



SUMMITRG
BUSINESS DEVELOPMENT SERVICES

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Business Consulting Services

Our Consultants and Associates have decades of hands-on experience as entrepreneurs, senior executives and consultants.

Drawing on this richly diverse body of knowledge, we develop strategic plans and practical solutions to the immediate and often complex challenges our Clients face in their businesses.

We not only recommend solutions but also work closely with Clients to ensure these recommendations are implemented successfully. In many engagements our Consultants are retained in an advisory capacity on an ongoing basis, participating as members of our Clients' Management Teams.

We are confident we can help you attain your business objectives.

Strategic Planning



Using a combination of proven proprietary and other Business Planning tools, we guide you in defining your business in terms

- > Customer Groups (who buys our products?)
- > Customer Functions (What needs do our products fulfill?)
- > Alternative Technologies (How are the needs met?)

We help you answer the deceptively simple question:

“What is my business?”

We focus your attention on 6 critical business issues and give you tools to address the issues of immediate concern to you:

- > Find and keep Customers
- > Create more added values for Customers
- > Generate positive Cash flow
- > Ensure Profitability
- > Make Profit
- > Pursue Growth

We facilitate, both on-site and off-site, strategic planning sessions and stimulate your management team to creatively address:

- > Current Reality (Where are we now?)
- > Strategic Objectives (Where do we want to be?)
- > Action Plans (How do we get there?)

We identify Strategic Options and recommend those best suited to reposition your enterprise in this constantly changing business environment.

We prepare Strategic Plan, Business Plan and related collaterals (PowerPoint, print, interactive and web-based) for internal and external communications.

To be of real value, Strategic Planning is an ongoing process; not a nominal one time event annually.

We work with you to execute your strategic plan and monitor progress.

We steer you away from 5 common pitfalls that prevent you from attaining your strategic goals.

- 1) Misreading industry attractiveness
- 2) Possessing no true competitive advantage
- 3) Pursuing a competitive advantage that is unsustainable
- 4) Compromising strategy to grow faster
- 5) Not making strategy explicit and not communicating it to employees

Business Development In China



Of particular interest is China, which has the fastest growing domestic market in the world.

China is Canada's third largest trading partner, following USA and EU. The Canadian/China business volume is expected to grow.

It is sensible for a Canadian business to develop a strategy, which takes advantage of the opportunities and reduces the risks that China presents.

Understanding the **guanxi** way of doing business in China, we have close ties with influential members of the business community and government agencies.

We have Principals and Associates on the ground in China with first hand experiences in establishing successful operations in China.

We give you valuable knowledge and a trusted hand to guide you in all aspects of your endeavor in China.

We have a proven process to assist you in formulating realistic objectives for dealing with Chinese companies and government agencies, and guide you to avoid pitfalls:

- > Assess the strengths of your company in the context of doing business in China
- > Determine the suitability of your products and services within the framework of China's classification system for products and enterprises: Permitted, Restricted, Prohibited

- > Develop business plans, advise on market entry, set-up company, plus assist in locating and working with local and international professionals in tax, finance, shipping and other needed services
- > Evaluate which corporate structure is best for you; each structure has its advantages and limitations e.g.
 - Representative Office (RO)
 - Wholly Foreign Owned Enterprise (WFOE)
 - Equity Joint Venture (EJV)
 - Cooperative Joint Venture (CJV)
 - Joint Development Agreement (JDA)
 - Foreign Invested Commercial Enterprise (FICE)
- > Seek government support from both Canada and China for applicable projects, especially in the Cleantech, Bio-Med and High tech sectors
- > Provide cost effective professional services support in China: Legal, Tax, Accounting, Audit, Intellectual Property, IT, Engineering
- > Formulate an effective intellectual property protection strategy to reduce the risks of piracy
- > Work closely with you and participate as a member of your team to implement your business plan
- > Build and operate a successful plant - work with major industrial parks, national business promotion agencies and local specialists on site selection, licenses and permits.
- > Facilitate visits - Arrange all local travel and lodging requirements. Set up meetings with government and business contacts. Arrange for translation and interpreters, provide briefings on local social customs and business etiquette.

Market Research/Marketing



In this global economy, a Company must have a perspective that encompasses global markets. Most of our Clients serve the global markets.

We conduct Market Research and develop marketing plans, concentrating on the Industrial, Commercial and OEM (Original Equipment Manufacturer) Markets.

Our Marketing engagements typically include:

- > Developing localized Marketing Plans which flow from the Strategic Plan
- > Selecting Target Markets that potentially are the most profitable and responsive
- > Simplifying data collection and ensure that Clients are receiving the most accurate information and not miss any key facts
- > Choosing positioning strategies for the Target Markets
- > Specifying the information required to address the marketing opportunities
- > Setting focus for product diversification and new product development
- > Creating innovative product concepts related to the Client's manufacturing capabilities
- > Participating in the creative engineering and industrial design activities
- > Developing sales collaterals

Product Development



Successful Product Development is about managing risks. Based on years of experience, we have learned the all important lesson expressed in this phrase: **always measure twice and cut once.**

In other words, ensure that market research is in close synchronism with the technical development efforts.

Marketplace requirements are constantly changing. The technical objectives must be regularly reviewed in light of the latest marketing intelligence.

The biggest reason for failure is misreading the market expectations for the product being developed.

Bringing new products to the marketplace in a timely fashion is crucial to the success of a business.

At the same time, developing new products is risky. Research has shown that from conception of 100 ideas, only 1 may result in a money making product.

The challenge is to manage the risks. We help you:

- > Identify the 6 categories of New Products
 1. New-to-the-world products
 2. New product lines for the Company
 3. Addition to existing product lines
 4. Improvements to existing products
 5. Repositionings
 6. Cost reductions
- > Analyze and understand the risk profiles of the different categories
- > Improve the quality of ideas; keeping in mind this adage: good ideas come from inspiration, perspiration and techniques
- > Formulate and/or improve your Product Development Process
- > Close the loop with Market Research.
- > Tie in with your Technology and Intellectual Property Management Plan

Intellectual Property (IP) protection is a key element of your Product Development Program. We will help you define cost-effective strategies for trademarking, copyrighting or patenting your new products.

Licensing In and Licensing Out are also key elements of your Product Development Program. We will work with you to determine which options are best for your business.

Contact Us

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