

MARKET ENTRY OPERATIONAL SUPPORT



PTL GROUP

Pre-entity establishment. Get things right from the start.

Tailor-made pre-entity establishment services

PTL Group allows you to run your business **before** you set up a company in China, providing you with valuable tailor-made professional services. Every business has its own unique path, but most of our clients usually use the following steps to move forward:

Step 1: Sales & technical team hiring

At PTL Group, we specialize in professional recruiting, hiring and other employee-based services.

1. Identify and recruit the most suitable candidates for your China operation, including salespersons, China GM and technical experts.
2. Manage the hiring process: offer letter preparation, employment contracts, salary negotiations, reference checks.
3. Manage on-board activities and provide full payroll solutions, salary calculations, social benefits & tax payments, expense control and reimbursement, and employee budget control.
4. If required, PTL Group will help find the most suitable office solution for the team.

Initial sales in China

- Once you've begun operating in China, you'll need to conduct a smooth operation. We help start-ups in China:
- Issue local invoices
- Conduct local payment and collection
- Draft and sign local contracts
- Transfer funds into and outside of China
- Manage storage & distribution operations
- Manage import & export efforts



Step 2: Sales process management

Once your China team starts delivering results, PTL Group's professional finance team will help facilitate the sales process.

1. Signing a sales contract with local clients.
2. Review and control of selling prices, payment terms, delivery terms and credit control.
3. Selling process execution & monitoring:
 - a. Collection of client payments
 - b. Product release/service offering approval
 - c. Local invoice issuance to clients (“fapiao”)
 - d. Funds transfer funds to overseas company
4. Management of all VAT payments, refunds and deductions

Step 3: Logistics/ fulfillment process management

PTL Group's logistic team provides its clients with comprehensive logistic support via logistic centers and warehouses in several locations throughout China.

1. Assessment of processes and required licenses for importing and selling products or services in China.
2. Shipping document preparation and review; importation process monitoring and control
3. Product release from customs and delivery to designated warehouses or clients

Step 4: Stock and warehouse management

With a logistics center in Shanghai and affiliated warehouses in other parts of China, PTL Group provides a wide range of stock and warehouse management services.

1. Goods receiving and checking
2. Goods management and warehouse allocation
3. Stock management and control
4. Product pick and pack
5. Shipment delivery to destinations in China
6. Set up and management assistance regarding e-commerce and cross border warehouses

Step 5: Brand management

PTL Group's marketing team works directly with your local sales and overseas marketing teams to help adjust overseas marketing strategy to China.

1. Adopting printed marketing material to China and Chinese
2. Adopting website to China, including localized SEO/SEM
3. ICP license registration
4. Wechat account establishment
5. Weibo account establishment (and other social media tools)
6. Marketing effort support before, during and after exhibitions
7. Content management
8. Connections to KOL's (Key Opinion Leaders) and TP (Tmall partners)

Want to enter the Chinese market with confidence?
Wish to avoid unnecessary risks? [Let's get in touch.](#)