

附件 3：第 3 期工作说明书

Appendix 3: Statement of Work — Phase 3

主合同 / Master Agreement	《关于优化中国出口货物在美国物流中转分拨环节的调研咨询协议》 Research and Consulting Agreement on Optimizing the Logistics Transfer and Distribution Process of Chinese Export Goods in the United States
委托方 / Client	北京畅世东方国际货运代理有限公司 Trans Orient Freight Service Co. Ltd
咨询方 / Consultant	IntechLegent LLC
版本 / Version	1.0
日期 / Date	2026-____-____

1. 项目背景

1. Background

在前两期工作分别完成安琪酵母供应链北美物流分析及北美至中亚货运需求扫描的基础上，委托方已对市场需求和潜在客户群有了初步了解。本期工作将聚焦于竞争环境分析，并在此基础上为畅世东方制定具体的北美市场进入策略。

Building on Phase 1's analysis of the Angel Yeast supply chain logistics and Phase 2's North America-Central Asia freight demand scan, the Client has gained an initial understanding of market demand and potential customers. This phase focuses on competitive landscape analysis and formulates a concrete North American market entry strategy for Trans Orient.

2. 第 3 期工作目标

2. Phase 3 Objectives

本期工作的核心目标是回答一个问题：在北美中亚货运市场，畅世东方的竞争优势是什么？应当如何定位并进入这一市场？

The core objective of this phase is to answer one question: What are Trans Orient's competitive advantages in the North America-Central Asia freight market, and how should the company position itself to enter this market?

3. 交付成果

3. Deliverables

交付物 3：竞争格局简报与市场进入建议

Deliverable 3: Competitive Landscape Brief and Market Entry Recommendations

研究内容包括：

Research scope includes:

- 北美市场上现有中亚方向货运代理的服务范围、核心路线与客户群
Existing Central Asia-focused freight forwarders in North America: service scope, core routes, and client base.
- 畅世东方的差异化优势分析（铁路口岸资源、车皮申请能力、超大件运输经验等）
Differentiation analysis for Trans Orient: rail border-crossing resources, railcar allocation capability, oversized cargo experience, etc.
- 建议的市场定位与进入策略
Recommended market positioning and entry strategy.

4. 时间安排

4. Timeline

本期工作周期约三个月。

The duration of this phase is approximately three months.

时间 / Time	工作内容 / Tasks	交付物 / Output
第 1 个月 Month 1	调研北美市场现有中亚方向货运代理；收集其服务范围、核心路线及客户群信息 Research existing Central Asia-focused freight forwarders in North America; collect information on service scope, core routes, and client base.	进度备忘录 Progress memo
第 2 个月 Month 2	畅世东方差异化优势分析；竞争定位评估 Analyze Trans Orient's differentiation advantages; assess competitive positioning.	交付物 3 初稿 Draft of Deliverable 3
第 3 个月 Month 3	根据委托方反馈补充调研与修订；市场进入策略定稿 Supplement research and revise based on Client feedback; finalize market entry strategy.	交付物 3 定稿 Final Deliverable 3

5. 工作方式

5. Working Arrangement

- 咨询方北美团队负责英文资料收集、数据分析与报告撰写
The Consultant's North American team handles English-language research, data analysis, and report drafting.
- 委托方配合提供行业背景信息和客户侧的业务细节
The Client provides industry background information and business details from the customer side.
- 每两周一次进度沟通，重要发现随时同步
Progress meetings every two weeks; significant findings communicated promptly.
- 报告以中英文双语提供，英文版可直接用于未来北美商务场合
Reports delivered in bilingual Chinese-English format; English versions suitable for future North American business use.

6. 本期费用

6. Fees for This Phase

本期咨询服务总费用为美元伍仟元整（USD \$5,000.00）。

The total consulting fee for this phase is Five Thousand United States Dollars (USD \$5,000.00).

付款方式：本期费用于开工时一次性付清。

Payment: The fee for this phase shall be paid in full upon commencement of work.

7. 交付物形式与保密

7. Deliverable Format and Confidentiality

所有交付物以电子文件形式提交（PDF 或 Word 格式）。交付物的具体内容、格式和篇幅由双方根据实际情况灵活商定。

All deliverables shall be submitted in electronic format (PDF or Word). The specific content, format, and length of deliverables shall be flexibly determined by both Parties based on actual circumstances.

本项目涉及的所有商业信息（包括但不限于委托方客户信息、业务数据、调研结果）均属于双方商业机密，未经对方书面同意，任何一方不得向第三方披露。

All business information involved in this project shall be treated as confidential by both Parties and shall not be disclosed to any third party without the other Party's prior written consent.

8. 确认签署

8. Confirmation

本工作说明书经双方签署后生效，作为主合同的附件，与主合同具有同等法律效力。
This Statement of Work shall become effective upon signature by both Parties and, as an appendix to the Master Agreement, shall have the same legal effect as the Master Agreement.

<p>委托方 / Client 北京畅世东方国际货运代理有限公司 Trans Orient Freight Service Co. Ltd 签字 / Signature: _____ 日期 / Date: _____</p>	<p>咨询方 / Consultant IntechLegent LLC 签字 / Signature: <u>Lu Chungu</u> 日期 / Date: <u>2026-04-14</u></p>
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