

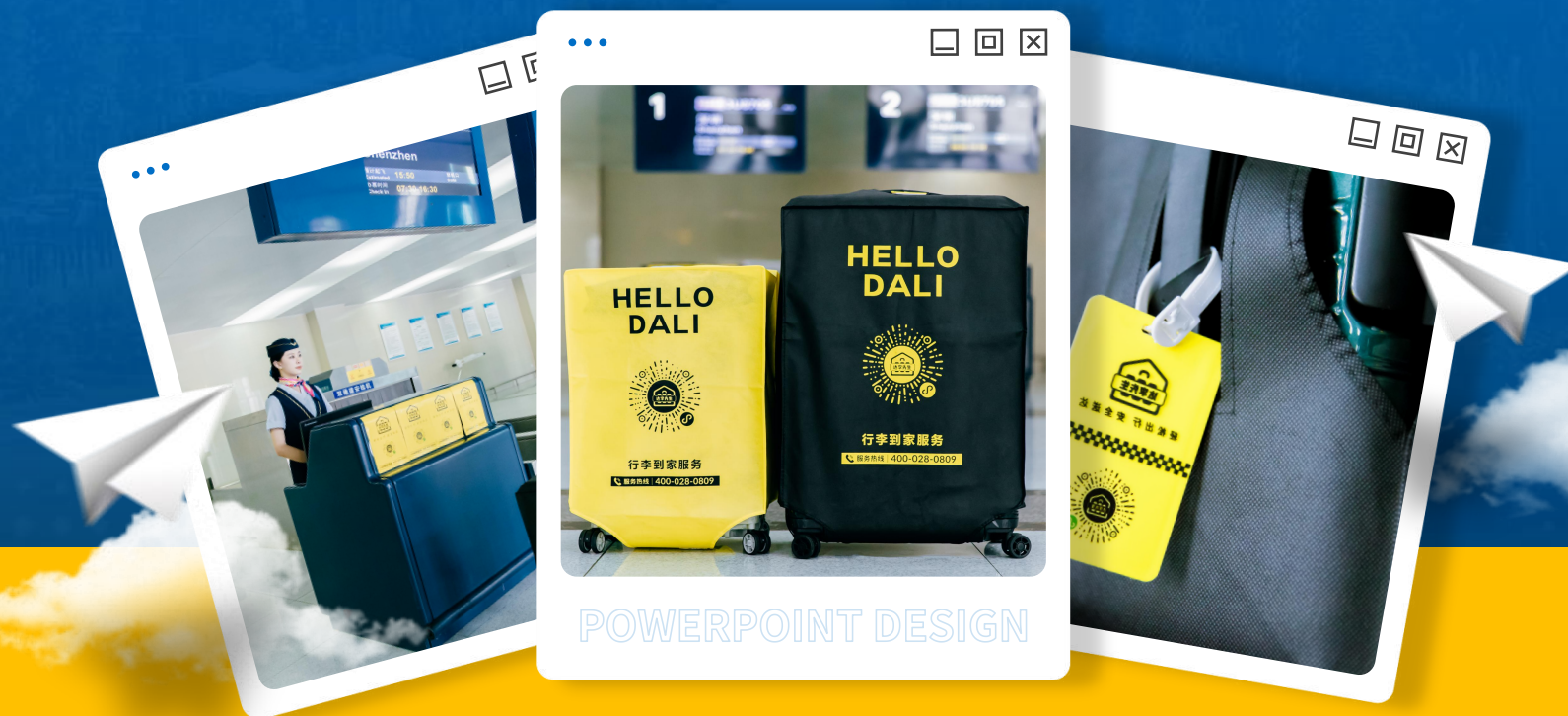


EASY TRAVEL SAFE DELIVERY



# MR. DALI

## ——Brand Introduction



POWERPOINT DESIGN

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01

## Company introduction





**Dedicated to Your Journey  
Committed to Being the Best**

**Pioneer in China**



# Company profile

01

Chengdu Baolixing Technology Co., LTD. 's brand "Mr. Dali" focuses on the future development trends of the luggage industry and deeply interprets the pain points of passengers' travel.

02

The company has many years of experience in the development and construction of tourism and travel luggage service systems, aiming to provide customers with safe, efficient and intelligent luggage travel services.

03

Integrate resources related to aviation, high-speed rail, hotel and tourism, OTA platforms and offline travel agencies to build an efficient business network covering over 40 cities including Chengdu, Beijing, Shanghai, Guangzhou, Shenzhen and Chongqing.

04

Actively explore the upstream and downstream industrial chains, and continuously introduce new cooperation models and service products that are more suitable for the traveling population

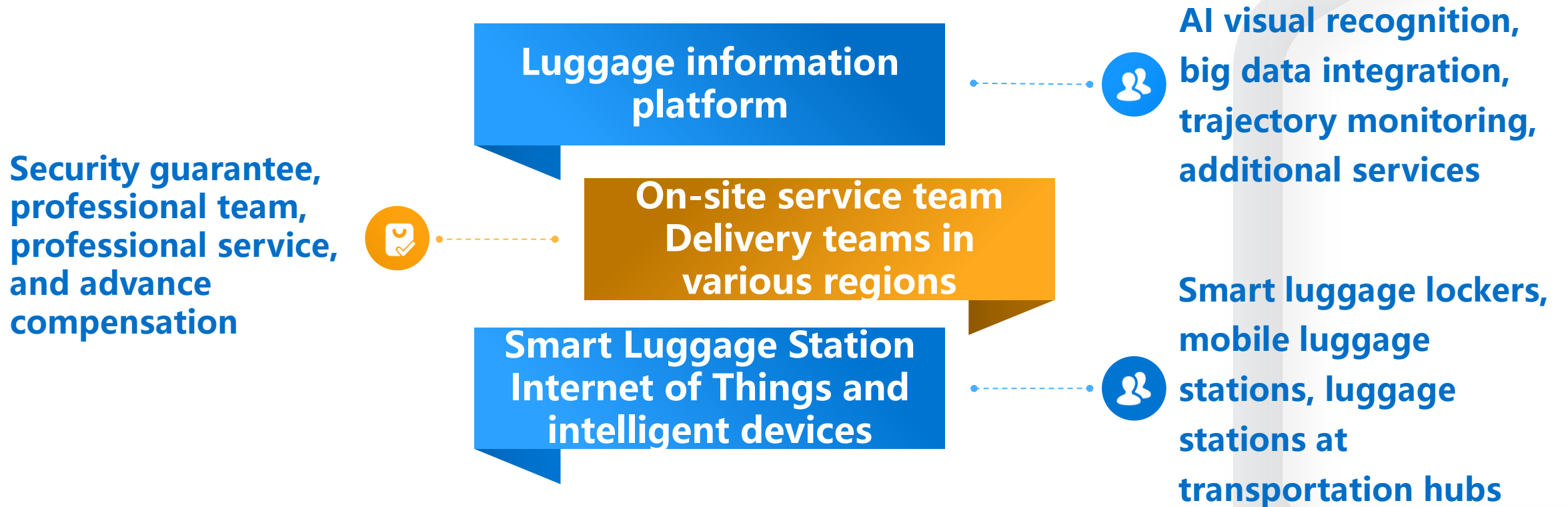
**Brand establishment background and resource integration**



02

## Product description

# Luggage travel service solutions





# Luggage travel service solutions

## AI visual recognition, big data integration, trajectory monitoring, additional services

The online platform supports reservation, inquiry, payment, photo upload and data statistics.  
Offline service points offer on-site processing with seamless connection.

## Security guarantee, professional team, professional service, and advance compensation

The transfer service covers the whole country and is flexible and efficient.  
Professional transportation vehicles are adopted and equipped with GPS positioning. Real-time tracking of luggage location, video visualization for traceability.  
We offer advance compensation for luggage insurance, ensuring zero customer complaints.

## Smart luggage lockers, mobile luggage stations, luggage stations at transportation hubs

We offer luggage storage services in multiple locations such as airports, railway stations, scenic spots, business districts, and transportation hubs, operating 24 hours a day to meet various needs.  
Equipped with an intelligent cabinet, it can be unlocked by scanning a code, which is safe and convenient.







03

**Company advantage**

# Rich site resources





# Advantages of hotel cooperation



## Number and Distribution of Cooperating Hotels

The number and distribution of cooperative hotels

We have collaborated with numerous hotel groups and hotels, with our partner hotels spread across major cities throughout the country, thereby enhancing hotel occupancy rates.

Through cooperation with hotels, we provide customers with more convenient luggage services and enhance customer satisfaction.

## Service Improvement and Customer Satisfaction

Service improvement and customer satisfaction

Provide luggage service solutions for hotels to enhance their service quality and increase customer stickiness.

Through customer satisfaction surveys, we continuously optimize services and enhance customer experience.

Drive the growth of tourism consumption in the surrounding areas



# OTA cooperation



## Cooperating Platforms and Traffic Advantage

Cooperation platform and traffic advantages

Cooperate with OTA platforms such as Ctrip, Meituan, Elong, and Hangli Zongheng, leveraging their strong traffic advantages to enhance brand awareness.

Through the OTA platform, we provide customers with a more convenient channel for booking luggage services



## Co-marketing

Joint promotion and marketing

Jointly carry out promotional activities with OTA platforms to enhance brand influence and attract more customers.

Through data analysis, provide personalized service recommendations for customers and improve the customer conversion rate.



## Data Sharing and Service Optimization

Data sharing and service optimization

Share data with OTA platforms, analyze customer needs, and optimize service processes.

By sharing data, we can enhance service efficiency and increase customer satisfaction.



# Cooperation with large state-owned enterprises

01

## Partner Companies and Projects

Cooperative enterprises and projects

We cooperate with large state-owned enterprises such as Luzhou Laojiao and AIA Insurance in procurement to provide value-added services for enterprises.

Through cooperation with large state-owned enterprises, enhance brand influence and expand business areas.

02

## Tailored Services and Demand Satisfaction

Service customization and demand satisfaction

Provide customized luggage service solutions for large state-owned enterprise clients to meet their special needs.

Enhance customer stickiness and improve customer satisfaction through high-quality services.

03

## Brand Advocacy and Market Pe

Brand endorsement and market expansion

Through cooperation with large state-owned enterprises, we can obtain brand endorsement and enhance brand credibility. By leveraging the resources of large state-owned enterprises, expand the market and increase market share.



# Cooperate with cultural and tourism industries in various regions

## City Partnerships and Project Integration

Cooperation cities and project docking

Carry out project matching with the cultural and tourism departments of cities such as Chengdu, Chongqing and Xi 'an to jointly promote the development of the tourism industry. Through cooperation with cultural and tourism departments, enhance the brand's influence in the tourism market.

## Integration of Tourism Service Resources

Integration of tourism service resources

Integrate tourism service resources to provide tourists with one-stop tourism service solutions. Through resource integration, enhance tourists' travel experience and promote tourism consumption.





# Self-media all-domain marketing promotion



## ● Platform Ecosystem Layout

Platform layout

Carry out all-round marketing promotion on platforms such as Douyin, Xiaohongshu, Video Account, official Account and Zhihu to cover different user groups.

## ● Brand Outreach

Brand communication

Enhance brand awareness and influence through the dissemination of high-quality content.



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04

## Development planning

# Development planning



## Network Deployment of Smart Lockers

Installation of smart luggage lockers

Smart luggage lockers are installed at scenic spots, commercial centers and public stops to form a coverage grid of stations

Manage and make good use of grid stations based on the unified luggage big data platform



## Rollout of shipping services to all cities ranked Tier 3 and above nationwide

Launch delivery services to cities above the third-tier level across the country

Complete the point-to-point luggage flow layout

A national free luggage flow platform is completed with smart luggage lockers at scenic spots, commercial centers and public stops as service terminals



## Diversify Product Range through Vertical Integration

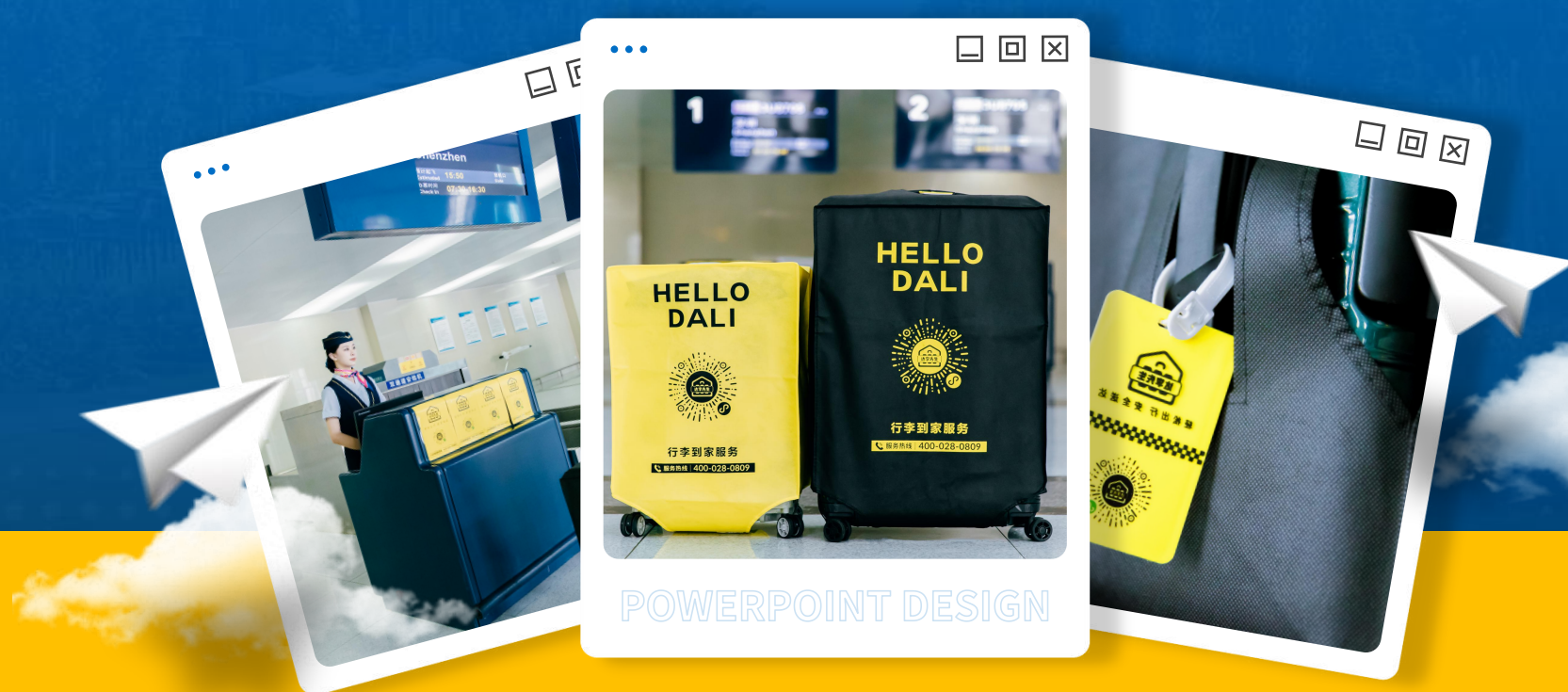
Expand upstream and downstream products

Complete the exploration of upstream and downstream products, including luggage and bags, as well as cooperation plans before, during and after the trip

Form a complete solution for barrier-free use of carry-on luggage for travel customers



# THANK YOU



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