

# LAUNCHING IN CHINA



## 30 STEPS TO HELP YOUR BUSINESS EFFECTIVELY ENTER THE CHINESE MARKET AND ATTRACT CUSTOMERS

### RESEARCH

- Define your objectives for entering the Chinese market (e.g., increasing sales, product testing, finding partners).
- Conduct research to determine demand and competitive pricing for your product.
- Study your competitors to see who is already operating in your niche and what strategies they use.
- It will be useful to analyze the nature of the media presence of similar companies on the Chinese internet.
- Define your target audience: age, interests, and the platforms they use.
- Study the cultural characteristics of your target audience in China for further product or service adaptation.

**LETS DO A RESEARCH TOGETHER: <https://mates-asia.com/contacts/>**

### LAW

- Ensure your business can be legally promoted in China.
- Check if there are any industry restrictions or if the promotion of specific services/goods is prohibited.
- Verify if there are strict rules for the industry, even if it can be promoted, as additional certificates might be required.
- Check if your trademark has been stolen or preempted.
- If not, preemptively register it in China.
- Determine whether you need a Chinese legal entity.
- If you want to sell goods and accept payments through a website, registering a Chinese legal entity is mandatory.

### STRATEGY

- Decide if you absolutely need a Chinese-language website.
- In most cases, a much more profitable and useful alternative to a website are official accounts on Chinese platforms, primarily WeChat.
- If launching a website is necessary, register a Chinese legal entity and obtain an ICP license.
- Then set up SEO optimization for Chinese search engines, especially Baidu.
- Adapt your content and define your Tone of Voice.
- Analyzing competitors' media presence will help with this.
- Consider the nuances of design, localization, and social media trends.
- Adapt your brand name into Chinese.

- If you have a product-based business, translation and localization will also be required for the product label.
- Take into account Chinese holidays and seasonal demand.
- Identify relevant social networks and platforms for your business: for example, Little Red Book is suitable for selling cosmetics, and Mafengwo for the travel business.
- Ensure your niche can be promoted on this platform.
- For instance, overseas real estate cannot be promoted on WeChat, as it is considered an encouragement to migrate.
- Keep in mind that official account verification on most Chinese platforms must be renewed annually, and the renewal is paid.
- Choose relevant promotion channels and define the vector of your advertising campaign.
- Targeted advertising, blogger integrations, and livestreaming are frequently used in China.
- Determine how you will receive and evaluate feedback from customers.
- Hire at least one native Chinese-speaking employee for fast and accurate communication with clients and partners.

**REACH US OUT FOR A STRATEGY: <https://mates-asia.com/contacts/>**

## **FINANCE**

- Determine the budget you are willing to spend on entering the Chinese market.
- Be prepared for the fact that a business typically pays off on average a year after launch.
- Create a financial plan for at least one year and forecast revenues, taking risks into account: unstable geopolitical situations, etc.
- Study Chinese tax legislation and be prepared for VAT, corporate tax, and other payments.
- Decide how you plan to accept payments.
- It is important to note that Chinese platforms, with rare exceptions, have strict compliance requirements when working with Western and international bank accounts, which may cause difficulties with withdrawing funds and accepting payments in general.
- Ensure you are able/unable to open a CNY account in a reliable Chinese bank.
- Connect Chinese payment systems such as Alipay and WeChat Pay.

## **LOGISTICS**

- If it is a product business, determine the appropriate trade model: direct import or cross-border.
- For direct import, it is necessary to prepare product certification according to Chinese standards, as well as to register a Chinese legal entity.
- Study Chinese customs requirements and prepare the necessary documentation: customs invoices, certifications, etc.
- Organize logistics and delivery, making sure to check delivery times and costs.
- Minimize risks: find a reliable Chinese carrier and insure the cargo.

**LAUNCH WITH US: <https://mates-asia.com/contacts/>**

MATES ASIA is a large-scale digital marketing agency in Asia. Our primary service is helping brands enter and develop within the Chinese market through the latest digital marketing tools.

