Solution

CASE STUDY



Partner: Kweichow Moutai Group Guirenjiu, Used in Information Shareing, anticounterfeiting traceability, supply chain finance, tokenized points, etc.

shopping mall with exchange platform with industry chain points integrated

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Channel is difficult to control
Vicious competition
Counterfeit products
Marketing lag

Producer

Weak traditional channels
Circulation channel
compression
No hierarchy, disorder

Distributor

Trading platform chaos
Product homogenization is
serious
Lack of trust in the market

Consumer

Guiren Chain

Federated
Blockchain with
Jingtum Technology

Accountable period can be managed, capital pressure is small

- · Optimize sales management, sales data can be analyzed
- Improve customer stickiness and strengthen relationship management

Liquor company logistics (producer) (Distributor) consumer

- Join public chain, improve efficiency, optimize SKU, forming an industrial closed loop
- Record Production and processing on chain, ensuring quality and traceability
- Record Sales information on the chain, prevent fraud by certification

Optimize industrial chain management

Cross-product
bonus point, assets
can be circulated

Reduced operating costs and increased profits

Token Exchanging Community Sharing Value Exploring

Market Forecasting