



Room 601-2, Chuk on building, 23rd Mercer Street, Sheung Wan, Hong Kong - China
 TEL +85281927784 FAX +85230177783
Tiago@capitaleast.biz Ricardo@capitaleast.biz
www.capitaleast.biz

(FULLFILL AND SEND US TO THE EMAIL ACCOUNTS ABOVE)

Company Info:

1. client

1.1 Company name 1.2 Address: 1.3 Telephone: 1.4 Email: 1.5 Country:	
1.2.1. Production: factories, production outsourcing, ... 1.2.2 Commercial: head office; commercial branches; franchising; distribution; own selling points; ... 1.3 Main Group business areas ? (Business; partners; companies from Group;...)	

2. dimension:

2.1 Sales (last 3 years) (Total sales; Sales per business area; Sales per country)	

2.2 Number of employees?	
2.3 Countries where you sell? (with production and with distribution)	

Cliente Activity

1. Production

1.1 Production capacity	
1.2 Adaptation capacity of your products to different markets? (Innovation and technological capacity; packaging; prices; product composition; ...)	

2. Products

2.1 Products and brands per business area?	
2.2 In which markets are you already selling each of this products?	
2.3 Sells per product in external markets? And in the main market?	
2.4 Which are the normal commercial margins per products; 2.5 Whit which products are your company interested in entering in China?	

Clients:

1.1 Main clients per products and brands (Per country; per products; differentiation per product; ...)	
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Prices:

1.1 Pricing (strategies; methods and average margins?)	
1.2 According to your price policy which is your quantities and selling objectives in China?	
1.3 discounts policy per products?	

Channels:

1.1 Distribution strategy per products? Per country?	
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Comunicacion:

1.1 Communication strategy with clients?	
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Purchasing process:

1.1 Main clients? (by area; by segment; by sells volume ; by frequency?)	
1.2 reasons why they buy?	
1.3 purchasing deciders?	

Reasons to Internationalization:

1.1 Reasons? (why you think your company and products will succeed in China)	
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Operational data:

1.1 WEB CATALOGUES; FLYERS; ETC... (add some photos if possible)	
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