



TAUKE

About TAUKE 关于头家

TAUKE HOLDING GROUP, founded in 2022.
头家控股集团有限公司创立于2022年。

"Tauke" comes from the Hokkien dialect, meaning "boss."

In Malay, Tauke carries the same meaning.

「头家」源自闽南方言，意为老板；
在马来语中，Tauke同样代表老板。

We chose this name to honor that heritage and to embody our mission:

Helping more people become their own boss.

我们以此为名，承载文化传承，更象征品牌使命——让更多人成为老板。



Hands-On Training

Structured courses,
fast growth

实战教育

系统课程，快速成长



Innovative Models

Ahead of the curve,
new business models

创新模式

紧跟时代，创新商业



Quality Resources

Full support,
integrated resources

优质资源

整合资源，全方位支持



Achieving Dreams

Helping you become your
own boss

成就梦想

助你实现，成为老板

TAUKE was founded on our founder's unwavering pursuit of excellence. We believe becoming a boss isn't reserved for the few — it's within reach for anyone willing to learn, act, and grow.

头家创立于创始人对“追求卓越”的坚持与信念。我们相信，成为老板不是少数人的机会，而是每一个愿意学习、勇于行动、坚持成长的人都能实现的目标。

We bring together cutting-edge business models, hands-on training, and quality resources to build a platform for personal growth and entrepreneurship — helping people from all backgrounds find their path and become a TAUKE of value, responsibility, and influence.

头家致力于整合前沿商业模式、实战教育与优质资源，打造助力个人成长、创业发展与实现梦想的平台，帮助不同背景的人找到属于自己的方向，最终成为一位拥有价值、责任与影响力的 TAUKE (老板)。

Everyone has
the chance to
become a boss.

Success starts with **TAUKE**

人人都有机会成为老板
成功，从 **头家** 开始

BRAND POSITIONING

品牌定位

EMPOWERING ENTREPRENEURS. BUILDING MORE BOSSES.

让直销人伟大起来，让更多人成为老板！



Direct selling is more than a career,
it's a **school for entrepreneurs**.
Here, learning transforms mindsets,
and growth builds futures.

直销不仅是事业，更是培养企业家的学校。
在这里，学习改变思维，成长成就未来。



We help everyday people start
from learning, growth, and
entrepreneurship, to become
a **respected Boss (TAUKE)**.

Regardless of background, anyone
willing to learn and act has the opportunity.

我们希望帮助普通人，从学习、成长、
创业开始，成为值得尊敬的老板。
不论背景，愿意学习行动，人人都有机会。



We don't just sell products —
we **develop people**.
We don't just create income —
we **create value**.
We don't just succeed alone —
we **help others succeed**.

我们不仅销售产品，更培养人才；
不仅创造收入，更创造价值；
不仅成就自己，更成就更多人。



OUR VISION:

**BUILDING MORE BOSSES.
IMPACTING MORE LIVES.**

我们的愿景：

成就更多老板，影响更多人生！



**BUILDING
ENTREPRENEURS**
培养企业家

A learning platform
学习型平台



**CREATING
VALUE**
创造价值

Quality products
优质产品服务
Health & happiness
健康与幸福



**ACHIEVING
DREAMS**
成就梦想

Financial & time freedom
财务与时间自由



**GLOBAL
IMPACT**
全球影响

Shaping direct selling
worldwide
影响全球直销

**Success starts with learning.
Greatness starts with helping others.**

成功，从学习开始；伟大，从帮助更多人开始！



OUR DIRECTION

Mission • Vision • Core Values

我们的方向

企业使命 • 愿景 • 价值观

Building more bosses. Making direct sellers great.
让更多人成为老板，让直销人伟大起来。

"20 years in direct selling taught me to shine, and to show the world the strength of the East."

— He Tao

"我与直销20年，活成一道光，让世界看见东方的力量。"

— 何涛



让直销人伟大起来，
让更多人成为老板！



MISSION 企业使命

We help people learn, grow, and access entrepreneurial opportunities, achieving financial freedom, personal fulfillment, and success as entrepreneurs.

帮助更多人学习成长，拥有创业机会，
实现财务自由与人生价值，成就更多企业家老板。



VISION 企业愿景

To become Asia's most influential one-stop entrepreneurship platform, nurturing more responsible, influential entrepreneurs who embody the spirit of TAUKE, building a better future together.

成为亚洲最具影响力的一站式创业赋能平台，培养更多有责任感、影响力与企业家精神的 TAUKE（头家老板），共创美好未来。



CORE VALUES 核心价值观



Integrity
诚信

Lead with trust
以诚信待人
以信立业



Innovation
创新

Embrace change,
drive breakthroughs
拥抱变化
勇于突破



Responsibility
责任

Accountable to
self and others
对自己负责
对公众担当



Collaboration
合作

Achieve more
together
团结一心
共创未来



Growth
成长

Keep learning,
keep improving
坚持学习
超越自己



Shared Success
共赢

Growth that
multiplies together
彼此成就
携手共进

头家 TAUKE

— 让更多人成为老板 —

Helping More People Become Bosses

让更多人拥有老板思维，
成为堂堂正正的头家老板！

Cultivating an entrepreneurial mindset in more people,
becoming a true TAUKE boss.

成功，从**头家**开始！

Success starts with TAUKE.

FOUR SYSTEMS

Building the Entrepreneurship Ecosystem



四大创业赋能系统

— 打造创业生态，成就创业者 —

*Your business. Your team.
Your future as a boss.*

你的事业，你的团队，你的老板之路。

Four systems:
Education, Product,
Team, Business,
one platform for growth &
success.

头家以教育、产品、
团队、商业四大系统，
打造创业平台，
助力伙伴成长圆梦。



EDUCATION 教育赋能

- ✓ Business courses
商学院课程
- ✓ Hands-on training
实战培训
- ✓ Entrepreneurial thinking
创业思维
- ✓ AI learning
AI学习



PRODUCT 产品赋能

- ✓ Premium selection
优质精选
- ✓ Quality assured
品质保证
- ✓ Continuous innovation
持续创新
- ✓ Market-driven
贴合市场



TEAM 团队赋能

- ✓ Scalable systems
复制系统
- ✓ Talent development
人才培养
- ✓ Team culture
团队文化
- ✓ Mutual support
互助共赢



BUSINESS 商业赋能

- ✓ Proven systems
行之有效
- ✓ Brand support
品牌支持
- ✓ AI marketing
AI营销
- ✓ Global reach
全球市场



Success isn't
just wealth,
it's helping more
people become
their own boss.

成功，不只是财富；
更是帮助更多人
成为老板！

Elevating Direct Sellers. Cultivating Business Leaders.

成就直销人，成就更多领袖



Learning
学习成长



Teamwork
团队共赢



Value
创造价值



Leadership
成就老板



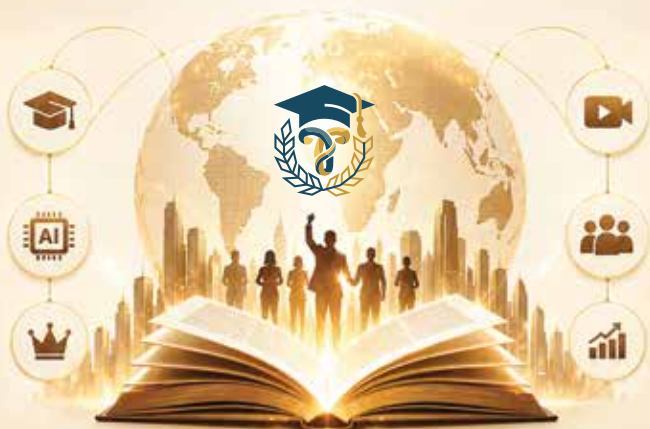
Global Reach
迈向国际



头家商学院

TAUKE ACADEMY

学习改变未来，成长成就老板



TAUKE Academy is where entrepreneurs are made. Through structured learning and hands-on training, we build the mindset and leadership skills to succeed and to inspire others.

头家商学院，是培养企业家的成长平台。通过系统学习与实战训练，帮助伙伴建立创业思维与领导能力，成就自己，影响更多人。

SIX LEARNING SYSTEMS 六大学习体系



Business Training

Strategy, market growth, leadership

企业培训

企业经营、市场发展、领导管理



Practical Courses

Real market, real results

实战课程

以市场为课堂，学习即成果



Mentorship

1-on-1 guidance, faster growth

导师辅导

一对一陪伴，少走弯路



AI Technology

Smart tools, greater efficiency

AI科技

数字工具，提升效率



Livestream & New Media

Build reach, build influence

直播与新媒体

掌握流量，扩大影响力



Entrepreneur Training

Boss mindset, global vision

企业家训练

老板思维，国际视野

Learn today. Lead tomorrow.

We don't just build skills, we build bosses.

学习今天，领导明天

不止培养技能，更培养老板

ENTREPRENEURSHIP PLATFORM

START FROM ZERO

创业平台 · 从零开始创业

Entrepreneurship shouldn't be reserved for the few, it's a dream within reach for anyone willing to learn and take action.

创业，不应只是少数人的机会，而是每一个愿意学习、勇于行动的人，都能实现的梦想。

TAUKE offers a one-stop platform, combining proven business models, digital tools, brand resources, and market support, to make starting a business simpler and more sustainable.

头家打造一站式创业平台，整合商业模式、系统工具、品牌资源与市场支持，让创业更简单、更可持续。

We don't just offer an opportunity. We offer a system built for lasting success.

我们不仅提供创业机会，更提供可持续复制的创业系统。



Simpler to Start. Easier to Succeed.

创业更简单 · 成功可复制

*Your journey to becoming
your own boss starts here.*

迈向属于自己的老板之路！

AI EMPOWERMENT

AI is reshaping business

AI 科技赋能 · AI 改变未来商业

Technology is transforming the world, AI is transforming business.

TAUKE embraces the AI era, empowering every entrepreneur to work smarter, expand their reach, and build their own future in business.

科技正在改变世界，AI 正在改变商业。

头家拥抱 AI 时代，赋能每一位创业者，
提升效率、扩大影响力，开创属于自己的未来商业版图。

Smarter tools. Faster growth. Bigger success.

善用 AI，让创业更简单，让成功更快速！



AI Tools AI 智能工具

Work smarter, decide faster
提升效率，精准决策



Personal Branding 自动化系统

Less busywork, more results
节省时间，事业更轻松



Personal Branding 个人 IP 打造

Build a name people trust
建立品牌，成为影响者



Digital Marketing 数字营销

Reach more, sell more
建立品牌，成为影响者



Short-Video Marketing 短视频营销

Go viral, grow fast
掌握流量，建立信任



Livestream Selling 直播带货

Real-time connection,
real-time sales
即时互动，创造成交



THE FUTURE OF BUSINESS

AI + Technology + People = Limitless Possibility
Embrace the trend. Own the future.

未来商业新趋势

AI + 科技 + 人 = 无限可能
抓住趋势，赢得未来！

Your future in business starts now!

创造属于你的未来商业！