Doing business in China
Let Chinese deal your Chinese business.
Let Chinese expand your Chinese market.

Compass foreign business service center
www.doingbusinessinchina.org
**About Compass**

Compass foreign business service center (Abbrev. Compass) is a comprehensive agency that can provide one-stop service for foreign businessmen from around the world.

It’s the professional agency that get the permission to establish by Chinese government.
Compass provides one-stop agency services for foreign businessmen in China—investment, purchasing, joining electronic commerce platform and marketing.
Compass will help the foreign businessmen to do their business operations in China easier.
The professional teams that consisted of different realm experts will greatly shorten the time in different steps, reduce the business costs, and the business risk in the investment project in China.
Compass investment department has a dozen more investment experts who have 30-year investment experience. They accumulate the rich social resources, service experience and investment experience.
The excellent experts teams of Compass will meet the foreign businessmen’ need in China—investment, human resources management, personnel dispatch, engineering consulting, procedures agency and others services.
We welcome foreign investor to choose Compass as a strategic partner in the process of development, Compass will always make a connection with foreign investor and provide professional, meticulous, thoughtful and full services.
Compass sales & marketing department is the marketing operation expert with more than 25 years experience in Chinese market.
This department provides the one-stop Chinese business service of docking collaborators, recruiting distributors, settling in the offline media cooperation, entering the business centers, designing Chinese brand, and protecting the intellectual property.
Compass sales & marketing department will help ensuring the customers business goes well in China.
Compass purchasing department is built on base of Shandong yolong import & export Co., Ltd.
Now the main products are mechanical equipment, sports goods, office furniture, new material. It has 48 fixed purchasing channels (professional factories), 120 export trading partners and it’s average annual trade volume is above10 million dollars.
Compass purchasing team has a professional, massed, and fine purchasing mode.
In order to reduce the purchasing risk for foreign purchasers, Compass supply the following services: Investigation of factory capacity, domestic product purchase bidding, negotiations for products’ price and quality, delivery risk control, etc
Welcome foreign customers to choose "Compass" as the Chinese area purchasing agent, and you will enjoy fast, professional, excellent first-class service.

Compass E-commerce department is built on base of YiQi-Network Technology Co., Ltd.
This e-commerce team has rich experience in Internet development and Internet operation.
It can make the practical group’s networking strategic planning, E-commerce marketing planning, PPC advertising planning, SEO strategic planning, SEM combination marketing plan according to the Chinese network status.
The team can assist the foreign customers to solve the series problems in the planning, design and marketing of platform.
Welcome the foreign businessmen to choose "Compass" as your Chinese business partner during the program of E-commerce development. You will recognize a vibrant Chinese E-commerce network.

Compass has a special service feedback center, where the chairman of the institution is the responsible person. He will monitor and deal with all problems in the process of the project to keep your rights inviolable.
Compass will let you feel the continuation of "Chamberlain style" service in China.
Mission and philosophy

Our Mission
Compass provides Chamberlain Style specialization and fine service, be a good agency of foreign investors to invest China, and open the Chinese market. Compass aim to become a guider and a faithful representative in Chinese market, leading the world’s top brands to enter the China.

Our Philosophy
Compass will become a service agencies with global relation, strong technology, diversified talents, and social responsibility.

Global Relation
Compass will exclusion of regional prejudice, and treat the economic entities who want to enter the Chinese market from all over the world with the perspective of a fair and objective view.
To link resources effectively, and to achieve the common development with customers.

Strong Technology
Compass made the company management mode and development mode clear. On the basis, to identify our own advantages for the economic entities that intention to enter the Chinese market.
To provide customers with a full range of one-stop services (planning, implementation and supervision).
Allow customers to experience the convenience, rest assured, satisfied service.

Diverse Talents
Compass always absorbed the diverse talents.
To training the talents according to the different advantages of various aspects, so that employees become the professionals with expertise.
Everyone of Comapss will work more efficient and more enjoyable.

Sense of Social Responsibility
Compass recognized the close relationship between the company and the social environment, and took the responsibility of Compass and the social consciously.
Compass intends to educate ceremony, improve staff quality, and train the expertise in the company, in order to provide better service for the customer, company and Chinese market.

Compass foreign business service center
Website: www.doingbusinessinchina.org
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Investment in China

1. Establish wholly foreign owned enterprise in China

Facing with the huge potential Chinese market, many foreign companies are seeking to establish a wholly foreign owned enterprise in China. The structure of wholly foreign-funded enterprises allows the establishment and operation of enterprises in China without the participation of a Chinese partner. Based on our knowledge and experience, Compass can help you finish business planning, management and implementation of relevant projects to ensure that your projects will smoothly implement in China.

Compass can help you to:

1.1 Collect and analyze market information before entering market and conduct feasibility study;
1.2 Provide a position for your choice according to the differences of economic environment in different regions;
1.3 Under your authority, conduct business negotiations in your name;
1.4 Obtain the necessary government approval and complete the establishment of wholly foreign-owned enterprises;
1.5 Compass can provide accounting, law, human resources and IT services based on your need through our Associate Companies office.

2. Establish foreign joint ventures in China

In facing of China’s huge business opportunities, a large number of Foreign Companies are seeking to invest in China to build a joint venture with Chinese partners, aiming to the Chinese mainland market.

Compass can help you to:

1.1 Collect data and sort out the research report before entering the market;
1.2 Look for the correct partner and conduct due diligence on China’s joint venture partners and business opportunities;
1.3 Assist you in completing business negotiations;
1.4 Obtain the necessary government approval and complete to set up a joint venture.
1.5 Compass can provide accounting, legal, human resources and IT services according to your need through our joint office;
Marketing in China

一、Intellectual Property Protection Agency
If your brand or intellectual property is violated in China, Compass can expand the tort action by our legal service cooperation agency under your authorization. Compass can restrict further violations and protect your rights in China.

二、Offline advertising agency in China
According to the customer’s project requirements, Compass will select media delivery in China pertinently. Our offline advertising forms include: Magazines, newspapers, billboards, shop windows, radio stations, television stations, airports, stations, shelters, light boxes and other media.

三、Business Center Service
If your products want to be settled in the commercial center of China, our company bases on your product positioning, selects the best area and business center for you.
Compass can help you:
3.1 Investigate regional consumption capacity;
3.2 Investigate regional business center operations
3.3 Based on the investigation situation, Compass can form a business report;
3.4 Under your authorization, Compass will conduct business negotiations with the business center, until sign the contract;
3.5 Assist you to complete the layout of the business center by dispatch the business assistant;
3.6 Through our joint office, our company provide accounting, legal, human resources and IT services as your needs.

四、Exhibition Agency in China
Exhibition Invitation and service:
4.1 Our company bases on the customer’s business characteristics, targets to choose exhibitions in China. And through the exhibition organizing committee to send out the invitation to the exhibition;
4.2 Our company can book hotel service for you, according to your needs,
4.3 Our company can provide shuttle service from the airport, and arrange cars to participate in the exhibition service for you;
4.4 During the exhibition, Compass will send a business assistant to help you arrange the exhibition site, and cooperate with all the activities during the exhibition. Until the exhibition end;
4.5 After exhibition, if you need to expand business negotiation with Chinese company, Compass can dispatch the business assistant to cooperate with you to discuss.
E-commerce in China

1. The operation agent of online store

The platform will be stationed in Compass will provide the mall in service of Taobao, Tmall, JingDong, understand the rules of platform, accept set up the shop quickly. Compass will laid the sales network for you on the shortest time, and Compass will give you the key first step in the china electronic retailing.

The planning of strategic

According to many years of service experience, hundreds of customer accumulation, Compass summarized from electric business platform building to the operating strategy of system services strategy, including the store positioning, product planning and marketing strategy, it’ll form a whole feasible operation strategy, it will escort you on your way.

The design of visual

Compass has the professional visual design team, the first-class visual strategy analysis, and Compass will build the perfect store brand temperament style and customer shopping experience, Compass will strive to convey high quality products to consumers on the vision image, and enhance brand viscosity!

Operating and promoting

Compass will integrate the resources of the PC and mobile terminal, and to introduce the target flow as the core, accurate positioning, with the aid of payment flow, free flow, marketing activity, the entire network auxiliary way, build the hot style, improve the ROI, Compass will achieve the sales and brand promotion.

The customer service

Compass have professional team, and Compass will online 15hours a day, Compass will to optimize the reception process, improve the experience of customers, promoting the transformation of consulting, and build the perfect service system of VIP, increase the related to purchase and after buying rate.

The data analysis

In order to the store operation, Compass will analyze the industry data, customer data at once, Compass also have store diagnosis, optimizing adjustment, making plans, maximize output, to promote effect, mining the customer’s second demand and viscosity, increase customer purchase rate.
2. the agent for bidding advertisement of search engine

Compass has the best international team, Compass will provide the most high quality management services of bidding advertisement of search engine------in the marketing, creative of the AD copy, account management and so on various aspects, our professionals will provide the best service for you.

Compass will provide the tailor-made high quality advertising for your site, the bilingual employees in our team, they not only have business education background, they can quickly familiar with the business of your company, but also have more fluent language ability as guarantee, to make sure that you is the most effective and rapid communication with us.

Whole-process service: from keywords to payment

Compass provide you with the search engine keyword bidding advertisement management services include: Search engine bidding rankings advertising account opening--Compass will fully assist you to open the search engine advertising accounts. You or your company will have independent search engine advertising accounts, at any time and place, you can view or management directly into account.

The overall strategy and keyword filtering--first, Compass will for your enterprise, enterprise business environment and your competitors, thorough analysis after have a certain understanding. Compass will for you to choose the most suitable for enterprises and products of high quality keywords.

The creative writing of AD copy--Compass will carefully for you to write the most appropriate advertising creative, and through the online test, modify, launched into the process of the adjustment in order to achieve the conversion and maximize the return on investment of. In our view, a process that requires both creativity, it is very scientific, because it covers the unique insights of our many team members.

In-depth analysis of Website--Compass will all relevant pages of your site depth analysis: from the visitors landing page to the final payment process, Compass will provide the most specific changes, maximum optimization Website conversion rate.

The daily management--Compass will daily real-time monitoring the progress of the promotion activities, and timely optimize the keywords, bidding, and advertising creative adjustment.

weekly/monthly reports--According to your requirements, Compass will provide you with relevant data weekly/monthly report. The report content can be customized according to you be fond of, to meet the needs of your marketing team.

3.SEO Agency (Chinese Search Engine Optimization Services)

Today, competition is fierce in the field of search engine optimization. There are nearly 600 million search engine users in China, and tens of millions of companies rushing to get their attention. So if you want to run ahead of competitors and win the favor of the Chinese search engine users, you need talent strategy and implementation measures.

Our principles:
(1)To ensure that customers get bigger reward
It is necessary that one need Website adjustment and building chains of production. In addition, providing users with valuable information is the only way that ensure the success of the search engine optimization in the long run. With the search engine development, our goal has never changed: To ensure users find what they want.

Compass provide valuable information for Chinese search engine users with the following methods:
Creating a unique and eye-catching messages

Developing the convenient site navigation and page design to users

Writing web content which is persuasive, informative and easy to read

Establishing a real relationship with the users through social media

(2) The field of professionals is the key to success

Compass offer search engine optimization training for all internal employees and contractors. It means:

The Website Compass developed is useful for search engine optimization. If the Website construction is not in place in the first time, it might result in serious inconvenience to customers and also lead to a high cost.

The Chinese content that Compass write for you is conducive to the search engine optimization and attracting users with thinking over.

In order to increase the rate of return on your investment, Compass will catch insight which includes the useful information from the keyword auction paid advertising and apply it to the search engine optimization.

Compass combine search engine optimization with social media work so that they can complement with each other by half a effort.

4. Banner advertising agency

If you are interested in buying Chinese web banner advertising, Compass can target to screen the Website which will promote your business profit according to your business needs. And Compass also can contact to site management personnel about the price of banners advertising and delivery issues with your authorized until the banner advertising is built online.

5. Chinese Website planning and designing

With the rapid development of the Internet, the website has become a kind of inevitable trend and a promotion methods. It is the premise of network marketing that with a consistent Website. And the Website is an important window to publicize and reflect the image and culture on the Internet. Many foreign companies are aimless to build Chinese Website, which ignored the behavior habits of the Chinese people and directly led to the site to become a popular tasteless finally.

Compass will analysis and design a popular Chinese Website for you by combining with network data in the perspective of the Chinese people.
Purchasing in China

一、 Supplier audit

Under your authorization, our company expand the audit of suppliers in China:

1、 Evaluate factory production capacity and equipment;
2、 Check quality control capability and performance of the factory;
3、 Check the accuracy of production facilities and equipment;
4、 Evaluate production technology and ensure quality;
5、 Check the quality of parts, materials and finished products by visual;
6、 Form supplier audit situation report.

二、 Purchase agency services

The service Compass provide covers complete procurement business chain. Compass will work as your project agency or buying office.

Compass will choose the trade partner with good reputation, in order to reduce the purchasing risk in China.

Under your authorization, Compass can help you:

1、 Carry on product purchase bidding in China;
2、 Validate potential suppliers;
3、 Carry on price, quality negotiations in your name;
4、 Dispatch purchasing officer to check product quality;
5、 Arrange delivery service.
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