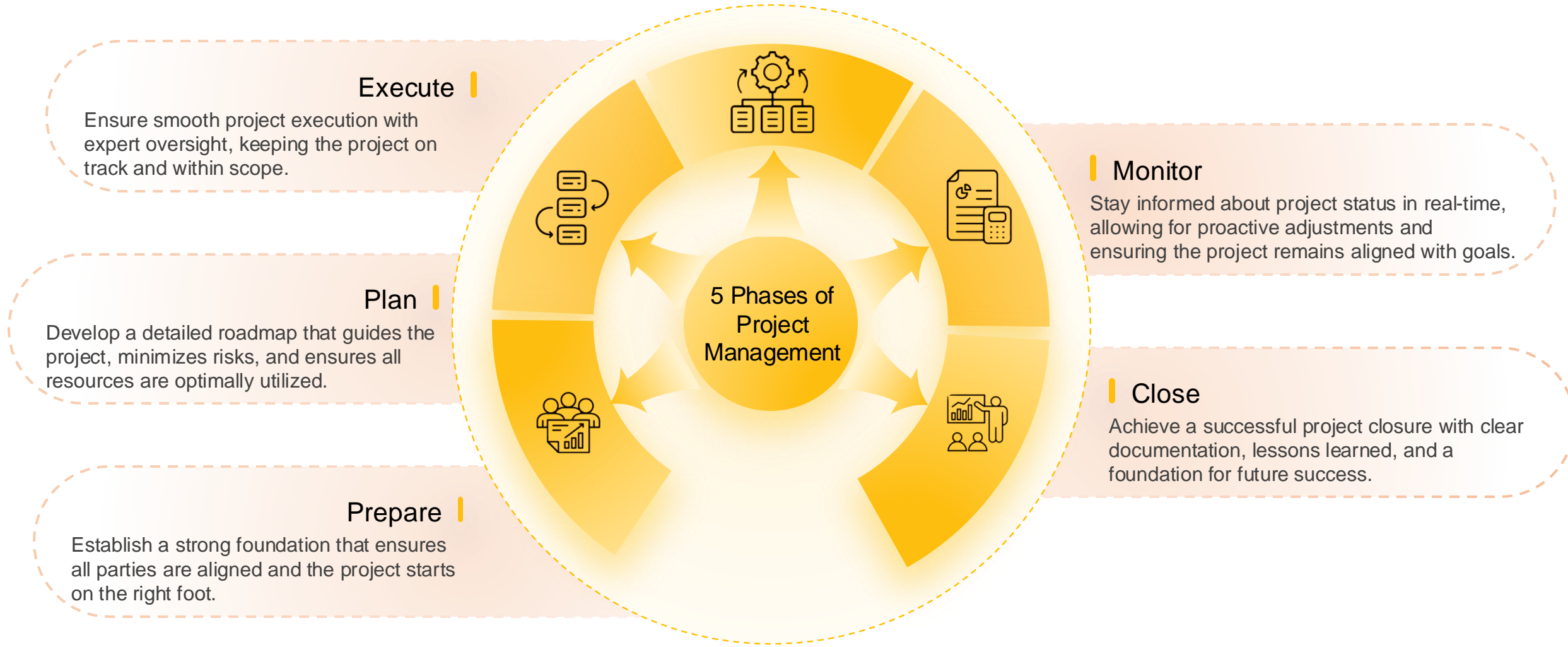


Master the Complexities of International Projects

Ensure Seamless Execution and Achieve Success with MFC's Strategic Expertise





MFC supports clients in all phases of their project, ensuring culturally sensitive and effective project management.



Successful China Market Entry for a German Pet Food Brand – From Exploration to Expansion

International Project Management / Market Entry Strategy and Execution

Objectives:

The client originally aimed to enter the thriving Chinese petfood market via Cross-Border-E-Commerce. Due to the challenges posed by the Covid-19 pandemic as well as food related import restrictions, a totally new strategy had to be developed and executed: local production in China for the China market.

Key objectives were to

- secure local production via qualified contract producers,
- establish a strong market presence with trade, service partners and customers,
- and develop a robust operational framework.

Results:

- The client successfully completed the market entry process in China.
- Established a strong presence in China.
- Operates an efficient and adaptable Chinese branch.
- Meets sales targets and continues to grow in the market.

Process:

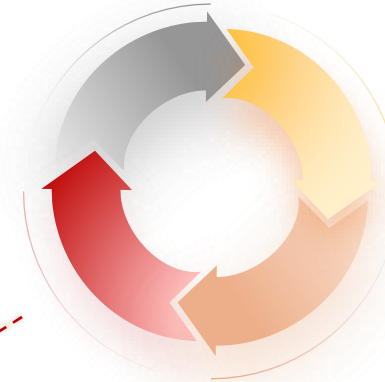
MFC delivered mission critical insights and strategic supervision, detailed project management as well as hands-on on-site execution, guiding the client from initial market exploration to a successful entry. With its team in Germany and China and leveraging local networks, MFC spearheaded the international project, ensuring a strong foundation for future growth. The market entry was segmented in four distinct phases: Exploration, Initiation, Start-up, and Scaling. MFC enabled the client with a system of clear milestones and tasks, ensuring a flexible yet strategic approach as this is essential for China-focused projects.

Exploration Phase

- In-depth market research and competitor analysis
- Developing marketing and branding elements, such as a Chinese brand name
- Assessing suitable distribution and production setups

Initiation Phase

- Partnering with a local production company
- Advising in setting up a Wolly Owned Foreign Enterprise (WOFE)
- Setting up initial marketing and sales channels



Scaling Phase

- With successful operations in China, the client is ready to scale.
- The Chinese branch to operate independently while MFC continues as a strategic partner to address challenges and ensure long-term success.

Startup Phase

- Supporting the development of an efficient local team in China
- Managing communication between Chinese team, partners and HQ
- Strategic oversight during project execution, incl. stakeholder and risk mitigation

Find more details about this case study on our website:

[Successful China Market Entry for a German Pet Food Brand – From Exploration to Expansion](#)