

China project - Business Travel

Customer:

A middle-class commercial enterprise.

Initial situation:

The German company was interested in a market entry in China, wanted to examine possible business partners and products by themselves in China as well as to search for business contacts in China. Because the company has never done Business in China, it was indeed a problem for them.

Order:

The customer was looking for support at the booking of the business trip, the choice of the important companies and meeting places as well as the organisation of the journey. In addition, he wanted to go back to professional support by consultants and interpreters during the journey any time.

Procedure:

Phase 1:

- In a personal conversation, the aims of the customer were discussed at the business trip.
- After that several suggestions were carried out for the Business trip.

Phase 2:

- We used our great contact network in China to find respective factories or dealers as well as managers.
- The most suitable contacts were introduced to the customer and the most important destinations selected together.

Phase 3:

- After that, the booking of the journey through us was carried out and the customer received all necessary documents by mail.

Phase 4:

- Our German-speaking Chinese consultant waited for the customer at the airport in China to accompany him to the hotel and arrange the further journey.
- Various visits were carried out in which our consultant functioned both as an adviser and as interpreter in production centres and business meetings.

Phase 5:

- Our advocates drew a contract after the customer made his decision for a business partner.
- While the customer was flying back to Germany, our consultant supervised the further course.

Results:

- The customer was thoroughly satisfied since he was informed about China before.
- The customer was able to make his experience on his own, however had always the change to get advise by our consultant.
- This procedure combines the own experience of the customer with the support by an adviser perfectly – He is never left alone!
- The support during the negotiations made the work of the customer much easier.
- The choice of destinations reduced the costs and the time expenditure considerably for the customer.
- By the booking carried out by us, the customer also got special conditions for the flight and hotel prices in China.
- Following control also ensured the safety of the project after the customer flight back home.
- The customer could make usage of our Business contacts in China at any time.
- As a consequence the customer was able to obtain considerably faster and more economically and with less risk a summary of the Chinese market. Therefore, he was a couple of steps ahead of his competitors.