# **Brief**

*A****brief****is a summary of facts, findings, and objectives, prepared to give our expert a quick, overall view of an investigation, plan, situation, etc. It helps to set out the objectives and background to the case in sufficient detail to enable our expert to plan an appropriate a proposal.*

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| 1. About | |
| Company name |  |
| Business description |  |
| Web page and social media channels |  |

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| 1. Target Audience | |
| Please, describe the target customer for your products or services |  |

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| 1. Product | |
| Please, describe the main features of your product or services | ***What does your business do? What problems does your business solve? How is your product or service different?*** |
| Key Market |  |
| How long does your company work on a key market |  |
| 5 advantages of your product or service |  |
| 3 main competitors | *Add web page of your competitors* |

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| 1. Aims to go to Chinese market | |
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| 1. **Market Research** | ***What do you expect from the market research?*** |
| 2. Legal requirements research | *For example, information about required certificates /forms of companies in China / company incorporation / Import & Export regulations, etc.* |
| 3. Market study | *Business directory / setting B2B/ B2C companies to start, move, set-up and run your business in China* |
| 4. Product localization | *Naming / Branding / Developing & translating materials about your product and services / packaging* |
| 1. Go-to-market strategy | *А. Product localization*  *B. Test sales*  *C. Import & Export*  *D. Go-to-market strategy*  *E. Brand awareness and PR*  *F. Another variant* |
| 6. Current status | *Let us know if you are already working on Chinese market* |
| 7. Deadline | ***Share your ideas about timeline of the project*** |

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| 1. Contact informatiom | |
| Contact person |  |
| Phone number |  |
| E-mail |  |