

## What SunFaith Offers

### For New Comers, we help you answer:

#### 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?

#### Regulation & Environmental Study

- Is there any limitation or encouragement for your business in China?
- Which is the best way for you to enter China market according to laws and regulations
- What kind of the flow should you go through and how soon can you get license / registered?

#### Benchmark Study

- What's the market entry method and business model of your potential competitor/ counterparts?
- What could be abstracted from the experience of the subjects for your future operations

#### Consumer U&A Study

- What factors affect the choices of Chinese consumers?
- The satisfaction of the consumers.
- Whether you have targeted the correct consumer group or not?

#### Product Orientation & Pricing Strategy

- Which market segment should your product target at?
- What feature/ value in your product attract the customers most
- At which price can your product compete and bring profit the best?

#### Market Channel Study

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

### Also, for Those with Presence in China, we help you answer:

#### Competitor Study

- Who are the main competitors of you?
- What is their operational status and strategy?
- What are their strengths and weaknesses in competition?
- What's your and their position in the competition like?

#### Brand Recognition & Company Image

- If your brand or logo are easily to be aware of
- What's the consumers' impression on your company or products?
- What do consumers think of your strengths & weaknesses compared with your counterparts

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### Of course, we would like to provide **Custom Study** according to your request when you need to:

- Introduce a brand new product into China
- Figure out the reason of poor marketing performance in China
- Set up the long-term strategy for China
- ...

## Introduction to SunFaith

SunFaith, a local independent company serving international clients for decades, is proud of a team of consultants not only competent in analytical skills and research methodology, but also endowed with excellent comprehension of business practice and decision-making process.

SunFaith is the one you turn to when you are:

- Entering a new market
- Understanding strategic opportunities
- Analyzing industries & markets
- Benchmarking the competition status
- Identifying & following trends
- Managing internal processes
- Measuring customer loyalty
- Enhancing your performance

With the access to the database of authorities and opinion of experts from various industries, SunFaith is entitled to be a fact-finder of the local market. But information is worth nothing without understanding. The successful practice experience and the solid analytical skills professionalize SunFaith a reliable strategic supporter for your current and future operations in China.

## Teams of SunFaith

**Fast Consumable Products Team:** A compact team of veteran project managers, supervisors, moderators, interviewers and analysts, are specialized in helping you understand the consumers' purchase behavior, consumer loyalty, brand awareness and brand orientation.

**Industrial Products Team:** 10-15 staffs are well equipped with the updated information of different industries in Mainland China. Fully understanding on the characteristics of industrial products would contribute accurate and sensible analysis.

## Experienced Industries

More frequently studied industries over the past five years are listed as below:

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|---|---|
| <input checked="" type="checkbox"/> Machinery Manufacturing         | <input checked="" type="checkbox"/> Pharmaceuticals     |
| <input checked="" type="checkbox"/> Metal Cutting Tool and Hardware | <input checked="" type="checkbox"/> Medical Care        |
| <input checked="" type="checkbox"/> Printing                        | <input checked="" type="checkbox"/> Electronic Products |
| <input checked="" type="checkbox"/> Energy and Power                | <input checked="" type="checkbox"/> Food and Beverage   |
| <input checked="" type="checkbox"/> Chemicals and Materials         | <input checked="" type="checkbox"/> Luxury Consumables  |

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