

## Market Research Service

Sinofaith market research service typically answers for our clients below questions in China market



Of course, we would like to provide a Customized Study according to your request when you need to:

- Introduce a new product into China
- Determine the reason of poor marketing performance in China
- Set up long-term strategies for China
- Make other business decisions

### Market Sizing & Forecasting

- How big the market is?
- How is the market segmented?
- Who are the major players and how concentrated is the market?
- Is the market a promising one?

### Benchmark Study

- What's the market entry method and business model of your potential competitors/counterparts?
- What could be learned from the experiences of those involved in your future operations?

### Product Positioning & Pricing Strategy

- Which market segment should you target with your product?
- What features/values of your product will attract the customers most
- At which price can your product best compete and generate the highest profit?

### Competitor Study

- Who are your main competitors?
- What is their operational status and strategy?
- What are their strengths and weaknesses in competition?
- What roles do you and your competitors play in the marketplace?

### Regulation & Environmental Study

- Is there any limitation or encouragement for your business in China?
- Which is the best way for you to enter the Chinese market according to laws and regulations
- What process is needed for your business and how soon can you become licensed/registered?

### Consumer U&A Study

- What factors affect the choices of Chinese consumers?
- Are consumers satisfied?
- Is the correct consumer group targeted?

### Market Channel Study

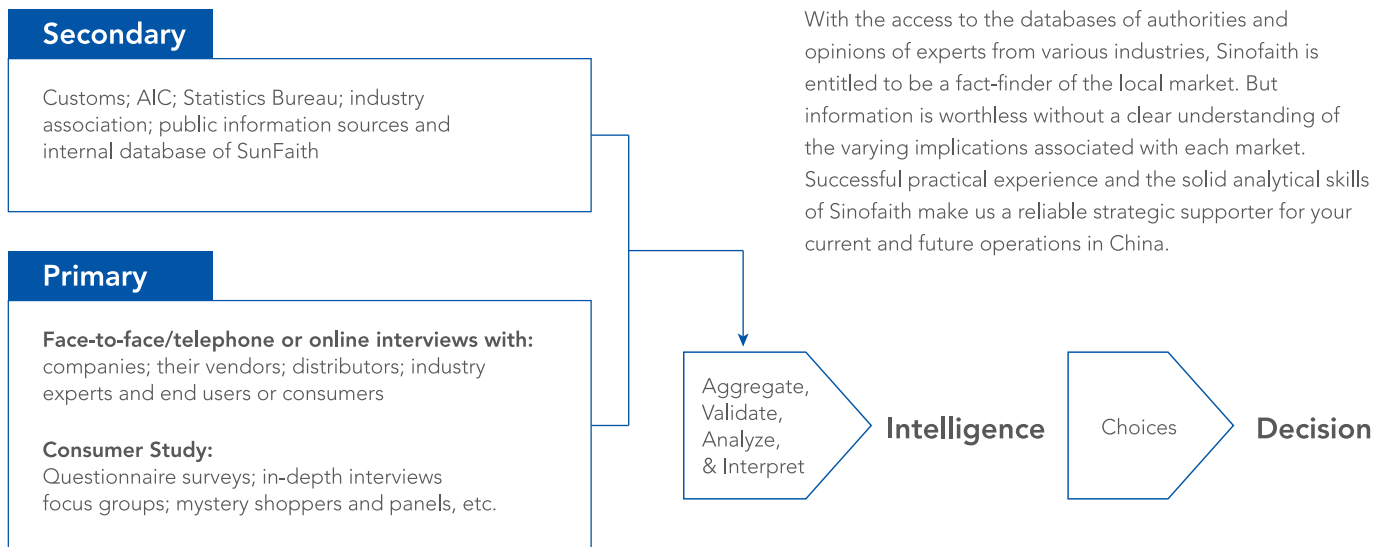
- What's the usual sales channel of products similar to yours in China?
- What current distributors/agents of similar products in China can be effective for your business?
- Which channel is the most efficient one for a new brand entering China?

### Brand Recognition & Company Image

- Is your brand or logo easily recognizable?
- What is the consumers' impression on your company or products?
- What do consumers think of your strengths and weaknesses compared to your counterparts

## METHODOLOGIES AND INFORMATION SOURCE

### Collect and create data and information



## TEAMS OF SUNFAITH

**B2B Team:** Staffers are well equipped with the updated information of different manufacturing industries in Mainland China and possess a full understanding of the characteristics of industrial products contribute to accurate and sensible analyses.

**Fast Consumable Products Team:** A compact team of veteran project managers, supervisors, moderators, interviewers, and analysts, all of whom specialize in helping you understand the consumers’ purchase behavior, loyalty, brand awareness, and brand positioning.

## EXPERIENCED INDUSTRIES

### Manufacturing Industry

- √ Environment Protection Equipment
- √ Energy and Power
- √ General Machinery Manufacturing
- √ Metal Cutting Tool and Hardware
- √ Telecommunication and Electronic Products
- √ Chemicals and Materials
- √ Printing and Packaging
- √ Construction and Mining

### Pharmaceutical Industry

- √ Active Pharmaceutical Ingredients
- √ Pharmaceutical Intermediates
- √ Biopharmacy
- √ Medical Equipment

### FMCG

- √ Food and Beverage
- √ Agricultural Products
- √ Luxury Consumables