谷仓
BUILDERS HUB

ONE-STOP COMMUNITY HARDWARE MART

全球一站式社区五金建材连锁品牌

LEVERAGE CHINA'S SUPPLY CHAIN EFFICIENCY TO RESHAPE GLOBAL HARDWARE RETAIL

用中国供应链效率 · 重构全球五金建材零售



PROJECT INTRODUCTION
项目介绍

GUCANG is a one-stop community hardware retail brand serving emerging markets worldwide. Based on China's supply chain strengths, we bring quality hardware products to overseas communities, supporting local families and professional craftsmen. Through brand development, supply chain support and standardized operations, we work with global partners to establish community hardware stores, creating mutual growth and success through scale and efficiency.

谷仓是一个面向全球新兴市场的一站式社区五金建材连锁品牌。我们以中国供应链为依托，把优质五金建材产品带到海外社区，服务当地家庭和工匠。
我们通过品牌输出、供应链支持和标准化运营，与全球合作伙伴共同开设社区五金建材门店，通过规模和效率实现双方共赢。

MARKET OPPORTUNITY
市场机遇

Why Now Is the Best Time to Enter the Community Hardware Retail Market

为什么现在是进入五金建材社区零售的最佳窗口期

01 GLOBAL HARDWARE RETAIL IS ENTERING A PERIOD OF STRUCTURAL GROWTH

已确定全球五金建材零售正处于结构性增长期

GLOBAL HARDWARE AND HOME DECOR RETAIL MARKET 全球DIY家居装修市场

USD 0.93 TRILLION
0.93 万亿美元

USD 1.59 TRILLION
1.59万亿美元

CAGR 6.9%

2025 — 2033

HARDWARE STORE RETAIL MARKET 硬件商店零售市场

USD 1.92 TRILLION
1.92 万亿美元

USD 2.51 TRILLION
2.51 万亿美元

CAGR 4.54%

2025 — 2031

02 STRUCTURAL SHIFT 结构迁移

Global hardware retail is shifting from large-scale store models toward localized community-based retail.

全球五金建材零售从大店模式向社区化迁移

03 MARKET OPPORTUNITY 市场空白

Emerging markets are entering an ideal window of opportunity, driven by China' s supply chain advantages and the transition toward more efficient and flexible retail models.

新兴市场连锁空白叠加中国供应链效率优势与硬折扣模式验证形成进入的最佳窗口期。

ADVANTAGES OF THE MODEL
模式优势

CONVENIENT 更便利

GET CLOSER TO CUSTOMERS, CLOSE DEALS FASTER
离客户更近，开单更快

Community stores are located right at people's doorstep, so customers can simply walk over. There's no need to compete for prime commercial districts or fight for online traffic—everyone who walks inalready has a clear demand.

社区店开在家门口，顾客走路就能到。不用抢商圈，不用拼流量，进店就是需求。

PRECISION 更精准

MORE ACCURATE PRODUCT SELECTION, FASTER SALES BOOST
选品更准，动销更快

Sourced directly from China's supply chain, bestsellers are delivered straight to stores. With a wide-category, narrow-SKU model, there is no inventory pressure and no need to rely on luck.

中国供应链直采，爆款直接给到门店。宽类窄品模式，不压库存，不赌运气。

EFFICIENCY 更效率

LIGHTER OPERATION, FASTER PAYBACK
运营更轻，回本更快

It saves time, cuts costs and reduces manpower across six key links: supply chain, brick-and-mortar stores, operations, systems, capital and replication. With a complete turnkey store solution, you can start a business even with zero prior experience.

供应链、门店、运营、系统、资金、复制六个环节同时省时间、省成本、省人力。整店输出，没有经验也能开店。

SERVICE PROCESS
服务流程

FROM STORE SETUP TO OPERATION BUILDERS HUB HELPS YOU SOLVE SIX CORE PROBLEMS
从开店到经营谷仓帮你解决六个核心问题



Brand Authorization / VI Store Image
品牌授权/VI门店形象



Supply Chain / Product Selection/SKU Portfolio
供应链/选品SKU组合



Store Design & Merchandising Flow
门店设计/陈列动线



SOP/Promotion/Inventory
SOP/定价活动/库存



POS/ERP/Member/Data
POS/ERP会员/数据



Opening Training / Store Staff Training
Going Concern Support
开业培训/店员培训/持续经营支持

谷仓
BUILDERS HUB

VISION

BECOME THE WORLD' S TOP CHOICE FOR HARDWARE & BUILDING MATERIAL CHAIN BRANDS

愿景：成为全球五金建材连锁首选品牌

MISSION

PROMOTE HAPPY LIFESTYLES WORLDWIDE

使命：全球幸福生活方式倡导者

GLOBAL INVESTMENT HOTLINE: 15061802818
GRANARY HEADQUARTERS: 6F, T3 TOWER, DIGITAL TRADE CENTER, YIWU, ZHEJIANG, CHINA

全球投资热线：15061802818
谷仓总部地址：中国浙江省义乌市数贸中心T3号楼6F

STORE TYPE OF GRAIN DEPOT
谷仓门店类型

REGIONAL CENTER
COMMUNITY STORE
SHOP-IN-SHOP

区域中心·社区门店·店中店



REGIONAL WAREHOUSE HUB
区域仓储中心

For regional partners, we will establish flagship centers that integrate sales, exhibition and warehousing functions. so as to provide a wider range of business services.

针对区域合作伙伴，设置销售、展示、仓储一体的旗舰中心，以便开展更为多元的业务服务。



STANDARD STORE
标准门店

Community-based stores integrate into various high-density communities in a compact yet high-quality format, and adopt a mechanism featuring wide SPU and narrow SKU to improve the store's operating floor efficiency.

社区化门店，以小而精的模式融入各个高密度社区，以宽SPU、窄SKU的模式机制增加门店经营坪效。



IN-STORE SHOP RENOVATION
店中店改造

We will integrate hardware and building materials stores into existing operational shopping malls and stores of various formats to increase per-square-meter efficiency.

针对存量已营业的多种业态商场、门店，进行五金建材门店的嫁接，以此增加坪效产出。

WE ARE LOOKING FOR SUCH PARTNERS
我们正在寻找这样的合作伙伴

Recognize the value of hardware inelastic demand, and build a local hardware network together with Granary.

认同五金建材刚需价值
与谷仓共同建设本地五金建材社区网络。

ENTREPRENEURS
Single Store / Standard Store Partnership
创业者（单店 / 标准店合作）

One-Stop Store Setup Support
From product selection and merchandising to store operations, we provide standardized support throughout the entire process, helping entrepreneurs quickly enter the hardware retail market.

一站式开店支持
从选品、陈列到运营，全流程标准化赋能，帮助创业者快速进入五金建材零售市场。

INVESTORS
Regional Strategic Partnership
投资者（区域深度合作）

One-Stop Store Setup Support
From product selection and merchandising to store operations, we provide standardized support throughout the entire process, helping entrepreneurs quickly enter the hardware retail market.

区域市场共建
提供市场调研、合作政策与运营支持，共同打造区域五金建材零售网络。

SUPERMARKET OWNERS
Shop-in-Shop Partnership Model
超市业主（店中店合作模式）

Low Investment · Higher Store Efficiency
Leveraging existing retail resources to expand hardware categories, improve product diversity and enhance store profitability.

低投入 · 高坪效
利用现有商业资源，增加五金品类，提升门店盈利能力与品类丰富度。

TRADITIONAL HARDWARE STORES
Store Upgrade & Transformation
传统五金店（门店升级改造）

Store Renewal · Value Enhancement
Through product upgrades, merchandising optimization and systematic support, we help improve store image, operational efficiency and business performance.

老店焕新 · 提升价值
通过产品升级、陈列优化和系统支持，提升门店形象与经营效率。

Together with our partners in Emerging Markets worldwide, we bring quality Chinese hardware to the doorstep of every community.

与全球新兴市场合作伙伴一起，把中国好五金建材带到每一个社区门口。