

# 三月銀座 March Ginza

Brand upgrade · stores · e-commerce · WeChat

**No.** MG-2026-10-02  
**Date** 11 October 2026  
**Valid** 30 days  
**Currency** RMB

## 1 · Services

| #  | SERVICE AND DELIVERABLES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | ITEMS | PRICE   |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| S1 |  <b>Data diagnosis &amp; market research</b><br> 5,000+ customer reviews collected: Dianping, Douyin, Xiaohongshu, Tmall, JD<br> 10 competitors and industry leaders compared<br> 1 price-band and best-seller analysis<br> Top 10 complaints and top 10 compliments in the category<br> 1 search report: what customers search and ask on Baidu and Douyin<br> 1 brand check-up: 22 counters, website, WeChat, e-commerce<br> 3 directions ranked by how much more they can sell, with data<br> 1 results meeting (2 hours) | 8     | ¥35,000 |
| S2 |  <b>Identity</b><br> 3 logo routes → 1 final logo<br> 4 lockups: horizontal, vertical, Chinese, English<br> 1 brand graphic system<br> 5 brand colours<br> 2 type systems: Chinese and Latin<br> 12 icons                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 6     | ¥74,000 |
| S3 |  <b>Brand manual &amp; basics</b><br> 1 brand manual (about 60 pages)<br> 12 basic applications: cards, badges, bags, price tags, member card...                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2     | ¥31,000 |
| S4 |  <b>Counter design (SI)</b><br> 1 counter prototype: fascia, counter, fitting mirror, material display, lightbox<br> 6 design-intent drawings<br> 1 roll-out manual for all 22 counters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 3     | ¥70,000 |

| #   | SERVICE AND DELIVERABLES                                                                                                                                                                                                      | ITEMS | PRICE   |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| S5  | 💡 <b>In-store graphics</b><br>💡 3 lightbox visuals with real customers<br>🏷️ 1 set of price tags and shelf labels<br>🖼️ 2 window graphics                                                                                     | 3     | ¥23,000 |
| S6  | 📷 <b>Real-people photography standard</b><br>📷 1 photography guide<br>📷 5 standard angles: front, side, back, hairline, cap<br>🎯 1 fixed in-store camera set-up<br>🧑 1 casting brief for real customers                       | 4     | ¥23,000 |
| S7  | 📦 <b>Packaging &amp; gifting</b><br>📦 1 wig box<br>📦 1 gift box<br>📧 1 care card<br>💳 1 gift card                                                                                                                             | 4     | ¥50,000 |
| S8  | 🛒 <b>E-commerce listings</b><br>🖼️ Main-image template: 5 images per style<br>📄 3 detail-page templates<br>🏠 3 store homepages: Tmall, JD, Douyin                                                                             | 3     | ¥35,000 |
| S9  | 💬 <b>WeChat Official Account</b><br>👤 1 avatar<br>🖼️ 2 cover templates<br>📝 3 article templates<br>☰ 1 menu<br>🖐️ 1 welcome message and auto-replies<br>🏮 4 festival covers: 3·8, Mother's Day, Double Ninth, Spring Festival | 6     | ¥23,000 |
| S10 | 🌐 <b>Website design</b><br>🌐 6 responsive pages (development quoted separately)                                                                                                                                               | 1     | ¥58,000 |
| S11 | 📱 <b>Mini-program UI</b><br>📱 3 modules, about 15 screens: booking, membership, gift card                                                                                                                                     | 1     | ¥54,000 |
| S12 | ➡️📱 <b>Campaign landing page (H5)</b><br>➡️📱 1 landing page, about 4 screens                                                                                                                                                  | 1     | ¥17,000 |

| #   | SERVICE AND DELIVERABLES                                                                                                                                                                                                                                                                                                                                                                                                                    | ITEMS | PRICE   |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| S13 |  <b>Short-video system</b><br> 4 video templates<br> 1 set of cover templates                                                                                                            | 2     | ¥19,000 |
| S14 |  <b>Live-stream corner</b><br> 1 backdrop wall<br> 1 lighting plan<br> 1 set of product and price cards | 3     | ¥23,000 |
| S15 |  <b>March launch campaign</b><br> 1 key visual<br> 20 adaptations: posters, WeChat, e-commerce, Douyin, store                                                                            | 2     | ¥54,000 |

## 2 · Packages

| PACKAGE                              | INCLUDES                                                                                            | ITEMS | TIME     | ONE BY ONE          | PACKAGE PRICE          |
|--------------------------------------|-----------------------------------------------------------------------------------------------------|-------|----------|---------------------|------------------------|
| <b>Data diagnosis</b>                | S1                                                                                                  | 8     | 2 weeks  | <del>¥35,000</del>  | <b>¥35,000</b>         |
| <b>Brand Refresh</b>                 | S1, S2, S3                                                                                          | 16    | 5 weeks  | <del>¥140,000</del> | <b>¥132,000</b>        |
| <b>Brand + Stores + E-commerce</b> ★ | S1, S2, S3, S4, S5, S6, S7, S8, S9                                                                  | 39    | 8 weeks  | <del>¥364,000</del> | <b>¥306,000</b>        |
| <b>Full launch</b>                   | S1, S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, S12, S13, S14, S15                                    | 49    | 12 weeks | <del>¥589,000</del> | <b>¥500,000</b>        |
| <b>Monthly design support</b>        | After launch: up to 20 design pieces a month (posters, WeChat covers, listing updates, new styles). |       |          |                     | <b>¥35,000 / month</b> |

## 3 · Add-on modules

| #  | MODULE AND DELIVERABLES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ITEMS | PRICE    |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------|
| A1 |  <b>Full store interior design</b><br>Upgrade from counter SI (¥70,000 → ¥150,000)<br> 1 floor plan and customer flow<br> 2 formats: island counter and in-line store<br> 1 private fitting room<br> 1 wash-and-care corner<br> 1 lighting and materials plan<br> 1 set of furniture and display props<br> 8 3D renderings<br> 1 set of construction drawings<br> 1 site check at the first build | 9     | +¥80,000 |
| A2 |  <b>Full packaging system</b><br>Upgrade from packaging (¥50,000 → ¥98,000)<br> 2 wig boxes (large and small)<br> 1 hair-piece box<br> 1 gift box<br> 1 silk storage pouch<br> 2 shopping bags<br> 4 care-kit labels: shampoo, conditioner, spray, brush<br> 1 set of stickers and seals<br> Dielines and proof checks                                                                                                                                                    | 8     | +¥48,000 |
| A3 |  <b>Style catalogue</b><br>New<br> 1 printed catalogue, 40 pages<br> 1 digital version for WeChat and mini-program<br> 1 style book for the fitting chair<br> 1 seasonal update template                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 4     | +¥58,000 |
| A4 |  <b>Trade-show booth &amp; mall pop-up</b><br>New · design only<br> 1 modular 36 m <sup>2</sup> booth that also works as a mall pop-up<br> 6 3D renderings<br> 1 set of construction drawings<br> 1 set of booth graphics<br> 1 leaflet<br> 1 screen loop video<br> 1 staff ID set                                                                                                                                                                                                                                                                  | 7     | +¥68,000 |

## 4 • Terms

- 🇨🇳 Payment: 50% to start, 50% on hand-over. The diagnosis is paid in full at the start.
- 📄 The diagnosis fee (¥35,000) is 100% credited if a package is signed within 30 days.
- 🔄 Two rounds of changes per stage are included.
- 🏢 Printing, fabrication, construction, models, studio, website development, paid data tools and travel are not included.
- © All final files belong to March Ginza once paid in full.
- 📅 Prices in RMB, tax not included.