

## **China project - Management Consulting**

### **Customer:**

A middle-class car subsupplier.

### **Sales form:**

Brand-oriented car subsupplier.

### **Initial situation:**

- Automobile manufacturer would like to expand to China and expects from supplier service on-site in China.
- The car supplier had never made deals in Asia before and was therefore searching for a suitable market-entry strategy.

### **Order:**

A suitable strategy for market entry and a fitting location for a newly formed company had to be found. The project should not excessively burden the company financially.

### **Project course:**

Phase 1:

- Project development and planning
- Formation of a consulting team and assignment of a project manager
- Preliminary meeting and discussion with the customer
- Analysis of the initial situation

Phase 2:

- Execution of market analysis in China
- Evaluation of the market analysis
- Discussion of the market analysis with the customer
- Adaptation to the plans of the customer

Phase 3:

- Execution of location analysis
- Evaluation of the location analysis
- Discussion of the location analysis with the customer
- Adaptation to the plans of the customer

Phase 4:

- Analysis of the previous plans for strategy in China
- Comparison of the results with the market and location analyses
- Development of a new strategy

Phase 5:

- Presentation of the strategy to the customer
- Including the individual wishes of the customer

Phase 6:

- Implementation of the strategy in China after company formation  
(For details on company formations see the company formation project)

### **Results:**

#### **General:**

The customer was able to get an individual market entry strategy which fits their Location analysis.

By the choice of the correct location, the car supplier was able to considerably increase its expected profit.

#### **Strategy:**

The feared problems in the adaptation to the Chinese market failed to appear; after implementation of the strategy the company was able to complete its 1st financial year with good results after few months.