

China Market Outsourcing Service for a HK Company

The Situation

Our customer is a famous European company providing capital consultant services assisting small and medium sized enterprises grow and prosper in competitive market environment. The company also specializes in assisting Asia Pacific companies becoming publicly traded in the United States major stock exchange markets. The company has a Hong Kong subsidiary at the cutting edge of network resources and services for logistics companies and freight forwarders worldwide.

Having operational experience of international market, the company and its subsidiary set their sight on China which is a huge and attractive market for them. For the purpose of expanding market share, they entrusted Devott Service to help them populate their name awareness, recruit members and provide any other related services necessary.

The Solution

- Create a database of all the logistics related companies in China
- Add, maintain and develop the company's Marketing Database
- Do mail and telephone marketing to target clients
- Visit the target clients and ask for joining
- Update and maintain the content and outlook of the company's website
- Promote the company's website by telesales, SEO, link exchange and BBS etc.
- Translate the company's website from English to Chinese for the target market
- Enrich the content of the company's website
- Collect the member fee in China
- Hold periodic members conferences and seminars
- Create cooperative and official relationship with Chinese government

The Result

- Hundreds of new members, clients and partners in China
- Approved status and sound reputation in the market
- Comprehensive database of business information
- Chinese entity website oriented to the specific market
- Establishment of solid relationship with government through web link with ministry of communications
- Cost reduction of 40% and improved visible efficiency of workflow

[Contact us](#) with your outsourcing requirements and we will get back to you within one business day.