

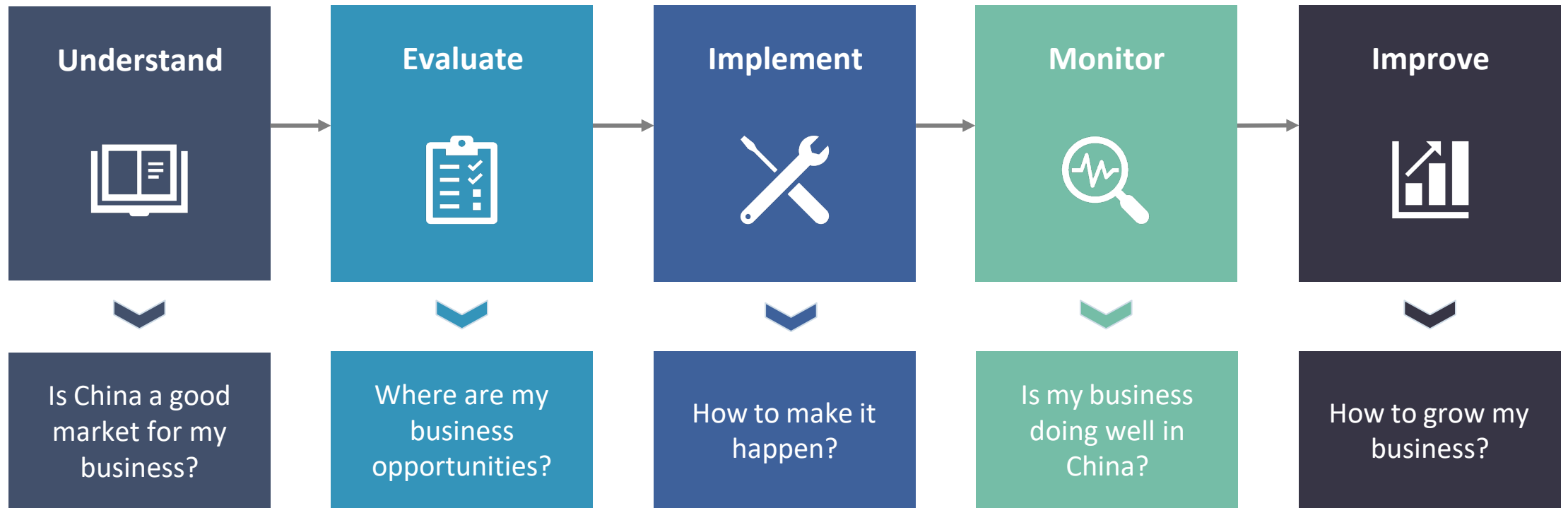


China Market – Holistic Solutions 2021



China Market Entry and Growth

 Five steps you need to consider:



Solutions to Help Your Business Succeed



Professional solutions to help you win business in China

Market Research



Environment Overview
Policy Analysis
Market Review
Consumer Analysis

Opportunity Recognition



Competitive Advantage
Consumer Targeting
Product Layout
Application Scenarios

Implementation Services



Business Set Up
Marketing & PR
Key Talent Acquisition

Performance Measurement



Operational Success
Measurement
Team Results Evaluation

Performance Improvement



Talent Development
Training
Outsourced Sales

Solutions to Help Your Business Succeed



Professional solutions to help you win business in China

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Market Research

An overview that fits your business

Market Research



Environment Overview

Understanding the macro environment related to your business to get a big picture of China and Chinese market

Policy Analysis

Predicting future development trends of the market by interpreting the policies related to your business in recent years.

Market Review

Understanding market size, industry trends, product changes, competitor strategies and marketing, etc.

Customer Analysis

Listening to customer voices and understanding the different characteristics among diverse consumer groups.

Market Research

An overview that fits your business



Environment Overview

Only useful if the
macro information is
relevant to your
business



Methodology

Environmental Scanning

Collecting relative authoritative data on Chinese websites to understand the macro environment accurately and quickly. According to customers' points of interest and questions, we will help clients understand the Chinese market based on a PESTEL model.

External Factors Analysis

Based on authoritative data, we will help clients to analyse and forecast the trends of the macro environment, to understand the correlation between different markets, or to establish an evaluation index, by using quantitative analysis.

Internal Factors Analysis

Qualitative analysis focuses on 'Why?'. We will explore the reasons behind changes of the macro environment, understand the advantages and disadvantages of these changes, or evaluate the potential of the Chinese market from an investment perspective.

Market Research

An overview that fits your business



Policy Analysis

Helps businesses to build strategic and marketing plans in a new country



Methodology

Backtracking

Before understanding policies, you need to know why they were initiated - sometimes to resolve issues, sometimes to avoid issues arising. To understand the reasons behind policies is as important as understanding the policies themselves, because background reasons will help us build up your business on a healthy and viable foundation.

Effectiveness Evaluation

What kinds of policy effect the industry? After policies are initiated, what has changed? How effective are they? Are any other areas influenced? What are the unintended effects of the policies? Before launching your business in China, you need to know and follow the rules there. Full understanding of the effects of policies will help you make sound business decisions and avoid unnecessary risk.

Market Research

An overview that fits your business



Market Review

Helps you identify the optimal position for your business in the market



Methodology

Market Trends

Understanding the market size and market trends from a macro perspective will help you to identify if the market is big enough and has enough potential for your business. Understanding market changes from a micro level will help you to judge market vitality and short-term impacts (e.g., COVID-19) .

Market Drivers

Market drivers generally include unit change, price change, new product and consumption structure. Together they decide changes to the whole market. To understand market drivers will help you to know the reasons behind market trends.

Competitiveness

To clarify competitor positioning and discover their strengths and weaknesses. By understanding these, we will find the optimal position for your business - leveraging your strengths against their weaknesses to win in the market.

Market Research

An overview that fits your business



Customer Analysis

The Customer is King.
Win the hearts of
customers before you
win their business



Methodology

Social Listening

Social listening helps you hear the voices of customers on social media. It gives you opportunities to understand positive or negative reviews, customer preferences, and interests. Intelligent use of social listening will not only allow you to grow your business, but also help you to improve your brand reputation.

Customer Segmentation

In any industry, consumer groups may be widely diverse. Identifying the differences in characteristics among consumer groups will allow you to use effective customised approaches to reach different groups of customers.

Consumer Profile

A consumer profile includes pain points, interests, buying patterns, and demographic characteristics of customers. Building a customer profile will help you run better marketing campaigns that, in turn, increase your profits. With accurate information, you can decide which strategies to implement, and which to avoid.

Opportunity Recognition

Identify the key points to make your business successful

Opportunity Recognition



Competitive Advantage

Not only to understand the external market, but also to fully understand your own products - so that you can identify the optimal position.

Consumer Targeting

Combing the feedback from a large number of general customers and a smaller number of representative customers - to find your target consumers.

Product Layout

Expand product layout by price segments and customer segmentation, to win more customers and maximise revenue.

Application Scenarios

Gain customers from existing scenarios and develop customers from subdivided, potential, and undiscovered scenarios.

Opportunity Recognition

Identify the key points to make your business successful

Methodology



Competitive Advantage

What is your superweapon to win business in a new country?



Full Internal Scan

Fully analyse the strengths and weaknesses of your products and services, such as quality, uniqueness, design, price etc.



External Overview

Find business opportunities from the macro economy and micro markets.



By understanding and combining internal and external information, we will help you identify the optimal position for your business in China. This not only mitigates the risks of entering a new environment, but also increases efficiency when setting up your business.

Opportunity Recognition

Identify the key points to make your business successful

Methodology



Consumer Targeting

Showcasing your products directly to consumers, to get the most authentic feedback



By researching general customer reviews of similar products and services, you will gain insight about customer preferences.



By interviews and conversations with representative users, we will explore the characteristics of target users' buying behaviours, concept preferences and improvement suggestions.



Through quantitative surveys, we will understand customer evaluations of your products. Surveys will include product concept, selling points, price, etc.

Opportunity Recognition

Identify the key points to make your business successful

Methodology



Product Layout

Expand product layout and target more customers to maximise revenue



Product Portfolio

By Price Segment

After understanding your products and target customers, you can break down product portfolios at multiple price segments and meet the needs of different people and scenarios. Never focus just on one price segment - try to lay out products in multiple price segments

By Customer Segmentation


By using consumer profiles, you can launch different product portfolios for corresponding customer segments. For each product, you can identify groups of people with completely different characteristics who are interested in it.

Opportunity Recognition

Identify the key points to make your business successful

Methodology

Products



Application Scenarios

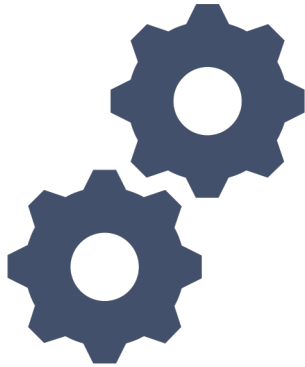
Gain customers from existing scenarios and develop more customers from new scenarios



Implementation Services

Help you turn your business ideas into reality

Implementation Services



Business Set Up

A 'one stop shop' service for businesses and foreign individuals, covering all requirements for successfully setting up a legal company entity (wholly owned or joint venture) in China.

Marketing and PR

Expand your brand and business operation in China with our expert services: Websites (.cn), SEM campaigns (e.g., Baidu, 360, Sogou, etc.), Social media (e.g., WeChat, Weibo) content management, Influencer and KOL campaigns, Video content and video platform ads (e.g., iQiyi, Tencent Video, Youku), E-commerce advisory (e.g., Taobao, Tmall, JD, Xiaohongshu, Kaola).

Key Talent Acquisition

Sourcing and selecting key talent from within China, or overseas. We specialise in the areas of sales, business development, education and training.

Implementation Services

Help you turn your business ideas into reality

Methodology



Business Set Up

Everything you need to set up a legal company entity in China



Implementation Services

Help you turn your business ideas into reality

Methodology



**Marketing
and PR**

Online / Offline mix
to execute your
strategy



- Official Websites
- Online Malls
- Online Hypermarkets
- Vertical Marketplaces
- Live Selling
- Mini Programs

- Event Promotions
- Exhibitions
- Product Showcases
- Channel Promotions
- Retail Outlets
- Concessions

Implementation Services

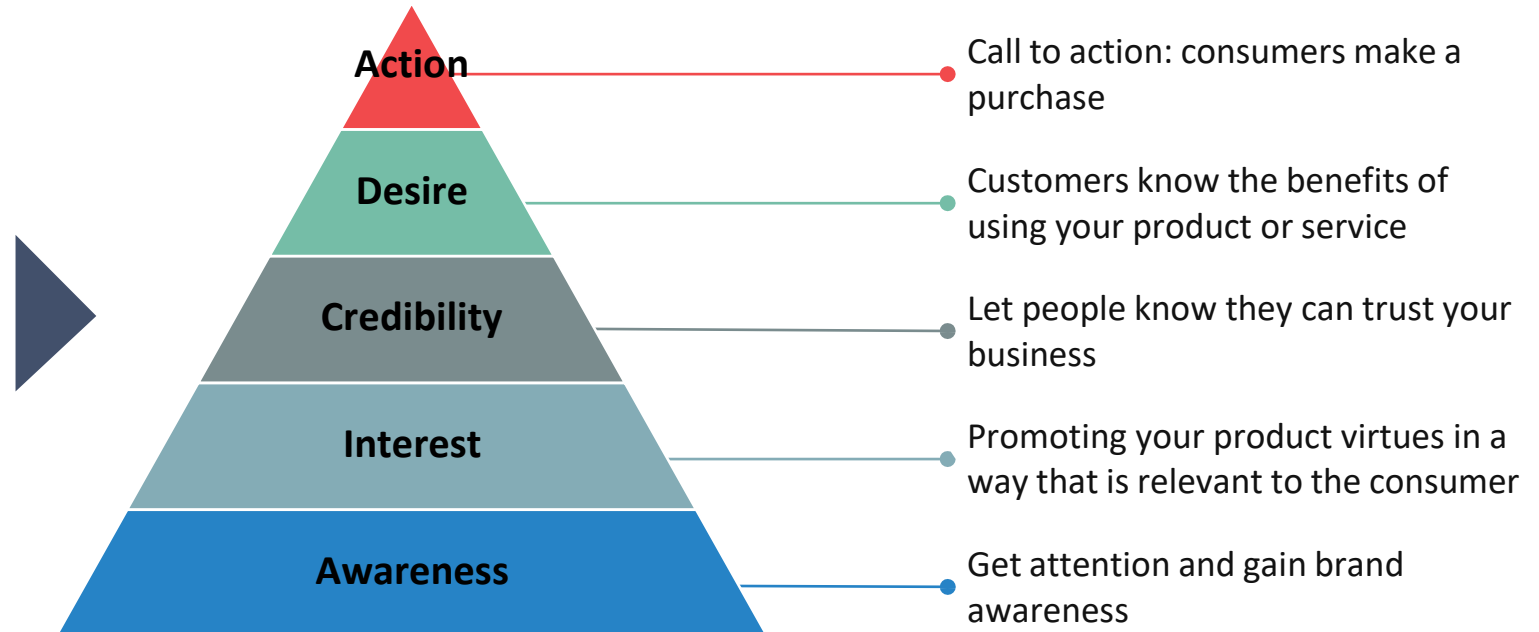
Help you turn your business ideas into reality

Methodology



**Marketing
and PR**

The ultimate goal -
call to action:
consumers make a
purchase



Implementation Services

Help you turn your business ideas into reality

Methodology



Key Talent Acquisition

Not just filling current positions, but preparing for the future



Talent Segmentation

Define talent segments based on candidate lifecycle stage and persona.

Planning and Strategy

Align with business strategy, workforce plans, labour markets, and global considerations.

Recruitment

Sourcing and selecting key foreign talent from within China, or overseas.



Talent Acquisition

Employment Branding

Help advance the market position of organisations, attract quality candidates.

Candidate Relationship

Build a positive candidate experience, managing candidate communities, and maintaining relationships with candidates.

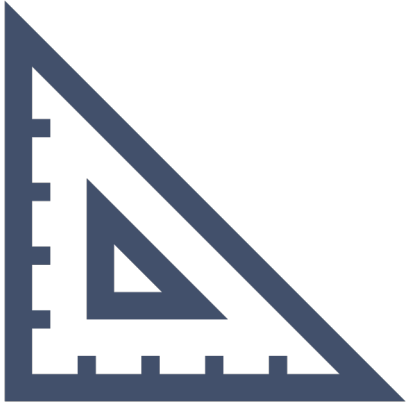
Talent Pool

Build database for of current and potential future job candidates.

Performance Measurement Services

How well is your business doing?

Performance Measurement



Operational Success Measurement

Verified effectiveness reports relating to an existing business operation in China e.g. by sales, by region, against targets, business plans and projections.

Team Results Evaluation

Verified effectiveness reports relating to an existing team working in China e.g. sales teams, customer service teams, marketing teams.

Implementation Services

Help you turn your business ideas into reality

Methodology



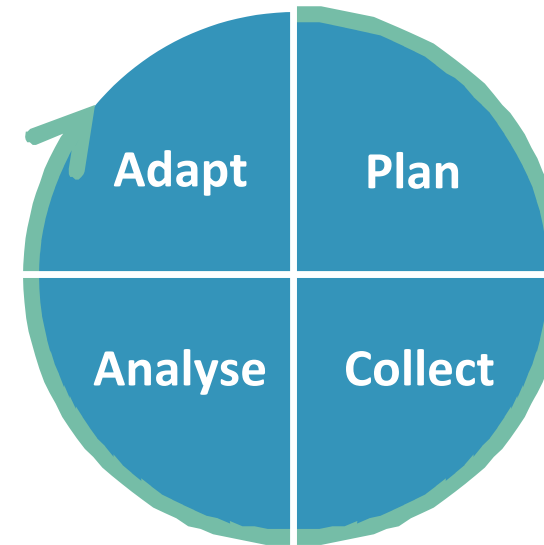
**Operational
Success
Measurement**

Learn how your
company is
performing



Analyse and validate information collected to identify performance levels, leading practices, enablers, and proven templates and other tools.

Report and develop action plan for change.



Establish the project scope, develop the data collection approach and requirements, and set the criteria for peer groups.

Collect and collate data for ongoing analysis.

Performance Measurement Services

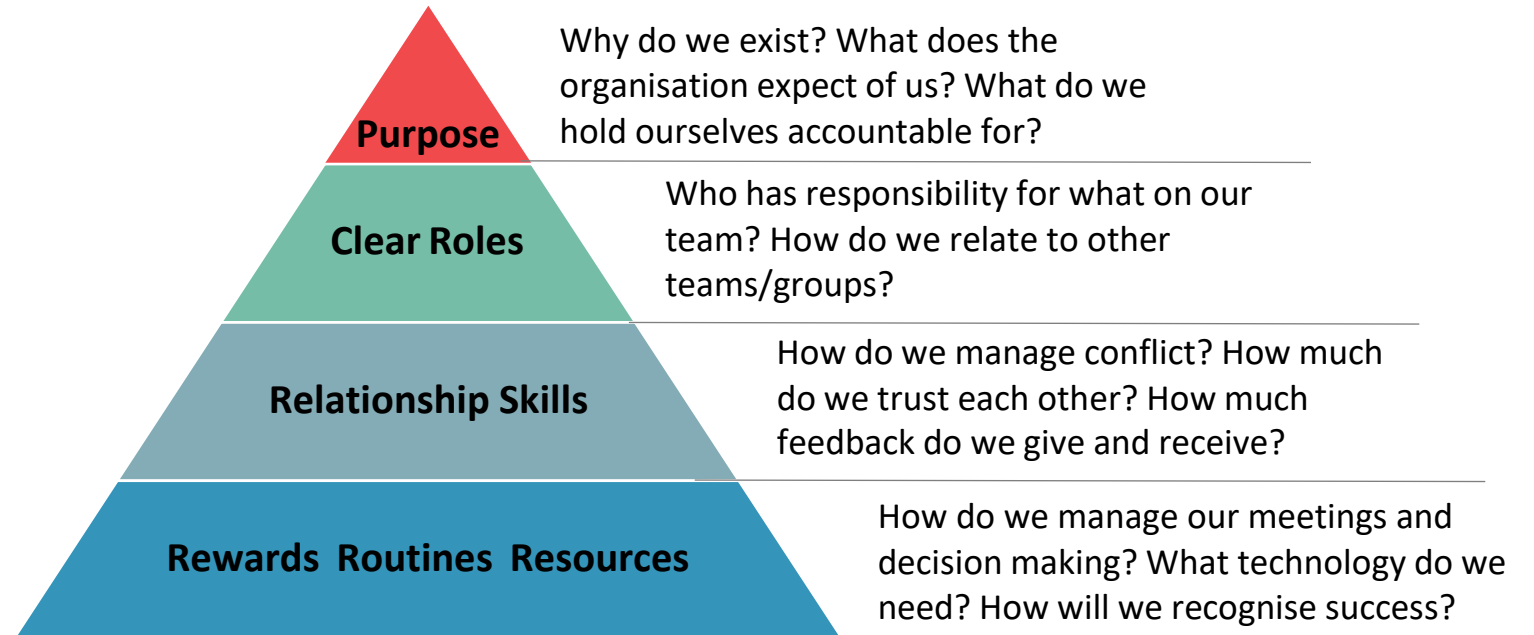
How well is your business doing?

Methodology



Team Results Evaluation

Learn how your people are performing



Performance Improvement Services

Getting better results

Performance Improvement



Talent Development Training

Fully customised market tested training, by experienced international experts, for local companies and foreign subsidiaries - to maximise opportunities, techniques and returns. Leveraging our decades of international expertise in B2B training, cross-cultural skills, sales, and business development.

Outsourced Sales

Providing experienced in-house, or remote, sales teams and management (Chinese or English speaking) for bespoke, time limited projects, domestic or overseas sales. With our decades of international sales experience, we offer an efficient, cost effective, results driven alternative to having to hire full-time staff – ideal for small / medium enterprises and for niche campaigns.

Performance Improvement Services

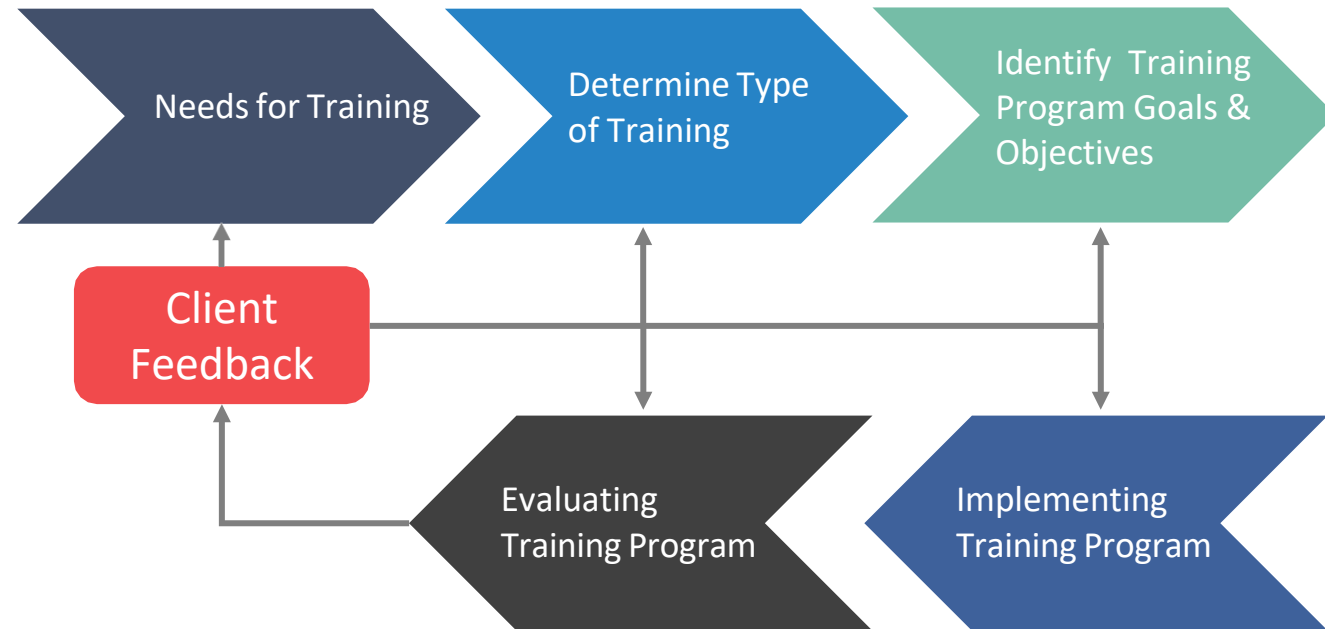
Getting better results

Methodology



Talent Development Training

Expert customised training to develop your team's skills and increase performance



Performance Improvement Services

Getting better results

Methodology



Outsourced Sales

A dedicated experienced sales team for bespoke, time limited campaigns

