

**Supplier Profile:
Chuangfuyuan Hardware & Plastic
(Shenzhen) Co. Ltd**

Chuangfuyuan offers mainly midrange shoulder and beach bags. The company started making PVC and PU fashion bags in 1991, and began producing fabric models in 1995.

The company is a member of the Shenzhen Bao'an Enterprise Association, which assists small and medium enterprises in exporting and product development. Through its cooperation with this group, Chuangfuyuan receives effective management training periodically.

In general, low-end products are priced from US\$0.90 to US\$2, while midrange models are between US\$2 and US\$10. High-end designs start at US\$10.

Materials are the main price determinants. PVC is typically used for low-end models, while midrange products commonly adopt 400 to 600d nylon fabric.

Manufacturing complexity, and the design and size of the bags also affect prices. Larger models with intricate detailing and multiple pockets are considered high end.

The in-house R&D team uses AutoCAD, CorelDraw and Adobe Photoshop to design and release about 200 fashion bag models every year. Samples are ready in three to five days. ISO 9001:2000-certified Chuangfuyuan implements the 5S system.

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Company background

Year established	1991
Head office location	Shenzhen (Guangdong)
Business type	Manufacturer: Direct exporter
Ownership	Mainland China-owned
Factory location(s)	Shenzhen (Guangdong)
Total factory area	40,000sqm
Full-time employees	850
Total annual sales (all products)	US\$16.0mn
Annual R&D spending	US\$0.02mn
ISO certified	Yes
Sales & output: Fashion bags	
Annual sales	US\$3.8mn
Share of total sales	24%
Annual export sales	US\$3.0mn
Total monthly capacity	400,000 pieces
Average monthly output	150,000 pieces
Capacity utilized	38%
Average monthly exports	120,000 pieces
Export ratio	80%
OEM % of exports	85%
ODM % of exports	15%
OBM % of exports	—
Major OEM/ODM/OBM customers	Olay (Canada); Minky (UK); Coca-Cola, NHK (Japan)