



UK BRAND LAUNCHPAD BY PUNIVERSE · LONDON

Your UK Brand Launchpad

您的英国市场启航平台

We help premium Chinese consumer brands enter the UK market — without hiring a UK team.

我们帮助中国优质消费品牌进入英国市场 —— 无需组建英国团队。

The traditional route to the UK costs money before it earns any

传统出海模式：还没卖出一件货，就要先投入重金

Set up a UK team · 在英自建团队

A UK office, local hires, a warehouse, VAT registration, UKCA compliance — and beyond the cost, the people, culture and language barriers of building a team in a foreign market. A year of investment before meaningful revenue.

Run it remotely from China · 国内远程运营

A cross-border e-commerce team at home looks cheaper — but without local knowledge of UK customer preferences, culture and shopping habits, and with no local customer support, listings go live and growth stalls.

And neither route guarantees anyone actually builds your brand with UK customers. Which is why most brands look for a UK distributor instead — and that has its own problem.

而且这两条路都无法保证有人真正在英国经营您的品牌。所以多数品牌转而寻找英国经销商 —— 但那条路有它自己的难题。

Finding a UK distributor is harder than it looks

找到合适的英国经销商，比想象中难得多

They don't know Chinese brands · 他们不了解中国品牌

Your reputation in Asia doesn't travel. To a traditional UK distributor, even a category leader from Shenzhen is an unknown name — and unknown means risk.

So they won't commit · 所以他们不愿承诺

The commitment you rightly ask of a distributor — ¥500,000–¥1,000,000 in purchases, a ¥100,000 deposit — is exactly what a UK distributor will not risk on a brand they cannot evaluate.

They move boxes, not brands · 他们只搬货，不做品牌

Even willing distributors sell into retail shelves. They don't build SEO, content, TikTok presence or premium positioning — your brand lands in the UK as a commodity.

Why PUNIVERSE can · 为什么 PUNIVERSE 可以

We already know Chinese brands — we sell Breo today, and we work in Mandarin and Cantonese. Our AI systems make launching you so efficient that nobody needs to gamble ¥1,000,000 first. Results first; commitments once they're earned.

THE OFFER · 我们的提议

We become your UK team.

我们就是您的英国团队。

Think of us as your outsourced UK country manager: store, marketing, customer acquisition and local support — run for you, in your language, from London. You keep your inventory. You are paid on every order.

相当于您外包的英国区负责人：店铺、营销、获客与本地客服，全部由我们运营。库存始终归您，每一单您都有收入。

A UK company already operating a premium wellness storefront

一家正在运营高端健康品牌商店的英国公司

PUNIVERSE LTD

Registered UK company, VAT-registered, ICO-registered. Operating from London with established UK e-commerce infrastructure.

Aetheo · aetheo.co.uk

A live premium wellness destination store: Shopify storefront, Amazon UK, TikTok Shop UK, Google Shopping — all channels active today.

AI-native operation · AI 原生运营

Content, SEO, product feeds, social media and video advertising are produced daily by our own AI systems — a one-team operation with the output of a department.

Founded by Jason Pun — fluent in English, Mandarin and Cantonese. You work directly with the decision-maker, in your language.

创始人 Jason Pun, 精通英语、普通话与粤语。您直接与决策人沟通, 没有语言障碍。

We already run this model — for Breo

这套模式我们已在为倍轻松 (Breo) 运行

Live UK retail presence · 在英零售阵地

Breo wellness devices are sold on aetheo.co.uk today: full product pages, imported customer reviews, editorial content, comparison guides.

Zero inventory transferred · 零库存转移

Breo never shipped us a container. Every order is purchased at wholesale, per order, and fulfilled from Breo's own Amazon FBA stock via Multi-Channel Fulfilment.

Always-on marketing · 持续营销

Daily blog articles, social posts and AI-generated video ads promote Breo products to UK customers — produced automatically by our systems.

Their brand, protected · 品牌受保护

Premium positioning, British-English copy, no discount-channel dumping. Breo's UK face looks the way Breo would want it to.

Virtual distribution — your stock never leaves your control

虚拟分销 —— 库存始终在您手中

1 • UK order

英国订单

A customer orders on aetheo.co.uk or another UK channel we run for you.



2 • Wholesale purchase

按单批发采购

We buy that order from your wholesale channel at wholesale price — you are paid immediately.



3 • You fulfil via FBA

您的 FBA 发货

Your Amazon FBA stock ships direct to the customer via Multi-Channel Fulfilment (MCF).



4 • We look after the customer

我们负责客户

UK customer support, returns handling, reviews, repeat-purchase marketing.

You keep · 您保留

Inventory ownership, fulfilment control, wholesale revenue on every order, your brand.

We provide · 我们投入

The storefront, the marketing spend of our time and systems, customer acquisition, UK market knowledge.

Fourteen services. One partner. No UK hires.

十四项服务，一个合作伙伴，无需在英招聘

UK Shopify store 英国独立站	SEO 搜索引擎优化	Google Shopping 谷歌购物广告	Google Merchant Center 谷歌商家中心
Amazon optimisation 亚马逊优化	TikTok Shop TikTok 小店	Email marketing 邮件营销	PR 公关传播
Local customer support 本地客服	PPC 付费广告投放	AI-generated content AI 内容生产	Influencer outreach 达人合作
Compliance guidance 合规指导	Product localisation 产品本地化		

Three things — you already have all of them

三样东西 —— 而且您已经都有了

— **A wholesale price list** 批发价格表

A per-order wholesale route: a B2B link, a portal, or simply an agreed price list.

— **Stock the UK can ship from — three routes** 英国本地可发货的库存 —— 三选一即可

Amazon FBA with MCF enabled is ideal — if you already sell on Amazon, it's a setting, not a project. A local UK 3PL warehouse works just as well. And if you have no UK stock at all, we can hold a small starter batch in our own warehouse — around 10 units per SKU.

— **Willingness to fulfil single orders** 支持单件代发

Consumer orders, one at a time — whichever route your stock takes to the customer.

No new hires. No new warehouse. No marketing budget required from your side.

Live in days, not months

几天上线，而不是几个月

When a new brand joins, our systems do in days what a traditional distributor takes a quarter to do — because they are the same systems that already run Aetheo every day:

Manuals translated
说明书翻译

British-English copy
英式英语文案重写

SEO product pages
SEO 产品页

Lifestyle imagery
场景化产品图

Comparison charts
对比图表

Short-form video
短视频素材

FAQ pages
FAQ 页面

Google Shopping feeds
购物数据源

Structured data
结构化数据

Our own AI operating system · 自研 AIOS 运营系统
One system connecting sourcing, compliance, logistics, advertising, content and support — run by a very small team.
puniverse.net/system
· 中文 /zh/system

The method, productised · 方法论已产品化
The same playbook is sold worldwide as digital products — GMC Feed Doctor, the AI Search Kit and more.
puniverse.net/products
· 中文 /zh/products

No retainer, no commission — we only earn when you sell

无月费、无佣金 —— 只有卖出去，我们才有收入

Not the TP model · 不是代运营模式

The agency model you know: a ¥100,000+ monthly retainer plus 12–15% GMV commission, committed against an annual forecast — paid whether or not it works. We charge neither. No retainer, no commission, no annual commitment.

How we earn instead · 我们的收入来源

We buy every order from you at wholesale and earn the retail margin we create in the UK. If nothing sells, we earn nothing. Our incentive is identical to yours from day one.

- × **No MOQ commitment asked of either side** 无起订量承诺
- × **No deposit** 无保证金
- × **No inventory transfer — your FBA fulfils** 无需转移库存 —— 由您的 FBA 发货
- × **No exclusivity demand up front** 前期不要求独家授权

If it doesn't work, you have lost nothing — not a retainer, not a commission, not a pallet of stock.

即使不成，您也没有任何损失 —— 没有月费，没有佣金，没有压货。

A six-month pilot, then a decision made on evidence

六个月试点，用数据说话

Month 0

Set-up · 启动

Wholesale terms agreed. Storefront, listings, content and feeds go live — in weeks, not months.

Months 1–6

We invest · 我们投入

Our time, our marketing systems, our channels. Sales targets agreed together at the start. You watch the numbers with full transparency.

Month 6

Review · 复盘

Targets met — we discuss expansion, deeper terms, possibly exclusivity. Targets missed — either side walks away, cleanly.

Simple economics, aligned incentives

简单的商业逻辑，一致的利益方向

- **We buy at wholesale, per order** 按单批发采购
You are paid on every single order, from the first day. Our profit is the retail margin we create.
- **We bear the returns risk** 我们承担非质量问题退货
If a UK customer simply isn't happy, the return is our cost, not yours — for any reason other than a manufacturing defect.
- **Warranty stays with you — we handle the front line** 质保归您，前端由我们处理
Manufacturing-defect claims remain the brand's responsibility, but our UK customer support manages the customer and collects the evidence for each warranty case.
- **We respect your MAP** 遵守最低广告价
Your pricing architecture and brand positioning stay intact across every channel we run.
- **Pricing stability during the pilot** 试点期价格稳定
We ask that wholesale prices hold for the pilot period, so both sides can judge the results fairly.
- **Grows with success** 随业绩深化合作
As sales grow: co-op marketing, priority allocation, deeper terms — earned, not demanded.

NEXT STEPS · 下一步

Start with one conversation.

从一次沟通开始。

Send us your catalogue and wholesale price list — we will show you your products on a UK storefront within days.

把产品目录和批发价格表发给我们 —— 几天内，您就能看到自己的产品出现在英国商店里。

Jason Pun · PUNIVERSE LTD, London

jason@puniverse.net · puniverse.net/services/uk-brand-launchpad

中文 · English · 廣東話 均可沟通