Master the Complexities of International Projects

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

Challenges





Geopolitical risks and policy changes

Project Management Practices

Language and communication gaps
Preference for flexibility over rules

Cultural Differences

Trust-building is slow (Guanxi)
Personal connections are essential

Legal & Regulatory Differences

Local laws differ from Western norms

Market Access Loss

Projects may become unprofitable

Goal Misalignment

Complication in execution

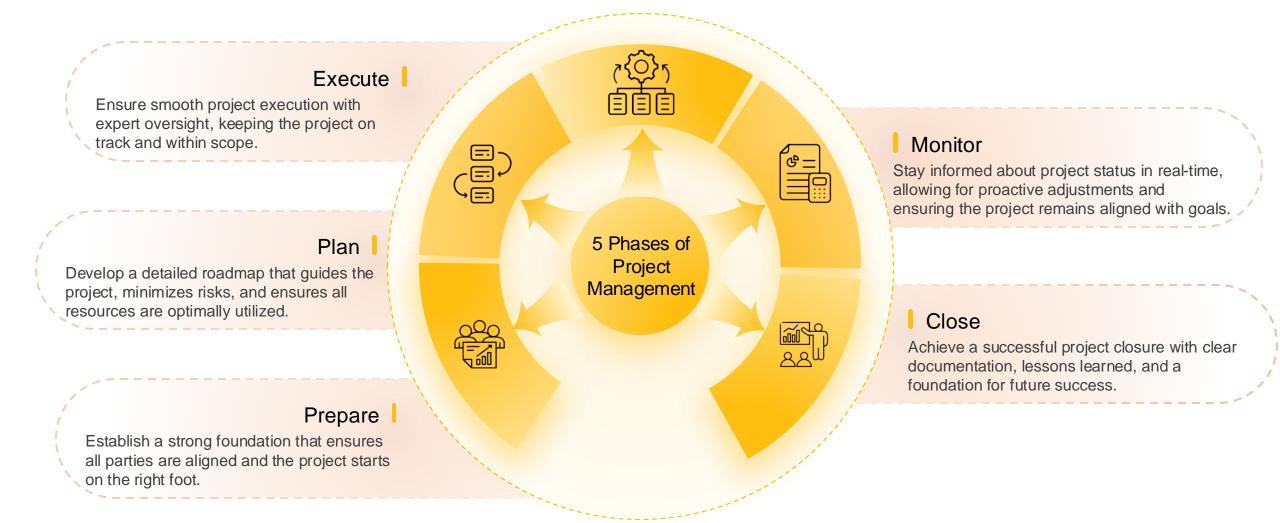
Strained Relations

Misunderstanding
Business relationship damage

Legal Risks & Reputation Damage

Disputes and potential financial harm

Impacts



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

Cross-cultural Expertise

Benefit 1

if

Bring your International Projects to Success

Cross canara Experies

Overcome cultural barriers with ease by leveraging knowledge of our multilingual experts.

Risk Mitigation

Benefit 2

Protect your project from unforeseen challenges through proactive risk management, identifying potential issues early in the project lifecycle.



Benefit 3



Benefit 5 Resou

Resource Optimization

Maximize the efficiency of your resources by streamlining processes, leading to optimal use of financial and human capital for better project outcomes.

Benefit 4 Strengthen Relationships with Stakeholders

Enhance project sustainability by fostering trust and collaboration, securing strong support and commitment from all stakeholders.

Effective Communication

Maintain clarity and alignment across all teams with seamless communication, ensuring everyone works towards the same project objectives.



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.

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

Startup

Phase