

# 13 Year Old B2B Online Printing Service Platform





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Printing can be categorized into different products including magazine, catalog, book, label and industrial prints of all kinds. This business runs a platform that specializes book printing of all types such as magazine, catalog, etc. Printing orders range from hundred copies to thousand copies therefore operated as a B2B form of business. Price per order can vary from thousand to million dollars.

Such type of business system company adopts is often referred to as "online printing" business. Business features a very distinctive service; an automatic online quote generating system for customers to calculate printing prices on their own. Customers can choose their printing options and specifications, upload files, and complete payment to see a generated quote before order. Business team then proceeds to printing and handles all procedures from printing to delivery with contracted printing factories and freight companies.

Printing price is determined by factors such as binding, size, paper type, page, colour, and quantity of projects that differ depending on the need and demand of customers. Unlike standard papers used for office and day-to-day purposes by kinkos, industrial printing papers often come in full sizes. Such full sized papers are to be managed to fit multiple pages for printing hence complicated to generate prices. Additionally, there are more variances for printing demands such as special after effects (foil stamping, embossing, etc) and change of paper, size, color for covers and texts. Developing an automatic calculating system that generate printing quotes involves complicated process therefore.

This company is a company based in South Korea, it has been in the printing industry from customers across countries for the past 10 years. Heavily specialized in dealing with customers in the United States, over 99% of the orders came from customers in the United States. Since 2017, the company has spent over 2 years inventing a creative in-depth quoting system to be used for a launch of a sub-brands.

Business Model

The company offer service with an online platform connecting Printing factories with customers. Print on demand service with no storage spaces required.

Printing Services

- Magazine
- Catalog
- Periodicals
- Publishing Books
- Comic book
- Cook book
- Manuals
- Textbook
- Book printing of all kinds

Direct Mailing

- Delivery service via USPS
- Selected printing factories handle all processes

Profit

TARGET PRICE

\$1,350,000

GROSS REVENUE

1000000

EBITDA

250000

BUSINESS TYPE

Internet Businesses

ESTABLISHED

2006-04-05

FACILITIES

100% Online Business Model

COMPETITION

Vistaprint, GotPrint, MOO, Snapfish, CanvasPop, Minted, Zazzle.

SUPPORT & TRAINING

6 Months

REASON FOR SELLING

New Venture

COUNTRY

South Korea

BUSINESS ID

L#20210055

- Prices for printing services : can vary from thousand dollars to million dollars
- Net-Profit : 20-30% of selling prices of our printing services

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