

## China Market Development

- China remains the fastest growing large market in the world – 5X the size of India
- Generating more new GDP in absolute value than combined total of the U.S., Japan, and Germany
- 400M+ people in families with purchase power equivalent annual income of \$50K or more ... larger than the entire U.S. population
- Approximately 1 billion more with potential to reach middle class status

China Centric's 3-Phase Strategic Market Development Process guides clients to a fact-based China market development program customized to each client's business needs and strategic priorities. Each phase can be structured as a stand-alone project or combined into a comprehensive end-to-end market development program.

### Strategic Market Development Process

#### Phase #1: Market Research

Develop a detailed and comprehensive profile of China market drivers, buyer behavior, channel options and competitors. (See back for process and action flow.)



Go/No-go Milestone

#### Phase #2: China Market Strategy and Execution Plan

Conduct a strategy option analysis and develop an implementation plan along one of four general strategies, based on Phase #1 market intelligence.

Direct Market  
Penetration or  
Operation

Indirect Channel  
Or Distribution

Technology  
Licensing  
Partnership

Acquisition



Go/No-go Milestone

#### Phase #3: China Market Penetration Plan Execution

Provide execution support of the plan developed in Phase #2.

##### China Centric Implementation Services

Representative  
Office

Sales Channel  
Development

Hosted Rep office  
or Trading Co.

Trading Co.  
Subsidiary Start-up

Sales Force  
Recruiting

Bonded Logistics

WFOE Start-up

Licensing and  
Partnering

SHANGHAI

ZHUHAI

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# Market Research

## Task #1: Define Research Objectives

Identify collaboratively with client management the target markets and required competitive intelligence inputs to the client's strategic decision. The deliverable is a detailed project specification. Sample topics of investigation include:

Market size, growth history and expected future trends

Channels to market and regional market differences in China

China customer preferences and buying behaviors

China regulations for target products or services

Competitors – domestic, foreign, current, emerging

Key third party market influences

Product and service features that may need to be refined

Local content and presence in target market success

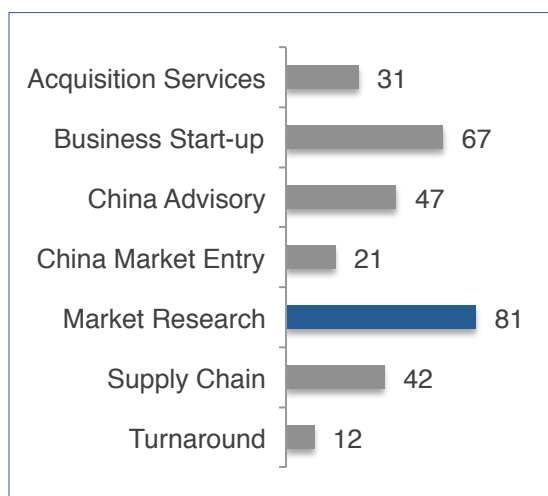
## Task #2: Field Data Collection

Collect field data using a combination of internal China Centric resources, external China market research specialists, industry data sources, original interviews and network subject matter experts depending on the needs of the individual project.

## Task #3: Analysis and Reporting

Deliver operating insights, analysis and preliminary recommendations based on field data collected; present an overview of the pros and cons of alternative execution strategies.

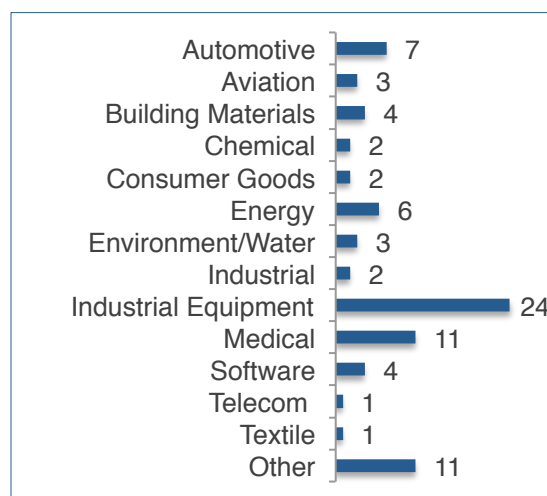
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