

China project - Marketing Consulting China

Customer:

A German electronics company

Initial situation:

The company was interested in finding a better marketing strategy for its existing Chinese company.

Order:

Development of a suitable marketing strategy

Procedure:

Phase 1:

- Preliminary meeting with the customer
- Draft of a project plan
- Team building with our marketing consultants in China

Phase 2:

- Execution of a market analysis
- Statistical evaluation of the market analysis with SPSS
- Presentation of the results

Phase 3:

- Project meeting with the customer with regard to their marketing objectives
- Providing recommendations
- Draft of a marketing strategy and examination in connection with the results of the market research

Phase 4:

- Presentation of the results to the customer
- Implementation of the marketing strategy
- Following up and success report

Results:

The customer was able to increase their sales by implementing the new marketing strategy in China. To this day, competitors have not been able to reduce this competitive advantage due to the USP developed by China Expert Consulting.