

MARKET ENTRY FOR START UPS

DETAILED SERVICES LIST



PTLGROUP

Get Off to a Great Start in China.

At PTL Group, we help start-ups establish a market entry model that works best for them – based on their specific needs, industry standards and dynamic market trends. Here's how it works:

First steps in China

PTL Group allows you to use its existing facilities and help you establish your China sales and tech support operations step by step, using its existing business support team and service platforms.

This includes:

- Sales and technical team recruitment
- Employee negotiations
- Employee terms & benefit packages, as required by Chinese labor laws
- Shared office hosting (at our facility or an office of your choice)
- Digital infrastructure (requires a local license): local server, website, WeChat account and/or digital commerce platform (Tmall, TaoBao, JD)
- Exhibition production and on-ground support
- Marketing material localization

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



Corporate entity establishment

At PTL Group, we help start-ups establish a corporate entity in China. This includes:

- Company registration
- Asset transfer to new company (employees, website, ICP license, office, WeChat account and more)
- Assembly & production line establishment and management

Corporate entity management

Day-to-day management comes with many challenges. Our local back office services support a wide range of daily operational needs:

- Recruitment & HR management
- Financial management & accounting
- Marketing localization & Chinese social media management
- Operational audits
- Assembly & manufacturing facility setup
- Logistics, distribution & fulfillment
- Warehousing (mainland, bonded and e-commerce warehouses)

Expected benefits:

- Thoughtful & thorough step-by-step development
- Effective management – from day one
- Enhanced corporate flexibility
- Reduced time-to-market
- Effective risk management
- Reduced market entry costs

Start your journey in China on the right foot. Get in touch today.