

Business Transformation Strategy Portfolio

Agile and Forward-looking Strategies for Coping with Local Market



To evolve agile and forward-looking strategy in local market

As China is advocating high-quality development, Western companies have seen development opportunities that focus on quality, also are anxious about how to enter and develop the local markets. EAC offers the business transformation mindset.



BUSINESS TRANSFORMATION – Actions in the trends of China's high-quality development

"HIGH-QUALITY DEVELOPMENT" is a national economic reform being pursued by the Chinese government. It is to shift national economy from a high-speed growth stage to a high-quality development stage. This wave of reforms revolves the supply of goods and services, Human Resources, and environmental sustainability



Also, It is a determination to structurally adjust national economy. It proposes to shift from **"focusing on quantity"** to **"improving quality"**, from **"scale expansion"** to **"structural upgrade"**, and from **"factor-driven"** to **"innovation" driven**. The policies are reflected well in China statistics 2021

+14.2%

R&D investment Growth hits a record high than 2020

330,000

high-tech companies undertake 70% national R&D investment

3.8%

decrease of national CO₂ emissions, reduced more than half in 2005

As Chinese high-quality economy is triumphantly advancing, the growth priorities for Western companies in China are rapidly evolving. **Business transformation in time and on demands of local market becomes more critical** for foreign players deploying the long-winning strategies.

"Now, it's the tipping point for us to change the thinking of local business – either transform or stagnating". After the apprehension being repeated by many clients, EAC sees urgencies of foreign players rephrasing the business to succeed the local competition, **but HOW?**

EAC believes that **solid understanding of Chinese markets in facts & trends** and **wise choice of strategic management tools** are prerequisites of strategy development & adjustment for local business

Here, we mention **practical and effective ways of business transformation** and present **transformative strategy portfolio from Conceptualization to Action** for the sustainable win in local market



BUSINESS TRANSFORMATION – **Transformative strategies from Conceptualization to Action**

MARKET PENETRATION

EXCEL IN LOCAL MAINSTREAM MARKET

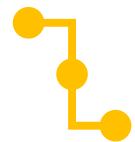
- ✓ **Local mainstream market contents:** transparency on addressable market size, customer value proposition and competition landscape
- ✓ **Mainstream market access:** company re-positioning, “Design-to-Value” product adaptation, growth targets, (in)organic approaches, partnership



BUSINESS INTEGRATION

VERTICAL AND HORIZONTAL

- ✓ Aerial view on value chain, roles on purchase flow, industry barrier study, business portfolio by needs and roles, technology overview and matrix
- ✓ Potential partners and structure, partnership attractiveness, cooperation models, contact plan and implementation



BUSINESS DIVERSIFICATION

NEW BUSINESS DEVELOPMENT

- ✓ New application market attractiveness, new technology scouting, “Voice of Market” on “Good-Enough or High-Tech” performance, use case definition
- ✓ Operationalization: sales & marketing action plan, strategy evolution path, capability check and development roadmap, product & supply chain adaptation



DERIVATION FROM NEW INSTALLATION TO SERVICE

AN AFTER-MARKET DEVELOPMENT

- ✓ Aftermarket value chain traits, customer purchasing consideration, sales key success factors, gap analysis on key service offering criteria
- ✓ Service strategy definition by customer group, KPI plan for customer fulfillment, sales & service organization design, distributor & agent network



“STRATEGY INTO ACTION” SUPPORT

CHANGE MANAGEMENT AND EXECUTION

- ✓ Organize, manage and steer execution with all project stakeholders and set-up execution project team and project structure
- ✓ PMO and implementation support





BUSINESS TRANSFORMATION – EAC extensive reference cases

□ EAC BUSINESS TRANSFORMATION PROJECT CASES

EAC has further accumulated vast project experiences with focus on comprehensive business transformation in China, growth strategies are mostly followed by execution support

INDUSTRIES	RESULTS
POWER INVERTER 	<ul style="list-style-type: none"> Forward-look China growth strategy development to counter-balance stagnating business development PMO set-up in China by joint definition of growth projects with underlying timeline and responsibilities Coordination and communication of implementation progress in Coaching of project managers
BONDING TECHNOLOGY 	<ul style="list-style-type: none"> Transparency on total and addressable market size in China In-depth competitor analysis & best practices in go-to-market approach Internal organization assessment (focus on operation and sales) Outlining of implementation roadmap and organization improvement options
LOGISTIC 	<ul style="list-style-type: none"> Analysis of APAC countries (focus China) and existing footprint for prioritization of key markets >100 customer interviews to verify commercial & technical needs Strategic competitor benchmarking & gap assessment (“white spots”) Development of an individualized 5-year financial projection tool Outlining levers for revenue growth
PHARMACEUTICAL 	<ul style="list-style-type: none"> Aggregation and review of market information based on outside in verification Synthesis and detailing of clearly defined sales levers and enablers Discussion and alignment workshops with China and global sales stakeholders Joint elaboration of revenue run-up and investment plan
BATHROOM PRODUCTS 	<ul style="list-style-type: none"> Formulation of double-growth strategy roadmap Building up framework for required “Enablers” and steering of actions Bottom-up as well as top-management alignment achieved via discussions and workshops Cross-functional alignment (“breaking the silos”) Facilitation of Organizational Maturity Assessment



BUSINESS TRANSFORMATION – Benefit from our local network

Contact our experts directly to discuss goals and ideas

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