

China Market Entry Checklist

You would like to see if your brand has potential in the Chinese market. But where to start? No worries! We are here to help.

We've come up with a short checklist to help you put together the most relevant details to decide if the Chinese market is right for your brand.

	Questions	Answers
Product	What product do you plan to sell?	
	How much do you know about this product category in China?	
	Are your competitors selling in China?	
	What is the degree to which products, packaging and price can be changed to accommodate the needs and preferences of Chinese consumers?	
Awareness	Do Chinese consumers know of your brand?	
	Do Chinese consumers talk about your brand on Baidu, Little Red Book or other channels?	
	Is anyone trying to resell your brand's products on Taobao, JD, or Pinduoduo?	
Investment	How much would you be prepared to invest in research to understand whether your brand or product has product-market fit in China?	
	How much would you be prepared to invest to enter the Chinese market and capitalize on product market fit in China?	

Are you not able to answer all of these questions yet? Don't worry! Our China Experts are ready to help you complete the list during a first free consultation.

Reach out!
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