 日至 2023 年 1 月 15 日。
- 产品设计: 2023 年 1 月 16 日至 2023 年 1 月 31 日。
- 开发: 2023 年 2 月 1 日至 2023 年 2 月 28 日。
- 测试: 2023 年 3 月 1 日至 2023 年 3 月 15 日。

项目进度计划将根据实际情况进行调整。

COMPANY PROFILE

SHENZHEN SHANGZHIMEI CREATIVE PACKING CO., LTD.



ABOUT US

Shenzhen Shangzhimei Creative Packing Co., Ltd. was established in 2016 and located in Shenzhen city in China. Specialized in manufacturing high quality custom tin box packages, which are applied for cookies, candies, chocolates, tea, cosmetics, 3C products, gifts, supplements and other industries. We have a modern workshop in neighboring city Dongguan, which covers an area of 10000 square meters, with 6 semi-automatic production lines and 2 full automatic lines, the yearly production capacity is around of 5 million cans. There are approximate 400 experienced employees from different departments, including designing, molding, producing, packing, inspecting, sourcing, sales engineers for both domestic and overseas markets. Currently Shangzhimei has developed more than 2500 sets of existing molds to meet worldwide customer requirements. The goods are exported to United States, United Kingdom, Russia, France, Germany, Israel, South Korea, Dubai, Japan, Malaysia, Singapore, and other 30 countries. Our factory has been audited by ISO9001, Sedex, Disney and Coca Cola, and all products are meeting with north American and Europe standard. In addition, with abundant resources Shangzhimei is able to provide "One Stop Service For Tin Packages and Accessories", that we can design and supply other packing materials such as inserts, labels, sleeves, paper bags as per personalized order demands. Our direct sales are always available to discuss your requirements and ensure your satisfaction. We are welcome OEM orders! If you need any tin box, please contact us now!



OUR ADVANTAGES

SHENZHEN SHANGZHIMEI CREATIVE PACKING CO., LTD.



DIRECT FACTORY

Direct Factory Production
with 16 Years' Experience



FACTORY AUDIT

Factory got audited by ISO9001,
Sedex audit for Disney
and Coca Cola.



VARIOUS MOLDS

Over 2,000 existing mold sets to
fulfill customers' requirements,
save your cost for open new molds



AUTOMATED PRODUCTION EQUIPMENT

5 fully automated production
lines, monthly production
capacity is 3-5 million.



EXPERIENCED SALES PERSON

Excellent English communication skills
& professional product
technology support.



QUALITY ASSURANCE

Well-managed printing system to keep
color's originality. High-class tinplate
substrate to endure the tin box



ADEQUATE INVENTORY

1,000-2,000 tons material in stock,
prices won't be affected by unsteady
political factors or exchange rate

OUR ADVANTAGES

SHENZHEN SHANGZHIMEI CREATIVE PACKING CO., LTD.



COOPERATION PARTNERS

SHENZHEN SHANGZHIMEI CREATIVE PACKING CO., LTD.



OUR EXHIBITION

SHENZHEN SHANGZHIMEI CREATIVE PACKING CO., LTD.

