

CLIENT PROJECT

- OPERATING FROM SHENZHEN, CHINA

From US price shock to *production-ready* in under 60 days

How Curate, a food-tech startup building a restaurant loyalty platform, cut manufacturing costs by 50% and brought their custom NFC kiosks to life through on-the-ground sourcing in China.

50%

COST REDUCTION VS. US MANUFACTURING

<60

DAYS: FIRST CALL TO PRODUCTION-READY

5

PROTOTYPE UNITS, PHASE ONE

THE CLIENT

Curate (getcurate.com)

Curate is building a direct-ordering and loyalty platform that lets restaurants own their customer relationships, competing with Uber Eats and DoorDash by enabling branded apps that launch when a customer taps or scans an NFC kiosk at the table or counter.

Their hardware vision required a fully custom-designed kiosk. No off-the-shelf product existed. They needed to manufacture something from scratch, fast.

THE CHALLENGE

US quotes killed the business case

"We tried to navigate it on our own and couldn't. Working with ZhenX was just a couple of phone calls and boom. Our product was ready. So painless."

The Curate team initially tried to source directly from Chinese manufacturers. Even with Chinese-language background on their side, it proved too complex to navigate alone. Without established factory contacts, on-the-ground presence, and the operational infrastructure to manage QC and logistics, communication barriers created serious risk for a company that couldn't afford costly mistakes.

THE SOLUTION

Full-service China manufacturing, end to end

As a Shenzhen-based sourcing consultant with working professional Mandarin and deep factory relationships across Guangdong province, I handled the entire manufacturing process.

Factory Sourcing & Vetting Identified and qualified the right manufacturing partner for a custom NFC hardware product.	Mandarin-Language Negotiation All factory communications handled directly in Chinese. No middlemen, no translation delays.
Quality Control & Factory Visits In-person oversight throughout production to catch problems before they become expensive.	Logistics & Door-to-Door Shipping End-to-end shipping from Shenzhen to the US via our in-house logistics partner.

THE OUTCOME

- Manufacturing cost cut by 50% vs. US-based quotes
- 5 prototype units produced and ready within 1 to 2 months
- All factory coordination handled directly in Mandarin
- Complete supply chain: factory, QC, customs, US delivery
- Established factory relationship for next production run

WHY IT WORKED

Being there makes all the difference

Most sourcing consultants work remotely. I live and operate full-time in Shenzhen, the manufacturing capital of the world. Factory visits are same-day, supplier relationships are personal, and problems get solved before they ship.

Combined with professional working Mandarin developed over 10+ years, a fully registered and tax-compliant Chinese company, and a dedicated logistics arm, clients get genuine end-to-end ownership, not just a list of factory contacts.

Building a hardware product? Let's talk.

BASED IN SHENZHEN · WORKING MANDARIN · END-TO-END SOURCING, QC & LOGISTICS

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