

# OPERATIONAL SUPPORT FOR REGISTERED ENTITIES

## DETAILED SERVICES LIST



PTL GROUP

## Run your company in China like clockwork

Managing a company in China is different than what you are used to. Since most SMEs focus on rapid business growth, it is recommended to outsource finance, HR and logistics to an experienced professional 3<sup>rd</sup> party management firm.

PTL Group currently supports the ongoing operations and management of dozens of subsidiaries operating in China. We provide comprehensive C-Level management services to international corporations with newly-founded and/or established business entities in China (WFOE, FICE, Rep Office or JV).

### **Our ongoing operational support focuses on the following functions and disciplines:**

- Hong Kong and China Company Registration
- Comprehensive HR Management
- Comprehensive Financial Management
- Supply Chain Management
  - Logistics & Fulfillment
  - Warehousing (mainland, bonded and e-commerce warehouses)
  - ERP System Management
- Operational Auditing
- Marketing Localization & Social Media Management
- Assembly & Manufacturing

**Take your local entity to the next level with PTL Group's support:**



## 1. Hong Kong and China Company Registration

Establishing your WFOE properly from the beginning saves you time and money. Our services include:

- Business requirement assessment for optimal registration process
- Business license obtainment and complete company registration
- Proper bank account opening assistance
- Import/ export license obtainment
- Additional specific license obtainment, as required

## 2. Comprehensive HR Management

HR management optimizes the employee hiring and termination process, and provides employees with support that enhance their efficiency. Our services include:

- The establishment of a comprehensive HR system that sets professional HR work processes in motion
- Salary, tax and social benefits calculations and payments
- Supply and review of legal documents and best practices required for hiring new employees
- Employee termination process management and support
- Assistance with employee legal claims

## 3. Comprehensive Financial management

Optimize financial reporting planning, monitoring and execution, in compliance with western and Chinese GAAP requirements. Our services include:

- WFOE bookkeeping and financial system establishment
- Establishment of financial processes and accounting rules
- WFOE bookkeeping in accordance with Chinese GAAP
- Monthly official financial reports preparation (P&L, Balance sheet, cash flow)
- Monthly/quarterly tax filing to local tax bureaus (VAT, personal income tax, corporate income tax, stamp duty, local tax)
- WFOE cashier service
- Annual audit preparation
- Management report preparation and analysis
- Management alerts and advice regarding financial and tax risks
- WFOE financial activity monitoring and control
- ERP system activity implementation and management
- Review of sales agreements and selling prices
- Transfer price transaction management
- Sales invoice issuance
- Tax planning and tax refunds
- Spot inspections management

## 4. Supply Chain Management

SCM optimizes import & export processes, stock management and distribution. Our services include:

- Import process optimization: reduced duty tariffs, import costs and import process times.
- Export process support and VAT refund management
- Professional stock management in our own warehouse in Shanghai
- End-user distribution stock control
- Returned goods and spare parts management
- Client's ERP system activity implementation and management

## 5. Operational Audits

PTL Group's experts conduct operational audits to discover company deficiencies. If needed, an interim management team facilitates a quick intervention and turnaround process. Our services include:

- Regular-basis HR, finance and logistics operational audits
- Entity recovery plans
- WFOE restructuring and interim management
- Comprehensive crisis management and turnaround solutions

## 6. Marketing Support & Social Media Management

PTL Group serves as your online and offline marketing team in China, planning viable marketing deployment strategies and implementing marketing activities on a regular basis. Our services include:

- Marketing material translation and localization
- Website relocation: Local Chinese website hosting; ICP license; content and java script adjustment; Website adaption in accordance with Chinese UI experience
- Social media account management: i.e. Weibo, WeChat, Youku, Tik Tok, etc. Includes content strategy and marketing campaign planning and execution
- E-reputation enhancement: i.e. Baidu Tieba, Baidu Q&A, Zhihu, etc.
- Trademark registration

### Lead Generation:

- Baidu SEO & SEM/PPC set up and management
- Weibo & WeChat advertisement and KOL marketing
- Targeted channel ads: e.g. Toutiao
- Online PR on vertical websites: i.e. Sina, Sohu, and more.

## E-commerce:

- Analysis geared towards identifying the ideal platform for online sales
- WeChat store building and cross-border e-commerce via WeChat store
- Linking to TPs, e-commerce operation vendors, etc.
- Collaborations with TPs and e-commerce vendors (importation, new store building)

## 7. Assembly & Manufacturing

### Industrial Incubator

PTL Group's Industrial Incubator is a quick and cost-effective way to kickstart local manufacturing. The incubator provides customized production and assembly facilities that allow foreign companies to set up a manufacturing site in China in a controlled environment and with on-site managerial support services.

### Key Applications:

- Registration, management, hosting & control of manufacturing entities in China
- Establishment and operation of clients' production and assembly lines
- QC set-up and obtainment of manufacturing licenses & approval certifications
- Recruitment, training and control of clients' key staff
- Professional back-office support
- Engineering functions and product localization project support

### Factory Set-Up

PTL Group's seasoned local management team handles projects from the early fact-finding and government negotiation stages to construction supervision, equipment purchasing & assembly, employee recruitment, on-the-job training and supervision of key positions during and after operation commissioning. Our factory set-up services include:

- Site selection
- Incentive package negotiation with the local government
- Government relations
- Procurement management
- Assistance with localization of blueprints, plans, designs, etc.
- Construction supervision
- Industrial equipment installation management
- Financial management
- Talent search and staffing
- HR management
- Commissioning support
- Local entity operational set-up and mentoring

Want to meet your business goals?  
You'll need the best operational  
resources at your full disposal.  
Let's get in touch.