

# Reference project 3



## Development of the Chinese market (2 years)

Client	Function	Assignment	Duration
International equipment company (TecDAX) approx. 1.000 Employees	Vice President Sales	Project Leader	2 years
Background			
<p>Transition of the Chinese market from R&amp;D to mass production.                      Announced investment incentives by central and local governments.                      Growing local competition.                      Internally not recognised as serious market.</p>			
Task			
<p>Creating company focus on China as the biggest growing market                      Improved customer retention                      Securing and expanding the market position                      Growing revenues and profitability</p>			
Result			
<p>Intensified perception and increased customer acceptance                      Opening of a Chinese centre for product presentation and customer training                      Opening of a Beijing office for government relations.                      Significant increase in revenue and establishment of higher selling prices                      Securing of exclusivity agreement; achieving up to 80% market share</p>			