

Passionate About Every Little Thing

VERTICAL DESIGN & MARKETING

Small Launch Program

Program Background

- Our small launch program (SLP) is a program where we help our customer to run small quantity production on their new brand or expansion their current product line.
- This program is integrated with our current product range:
 - Full line of cosmetic
 - Cosmetic Brushes
 - False Lashes
 - Wax Product
 - Cosmetic Accessories including Bags and whole line of Health and Beauty items.
- Although there are some limitation on some of the packaging but with our creativity, we have always made things work.



Benefit of SLP

- We understand all the problems that associated with creating a new brand or expanding your product range.
- We will be there from A-Z giving you advise and comments so you can focus what is most important, the Sales
- The benefit of starting a SLP with us.
 - Your brand name and logo.
 - Budget saving – no huge investment on initial launch.
 - Adapting to the market – No huge inventory as the market changes.
 - Low MOQ – MOQ can starts as low as 500 units.



Service offer

- VDM can provide full turnkey product, From design to production
- This includes:



- All these service are included in your unit pricing (There might be separate sample charge involve)

What we need to know

- In General, here are some of questions we will ask:
 - What product do you want to develop or expand?
 - How many SKU do you want to launch?
 - What is your expected QTY?
 - When do you want to launch?
 - Where do you want to launch?
- Once we have your general ideas, we will propose a product range with samples and swatch selection.
- Our design team will create mockup designs and further.
- Sample will be created for confirmation.
- Product will proceed as per confirm sample.



- If you are interested and would like to talk more, please email us at support@vertical-dm.com