



amber | CHINA
INDUSTRY
INSIGHTS

Your Local Partner for Strategic Planning in China



Our Services

Amber provides competitive intelligence on China for strategic planning

Market Description/Forecasting

calculating market size, market segmentation, main players, market shares, price structures, market drivers and blockers, market entry studies, trends

Customer Satisfaction


business to business dealers, industrial buyers, customers, ex customers, competitors' customers

Customer Buying Criteria

main driving factors; explanation and validation of B2B customer motivation

Database Management and Lead Generation

develop customer and competitor and supplier database, update customer lists, identify decision makers and screen for interest in the client products or services



“What differentiates Amber from others is the client care they extend”

Kippy MacNulty, Director International Business Development, N.E.W. Holdings International Ltd

Background

NEED

China strategic planning often has to be conducted fast and with limited information. We saw a need for high quality, accurate analysis of the operating environment to support decision makers

RESPONSE

Amber was established in 2005 to support multinationals with competitive intelligence about China

- No information overload – we don't sell pure information because you need experience to analyse, interpret and assign credibility to make results usable
- Researchers are tenacious and skilled at retrieving data
- Consultants have served 200+ multinationals in China.

AMBER VALUES

- Curiosity
- Integrity
- Results Driven
- Matter of Fact

We understand China from the inside.



Competitive Intelligence

Your Gains

MANAGEMENT

- Improved evidence based decision making
- Quick and lasting competitive advantage
- New angles on existing competitive situations
- Warnings of threats

SALES & BUSINESS DEVELOPMENT

- Empowered with up to the minute information on competitor strengths and plans
- Differentiated product or service and strengthened client relationships
- Targeted marketing strategy
- Streamlined prospecting

We devote significant energy on every project to understanding the client's business.

Using Competitive Intelligence



Competitive Intelligence

Reasons to use a **competitive intelligence provider**

- Specialized industry expertise
- Reliable extension of internal resources
 - Credibility
 - No risk of internal bias
- A check on internal thinking and assumptions
 - Local intelligence
- Access to intelligence best elicited by a third party
- Confidence that ethical and legal approaches are followed
 - Time Saving

Getting Started

Task

Discussion of brief/problem
Feasibility assessment
Project design
Research
Analysis
Results and recommendations

What's involved

Brainstorming and challenging of assumptions
Can we do it, do you need it?
How, when, who?
Program of primary and secondary research
Relevant, focused, informed
Always tailored to your needs

Credentials

Credentials

Client Relationship

Excellent client relationship building ensures a high level of partnership in developing your approach

High Level Engagement

You are assured of Director level involvement at all stages of the project from conception to strategy and delivery

Customized Research

Highly customized, original research and consulting offering, creative analysis and actionable recommendations

Customer Insight Experience

Proven track record of rigorous analysis; you can rely on what we present and this can be tailored to your audience

Local Ability

Native Chinese, English and Cantonese speakers: you benefit from our ability to look at China from within

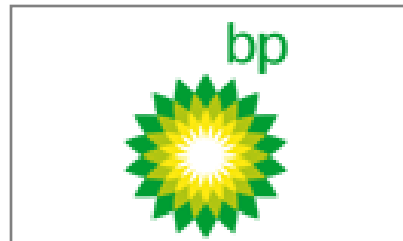
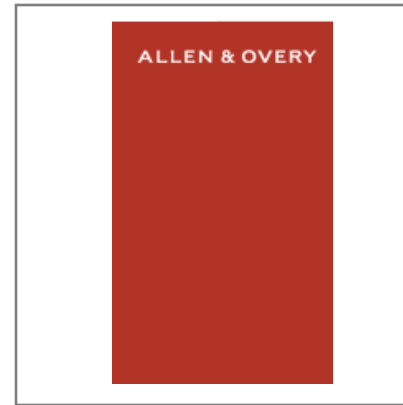
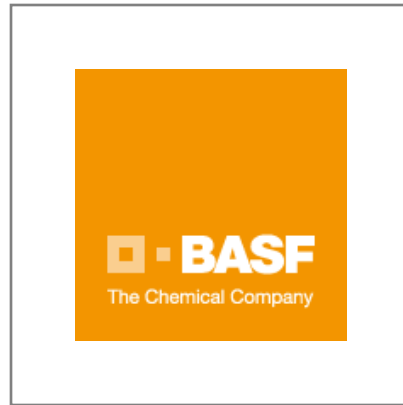
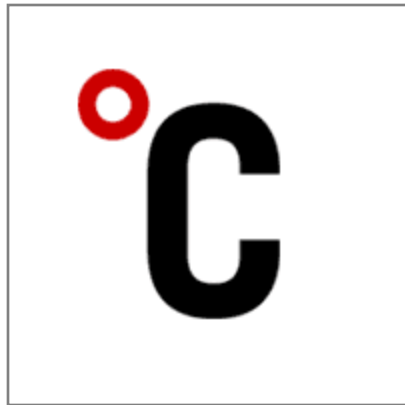
Industry Experience

Deep existing understanding: your project will leverage our strong relationships with customers, regulators, vendors and industry experts

Project Experience

Consultants with 200+ projects in this field. Methodologies and approach are well tested so you can trust us to get it right first time

Clients



Quotes from our clients

Amber has been one of our most valued partners in the China market, assisting us with quality, timeliness and cost effective research. What differentiates Amber from other research companies is the client care they extend – it feels as if my business has become part of their business. You can't beat that!

Kippy MacNulty, Director International Marketing and Business Development, N.E.W. Holdings International Ltd

“Amber really **listened** to our needs and worked very hard to understand the scope of our project and its importance to Intralox. Their level of commitment and service surpassed our expectations. Amber gave us high quality market research and analysis.”

Hope Kitsin, Business Development Analyst, Intralox

"Amber were able to quickly understand our business objectives and needs and were willing to allow room for flexibility in their scope of work which was exactly what we needed. I found Amber very professional and also personal in their approach. The end product has formed the basis of our marketing strategy.”

Claire Moffoot, Allen & Overy

“The partners demonstrated a high level of expertise and knowledge, understanding both our aims as well as the expectations and limitations of establishing dialogue with Chinese entities”

Neil Jenkins, Founder and MD, Gibbs Technologies , Coventry, UK



Case Studies



Customer Satisfaction and Corporate Reputation Assessment

WHO

Top tier, global verification, certification and testing services provider with 32 offices in China

CHALLENGE

To better understand company reputation in their markets, to uncover branding inconsistencies and ensure a top-down approach to marketing.

APPROACH

45 face-to-face, depth interviews with in-house business unit managers across all 10 business units
18 face-to-face , depth interviews with business customers across 4 business units

RESULT

Comprehensive re-assessment of company brand in China and forward plan for improving business customer retention.



Market Analysis

WHO

Market leading US supplier of 3rd party extended warranty services

CHALLENGE

Very limited knowledge of China but aggressive plans for rapid market entry without acquisition of partnership locally.

APPROACH

Assessment of market entry options and exploration of acceptance of warranty programs.

50 executive interviews with senior management at Top 100 retailers in Beijing, Shanghai, Guangzhou, Dalian, Shenzhen, Qingdao, Nanjing, Hangzhou and Tianjin

Analysis of market opportunities and identification of key threats

RESULT

Final report informed feasibility study and client incorporated China company and began delivering warranty programs within 4 months to companies pre-selected by Amber



Opportunity Analysis

WHO

European Tour Operator's Association, the industry regulator and largest tour operator association in Europe

CHALLENGE

Needed to accurately understand Europe's potential to capitalise on the growing outbound tourist market in China in order to guide sales and marketing investment in the region.

APPROACH

40 interviews with senior managers at China's 10 largest travel agencies
200 interviews with tourists in Beijing, Shanghai and Guangzhou
Focus group with Shanghai based international tour guides

RESULT

Final report outlined strategies for European tour operators to win business from China and delivered full briefing on the motivations and aspirations of Chinese visitors to Europe based on actual experience as well as perceptions of the travel experience. The report was delivered to all ETOA member companies.



Database Building and Lead Generation

WHO

Top, multinational law firm with a 10+ year history in China and offices in Beijing, Shanghai and Guangzhou.

CHALLENGE

Required rapid market overview and detailed company information on Chinese companies most likely to expand into overseas markets. The target was mid level companies with aggressive expansion plans.

APPROACH

Design of a desk research, media tracking and opinion leader interviewing to formulate database of 70 companies that we considered to be the best mid-sized targets for the client's business.

RESULT

Research formed the basis of client's marketing strategy.



Competitor Capabilities and Customer Buying Criteria Analysis

WHO

Leading US supplier of glass components for the automotive and architectural industries.

CHALLENGE

Required comprehensive customer and competitor survey to include detailed information on expansion plans and market growth projections.

APPROACH

Competitive benchmarking exercise using a pre-agreed discussion guide. Interviews conducted with Technical Managers at 20 competitor firms as well as telephone questionnaires carried out with 350 factories to confirm purchasing behaviors, preferences and future growth plans.

RESULT

Client decisions on manufacturing capacity and sales force expansion in China informed by research.



Partner Identification

WHO

European based, global energy firm

CHALLENGE

Where is the latest research into bio fuels taking place in China and which of these small companies or institutes would be best set up to commercialise production within the coming 2-3 years?

APPROACH

Combined desk research and telephone investigation work to deliver mapping exercise of all key points of interest in Mainland China. Total of 25 R&D or small commercial contacts delivered which all fit criteria identified by client.

RESULT

Client was able to continue with planned approaches to selected targets.



Market Description and Growth Projection

WHO

US based private equity firm with urgent analysis need on China real estate market

CHALLENGE

How do China's largest property developers currently use brokers and how will this interaction change in the future?

APPROACH

Nationwide telephone and face to face research with Key Opinion Leaders and decision makers at both brokers and developers.

RESULT

Sufficient information obtained on first sweep to allow client to take quick decision on investment potential.



Customer Identification

WHO

Singapore based auto components trader with interest in strengthening presence in China

CHALLENGE

What are the exact numbers of potential buyers of client's component parts in China, specifically of two automobile brands?

APPROACH

Industry insider cooperation for primary research so that hard-to-find detail on the number and location of 2 automobile brand distributors as well as sales revenues and volumes were obtained

RESULT

Client based future business strategy and marketing strategy development on results, which also formed the basis of client's initial new business drive in China



Market and Opportunity Analysis

WHO

US based supplier of aerial platforms with strong existing sales in China needed to verify tip off from company insider about the growth potential of a new industry segment

CHALLENGE

How best to adapt product specifications in order to secure new markets in East Asia?

APPROACH

Significant desk research to establish field of potential end users within a defined industry segment followed by primary interviews based on in depth and complex questionnaire with procurement decision makers and influencers within the industry at the Top 5 largest end user groups

RESULT

Client identified areas for improvement within the sales and marketing channels as well as product specification areas for improvement



Regulatory Environment Assessment

WHO

UK based provider of international education services with experience in China required snapshot research to establish situation for new foreign entrants in this field

CHALLENGE

How difficult will it be to obtain a license for establishing a school for foreign students in Shanghai?

APPROACH

Telephone and face to face discussions with city, provincial and state level government representatives to establish likelihood that Chinese government would lift restrictions on foreign entrants in this market

RESULT

Fast decision making allowed by accurate market picture backed up by thorough and widespread approaches to key government officials by a neutral source



The Team



The Team

Laura Mitchelson, Managing Director

- ➔ 15 years experience in China delivering business intelligence, advising companies on operations and marketing strategy and managing in depth market studies and holds an Advanced Certificate in Marketing and Social Research.
- ➔ Directs all key accounts and specialises in business and competitive intelligence, market expansion and new business development strategies. She has delivered over 100 international client research projects in China and has been living in Shanghai since 1994.
- ➔ Previously Deputy Director with the China-Britain Business Council where she oversaw delivery of all market entry and consulting services from 8 offices in Mainland China.
- ➔ After over 12 years in Shanghai, in a combination of government and private organisations in Shanghai, an extremely strong Chinese and international network.
- ➔ British national + fluent Chinese.



The Team

Jessica Wang, Research Director

- ➔ Experienced research and intelligence consultant with a background that includes recruitment, international trade and customer service.
- ➔ Specialises in hard-to-reach respondents, first class analysis skills. Experienced with the nuances of business intelligence provision in China and has assisted over 50 clients with business growth recommendations.
- ➔ Extensive experience working with diverse respondents + closely involved in all of Amber's projects.
- ➔ Previous positions: Project Manager at the China-Britain Business Council, Marketing Manager with a large US leather company, consultants with Oriental Tech Consulting, a China based IT recruitment firm.
- ➔ Chinese national + fluent English.



The Team

Lisa Li, Project Manager

- ➔ 7 years consulting experience in the financial services industry. Strong familiarity with macro and micro financial environments both in China and Europe. Highly developed understanding of the European system of management and business systems.
- ➔ Strong analysis skills and an academic approach to business challenges. Project manages work for multinational professional services clients.
- ➔ International Masters certificate in International Economics and Business from Groningen University in Holland.
- ➔ Chinese national + fluent English.



The Team

Derek Han, Analyst

- ➔ Market and industry analyst with background in e-commerce marketing in the airline industry analysing operational performance, evaluating customer behavior and making recommendations for business improvements
- ➔ Detail-oriented, analytical thinker with strong problem solving skills. Works on wide range of client projects and delivers on-demand research services
- ➔ English language degree from Guilin University of Technology
- ➔ Chinese national + fluent English.



Community



Community

Amber manages a city wide volunteer teaching program in Shanghai's migrant schools.

We coordinate over 200 volunteers in 16 of Shanghai's migrant schools who teach English classes at weekends and provide support to local teachers during the week.

Amber manages the program and provides the liaison between school principals and volunteers.

PROJECT OBJECTIVE

To assist students in migrant schools in Shanghai to gain interest and confidence in their English language abilities and to help them pass their middle school entrance examinations



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Amber works strictly in accordance with the Society of Competitive Intelligence Professionals (SCIP) Code of Conduct.

