

China project – Purchasing in China

Customer:

A German trading company

Initial situation:

The German trading company wanted to buy goods with low risk as possible for reasonable prices but was very worried to get the wrong dealer as partner and to buy overexpensive products.

Order:

The customer was looking for support by Consulting at the purchase of computer products in China.

Procedure:

Phase 1:

- In the context of a preliminary meeting the needs and wishes of the customer were discussed.

Phase 2:

- We started to search a suitable business partner in China by using our network.
- All possible business partners were checked by our employees in China with regard to seriousness, quality and price.

Phase 3:

- On request of the customer, we carried out the contract negotiations as well as the translation of the documents.
- After that our German and Chinese advocates developed a fitting sales contract which held up the rights of the German customer.

Phase 4:

- We provide Consulting for proper shipment of the product to Germany by using an external logistics service provider.

Results:

- The customer was thoroughly satisfied since his individual needs were taken into account.
- The analysis of the business partner reduced the risk considerably for the customer.
- By the negotiations in China the commercial enterprise could save itself expensive flight costs and hotel costs as well as time.
- The usage of safe contracts made the customers needs 100 % legal enforceable.
- The customer could purchase high-quality goods at a considerably more reasonable price than the competitors and increase his position in the market and his profit through this in Germany.