



中咨聯智

C3 Consulting Services Process Map

At C3, we work with both western in bound to China clients and Chinese companies out bound from China. We help our clients at every phase along the In Bound or Out Bound China marketing lifecycle from creating a market-entry strategy to refining product and service mixes to developing a sales and marketing strategies and responding to local market feedback.

We provide our clients with the most in-depth market information and understanding possible.

Our consulting takes into account the following aspects:

Who We Research We research any audience that makes a difference to your market entry or expansion strategy. For many of our clients, the key audience is both the corporate decision maker and government policy experts, especially in China

We have been refining our expertise in both Chinese business and governmental research since 2001 studying China markets across the entire Chinese economy such as telecommunications, semiconductors, IT services, software, consumer electronics, networking, education, textiles, retailing, energy, finance and many more. Our typical research participants include key decision makers in business, both at the CXO and director levels, governmental policy experts, and your targeted user and consumers in all regions of China. With our overseas C3 local partners, we are able to the deliver similar type resources to provide the necessary information for the Globalizing Chinese companies.

Research Methods When designing a project, our consultants work with our clients to determine the right methods to their particular needs, employing a wide range of quantitative and qualitative China data-gathering approaches. And then we deliver a meaningful and accessible report of findings.

Qualitative Method. We use a variety of qualitative methods, including on-the-spot investigations, focus groups, literature reviews, and reality checks to conduct our analysis.

Quantitative Method. We use such methods including random sampling, econometric measurements, and forecast modeling to derive information.

Comprehensive Analysis. With qualitative and quantitative research as the foundation, we systematically apply appropriate economic, industry, market, promotions and information models for analysis.

Consulting Delivery - Consistent Engagement Method We use a consistent engagement method to help ensure high standards of quality.

Comprehensive Process Map - We keep our processes simple and flexible, but our analysis comprehensive.

Our C3 comprehensive process map is as follows:

Identification

1. Identify Topic

2. Define Scope
3. Define Engagement Objectives
4. Plan Engagement

Preparation

1. Design Plan
2. Define Data Samples
3. Identify Data Sources
4. Identify Metrics and Measurement
5. Identify Metrics and Measurement

Investigation

1. Document
2. Execute In-depth Interviews, Focus Groups as appropriate
3. Execute other Data Collection techniques as appropriate

Analysis

1. Classification
2. Perform Qualitative Analysis
3. Perform Quantitative Analysis
4. Perform Comprehensive Analysis

Conclusion

1. Document Research
2. Quality Review
3. Client Review
4. Client Feedback

By provide our western clients with the most in-depth China understanding possible; C3 seeks to enhance its clients' successes and efficiencies in China. C3 does so by providing practical solutions in a manner consistent with its philosophy of providing the Best of East and West Solutions that can be implemented by multi-cultural teams working in the most dynamic market place – China! By doing the same for our globalizing Chinese companies, providing in-depth understanding of their new host countries in which they are to do business, we are able to achieve similar results!