

We can only help a person find
the information within himself



One-Stop Solution for new business in Europe

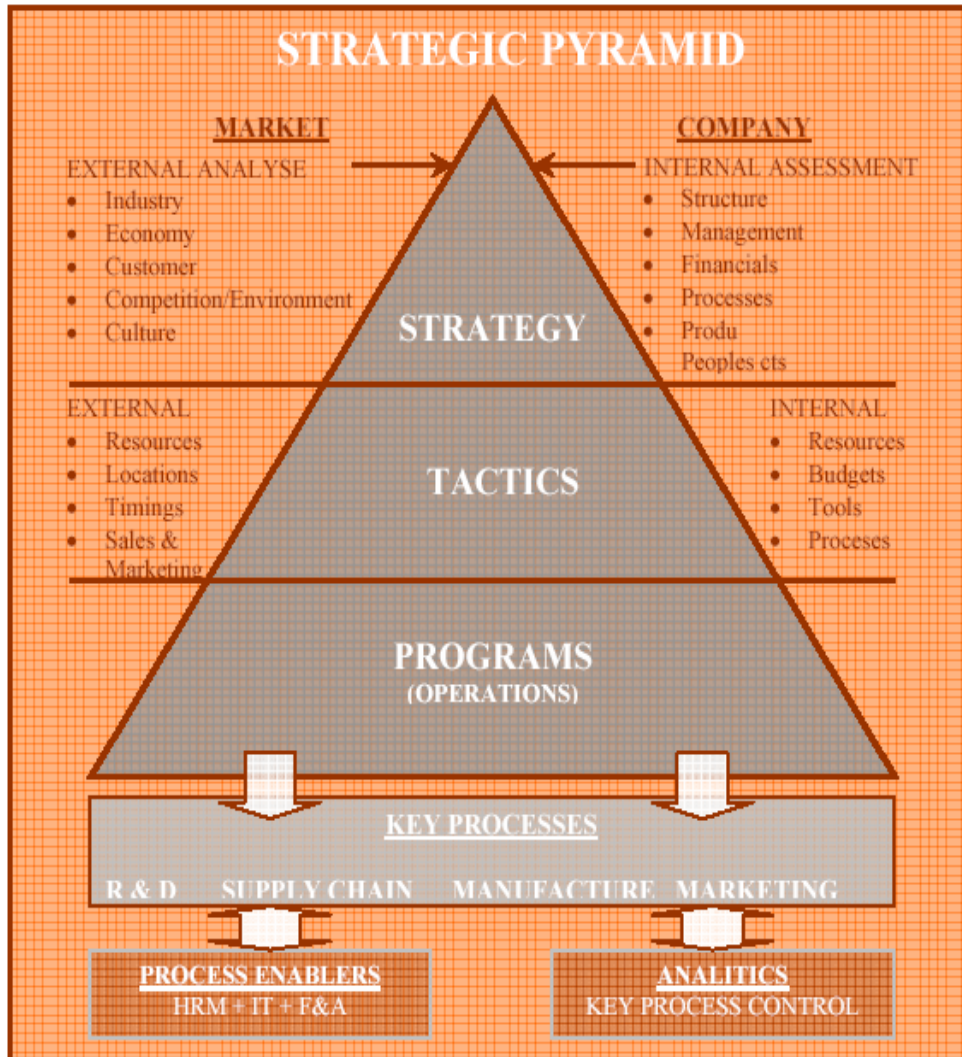
Europe-Asia Trading Consultant Agency Ltd.
EATCA

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Our strategic pyramid



- Together with the client we define a new strategy taken into account the current strategy, the external market and an internal company assessment (SWOT analysis)
- Based on this new strategy, tactics are defined how to execute the strategy
- With the Programs detailed actions (operations) are defined for the key-processes
- The key processes used for a business extension in Europe for an electronic/electric equipment manufacturer are mainly
 - Marketing
 - Sales
 - Supply chain & environmental

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Strategic planning

- Evaluate & Analyse current business situation
 - position the business and define the core competence by:
 - external analysis
 - internal assessments
- Goal definition from client's proposals & assessments & analyzes
 - Define the goals
 - Analyze & maximize the strengths (S) & opportunities (O)
 - Actions to Improve the weaknesses (W)
 - Risks management of the threats (T)
 - Gap analyses and define how to bridge the gaps
 - Internal and external resources needed.
- Design the execution and implementation plan
 - tactics & operations for a successful implementation plan
 - based on facts (evaluated, analyzed, assessed, and audited).

The strategic planning gives the business the right direction in the market, settle down “the big picture” for the business, clarify the needed inputs and expected outcomes, lead the client business into a more effective and efficient way of working.

Tactics & Program steps

- Define Company location, business form and legal entity for Europe
- Market your product
- Sell you product
- Manage your Supply Chain
- Support for environmental regulations
- Other operational programs

Best suitable country & location

- Type of business form & Legal entity
 - Branch , Subsidiary, Cooperation
- Logistic considerations
 - Easy harbour location & connections
 - Good road connections
 - Warehouse facilities & location
 - Import / export regulations
- Favourable Tax and low social-cost
- Environmental regulations
- Market situation
 - Saturation; Penetration facilitation; Competition
- Language barriers.
 - English spoken only in the UK (UK is far away from the new EU)
 - Other countries speak other languages.
- Cultural & Political situation.
 - Proven stable & democratic political situation
 - Growing economy
- HRM situation & workforce issues
 - High level skills available, stable atmosphere, Level of unemployment, union forces situation
 - Recruitment possibilities
- Financial security
 - Stable Bank establishments, secure funds transfers,
- Available Sales & Distribution channels

Market your product 1/2

- **Marketing process**
 - Analysing marketing opportunities
 - Selecting target markets
 - Developing the marketing mix
 - Managing the marketing effort
- **Marketing research**
 - Testing marketing research
 - Qualitative marketing research
 - Quantitative marketing research
- **Marketing strategy design**
 - Cost leadership
through economics of scale, achieve the lowest possible cost in the industry, cost thus be the advantage of the company
 - Product differentiation
make innovative product, different from the ones on the market, more attractive to the target market
 - Market segmentation
according to specific needs from different market segmentations, we assist company in designing the specific marketing mix for the target segment
- **Corporate identity**
 - Corporate design
 - Corporate communication
 - Corporate behaviour
- **Branding**
 - Target define
 - Branding policy
 - Brand development
 - Brand design
- **Public relations (PR)**
 - Evaluate business perception by public
 - Promote business policy transform into PR activities
 - Deliver positive corporate image to the public
 - Develop good-well through two-way communication

Market your product 2/2

- Product
 - Define the market requirements on the product by marketing research
 - Product life cycle strategy
 - New-product strategy
 - 4 stages strategy
 - Product portfolio management
 - Maximize the portfolio profitability
 - Provide balance
 - Support the corporate strategy
 - Product differentiation
 - Innovative product
 - Changing in packaging, changing in advertising theme

- Price
 - Internal factors and external factors affecting price decisions
 - Pricing strategy
 - cost-plus pricing – add a standard mark-up to the cost of the product
 - Value-based pricing – setting price on customer's perceptions of product values
 - Competition-based pricing – adjust prices according to the competitors' in the market place

- Promotion
 - Process to promoting
 - Setting the total promotion budget
 - Promotion mix
 - Integrating the promotion mix

- Place
 - Channel alternatives
 - Channel management
 - Logistic management

Sell your product

- Choosing sales mode
 - Direct sales
 - Face-to-face selling
 - Indirect sales
 - Telemarketing
 - Mail-order
 - Industrial/Professional sales
 - B2B
 - E-sales
 - Business to Business (B2B)
 - Business to Customer (B2C)
 - Electronic data interchange (EDI)
- Sales promotion design
 - Customer sales promotion
 - Coupons
 - Discounts
 - Contests
 - Point of purchase
 - Rebates
 - Gifts/incentives
 - Trade sales promotion
 - Trade allowance – short term incentive for trader to stock up product
 - Dealer loader – incentive for dealers to purchase and display
 - Trade contest – a contest reward most selling trader
 - Training programs – training in selling the company product
 - Push money – extra money incentive
 - Specialized sales promotion design according to company's requirements
- Sales techniques coaching
 - Corporate level strategic sales planning, associate with corporate expanding plan and marketing plan
 - Employee level salesperson selling techniques training, company internal and external sales force, agents

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Manage your Supply Chain

- Based on the defined clients sales location in Europe, propose the most efficient logistic set-up to receive and distribute the goods into Europe
 - Speedy imports
 - Efficient handling and stockings
 - Bonded warehouse set-up (if needed)
 - Fast supply of goods
 - Warehouse organization and control
- Procurement set-up assistance
 - Assist in strategic purchasing of goods or services at the best possible total cost of ownership
 - Assure the procurement in the right quantity and quality at the right time in the right place
 - Order & forecasting and delivery accuracy follow up
 - On time sales delivery organization Inventory management, economic order quantity (EOQ)
- Advice on Supporting IT-systems.
 - Enterprise Resources Planning (ERP)
 - Material (or equipment) Requirement Planning. (MRP)
 - Supply & Delivery evaluation systems
 - Price & Cost performance (PCP), Total Cost of Ownership. (TCO)
- Import / Export
 - Advice on Regulations, Duties; Taxes, Carriers & Shipping methods.

Support & Advise for Environmental regulations



- WEEE Product and Company Compliance Audit
 - provision of information on major WEEE regulations/requirements
 - assessment of product compliance levels
 - company information retrieval (including product technical specifications, product importation scheme, etc)
 - analysis and cross-checking of information
- Pan European WEEE Compliance Process support
 - For producer registration
 - For procurement of financial guarantees (for B2C producers)
 - For selection of WEEE recycling partners including selection of partners logistics, treatment, recycling and recovery as well as handling of all paperwork

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Administrative support

- HRM
 - Organizing & planning with HRM companies to recruit peoples
- Legal & official documents
 - Organizing & planning of legal support (Government , incorporation etc.
 - General negotiation
 - Preparing & planning
 - Selecting, refining, and crafting an agreement
 - Reviewing & recapping
- IT
 - Advice and planning of ICT infrastructure buildup and maintenance
 - ERP, MRP, SRS, etc... specialized system support
 - Data management
- Financial management
 - Budgeting
 - Value Projection
 - Project valuation
 - Bank accounting
- Other administrative support in European languages translation, documentation, typewriting, etc...

Training programs on Europe

EATCA can provide also tailor made training programs to give the client insight in his first steps into Europe

- Social, culture and economic Europe
- Doing business in Europe: Do's & Don'ts
- Setup a business in Europe
- Taxes and Duties
- New business search, investment, and development
- Branding, marketing in Europe
- HRM in Europe
- Export to Europe
- Business negotiation, contracting, and legal aspects
- Integrated supply chain management (ISCM)
- Europe WEEE & RoHS directives

Executive summary

- EATCA offers a one-stop solution with support and advise to set-up a new business in Europe for HK& Chinese companies
- Defining a strategy and tactics with practical implementation programs are the first steps to guarantee the successful implementation of a new business in Europe
- We advise and help to define and implement the best suitable country (location) and legal entity with appropriate Marketing and Sales tactics will make the product introduction a success
- An efficient organized Supply Chain Management together with the support to comply to the environmental regulations (WEEE) will secure the legal requirements against the lowest possible cost and shortest time to market
- When more details and answers from the client are clear, we define a tailor made implementation plan
- The needed resources are defined in line with project requirements and timeframes

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Thanks!

Europe-Asia Trading Consultant Agency Ltd.

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