谷仓
BUILDERS HUB
项目介绍手册





谷仓是谁?

谷仓面向全球新兴市场

打造全球一站式社区型五金建材连锁品牌



Who is BUILDERS HUB?

BUILDERS HUB targets global emerging markets to build a worldwide community-focused chain brand for hardware and building materials.

愿景
Vision

成为全球五金建材连锁首选品牌

使命
Mission

全球幸福生活方式倡导者



谷仓 BUILDERS HUB

核心价值
CORE VALUE

客户第一
Customer First

极致效率
Extreme Efficiency

务实担当
Pragmatic &Responsible

共生共赢
Symbiotic Win-Win



愿景
Vision

To be the world’s preferred hardware & building materials chain brand.

使命
Mission

A global advocate for happy lifestyles.

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谷仓
BUILDERS HUB

01

项目背景

Project Background

Better Hardware Better Living

项目背景

机遇&挑战：确定性增长，但模式在变 - 钱袋子没缩小但在迁移

确定性的增长机遇

全球DIY家居装修市场持续增长

行业扩容与新兴市场增长红利同步释放



不可逆的结构迁移挑战

全球零售连锁化不可逆

当下及未来极大的市场份额将被极少品牌虹吸

南非

60%市场
前五品牌占据

美国

56%市场
前三品牌
并全球扩张

新兴市场

连锁整合
正在加速

Project Background

Opportunities & Challenges: Predictable Growth, Yet Business Models Are Evolving — The Spending Pie Is Not Shrinking, But Shifting.

PREDICTABLE GROWTH OPPORTUNITIES

Global DIY Home Improvement Market Sees Sustained Growth

$930 Billion (2026)

$1.59 Trillion (2033)

CAGR: 6.9%

Emerging Markets Lead the Growth

Emerging Markets: Southeast Asia, Africa, the Middle East

Average CAGR Exceeds 8%–12%

Irreversible Challenges of Structural Market Shift

Global Retail Chain Consolidation Is Irreversible

A large share of the market, both now and going forward, will be captured by a handful of leading brands.

South Africa

60% of market held by Top 5 Brands

United States

56% of market held by Top 3 Brands, expanding globally

Emerging Markets

Chain Consolidation Accelerating

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战略级渠道品牌项目

新模式|新市场|新红利

谷仓不是在开五金店，是在组织一个串联品牌商、经销商和经营者的命运共同体
用中国供应链的效率，在全球新兴市场建立社区五金连锁网络

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Strategic Channel Brand Initiative

New Model | New Markets | New Dividends

BUILDERS HUB is not merely opening hardware stores. We are building a community of shared destiny connecting brand owners, distributors and operators. Leveraging the efficiency of China’s supply chain, we establish a community hardware chain network across global emerging markets.

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02

项目介绍

Project Introduction

Better Hardware Better Living

项目定位

一站式社区五金建材连锁品牌 ONE-STOP COMMUNITY HARDWARE MART

五金建材

专注五金建材行业持续深耕
20年只做一件事

连锁门店

标准化体系
发展全球新兴发展市场

社区定位

定位社区市场
走进社区15分钟生活圈

深度供应链

专业垂直 源头供应
供应链效率优化



Project Positioning

一站式社区五金建材连锁品牌 ONE-STOP COMMUNITY HARDWARE MART

Hardware & Building Materials

Sustained Focus on the Hardware & Building Materials Industry

Chain Stores

Standardized system
Expand into global emerging markets

Community-Focused Positioning

Target community markets
Serving the 15-minute neighborhood living zone

Deep Supply Chain

expertise & direct source supply
Optimized supply chain efficiency



市场策略

差异化定位：社区型门店兼顾连锁效率和灵活投资

比大卖场渗透率高、比松散店铺效率高



Market Strategy

Differentiation Strategy: Community Stores Balance Chain Efficiency & Flexible Investment

Higher penetration than big-box retailers, higher efficiency than standalone fragmented shops



社区化定位优势

全球趋势

零售社区化是当下全球非常鲜明的趋势

而五金建材是这股趋势中最刚需属性的品类

更便利

离客户更近 开单更快

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

更精准

选品更准 动销更快

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

更效率

投资更轻 回本更快

整店输出叠加社区化模式，省时间、省成本、省人力。没有经验也能开店

Advantages of Community Stores

Global Trend

Retail community-based operation is a distinct global trend

Hardware & building materials are the most essential category in this trend

More Convenient

Closer to Customers, Faster Order Conversion

Community stores are located within walking distance.
No need to compete for prime malls or traffic.
Customers come with ready demand.

More Targeted

Better Merchandising, Faster Inventory Turnover

Direct sourcing from China supply chain; bestsellers delivered to stores.
Wide category, narrow SKU strategy.
No heavy inventory pressure, no risky bets.

More Efficient

Lighter Investment, Faster Payback

Turnkey store solution + community model.
Save time, cost & labor.
Operable even for inexperienced operators.

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03

核心服务

Core Services

Better Hardware Better Living

谷仓四大核心服务系统闭环

01 供应链系统

品类冠军 专业保障

宽类窄品 稳定交付

冠军品牌集群，坚持宽类窄品精选策略，统一商品品控，稳定供货，保障门店商品具备价格竞争力与高周转能力

02 展陈系统

品牌形象统一　深度展陈策略

不仅是品牌形象，合理的展陈能增加坪效和促进销售

03 运营系统

整店输出　共创陪跑

全流程陪跑，共同成长，无忧开店

04 价值系统

价值链设计　命运共同体

0加盟费，0品牌费，0运营抽成

Core Services

BUILDERS HUB Four Core Service Systems — Closed Loop

01 Supply Chain

Category Champions

Quality Guaranteed

Wide Categories,

Narrow SKUs • Reliable Delivery

02 Merchandising

Unified Brand · In-depth Display Strategy

Beyond brand image — smart display lifts sales per sqm and drives sales.

03 Operations

Turnkey Store · Co-creation & Ongoing Support

Full-process coaching, shared growth, worry-free launch.

04 Value System

Value Chain Design · Shared Destiny Community

Zero franchise fee, zero brand fee, zero operation commission

1 供应链介绍

谷仓供应链 - 品类冠军集群　一站式采购省心省力

工具设备

电动工具

手动工具

卫浴五金

卫浴洁具

厨卫配件

家居建材

建筑材料

紧固件配件

电气照明

照明灯具

电力控制

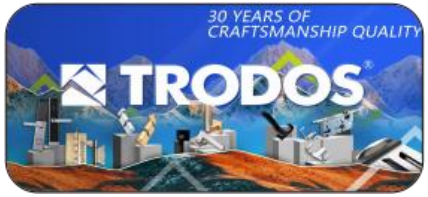












八大品类

8000+SKU

精细选品

场景丰富

Supply Chain Introduction

BUILDERS HUB Supply Chain — Cluster of Category Champions One-Stop Sourcing, Hassle-Free

Tools & Equipment

Power Tools

Hand Tools

Bathroom Hardware

Sanitary Ware

Matching Pipe Fittings

Home & Building Materials

Construction Materials

Fasteners & Accessories

Electrical & Lighting

Lighting Fixtures

Power Control

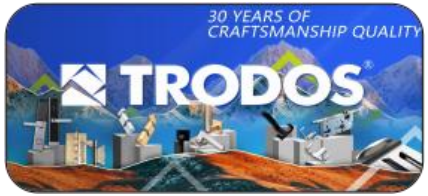












8 Major Categories

8,000+ SKUs

Curated Selection

Rich Scenarios

1 供应链介绍

宽类窄品

宽SPU-满足客户更多需求，窄SKU-保持高效周转

品类要全，选择要少。用最少的库存，做最大的生意。

宽类

覆盖完整大类，一站式满足



窄品

每类精选爆款，不压库存



精选高周转SKU × 品类冠军直采

品类宽 × SKU精 = 高周转、低库存、快动销

1. Supply Chain Introduction

Wide Categories Narrow SKUs

Wide SPU — Meet Broader Customer Needs; Narrow SKU — Maintain Efficient Turnover

Full category coverage, limited selection. Maximize business with minimum inventory.

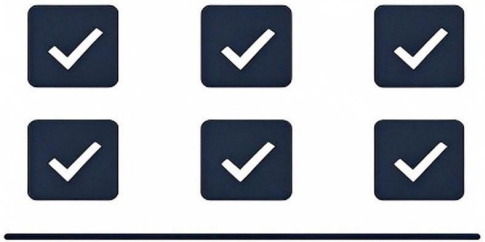
Broad Categories

Full category coverage, one-stop solution



Narrow SKUs

Curated bestsellers per category, low inventory



Curated high-turnover SKUs × Champion supplier direct

Broad categories × Curated SKUs = High turnover, low inventory, fast sell-through

2 展陈系统

展陈系统 | **展陈是以消费者购物体验为核心**

采用更高坪效、更好展示、更利于消费情绪下单的展示系统

工具类目展陈



卫浴类目展陈



照明类目展陈



2.Merchandising System

Merchandising System

Consumer Shopping Experience at the Core

A display system designed for higher sales per sqm, better presentation, and emotionally-driven purchases

Tool Category Display



Bathroom Category Display



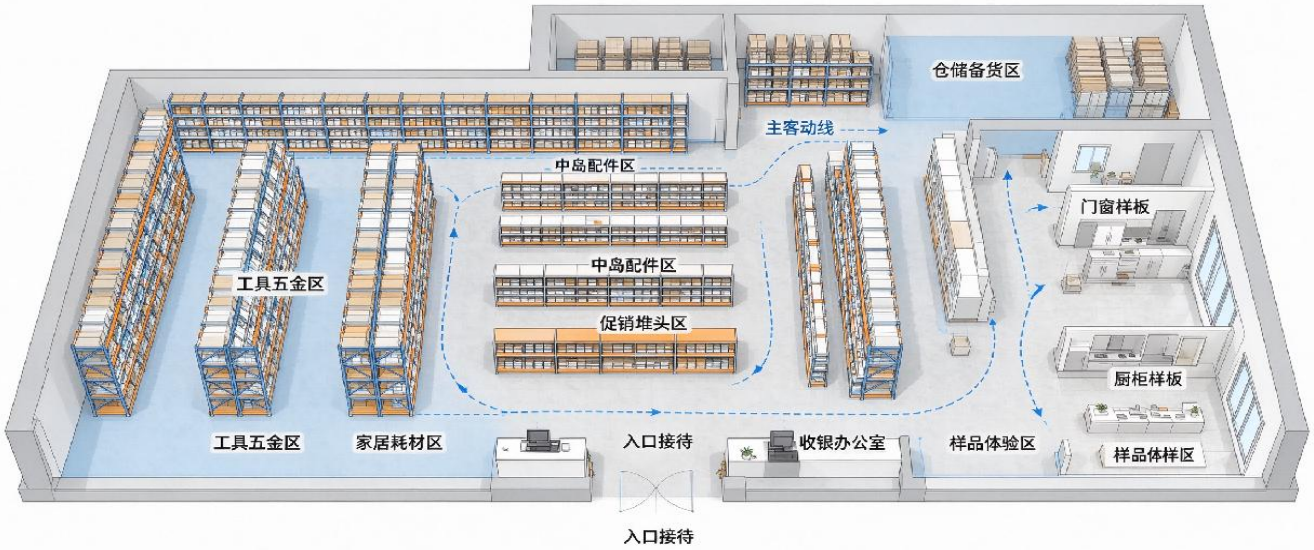
Lighting Category Display



2 展陈系统

平面规划 | 平面规划是决定门店坪效和客户体验的底层基础

根据每个门店不同的物业格局，做一店一设计，一店一优化，风格统一又应用合理



功能分区布局

客流动线优化

商品品类分区

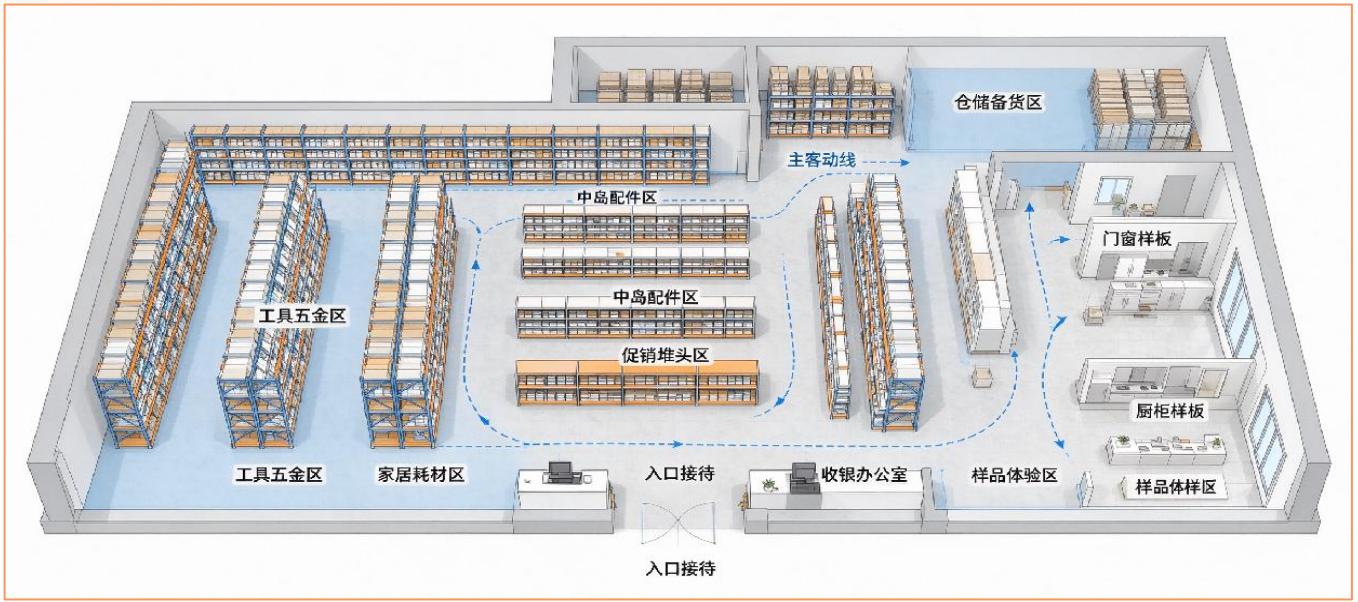
前店后仓规划

2.Merchandising System

Floor Planning

Floor Planning Is the Foundation of Store Sales per Sqm and Customer Experience

Based on each store's unique property layout, we deliver one-store-one design and one-store-one optimization — unified in style, yet practical in application



Functional Zone Layout

Customer Flow Optimization

Product Category Zoning

Front Store, Back Warehouse Planning



门店形象 | 提升消费者对门店信任度
Store Image | Boosting Consumer Trust in the Store



黄金动线 | 高频引流款放在入口，将高毛利的利润款放在1.2米-1.6米的黄金视线区

Golden Flow | Traffic-drivers at entrance; high-margin items in the 1.2–1.6m eye-level golden zone.

3 运营系统

运营陪跑

整店输出，全程陪跑。

无忧开店、放心经营。把复杂留给总部，把简单留给老板

把复杂的五金建材行业
梳理成可复制的门店SOP

- 选品采购
- 门店规划
- 数据分析
- 店长培训
- 产品迭代

3. Operation System

Operation Support

Turnkey store output, full-process coaching

Worry-free launch, confident operation. We take on the complexity; you get the simplicity

We distill the complex hardware & building materials industry into a replicable store SOP.

- Product Selection & Sourcing
- Store Planning
- Data Analysis
- Store Manager Training
- Product Iteration

命运共同体

零门槛入局，长期共享增长

01 零费入局

0 加盟费

0 品牌费

0 运营抽成费

02 总部持续投入

- 产品迭代
- 中台运营
- 数字建设

03 长效增值

共享规模红利，实现命运同频。设立超额业绩返利与年度分红机制，同时根据规模效应实施主动降价，让利于门店。

命运共同体

低门槛进入 · 总部全程赋能 · 长期共享增长红利

Community of Shared Destiny

Zero barrier to entry, sharing long-term growth together.**

01 Zero Entry Fees

0 Franchise Fee

0 Brand Fee

0 Revenue Share

0Q HQ Continuous Investment

- Product Iteration
- Backend Operations
- Digital Infrastructure

03 Long-term Value

Share economies of scale, aligned success. Performance rebates and annual profit sharing. Proactive price reductions based on scale to benefit stores.

Shared Destiny Community

Low barrier • Full HQ support • Long-term shared growth

经销商发展门店优势
不冲突原有业务 反而更加互补增效

更高的毛利

直面C端客户

门店直面社区家庭和工匠，掌握终端定价权。依托品牌溢价和门店服务赚取利润

更快的周转

现款现结

C端零售和小B端采购，绝大多数是现款现结。门店每天都能产生稳定的正向现金流。同时塑立品牌形象，更容易接大B端业务

更稳固的市场

竞争能力加强

总部有了更系统的门店能力
经销商服务区域内的门店
更有一系列抓手
服务壁垒更强

Dealer Store Development Advantages

No conflict with existing business; instead, greater synergy & performance boost

Higher Gross Margin

Direct Access to End Customers

Stores serve local households and tradespeople directly, securing terminal pricing power. Profit is generated via brand premium and in-store services.

Faster Inventory Turnover

Cash-on-Delivery

Most C-end retail & small B purchases are cash transactions. Stores generate stable positive daily cash flow. It also builds brand image and facilitates large B-end business acquisition.

Stronger Market Position

Enhanced Competitiveness

With systematic store capabilities from headquarters, dealers gain powerful tools for regional store management and build stronger service moats.

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04

合作模式

Cooperation Model

Better Hardware Better Living

服务对象

我们正在寻找这样的合作伙伴

创业者	投资者	超市业主	传统五金
单店/标准店	区域深度合作	店中店	改造升级
一站式无忧开店	定制化政策服务	低投入 高毛利	老店焕新利润翻倍
全流程标准化扶持	区域调研、区域政策	共享原店成本	一店一改 一店一色
零经验也能轻松开店	从点线面系统化合作	增设高毛利板块	降低供应链成本
零加盟费，整店输出	成为战略合作伙伴	增加坪效增加丰富度	增加购物体验和坪效

服务对象

We Are Looking for Partners Like This

Entrepreneurs

Single-Standard Store

One-Stop Hassle-Free Store Launch

Full-process standardized support. Easy store setup with zero experience. We assist with store preparation and deliver a complete turnkey solution.

Investors

In-Depth Regional Cooperation

Customized Policy Services

Regional research and regional policies. Systematic cooperation from single points to full coverage, building strategic partnerships.

Supermarket Owners

Shop-in-Shop

Low Investment, High Gross Margin

Share existing store traffic, add high-margin categories, and increase efficiency and category richness.

Traditional Hardware Stores

Transformation & Upgrade

Renovated Stores, Profit Multiplication

One-store-one-policy approach. Reduce supply chain costs, improve shopping experience, and boost per-square-meter efficiency.

店型设置

A仓储式大卖场 · 销售· 仓储· 批发· 区域服务中心



前店后仓 旗舰中心

面积：1500-5000m²
物业：1F/ 1+2F
定位：旗舰服务中心/批发中心
仓储型门店

区域仓储型门店是体量最大、功能最全、盈利能力最立体的顶端业态。它不仅仅是一家大卖场，更是辐射周边的分销枢纽与品牌旗舰。

Store Formats

A Warehouse Superstore · Sales · Warehousing · Wholesale · Regional Service Hub



Front Store & Back Warehouse Flagship Hub

Area: 1,500–5,000 m^2
Property: 1F / 1+2F
Positioning: Flagship Service Center / Wholesale Center / Warehouse Store
Regional warehouse stores are the largest, most functional and most profitable format. They are not just large stores, but also regional distribution hubs and brand flagships.

店型设置

B 社区门店 · 更近· 更快·更准·小而精



标准门店 精算比例

面积：300-600m²
物业：1F / 1+2F
特点：贴近社区、服务社区

社区化门店
以小而精的模式融入到各个高密度社区中去.以宽 SPU,窄SKU 的模式机制增加门店经营坪效

Store Formats

B Community Store · Closer, Faster, Precise, Compact & Efficient



Standard Store Parameters

Area: 300–600 m^2
Property: 1F / 1+2F
Features: Community-focused & community-serving

Community Store
Compact stores located in high-density residential areas. Adopt broad SPU, narrow SKU model to boost store sales per m^2.

店型设置

C店中店 · 复用资源 · 增加收入 · 丰富品类



低投入 高坪效

面积：100m²+
物业：原有超市物业内部
特点：零额外获客成本/不占人工不压货

针对已营业的存量超市
划定独立区域，通过门头识别、货架重排与品类重构，快速落地谷仓标准化五金建材专区。

Store Formats

C Shop-in-Shop · Reuse Resources · Boost Revenue · Enrich Categories



Low Investment, High Sales Per m^2

Area: 100 m^2+
Property: Inside existing supermarket premises
Features: Zero extra customer acquisition cost, minimal labor & inventory

Shop-in-Shop
Dedicate an independent zone within operating supermarkets. With branded storefront, rearranged shelving and category restructuring, we rapidly launch standardized BUILDERS HUB hardware & building materials section.

投资参考

零加盟费 零品牌费 零运营费

建店费：

600-800 元 /㎡

铺货费：

3500 元 /㎡

建店费包含：基本改造、货架道具、运营设备等，其中不含租金、人工等

Investment Reference

Zero Franchise Fee · Zero Brand Fee · Zero Operation Fee

Store Setup Cost:
CNY 600–800 / m^2

Initial Merchandise Cost:
CNY 3500 / m^2

Store Setup Cost includes basic renovation, shelving, fixtures and operational equipment. Excludes rent, labor and other expenses.

回报预期

行业预期 | 根据行业数据
选址和运营较好的门店通常投回周期在12-18个月

成熟区域
综合毛利
40%-45%

- 经营稳健
- 现金流稳定



空白区域
综合毛利
45%-55%

- 基建翻新红利
- 增长空间更大



不同市场阶段，匹配不同增长策略

选对市场
做好模式
深度运营
长期共赢

Return Projection

Industry Data

Based on Industry Data

Well-located and well-operated stores typically achieve payback within **12–18 months**.

Mature Markets
Gross Margin
40%-45%

- Stable Operations
- Steady Cash Flow

Emerging Markets
Gross Margin
45%-55%

- Infrastructure Boom Dividend
- Greater Growth Potential

Different Market Stages, Different Growth Strategies

Pick the Right Market

Optimize Business Model

In-Depth Operation

Long-Term Win-Win



与全球新兴市场合作伙伴一起
将中国供应链的红利
融合连锁门店的新模式
重新复刻到全球每一个社区



Together with partners in global emerging markets,
we leverage the dividends of China’s supply chain,
integrate the new model of chain stores,
and replicate it into every community worldwide.



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BUILDERS HUB HEADQUARTERS: 6F, T3 TOWER,
DIGITAL TRADE CENTER, YIWU, ZHEJIANG, CHINA

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