

Founder of FriendHund, Delivers Speech at Interzoo, Unveils Critical Strategies for Sustainable Global Pet E-commerce

Proven \$30 million cross-border pet business framework shared at Germany's top pet industry exhibition, empowering global pet sellers and B2B partners to mitigate operational risks and achieve stable growth



Nuremberg, Bavaria Jun 12, 2026 ([IssueWire.com](https://www.issuewire.com)) - As the world's most influential international pet trade fair, Interzoo gathered thousands of global pet brand owners, cross-border operators, offline boutique retailers and procurement buyers this year. Gary Pan, Founder of FriendHund, was invited to deliver an exclusive keynote presentation on the official Sourcing Stage on 2026-05-13, sharing the complete, actionable business system that helped the brand build a \$30 million global pet e-commerce footprint covering 12 countries worldwide.

Rooted in the classic wisdom from *The Art of War* by Sun Tzu, Gary refined years of frontline cross-border operation experience into a concise 4W1H strategic system: WHY, WHEN, WHERE, WHO and HOW. The speech addressed core pain points that nearly all pet industry practitioners face, including blind trend chasing, single-channel reliance, low operational efficiency and unsound business systems, gaining wide recognition and positive feedback from onsite attendees.

WHY: Build business around the pet-human emotional bond, not pure profit

Gary emphasized that lasting pet brands cannot rely solely on revenue growth. FriendHund's core mission is to **Build for the Bond**, designing pet toys and feeding supplies that deepen emotional interaction between pets and their owners, rather than launching generic commodity products. The brand established an independent Invention Research Center to screen product concepts strictly. Any new item that fails to deliver tangible emotional value to pets and pet parents will be eliminated directly. This user-centric R&D logic has become the foundation of FriendHund's long-term market competitiveness, distinguishing it from countless low-margin white-label manufacturers. You can learn more about the brand's original design philosophy on FriendHund's official website.

WHEN: Timing outweighs product quality; stop chasing fleeting short-term trends

In fast-changing cross-border e-commerce, even premium products may fail if launched at the wrong window. FriendHund sets three non-negotiable judging criteria before every new product rollout: verifying long-term rigid demand, confirming sustainable competitive edges, and checking whether advantages remain intact when goods arrive at overseas warehouses.

Gary shared a real, costly lesson from the brand's operation history: back in early 2023, the team developed fully certified premium pet grooming vacuums and shipped a full container to Amazon, yet the shipment was detained by the platform for six months. By the time the goods were retrieved, massive low-price competitors flooded the market, forcing the brand to clear inventory at a heavy loss. Even with its strong agile manufacturing capability — delivering 3D samples within 1 day and starting mass production within 10 days — FriendHund learned that fast production cannot offset wrong market timing. Today the brand relies on verified real user demands to predict market trends and avoid blind inventory risks for itself and partners alike.

WHERE: Select differentiated battlefields instead of competing homogeneously on a single channel

Amazon remains the largest global e-commerce marketplace, yet its competition has intensified sharply since 2021. The success rate of new listings has dropped by 30%, accompanied by shrinking profit margins, faster product elimination and stricter platform compliance rules. Sole dependence on Amazon brings tremendous hidden risks for pet sellers.

Different sales channels require customized products, content and operation strategies: Amazon prioritizes standardized keywords and compliant product listings; TikTok short video commerce demands eye-catching scene-based clips; independent DTC websites rely on complete brand storytelling and trust cultivation. FriendHund built specialized operation teams dedicated to individual platforms, capable of finishing tailored content production, listing optimization and full launch within 14 days for any overseas channel. Instead of joining cutthroat homogeneous competition, cross-border pet businesses should identify their own advantageous market segments to break through steadily.

WHO: Boost efficiency via team collaboration and full-scale AI empowerment

Many operators fall into the trap of handling every business link independently. Gary pointed out that professional talents should take charge of specialized work: product developers focus on R&D, while marketing teams take over social media ad management.

FriendHund embraced AI technology rapidly within one year, and artificial intelligence now undertakes

half of daily operational work: AI generates high-quality product images and optimized listing copy; intelligent ad agents run round-the-clock campaign monitoring and data analysis and deliver daily operation reports automatically; AI crawls global user reviews to output product iteration suggestions, lifting the brand's update efficiency threefold.

Beyond internal efficiency upgrades, FrienHund fully opens its mature AI operation tools, standardized workflows and cross-border best practices to global distributors and B2B partners. The brand supplies differentiated pet products while equipping partners with complete operational support to help them stay ahead in fierce market competition. Interested distributors and retailers can view detailed cooperation terms on our dedicated **B2B partnership portal**.

HOW: Build a profitable business system before scaling your team

The longevity of a cross-border pet enterprise hinges on a complete, profitable operation system. Most startups adopt reversed logic: recruiting a large team first, then exploring viable profit models, which easily leads to severe capital losses.

FrienHund sticks to its golden operational rule: calculate costs first, execute second, expand teams last.

- Conduct full financial accounting covering production, logistics, advertising and platform commission costs, rejecting unprofitable projects firmly;
- Verify profitability with a single product and single channel before expanding the business scope;
- Expand the team only to scale verified mature profitable models, rather than fixing flawed systems with more manpower.

As a brand founder, Gary stressed that operators must understand every core business link thoroughly, even without executing each task personally. After six years of trial and error, FrienHund has built a closed-loop system covering market research, original R&D, full compliance certification, flexible supply chain and multi-channel global distribution. The brand undertakes all complex supply chain and operational work based in China, enabling overseas partners to focus entirely on local market expansion and brand growth.

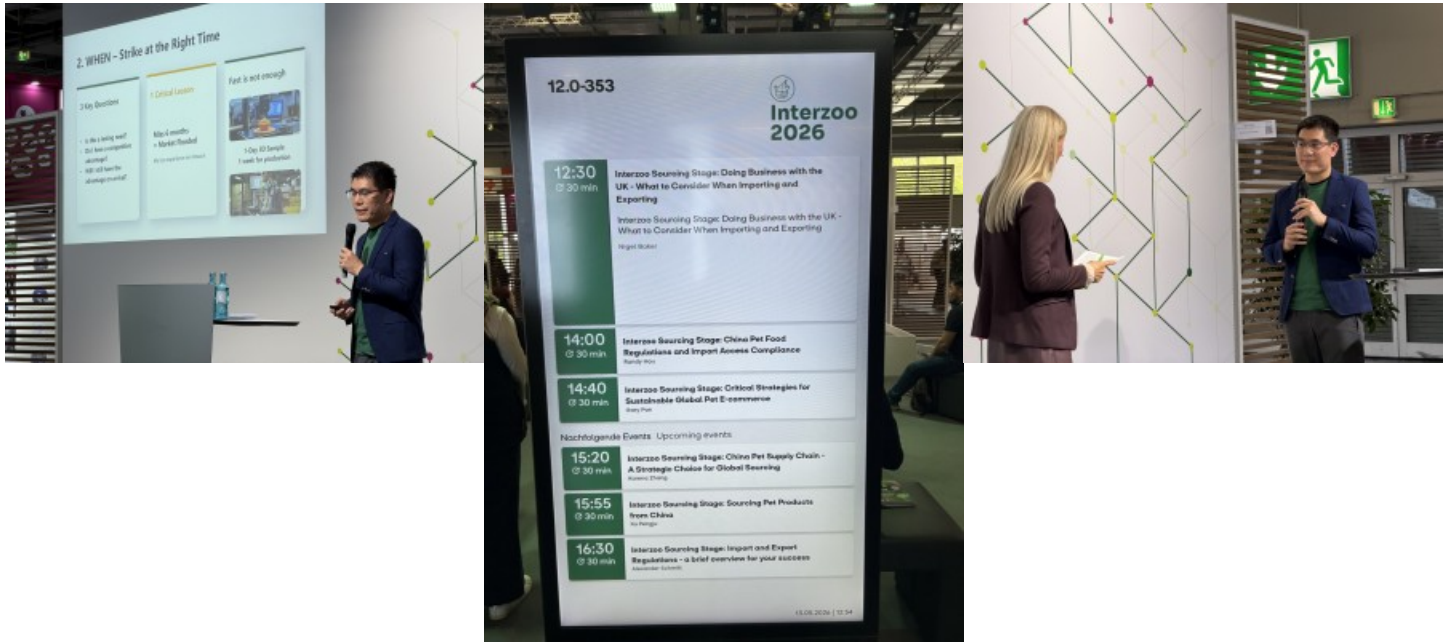
Gary's keynote speech brought tangible, real-operation insights to global pet industry attendees, breaking down actionable strategies suitable for both new cross-border entrants and established offline pet retailers planning online expansion.

The global pet consumption market retains enormous growth potential. FrienHund welcomes sincere communication and long-term cooperation with global pet brand founders, cross-border sellers, offline pet shop chains and overseas distributors.

About FrienHund

Founded with a focus on emotional pet product development and global cross-border e-commerce operation, FrienHund has accumulated \$30 million annual sales across 12 countries, with core strengths in original R&D, flexible small-batch manufacturing, full global compliance certification and AI-driven multi-channel operation support. The brand provides end-to-end supply chain solutions for worldwide B2B partners and helps overseas clients launch pet products efficiently with lower risks. Especially in the United States, they maintain ready stock of our newest product lines locally, enabling sellers to achieve agile door-to-door delivery within one week. Official Website:

<https://www.frienhund.com> B2B Partner Application Page: <https://frienhund.com/pages/become-our-partner>



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