

Your Exclusive China Team

Service Proposal

Brand Image • Low Risk • Cost Effective • More Control

14th May 2013



富鑫投资

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PHRASE ONE

Location, location, location

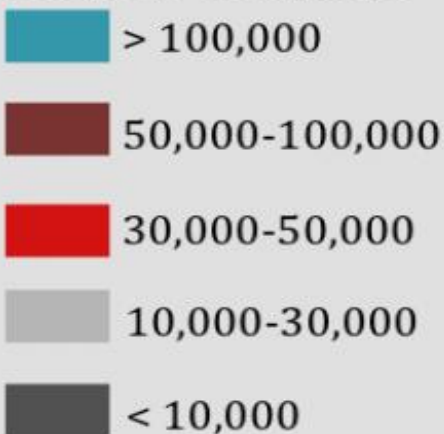
- Clients
- China offices
- Local contacts
- Seminars
- Exhibitions
- Fee structure



Where are your clients

Distribution of China's High Net Worth Individuals

Number of HNWIs:



Data Source: Hurun - The Chinese Luxury Consumer White Paper (March 2012)

*Note: Chongqing is in the 30,000-50,000 HNWI category

Your own China office(s)

Advantages	Your own offices	Local agencies
Branding	Local presences	Different level of service
Accessible	Directly in touch with clients	Indirect contacts
Service	Stable service standard	Unstable service standard
Follow ups	In person, phone calls, email	Phone calls, email
Globalization	Company global footprint	Agency out sourcing
More control	Own staffs, own products, right info.	Selling service from your competitors
Cost effective	Invest in your own assets	Not sending business

Local contacts

Contact level	Details	Activities
Individuals	Our own client database	Follow ups, new products, private meetings and seminars
Schools	Primary/high schools, universities, English schools, private schools	School heads, international departments, strategic collaboration agreement
Agencies	Overseas education, visa/immigration, travel	Carefully select, basic referral agreement
Companies	Property, bank, wealth management, Accountant, Law, medium and large companies	Direct clients, seminars, exhibitions, local collaboration
Local Authority	Education, foreign affairs, business	Seminars, visits, local support, strategic collaboration agreement

Seminar venues

- Office conference room (if available)
- Personal banking conference room
- Luxury hotels
- Private business clubs



Exhibition

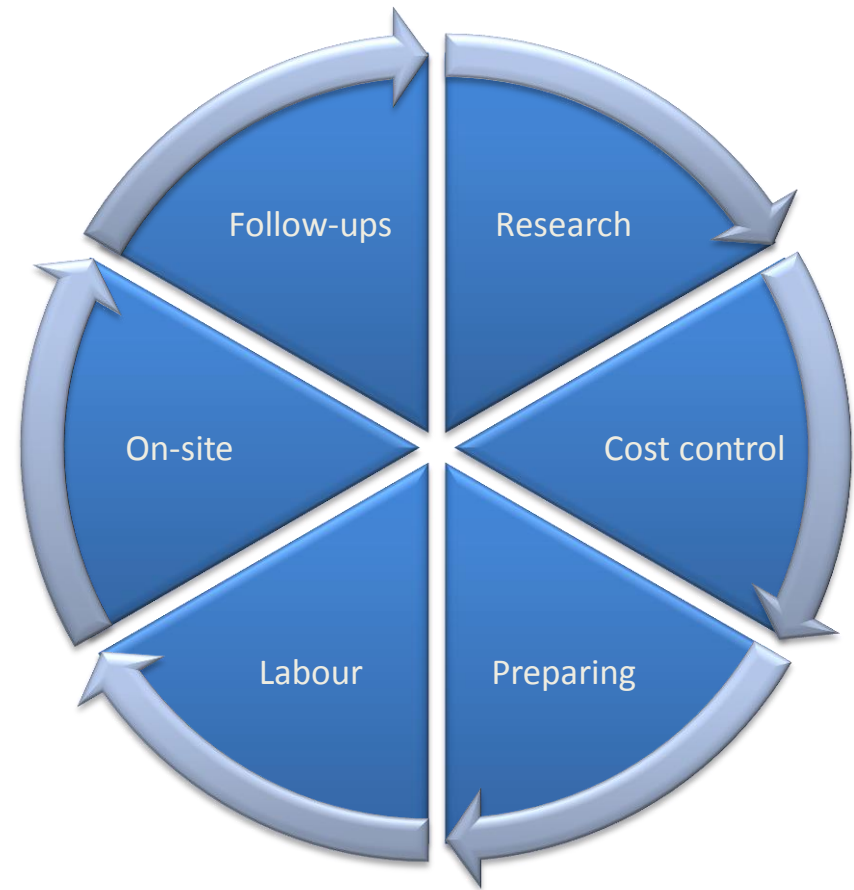
- Education / Immigration Exhibition
- Overseas Investment Exhibition

Specially designed Chinese brochure, leaflet and post stand

Chinese website / Visual Identity

Media presentation

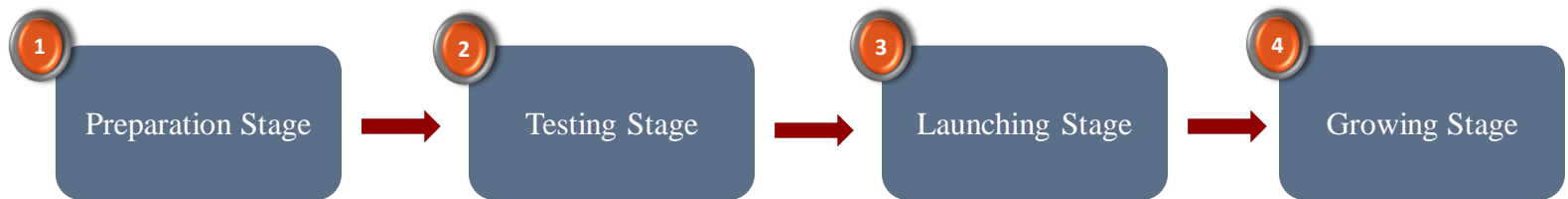
Exhibition report / traffic records / clients database



Service collaboration

Services	Details
T1 Investors Visa	Not only able to help invest in national bond, we are also help to investment other proved investment products targeting 5% of return on investment, this will help 5 years follow up services.
T1 Entrepreneur Visa	Comprehensive solution for the ' Genuine Entrepreneur Test ' for Tier 1 Entrepreneur applications. Working closely with each other to generate and select a list of UK existing Projects matching immigration criteria for applicants to choose.
Education	As requested by majority of Chinese families, education is one of the main attractiveness for clients choosing relocating to UK. Help to apply all level of schools and guardianship
Property	London property is considered one of the most safe investment in UK. And it is the most favourable investment type. A one stop property service is provided including search / acquire properties for self-use and investment, sales/management etc.
Support Service	Business / investment adviser, company formation, accountant, Chinese tax advise, offshore, finance, legal, interpretation

China market plan



Preparation stage

Service Detail	Target	Estimated Cost
General company brochure	High quality bilingual brochure, designed, printed and banded, stored or delivered. First publishing: 5000 copies	£9,800 one off
Company new products	New service package will be designed based on targeted Chinese client's needs, products sheets will be designed and printed. Including e-version	Minor printing cost
Company website	Tailored Chinese version companies website linked up with original based on existing company theme.	£1,000 one off plus minor annual maintenance fee
First China trip with FS	3 Cities, meet 2 agencies, 5 potential clients, possible small group seminars.	£6,000 per person One week (price including 5* hotel and return flight)
VI Package (optional)	Chinese name design, goody bags, T-shirts, stationaries etc.	On request
Total duration: 6 – 8 month, cost may different depending on actual requirement.		

Testing stage

Service details	Targets	Estimated cost
Seminars	Arrange a small seminars in China. Topic: UK Immigration related	Venues and speakers cost.
China trips	Arrange meetings with 3 schools, 1 local authorities, 2 companies and 4 agencies. View potential office locations	Trip cost 2 persons 10days, including flights, food and accommodation.
Client	Min. 5 deal leads, start to build up the client contact list 15 to 20. Follow ups	Potential profit to 60% of expenses
Testing report	Based on feedback from seminars and different meetings.	
Total	Duration 3 to 5 months	£ 16,000

Launching stage

Service details	Targets	Estimate Cost
First China office	Tier 1 cities: Shanghai, Beijing, Shenzhen	Current rent cost in central Beijing we can get £12,000 to 15,000 per year, top quality 450sqf.
Legal compliance	Registration, accountant, licence	
Set ups	Labour & training, stationary, rent etc. 2 staffs, 1 supervisors.	Detailed cost will present in a budgeting report
Clients	Working with at least 20 agencies, agreement with 8 schools, 2 local authorities, 6 cooperate clients. 120 local contacts.	
	Duration : 1 year	Service cost: £25,000 (for One dedicated project manager).

Growing stage

- Day to day management, weekly report back to UK head office, quarterly target to achieve.
 - Team development:(skills, size, diversification, service products)
 - Develop business contact database
 - Important supporting service: staff training, client consulting, seminar speech, client arrangement, translation / interpreter, legal, training document, client UK visiting etc.
 - Expansion (within local area, cities and province)
 - Cost management: operating cost, marketing cost.
- Note: more detailed information will be present and discussed

Why choosing us

Item	Apply Our Solution: cost effective
Research	Research based on practical experience and knowledge of the market, knowing where to start with and focus on. Understand both UK and China market
Location	Know of local level of competition, and available market size. Fully understand the industry history in targeted location. Cost of setting up office is mainly depending on selected locations, we help to find the best location to suit your long term strategy.
Resource	Exiting local contacts: potential clients (group & individual), agencies, service companies, local authorities. Build up your direct contact without going through third parties.
Branding	Promote your own company brand with sensible level of localization to fit both company standard and local requirements.
Timing	Less testing or void period on launching into new market. Less time on learning and develop new market.
Control	We assist employing, training, managing, reporting based on UK head office requirement. Meetings and reviews will be hold in either location or through web conference periodically to ensure meeting the planned target.
Promotion	Promoting company and products through various channels: Web (Chinese internet is highly restricted), papers, magazines, exhibitions, seminars.