

C2M distributed small and micro water plant Business Plan (disposable barrel water integrated solution)



成本领先
cost leadership

长期价值
Long-Term Value

YINDAOLI
饮导力



TECHNICAL FEATURE

INDEPENDENT INTELLECTUAL PROPERTY RIGHTS
CHINA AUSTRALIA JOINT RESEARCH BREAKTHROUGH WATER TREATMENT TECHNOLOGY
READY MADE DISPOSABLE LARGE PACKAGING WATER
CLOUD BASED INTELLIGENT REMOTE MONITORING
INTEGRATED FILLING, CAPPING, AND CODING
CONSUMABLES MONITORING AND WARNING

INTELLIGENT FINNLING ALL-IN-ONE MACHAIN

OVERALL SIZE: 160CM x 120CM x 200CM
WATER PRODUCTION CAPACITY: 30ton/day:
WATER PRODUCTION EFFICIENCY: 1500L/hour
FILLING EFFICIENCY: 30s/barrel (12L)
120barrel/hour (12L)
WASTEWATER RATE: ≤ 3 (RO technology about 30%)
AVERAGE ELECTRICITY CONSUMPTION: 0.8 degrees /ton
WATER TREATMENT PROCESS: Advanced Catalyse Oxidation
Ultrafiltration
Water reduction technology
WATER QUALITY: Natural weak alkalinity&mineral balance

01.

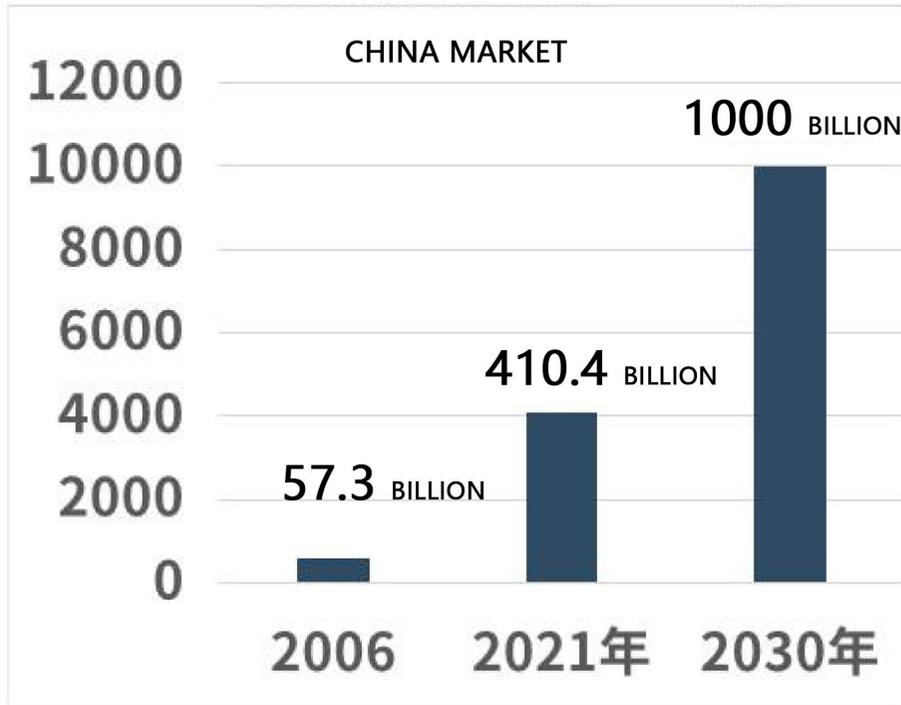
风口趋势

Tuyere trend



The trend of rapid growth in packaged water
(small pack water+large pack water

THE AVERAGE ANNUAL GROWTH RATE OF PACKAGED WATER IS 34%



CNY DOLLAR

demand growth

The average annual growth rate of disposable large packaging is 63.5%.

The rise of disposable packaged water is a major trend, surpassing and replacing bottled water.

Upgrading trend from purified water to mineral element health water.

Drinking water containing mineral trace elements from 2014 to 2024

The CAGR compound growth rate reached 59.7%.

A large, powerful blue wave crashing with white foam against a dark background. The wave is the central focus, with its crest curling over. The water is a deep, vibrant blue, and the foam is bright white. The background is a dark, almost black gradient.

02.

市场痛点

Market pain points

Disadvantages of recycled bottled water

1. Safety hazards of recycling bins.
2. The cost of recycling, cleaning, and disinfection is high.
3. Fake brands flood the market, while black water shops flood the market directly.
4. The bucket requires a deposit.
5. Unless it is a big brand, it cannot be on the table.
6. Too heavy, difficult to transport.
7. It is too big to drink and can easily breed bacteria.
8. The barrel body is worn and floating objects are difficult to detect with the naked eye.
9. Empty bucket recycling results in low water delivery efficiency.



Advantages of disposable large packaging water

1. Disposable PET bottles, not recyclable.
2. More hygienic, feel free to drink directly.
3. No fake water, safer.
4. No deposit required.
5. More upscale.
6. The handle is convenient for transportation.
7. In line with the trend of lightweight water.
8. Transparent bucket, easy to observe water quality.
9. No need to empty the bucket, high water delivery efficiency.



Disadvantages of local regional water plants

1. Due to transportation radius restrictions, the market radiation is limited.
2. Unable to become a national brand
3. No starting price for sale (famous but no brand)
4. High construction costs and operational pressure
5. The heavy asset model is difficult to reverse.

Disadvantages of National Water Brands

1. The transportation radius is large and the cost is high, so it can only be sold at a high price.
2. Multiple layers of agents result in high transportation and warehousing costs.
3. Long distance transportation requires pressure, heavy packaging materials, and increased costs.
4. The system is large and the operating costs are high.
5. The system is inflexible, and the interests of the agency system are constrained, making it difficult to apply new models. drop



03.

项目介绍

Introduction

distributed small and micro water plant C2M



consumer

Traditional water plant production and operation process



Search for a water source

Obtain license certificate

build factory

build production line

transport

agent

storage

transport

distributive web

Delivery

Production and operation plan for small and micro water plants



Water factory produces disposable barrel water
(product display, recommended specifications 12-16L). The products can be customized

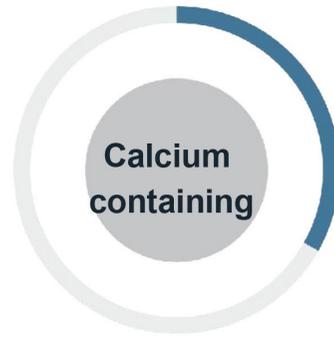


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The produced water meets the World Health Organization's Good Water Standards



THE WATER WE PRODUCE MEETS THE REQUIREMENTS

THE WHO 5 MAJOR STANDARDS FOR HEALTHY DRINKING WATER

1. DOES NOT CONTAIN TOXIC, HARMFUL, OR ODOROUS SUBSTANCES
2. CONTAINS APPROPRIATE MINERALS AND TRACE ELEMENTS (WITH CALCIUM CONTENT \geq 8MG/L)
3. THE PH VALUE IS WEAKLY ALKALINE (7.0-8.5)
4. THE HARDNESS OF WATER SHOULD BE BETWEEN 50-200 MILLIGRAMS PER LITER
5. THE ACTIVITY AND PHYSIOLOGICAL FUNCTIONS OF WATER ARE GOOD (FRESH)



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Hydroxon 水工场
门店式布局 (实景)

品质好水
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引导健康生活



The relationship between production, sales, and revenue of small and micro water plants

12L Price	Daily production time	Daily production (barrel)	Daily income	Monthly income	annual income
12 dollars (CNY)	2Hours	160	1120	33600	403200
	3Hours	240	1680	50400	604800
	5Hours	400	2800	84000	1008000
	8Hours	640	4480	134400	1612800
	10Hours	800	5600	168000	2016000

*The income in this table excludes packaging materials and water and electricity (3 yuan), labor, site, and distribution costs (2 yuan), measured at an average profit of 7 yuan per bottle.

*Suggested selling price range is 12-18 yuan, with an average price of 12 yuan.

*Calculated based on 80 bottles per hour, not the maximum production capacity.

*Due to individual business differences, the above data is for reference only

**Referring to the Chinese market
money unit: CNY**

Advantages that competitors find difficult to surpass

Factory to Customer - Direct Sales

break up the whole into parts. Distributed deployment

Water plants directly reach consumers

Go to the source Decentralization

destocking. Go for long-distance transportation

C2M, Produce and sell according to user needs



Advantages that competitors find difficult to surpass

Technological Innovation Advantage - Global Originality

Breakthrough water treatment technology

Integrated fully automatic micro production line

Small scale intelligent production and filling

One person operates easy play

Only 2-3 square meters of land is needed



Advantages that competitors find difficult to surpass

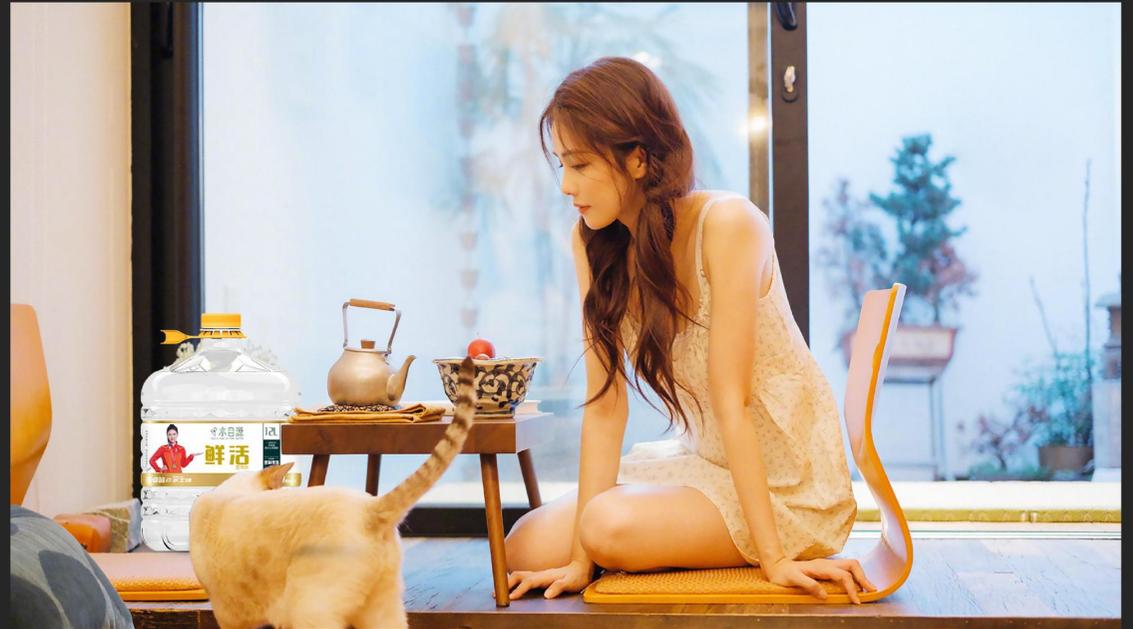
Product Differences - Exclusive Exclusive

Ready made and available for sale

Not selling overnight water!

0 inventory

Every bottle of water is freshly made



Advantages that competitors find difficult to surpass

cost advantage

- No need for large-scale factory construction costs
- No middlemen make a profit from the price difference
- No layers of warehousing and transportation
- No significant labor costs
- There is no cost of purchasing goods and stockpiling
- Leading advantage in total operating costs

