



**GIGACLOUD**  
TECHNOLOGY

# Branding-as-a-Service Introduction

April 2024



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**DON'T LET SHORTFALLS  
HOLD YOUR BACK.**

**WE STRENGTHEN  
YOUR WEAKEST LINK  
AND ELEVATE YOUR  
BUSINESS.**



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# Challenges of Building Furniture Brand



Low purchase  
frequency



Slow brand value  
accumulation and  
low brand  
awareness for most  
furniture brands



Fragmented  
Market



Difficulty for  
furniture suppliers  
to compete in a  
crowded  
marketplace

# The Solution: BaaS

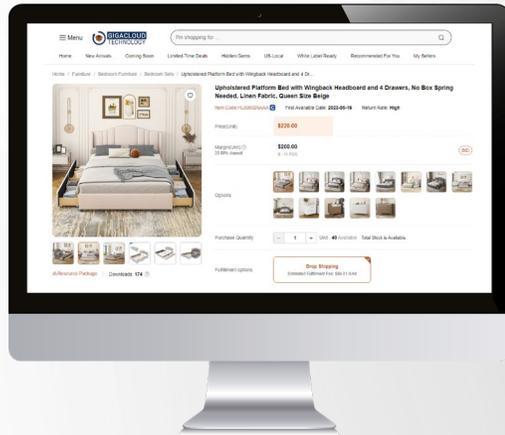
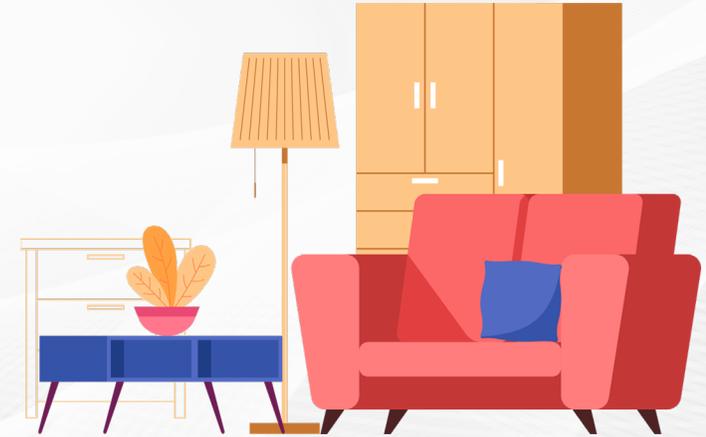
Empower qualified BaaS suppliers to leverage an industry-leading furniture brand, enabling them to connect with customers more effectively in a wider market



# What is BaaS?



Designed to enhance the competitiveness of furniture suppliers, BaaS provides sellers on GigaCloud B2B Marketplace access to the leading American furniture brand Christopher Knight Home.



This unique service allows the industry brand to introduce third-party products under its own label, leveraging its intellectual property to expand the market presence in high-potential product categories.



The GigaCloud Brand Center empowers suppliers to accelerate their brand building journey. Its comprehensive suite of services goes beyond aesthetics, providing **strategic guidance, access to an established furniture brand, and quality control standards** to elevate brand visibility, marketability, and overall success.

The GigaCloud Quality Center operates alongside the Brand Center to uphold the rigorous quality standards expected by Christopher Knight Home. Through **meticulous inspections and quality control processes**, the Quality Center safeguards the reputation of the participating brand and ensures customers receive products that meet and exceed expectations.



# About Christopher Knight Home



- FAN-FAVORITE RETAIL BRAND
- 1M+ FIVE-STAR RATINGS ONLINE
- TOP-TIER PRODUCT DEVELOPMENT CAPABILITIES
- CELEBRITY-APPROVED PRODUCTS

*I am thrilled to be working with GigaCloud on this exciting, first-of-its-kind industry program. Christopher Knight Home's partnership with GigaCloud brings the brand to a bigger stage and delivers it to a broader market. The Supplier Fulfilled Retailing model will allow us to scale our product offerings with market-leading fulfillment efficiencies while maintaining rigorous quality control. Working with GigaCloud will allow us to continue to serve the markets that were built under visionary industry leader Marshall Bernes while expanding beyond them. Having Marshall as a member of the GigaCloud team will undoubtedly help propel this program forward as we leverage his vast knowledge and expertise.*



**Christopher Knight**  
Founder of Christopher Knight Home



A patio set from Christopher Knight Home in Oprah's interview with Meghan and Prince Harry ([Link](#))

AVAILABLE AT



# The GigaCloud Advantage



Supported by the **Supplier Fulfilled Retailing** model with its end-to-end supply chain management and quality control, BaaS participants can leverage the **B2B Marketplace**, **fulfillment capabilities**, and **established customer base** to accelerate growth, streamline efficiency, and expand market reach.





**Leverage Industry-Veteran Leadership**



**Enhanced Quality Control Procedures**



**Increased Competitiveness**



**Access To Brick & Mortar Through Wondersign Kiosk**



**Increased Brand Awareness**



**Streamlined Supply Chain Efficiency**



**Credibility & Trust of  
Established Brand**



**Broader Products Selection from  
Leading Furniture Brand**



**Asset-light Inventory**



**Assured Quality Control Standards**



**On-trend Furniture Design**



**Benefit from SFR Model Efficiencies**

# THANK YOU